Bloomberg Philanthropies

BLOOMBERG INITIATIVE FOR GLOBAL ROAD SAFETY

2007 - 2019

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BLOOMBERG PHILANTHROPIES

ARMS & CULTURE

EDUCATION

PUBLIC HEALTH

ENVIRONMENT

GOVERNMENT

INNOVATION
Road traffic in Delhi, India

WHY GLOBAL ROAD SAFETY?

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
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

Countries: Brazil, Russian Federation, China, India, Egypt, Mexico, Kenya, Cambodia, Vietnam, Turkey.
PHASE 2

BLOOMBERG INITIATIVE FOR GLOBAL ROAD SAFETY

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

- Sao Paulo, Brazil
- Shanghai, China
- Mumbai, India
- Fortaleza, Brazil
- Accra, Ghana
- Addis Ababa, Ethiopia
- Ho Chi Minh City, Vietnam
- Bangkok, Thailand
- Bogota, Colombia
- Bandung, Indonesia

- 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
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