

THE REGIONAL CAMPAIGN FOR ROAD SAFETY

#ListenToThem_USJ

الحملة الإقليمية لسلامة المرور

#إسمع_منهم_USJ

EVERYDAY **3500**
LIVES ARE LOST IN ROAD
TRAFFIC CRASHES

كل يوم ٣٥٠٠
شخص يموتون
في حوادث السير





Professor Salim DACCACHE

Rector of Saint-Joseph University of Beyrouth

"The mission of Saint-Joseph University of Beyrouth goes beyond Education. The University is committed towards the Lebanese and the Arab society, and its social responsibilities strategy is unlimited. Given the fact that Road traffic injuries are one of the leading causes of death and handicap in the MENA region, we have launched along with our partner the Renault Foundation, in 2012, the Chair and Master in Road Safety Management for Lebanon and the Arab World. The Master's program has been successful thus far with more than 50 graduates working in this sector both locally and abroad.

Since it is an individual and collective responsibility, the University joined its efforts with Lebanese and Regional celebrities to launch an awareness campaign in order to promote Road Safety. I sincerely hope that this campaign will be successful and I want to thank Mr Jean TODT for his kind and continuous support. Many thanks go also to all the celebrities who have graciously agreed to collaborate with us by becoming ambassadors for Road Safety."



Mr Jean Todt

FIA President (Fédération internationale de l'automobile)
Special Envoy of the United Nations Secretary General for Road Safety

"As FIA President and Special Envoy of the United Nations Secretary General for Road Safety, I support the USJ Road Safety Campaign. Every day, 3,500 people are killed on the roads. Young people are particularly affected as road crashes are the number one cause of death of 15 to 29 year olds. This is an alarming trend, a plague that needs to be stopped, a human, economic and social cost which has become unacceptable. To stop this scourge, we know the prescription: more prevention, respect of the basic rules, safer roads and vehicles, more effective post-crash care. This is necessary in the Middle East as in other parts of the world. Every action counts. It depends on each of us and I count on your support."

GLOBAL ROAD SAFETY IN NUMBERS



Over
1.25
MILLION

People die each year
On the world's road

Everyday
500

Children are killed
in road traffic
crashes

Almost
1 BILLION

people live in
countries which
have not acceded to
any of the UN road
safety conventions

Road traffic crashes
are the number 1
cause of death among
15-29
year olds



RESPECT THE ROAD SIGNS & STOP ON THE RED LIGHT

إحترم الإشارات
المرورية و الضوئية



Daniella Rahmé

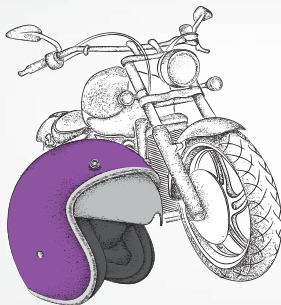
Ambassadress for
the L'Oréal Paris brand in the
Middle East and North Africa, actress
& TV Presenter, Miss Lebanon Immigrant 2010

دانييلا رحمة

السفيرة
الجديدة للورéal
باريس في الشرق الأوسط
- شمال أفريقيا، ممثلة، مقدمة
برامج ومملكة جمال لبنان للمغتربين ٢٠١٠

WEAR A HELMET

ضع الخوذة



Tony Baroud

TV commentator & presenter,
professional basketball player



طوني بارود

إعلامي ولاعب كرة سلة محترف



RESPECT THE SPEED LIMIT

إحترم السرعة القصوى



Sandra Abbas & Raed Mourad

Professional dancers,
Winners of Dancing with the
Stars, USJ Alumni



ساندرا عباس ورائد مراد

راقصان محترفان، فائزان
في «رقص النجوم»، وخريجا
جامعة القديس يوسف في بيروت



PUT YOUR CHILD IN A CAR SEAT

إستعمل الكرسي المخصص للأطفال



Badih Abou Chakra

Actor and star



بديع أبو شقرا

ممثل ونجم

DON'T DRIVE WHEN YOU ARE TIRED

لاتقود سيارتك بحالة التعب والإرهاق



Lady Madonna

The Shining Star



الليدي مادونا

النجمة المتألقة

DON'T USE YOUR MOBILE PHONE WHILE DRIVING

لاتستعمل الهاتف الجوال
أثناء القيادة



Michel Abou Sleiman

Actor, comedian, and TV presenter



ميشال أبو سليمان

ممثل، كوميدي ومقدم برامج

DON'T DRINK AND DRIVE

لا تشرب الكحول وتقود



Sandy Tabet

Miss Lebanon 2016, USJ Alumni



ساندي تابيت

ملكة جمال لبنان ٢٠١٦، وخريجة
جامعة القديس يوسف بيروت

FASTEN YOUR SEATBELT

إستعمل حزام الأمان



Fady el Khatib

Professional basketball
player and one of the best
basketball players in Asia history



فادي الخطيب

لاعب كرة
سلة محترف، وأحد
أفضل لاعبي كرة السلة في
تاريخ آسيا

MAKE ROAD SAFETY A PRIORITY IN YOUR LIFE

إجعل من السلامة المرورية
أولوية في حياتك

“
Priority
for Life
”



Elsy Fernaine

السي فرنيني

SPECIAL THANKS TO THE AMBASSADORS
of **ROAD SAFETY** - USJ Regional Campaign

شكر خاص لسفراء السلامة المرورية
في الحملة الإقليمية
لجامعة القديس يوسف في بيروت



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AMBASSADORS OF
ROAD SAFETY
USJ Regional
Campaign



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A PRIORITY IN YOUR LIFE



FASTEN YOUR SEATBELT



DON'T DRINK AND DRIVE



DON'T USE YOUR MOBILE PHONE
WHILE DRIVING

