



BLOOMBERG INITIATIVE FOR GLOBAL ROAD SAFETY

2007 - 2019

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BLOOMBERG PHILANTHROPIES



WHY GLOBAL ROAD SAFETY?



Road traffic in Delhi, India

Road Traffic Crashes:

- Kill over 1.24 million people each year
- Injure up to 50 million people annually
- Will become the 7th leading cause of death by 2030
- Can be prevented by implementing proven interventions

BLOOMBERG GLOBAL ROAD SAFETY

Mission: Decrease road traffic deaths and injuries in low- and middle-income countries

PHASE ONE

\$134 MILLION (2007 – 2014)

Strategy: Implement 6 proven interventions in 10 countries
10 focus countries that account for half of 1.24 million road traffic deaths annually

NEW COMMITMENT

PHASE TWO

\$125 MILLION (2015 – 2019)

Strategy: Implement 7 proven interventions in 5 countries and 10 cities

PHASE 1

Worked in 10 countries with highest number of road traffic fatalities and injuries:



 **125,000** LIVES SAVED



1.95 BILLION PEOPLE
covered by strengthened laws



1,146 JOURNALISTS
trained from 10 countries



8 COUNTRIES OR LOCALITIES
passed new or improved road
safety laws



36,014 PROFESSIONALS
trained on road safety interventions



\$4.125 BILLION
committed by governments
to make road improvements

PHASE 2

BLOOMBERG INITIATIVE FOR GLOBAL ROAD SAFETY

(2015 – 2019)

Commitment: \$125 million over 5 years

Mission: Decrease road traffic deaths and injuries in low- and middle-income countries

Strategy: 1) Strengthen legislation in countries; and 2) In cities, use advocacy, training, and monitoring efforts to implement 7 proven interventions:

1. Helmet Use
2. Seat-Belts Use
3. Drinking & Driving Prevention
4. Speed Reduction
5. Infrastructure Improvements
6. Sustainable Urban Transport
7. Improving Vehicle Standards <<NEW>>

2015 – 2019

BLOOMBERG INITIATIVE FOR GLOBAL ROAD SAFETY

10 cities selected for
inclusion in the road
safety initiative

● OVER 5 MILLION IN POPULATION

● 2-5 MILLION IN POPULATION



CITY STRATEGY

- City-driven proposals first step in developing work plan
- Mayor's Office, Transport and Police Departments actively engaged in Initiative
- Partners in coordination but do not slow each other down
- Embedded staff in Transport, Police and Mayor's offices collaborate with respective partners



2015 – 2019

BLOOMBERG INITIATIVE
FOR GLOBAL ROAD SAFETY

Strengthening road
safety legislation
in five countries



COUNTRY STRATEGY

- All 5 countries committed to strengthen road safety legislation
- World Health Organization to work with governments through country offices
- Grants program to local organizations with advocacy support from Bloomberg Advocacy Incubator



PARTNERS

EMBARQ

- Support cities on the implementation of safe sustainable transport

World Bank Global Road Safety Facility

- Survey high-risk road and make improvement recommendations in selected cities and countries.

Johns Hopkins Bloomberg School of Public Health

- Conduct direct observations of road safety activities--helmet and seat-belt wearing, speeding and drinking and driving.

Global Road Safety Partnership

- Train police on effective road traffic enforcement and support non-profits on road safety advocacy



PARTNERS

Union North America

- Hire and coordinate embedded staff persons in key municipal government positions

National Association of City Transport Officials (NACTO)

- Develop a “Global Street Design Guide” for city planners to provide safer street design

Global New Car Assessment Program

- Support crash testing of vehicles and provide evidence for advocacy for better vehicle standards

World Health Organization

- Work with national governments to strengthen road safety legislation and train journalists for effective road safety media coverage

