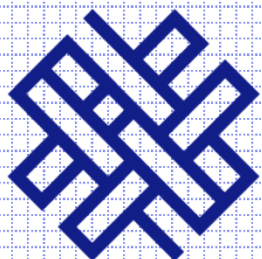




**Bloomberg
Philanthropies**

INITIATIVE FOR GLOBAL ROAD SAFETY

Supporting Traffic Safety Information Systems
Grant Ennis, June 14, 2019



**Vital
Strategies**

BACKGROUND

- **5-year initiative, supported by Bloomberg Philanthropies**
- **GOAL: Significantly reduce traffic-related deaths and injuries**
- **10 cities worldwide selected to participate**
 - *In Asia: Shanghai, HCMC, Bangkok, Bandung, Mumbai*
- **Cities submitted applications proposing ambitious and comprehensive road safety plan**
- **Multi-stakeholder initiative with partner organizations supporting governments**

APPROACH

- A. Strong police enforcement supported by hard hitting mass media campaigns to promote safe road user behaviors (GRSP and Vital)**
- B. Safer Streets & Safer Mobility (WB, iRAP, WRI, NACTO)**
- C. Stakeholder Coordination (Vital)**
- D. Data:**
 - A. Observational Studies**
 - B. Outcome Data**

Data

A. Observational Studies

A. Johns Hopkins Center for Injury Research & Policy

B. Outcome Data

A. World Bank (DRIVER)

B. Vital Strategies (Surveillance Systems)



Tailored Technical Support w/ coaching 1

- Surveillance Systems Assessments
- Strengthening Police Crash Report Data
 - Forms
 - Systematic Variables
 - Electronic
 - Continuous quality improvement
- Linkage Among Sources Including
 - Health sector sources to have better more complete data on injuries and deaths. (Death Certificates, Hospital Admissions, Ambulance, Police)
 - Capture recapture

Tailored Technical Support w/ coaching 2

- Data Use
 - Annual Reports
 - Mortality and Injury
 - Black spot
 - Road user type
 - Strategies and Plans
 - Earned Media

Data Use: Earned Media Support

- Communications Officers
 - Journalist outreach/engagement
 - Avoid victim blaming narratives
 - Support governments / Appreciative Approach
 - Build political will
 - Press releases
 - Press events
 - Journalist round tables

BANDUNG
ROAD SAFETY ANNUAL REPORT | 2017

Wali Kota Bandung



Oded M Danial
Wali Kota Bandung



BANDUNG

ROAD SAFETY ANNUAL REPORT | 2017





Ini Para Pemenang Indonesia Road Safety Award 2018

Jumat, 14 Desember 2018 16:07



- Bandung Annual Road Safety Reports covered by 99 earned media pieces

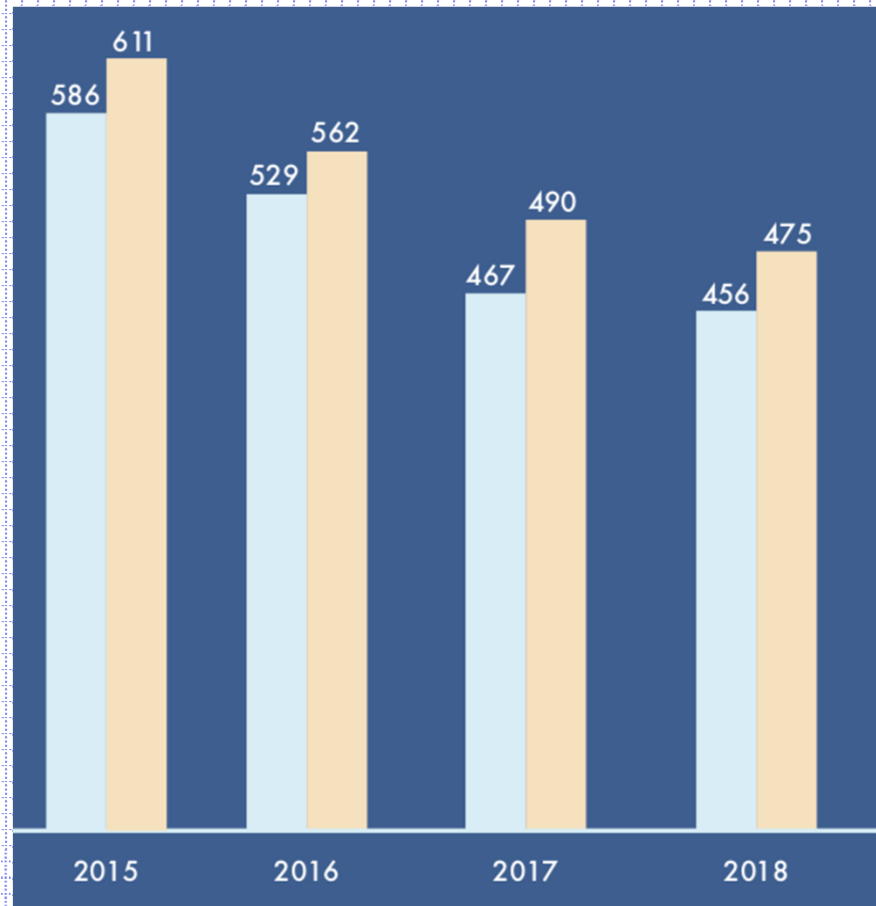
“Identifying vulnerable locations, and systematic crackdowns throughout the year helped us reduce drunk driving in Mumbai”

- Joint Commissioner, Mumbai Police
(Times of India Interview)

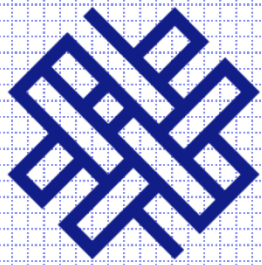


Fatal crashes and deaths, 2015 – 2018

Mumbai



Thank you



Vital
Strategies