

Follow the one-way route: life!

THE YELLOW MAY MOVEMENT AROSE FROM THE NEED TO DRAW SOCIETY'S ATTENTION TO THE HIGH MORTALITY RATES CAUSED BY TRAFFIC ACCIDENTS WORLDWIDE.



According to the World Health Organization, about 1.9 million people can die, in 2020, due to these accidents.

Most of them are caused by recklessness.

HAVE A LOOK AT SOME STATS:

This year, death by traffic accidents is expected to be the **5TH LEADING CAUSE OF DEATH WORLDWIDE.**

By 2030, an estimated **2.4 MILLION PEOPLE WILL DIE ON THE STREETS AND ROADS AROUND THE WORLD.**



THE FOLLOWING ARE RISK FACTORS ASSOCIATED WITH IMPRUDENCE!

- Driving above the speed limit
- Improper overtaking of lanes
- Drunk driving
- Disobeying traffic signs
- Not keeping a safe distance between vehicles

CELL PHONE WHILE AT THE WHEEL, NEVER!

A survey by the Brazilian Association of Traffic Health (Abramet), carried out in 2018, showed that cell phone use is already the 3rd leading cause of traffic deaths in Brazil.

See which capabilities are affected by cell phone use while driving:

- Focus
- Attention
- Logical reasoning
- Motor coordination
- Reflections
- Notion of the spatial distribution



YELLOW MAY



ROAD HEALTH INVOLVES THE LIVES OF DRIVERS, MOTORCYCLISTS, CYCLISTS AND PEDESTRIANS.
BE SELF-AWARE!