A Public Health Perspective on Preventing Motor Vehicle Crash Deaths

Natalie Draisin, US Manager
Natalie Draisin  
Manager, North American Office & United Nations Representative

Gaya Myers  
Public Health Analyst, Centers for Disease Control and Prevention

Indira Gurubhagavatula, MD, MPH  
Associate Professor of Medicine, Division of Sleep Medicine, Perelman School of Medicine, University of Pennsylvania Medical Center

Alejandro Badilla  
Graduate Student / Research Coordinator, University of Miami Miller School of Medicine & Patricia M. Byers, MD, FACS, Professor of Surgery, Chief of Surgical Nutrition

Discussion & Questions
An independent philanthropy focused on safe, sustainable transportation:

- Helps manages the Decade of Action for Road Safety with the World Health Organization (WHO).

- Works to promote road safety within the United Nations and worldwide.

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ROAD SAFETY: A GLOBAL PERSPECTIVE

ROAD TRAFFIC INJURIES: THE FACTS

1.25 million
road traffic deaths occur every year

#1
cause of death among those aged 15-29 years

3 out of 4
road deaths are among men

FiA FOUNDATION
SMALL DECLINE IN ROAD TRAFFIC DEATHS IN HIGH INCOME COUNTRIES, LARGE INCREASE IN LOW-MIDDLE INCOME COUNTRIES
THE GLOBAL GOALS
For Sustainable Development

1. NO POVERTY
2. ZERO HUNGER
3. GOOD HEALTH AND WELL-BEING
4. QUALITY EDUCATION
5. GENDER EQUALITY
6. CLEAN WATER AND SANITATION
7. AFFORDABLE AND CLEAN ENERGY
8. DECENT WORK AND ECONOMIC GROWTH
9. INDUSTRY, INNOVATION AND INFRASTRUCTURE
10. REDUCED INEQUALITIES
11. SUSTAINABLE CITIES AND COMMUNITIES
12. RESPONSIBLE CONSUMPTION AND PRODUCTION
13. CLIMATE ACTION
14. LIFE BELOW WATER
15. LIFE ON LAND
16. PEACE AND JUSTICE
17. PARTNERSHIPS FOR THE GOALS

FiA FOUNDATION
Goal 3 (Health): By 2020, halve global deaths and injuries from road traffic accidents.

Goal 11 (Cities): By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport...
HALVE TRAFFIC DEATHS AROUND THE WORLD BY 2020

- OVER 1,200,000
  2010 Baseline

- UNDER 1,000,000
  2020 DQA Target

- UNDER 600,000
  2020 SDG Target
HOW DOES THE UNITED STATES MEASURE UP?

DEATHS PER 100,000 POPULATION: 2010 BASELINE AND PROPOSED 2020 TARGETS BY COUNTRY INCOME BAND

- LOW INCOME COUNTRIES: 2010 = 18.3, 2020 = 12
- MIDDLE INCOME COUNTRIES: 2010 = 20.1, 2020 = 7
- HIGH INCOME COUNTRIES: 2010 = 10.7, 2020 = 8.7

US 2010 BASELINE: 10.7
FOCUS ON YOUTH

500 children every day
Equivalent to six double-decker buses full of children.

3,500 children every week
Equivalent to ten jumbo jets full of children.

15,500 children every month
Equivalent to eight large passenger ferries full of children.

186,000* children killed on the world’s roads every year
Equivalent to two large stadiums full of children.

GLOBAL INITIATIVE FOR CHILD HEALTH AND MOBILITY

Research & policy engagement

Supporting national legislation & action plans

Save the Children

FIA FOUNDATION

UNICEF

WORLD RESOURCES INSTITUTE

FiA FOUNDATION
EVERY JOURNEY. EVERY CHILD.

SAFE, ACCESSIBLE, LOW CARBON MOBILITY

CLEAN AIR AND A HEALTHY ENVIRONMENT

A SAFE AND HEALTHY JOURNEY TO SCHOOL

1. NO POVERTY
2. GOOD HEALTH AND WELL-BEING
3. QUALITY EDUCATION
4. AFFORDABLE AND CLEAN ENERGY
5. SUSTAINABLE CITIES AND COMMUNITIES
6. CLIMATE ACTION

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UN GLOBAL ROAD SAFETY WEEK

Save Lives

#SlowDown

Fourth United Nations Global Road Safety Week, 8-14 May 2017

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SPEED KILLS CHILDREN
SO USE THE VACCINE. #SLOWDOWN

- 85% Risk of pedestrian death at 40MPH
- 45% Risk of pedestrian death at 30MPH
- 5% Risk of pedestrian death at 20MPH
PARTICIPATE IN UN GLOBAL ROAD SAFETY WEEK!

Business, organization, or government?
Advocate for speed management, raise awareness amongst your workforce, and promote best practices! The safety culture you spread at work goes home with your employees!

Community member or NGO?
Host a Bike to School Day event on May 10! Advocate for your community to #SlowDown, or ask your Mayor to sign the Mayor’s Statement committing to a future with zero traffic deaths and a focus on youth. Find helpful resources at walkbiketoschool.org.

Countries successfully reducing road traffic deaths have done so by prioritizing safety when managing speed. Among the proven strategies to address speed include:

• Building or modifying roads to include features that calm traffic
• Establishing speed limits appropriate to the function of each road
• Enforcing speed limits
• Installing intelligent speed adaptation technology and autonomous emergency braking in vehicles
• Raising awareness about the dangers of speeding.
Source: Dr. Matts-Ake Belin, Swedish Transport Administration, Vision Zero Academy
THANK YOU

Natalie Draisin
FIA Foundation

n.draisin@fiafoundation.org
@Ndraisin

Childhealthinitiative.org
childhealth@fiafoundation.org
@FIAFdn
@CHILDHEALTHGI