



Bloomberg Philanthropies Initiative for Global Road Safety

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DESIGNING CITIES CONFERENCE
SEPTEMBER 10, 2019



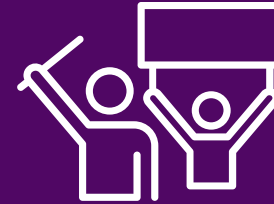
Bloomberg Philanthropies' Approach



Look for
unmet needs



Rely on
data



Don't shy away
from **controversy**



Utilize **advocacy**
and **lobbying**



Work with
strong partners



Remain
flexible



Focus
on **cities**

Initiative for Global Road Safety: Following the Data

Challenge

1.35
Million Killed

Each year by road traffic crashes and up to 50 million people worldwide are seriously injured

8th
Leading Cause of Death

And #1 cause of death for people ages 5-29

90%
In LMICs

Over 90% of road traffic fatalities occur in low- and middle-income countries

Road Safety: 3 Part Strategy

\$260M (2007-2019)

2007-2019



National-Level Work

- Use personal money to support advocacy organizations to press for national road safety legislation
- Train lawyers and journalists on issues related to road safety

2015-2019



City-Level Work

- Embed staff in city agencies that impact road safety, including:
 - Communications
 - Transportation
 - Police
- 56 staff members across 10 cities serve as liaisons to international road safety partners
- In some cases, provide advocacy support to create mass media campaigns and policy change

2015-2019







Vehicle Safety

- Fund crash tests and use results to:
 - Advocate for tougher laws on vehicle safety standards
 - Push companies to comply with global safety standards

Where We Work

PROGRAMS

-  City-level work
-  National-level policy
-  No longer working
-  Vehicle safety campaign



Comprehensive Approach

1. IMPROVING DATA COLLECTION AND MONITORING



2. CREATING GRAPHIC MEDIA CAMPAIGNS



3. STRENGTHENING POLICE ENFORCEMENT



4. CREATING SAFER STREETS AND SAFER MOBILITY



Spotlight: Mumbai, India

ENFORCEMENT

200 police officers and **200 transportation workers** received training on the encouragement and enforcement of correct helmet use

MASS MEDIA

- Ran campaign on billboards and social media featuring the personal experiences of road safety victims
- Municipal government committed **\$215,000** for 2018 helmet media campaign

\$3M committed in total by cities for mass media campaigns

INFRASTRUCTURE

- Transformed **2** intersections; 40 planned
- **Example of impact: Mithchowki Intersection**
 - **Before** - 54% of pedestrians crossed the road unsafely
 - **After** - 77% of pedestrians crossed the intersection using newly painted crosswalks and refuge islands

BEFORE



AFTER



Lives Saved from 2015 – 2018 work

ADDIS ABABA

2,061

1,869 from reducing risky driving behaviors
192 from road infrastructure improvements

BOGOTA

2,918

1944 from reducing risky driving behaviors
974 from road infrastructure improvements

MUMBAI

540

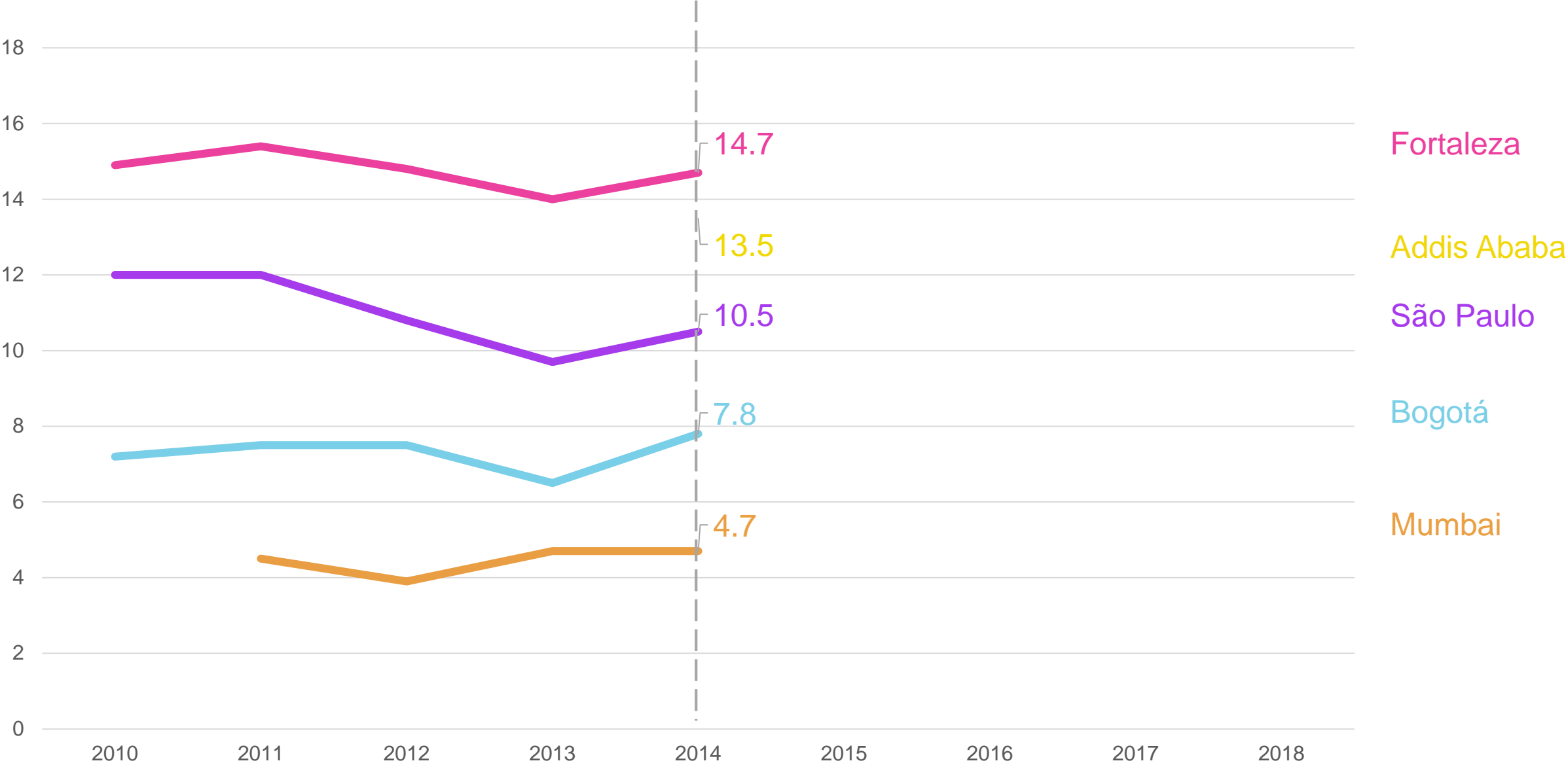
182 from reducing risky driving behaviors
358 from road infrastructure improvements

TOTAL = 5,519 across 3 cities



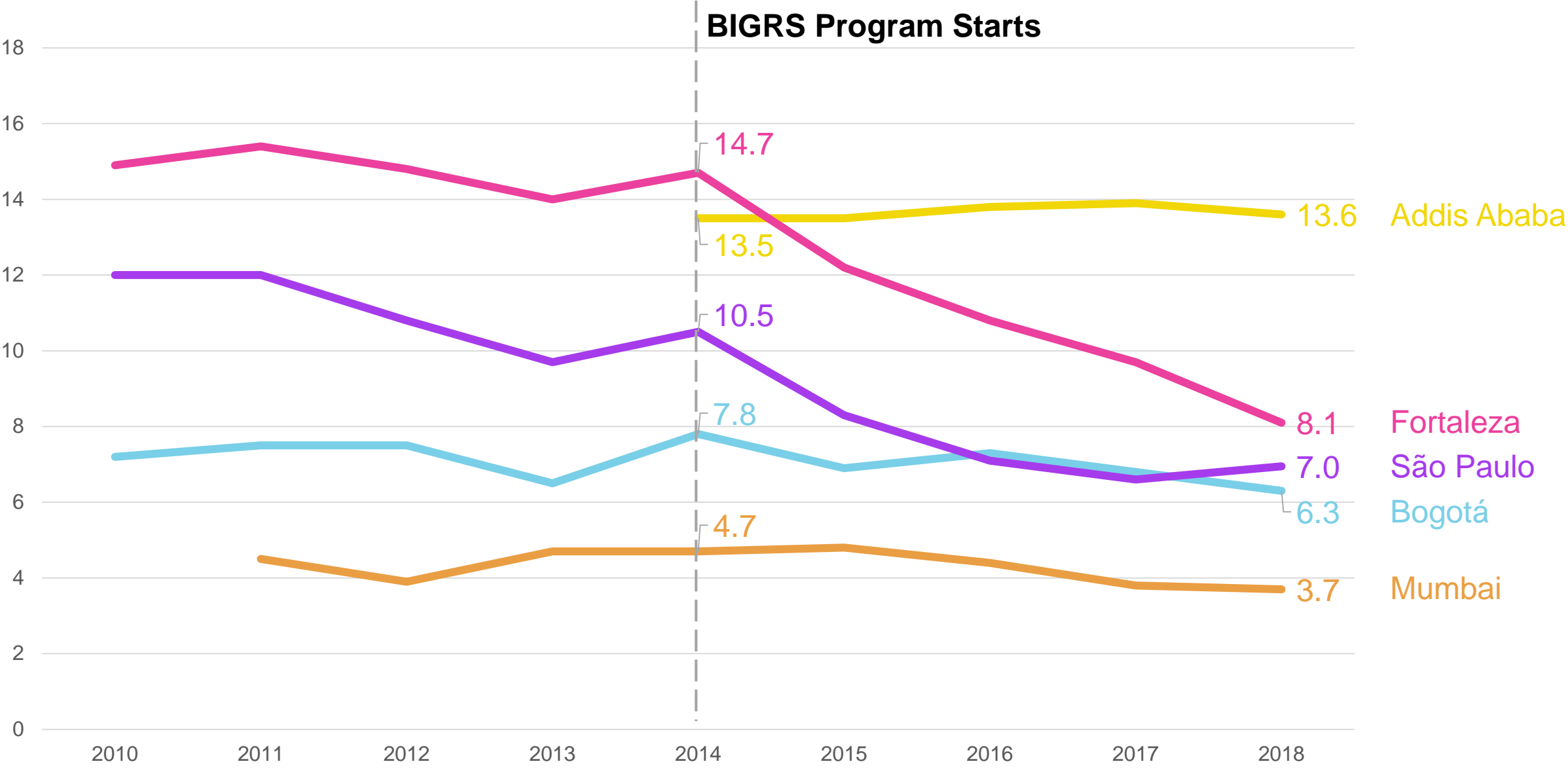
Reported Road Traffic Mortality | 2010 - 2018

Fatalities per 100.000 inhabitants



Reported Road Traffic Mortality | 2010 - 2018

Fatalities per 100.000 inhabitants



Impact of Bloomberg's Road Safety Initiative

GOAL: REDUCE
ROAD-TRAFFIC DEATHS
AND INJURIES

125,000 lives saved from interventions funded through 2012

Globally, **22 countries covering 1 billion people** amended their laws since 2014 on one or more risk factor to bring them in line with best practice.

- Supported passage of **40 road safety laws or policies** in 9 countries and 12 localities covering over 2.2 billion people.
- Governments have committed **over \$5 billion to incorporate infrastructure improvement recommendations** and **\$6 million for mass media campaigns**
- **Trained +79,000 professionals** (journalists, police, advocates, engineers)
- **58 message-tested mass media campaigns** run in 12 countries
- **52 vehicles crash tested** in Latin America, Southeast Asia, India, Africa; 5 cars improved
- 22,000 miles of **high-risk roads assessed**
- 23% of **safety recommendations implemented**

THANKS FOR JOINING

STREETS THAT SAVE LIVES