

Michael Bloomberg Commits \$125 Million To Reduce Deaths and Injuries on World's Roads

New Gift is Single Largest Donation to Growing Public Health Issue

[New York City – November 18, 2009] Michael R. Bloomberg announced today that he will donate \$125 million to a program to prevent death and disability due to road traffic crashes globally. In 2007, Bloomberg donated \$9 million to a pilot program on road safety in Vietnam and Mexico and to support a report on the status of road safety laws and enforcement globally. The pilot program has shown an increase in motorcycle helmet use with a reduced risk of head injury fatalities by almost 20% in Vietnam and enforcement of drunk-driving laws have reduced road traffic injuries by more than 20% in Leon City, Mexico. The new gift is the largest single donation for international road safety to date. All the resources are dedicated outside the United States to specifically benefit low- and middle-income countries.

Road traffic crashes kill 1.2 million people and injure up to 50 million each year. Road traffic injuries are projected to be the 5th leading cause of death globally by 2030. Only 15% of countries have comprehensive laws on helmet wearing, seat-belt and child restraints, speed limits, and drunk-driving.

“Based on our pilot projects I believe we now can extend our reach to many more people in additional countries,” said Bloomberg. “I hope others will add their support to this and other injury prevention initiatives. Millions of lives today and in coming generations are at stake.”

To reverse global deaths and injuries from road traffic crashes, the five-year program will focus on ten low-and middle-income countries that have a high burden of road traffic injuries and fatalities, representing almost half (48%) of traffic deaths globally.

Programs will be developed using the following key strategies:

1. Enhance professional and front-line worker training
2. Improve infrastructure projects through road safety assessments
3. Monitor and evaluate traffic related deaths, injuries, and policy effectiveness
4. Help the public and not-for-profit sectors propose, pass, and implement effective road safety laws, regulations, and policies
5. Incorporate sustainable transport and reduced emissions in urban planning
6. Create global resources for advocacy

Six partner organizations, which will implement and coordinate activities with in-country governmental and non-governmental organizations, have been chosen. The partners are the World Health Organization, EMBARQ (World Resources Institute), Johns Hopkins

Bloomberg School of Public Health, the World Bank Global Road Safety Facility, Global Road Safety Partnership and the Association for Safe International Road Travel.

This announcement comes on the eve of the First Global Ministerial Conference on Road Safety (<http://www.1300000.net/>) to be hosted by the Government of the Russian Federation in Moscow on November 19-20, 2009. Ministers and senior officials from international road safety organizations in more than 100 countries will convene to draw attention to road traffic injuries and their impact on health and development globally. The ministers will advocate for a Decade of Action for Road Safety 2011-2020, focused on increasing action to prevent death and disability on the world's roads.

“Over 90% of the world’s fatalities on roads occur in low- and middle-income countries,” said Bloomberg. “This initiative will serve as a catalyst for government, non-governmental, and population level action to significantly reduce traffic crash deaths and injuries.”

Background on traffic crash deaths and injuries:

- Road traffic crashes kill 1.2 million people a year or over 3,250 people every day.
- Road traffic crashes injure or disable up to 50 million people a year
- Road traffic crashes are the leading cause of death among young people between 15 and 29 years.
- 90% of road traffic deaths occur in low-and middle-income countries
- Road traffic injuries are expected to become the 5th leading cause of death globally by 2030.
- The costs are enormous: every year in low-and middle-income countries traffic crashes cost at least \$65 billion USD, an amount that exceeds all current development assistance to these countries.

Highlights from the Global Status Report on Road Safety (June 2009)

- Less than a third of countries meet basic criteria for reducing speed in urban areas.
- Less than half of countries use the recommended blood alcohol concentration limit of 0.05 grams per deciliter as a measure to reduce drunk driving.
- While helmet laws exist in more than 90% of countries, only 40% have a law that covers both riders and passengers while also requiring that helmets meet a specified standard.
- Only 57% of countries have laws that require all car occupants to wear seat-belts. This figure is only 38% in low-income countries.
- Half of all countries do not have laws requiring the use of child restraints (e.g., child seats and booster seats). This figure masks considerable variation, with relevant laws in 90% of high-income countries but only 20% of low-income countries.

- Where laws on these risk factors are in place they are often inadequately enforced, particularly in low-income countries. For example, only 9% of countries rate their enforcement of speed limits as over 7 on a scale of 0 to 10, while the corresponding figure for enforcement of seat-belt laws is 19%.

Partner Organizations/Key Activities in Bloomberg Road Safety Program

World Health Organization

- Implementing effective legislation for key risk factors
- Increasing measurable improvement in enforcement
- Completing follow-up global road safety reports
- Piloting pre-hospital care programs
- Modeling road fatality measurement systems in selected countries

World Resources Institute/EMBARQ

- Implementing sustainable transport in a network of cities
- Addressing the emissions and safety issues in the auto rickshaw sector
- Creating low-emission zones and increase trips on mass transit

Johns Hopkins Bloomberg School of Public Health

- Monitoring and evaluating Bloomberg Global Road Safety Program, focusing on health, economic and social measures in priority countries
- Developing and delivering a certificate program in road traffic injury prevention

Global Road Safety Partnership

- Conducting comprehensive training of front-line staff on key interventions

World Bank Global Road Safety Facility

- Conducting road safety capacity assessments
- Assessing road safety infrastructure in three countries

Association for Safe International Road Travel

- Creating a global advocacy resource and supporting road safety NGOs in priority countries
- Establishing civil society groups to improve road safety

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