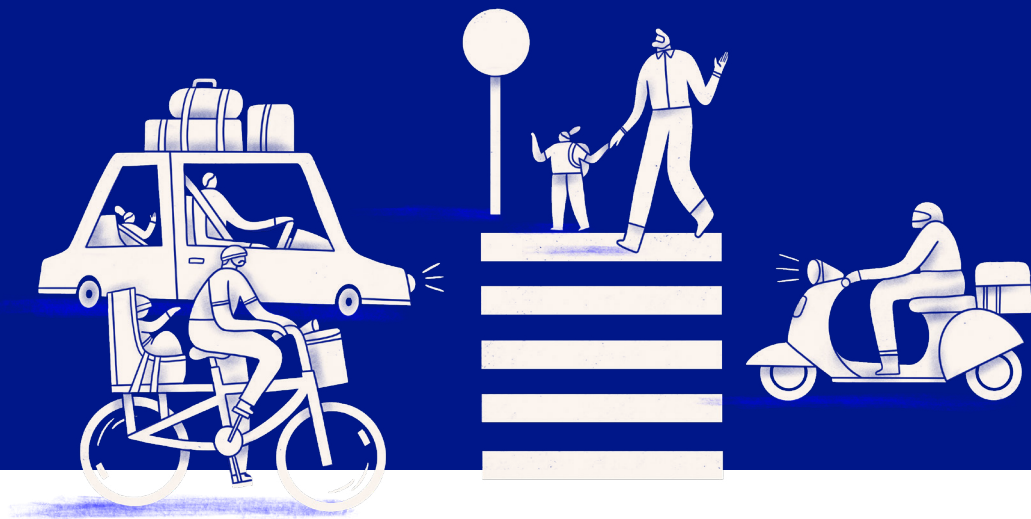


Road Safety

Working with governments and communities to end preventable deaths on the road.



1.19 million people die on the world's roads every year.

Over 90% of the world's fatalities on the roads occur in low-income and middle-income countries, which have less than half of the world's vehicles.

Vital Strategies is an implementing partner of the Bloomberg Philanthropies Initiative for Global Road Safety (BIGRS), a consortium carrying out proven road safety interventions in 27 cities and two states across 15 countries around the world.

Focus Locations



We use our expertise to strengthen road crash surveillance systems and use outcome data to inform policy and action. We assist governments to create strategic communication and mass media campaigns to change road user behavior. Finally, we serve as the main liaison between the initiative's multiple global partners and governments to align efforts in infrastructure, enforcement, communication and surveillance.

A Safe System Approach to Road Safety

Vital Strategies partners with governments to develop and implement best-practice interventions to prevent traffic crashes, injuries and deaths around the world. Using a comprehensive strategy in alignment with the Safe System approach, Vital Strategies supports efforts in key areas:

- Addressing key risk factors including drink driving, helmet use and seat-belt use, but with an emphasis on speed management
- Supporting infrastructure improvements and safe, sustainable urban transportation
- Improving regulatory framework
- Promoting safe road user behavior through mass media campaigns and earned media strategies
- Improving data collection and monitoring systems for policy and planning

During the second phase of BIGRS from 2015–2019, Vital Strategies helped governments across 10 selected cities improve their data surveillance systems, implement communication strategies and coordinate across government agencies and international partners.

Successes include:

- In Fortaleza, Brazil, the number of road traffic deaths has reduced by 47.7% from 2014–2019— which means 578 lives saved over that period.
- In Accra, Ghana, the first-ever road safety data report in was released in 2018. System improvements have led to a reduced delay in road traffic injury and mortality data from 3–4 years to nine months.
- In Bandung, Indonesia, 21 hospitals are now engaged in a streamline hospital injury reporting application resulting in more accurate data that is informing road safety interventions.
- Addis Ababa, Ethiopia, developed and implemented a comprehensive plan to reduce the rate of drink driving. From 2015 to 2019, the drink driving rate has reduced from 10% to 1.8%.
- In Bogotá, Colombia, speeding rates have dropped significantly, from 39% in 2015 to 18% in 2018, with the help of a comprehensive speed management plan that included mass media campaigns, enforcement operations, road redesigns, and reduced speed limits on the city's most dangerous corridors.
- From 2015–2019, all participating within the initiative launched mass media campaigns paired with enforcement to change risky behaviors. Through 2019, 45 total campaigns, funded by governments, have reached millions of people.

Our Global Partners

- Global Health Advocacy Incubator
- Global New Car Assessment Programme
- Global Road Safety Partnership
- Global Designing Cities Initiative
- International Association of Chiefs of Police
- International Road Assessment Programme
- Johns Hopkins International Injury Research Unit
- World Bank–Global Road Safety Facility
- World Health Organization
- World Resources Institute

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