Johnson & Johnson and Janssen’s Contribution to Global Road Safety Week and the Decade of Action for Road Safety

March 26th, 2015

Gabriel Kardos – Senior Manager Fleet Safety – Europe, Middle East & Africa/Asia Pacific
Road Safety Week 2015 May

- #SaveKidsLives
- WW Online Employee/Family Contribution Program for Helmets for Kids
Read It, Sign It, Show it, Deliver It!

#SaveKidsLives

Deliver the Child Declaration!

Have you read & signed the Child Declaration for Road Safety and taken a Safe? Now it's time to deliver the declaration to decision makers!

In May 2015 the Third UN Global Road Safety Week will take place. Around then, we will all deliver the Child declaration to our local and global leaders.

To have our voices heard, we need as many people as possible to organise events where the Declaration is delivered to decision makers. You could organise events together with children at your local school or with your community centre. Maybe you can work together with the media, where the children can act as journalists while they hand over the Child Declaration to your local leader. (Register your event with the World Health Organisation.)

Oh, and take a picture of yourselves delivering the Declaration and share it on social media with the hashtag #SaveKidsLives!

UN Secretary General Ban Ki-moon
Give A Vietnamese Child A Helmet; Save A Life

Summary
In Vietnam, 21,651 people lose their lives annually in road crashes. Road injury is the second leading cause of death for children ages 5-14. This project instills safe road habits in 1,500 children by providing helmets, holding awareness-raising activities, training teachers on education techniques, and engineering safety into school environments. These interventions ensure that students can travel to and from school safely and wear helmets every time they ride motorcycles or bicycles.

What is the issue, problem, or challenge?
Every day, 30 people perish on Vietnam’s roads, many of them children. Countless others are permanently disabled, plunging families into poverty with

- \$15: buys a student a Protec helmet, reducing his or her chance of injury when riding a motorcycle by 69 percent and death by 42 percent
- \$25: gives a teacher the teaching aids to make road safety lessons exciting and engaging
- \$50: sponsors a teacher to participate in an active teaching method workshop, equipping them with innovative approaches to teaching road safety
- \$100: trains and supports a school coordinator to monitor and promote helmet use at the school
- \$500: provides an information session with a healthcare professional at the school, speaking to parents and the community about the importance of child helmet use and combating myths
- \$1,000: provides moveable barriers to protect children from traffic as they arrive and leave school
- \$2,000: sponsors a Road Safety Camp, where students participate in road safety arts and crafts activities, road safety quiz
Decade of Action Road Safety Fund

ROAD SAFETY FUND

and Children in Vietnam
Helmets for Kids in Vietnam

Johnson & Johnson is the largest supporter of *Helmets for Kids*. From 2012 to 2015, we have donated approximately 40 percent of the total number of helmets donated in Vietnam.

<table>
<thead>
<tr>
<th>Key J&amp;J Sponsors</th>
<th>Year of helmet donation</th>
<th>Helmets donated by J&amp;J</th>
<th>Helmets donated by others</th>
<th>Total number of helmets</th>
<th>% of helmets donated by J&amp;J</th>
</tr>
</thead>
<tbody>
<tr>
<td>EMEA Pharma Group Company Group Chair</td>
<td>2012</td>
<td>11,020</td>
<td>7,017</td>
<td>18,037</td>
<td>61%</td>
</tr>
<tr>
<td>North American WW Chair Global Surgery Group</td>
<td>2013</td>
<td>10,540</td>
<td>8,936</td>
<td>19,476</td>
<td>54%</td>
</tr>
<tr>
<td>President AP DePuy Synthes</td>
<td>2014</td>
<td>9,474</td>
<td>19,249</td>
<td>28,723</td>
<td>33%</td>
</tr>
<tr>
<td>President AP DePuy Synthes</td>
<td>2015*</td>
<td>9,100</td>
<td>30,000</td>
<td>39,100</td>
<td>23%</td>
</tr>
<tr>
<td>Total 2012-2015</td>
<td>40,134</td>
<td>65,202</td>
<td>105,336</td>
<td>38%</td>
<td></td>
</tr>
</tbody>
</table>

*Estimated numbers based on projected approvals*
Handover Ceremonies
What are we doing in 2015?

Johnson & Johnson through a donation from DePuy Synthes in Asia Pacific, is contributing $150,000 to provide **9,100 additional helmets and road safety education** to new students and teachers at 39 schools we supported from 2012-2014 and 5 additional schools this year, expanding to a new province.

**What’s New in 2015? WW Employee Online Contribution program!**

2012-2014

J&J sponsored **39 schools across 3 provinces** and donated **31,034 helmets**.

2015

J&J is sponsoring **44 schools across 4 provinces** and donating **9,100 more helmets** to total **40,134 helmets**.
From 2012 to 2014, **178 students and teachers were protected from potential brain injury in crashes thanks to Johnson & Johnson helmets**. Our support has made a world of difference in the lives of these children and their parents.
Safe Schools Project South Africa

Location: Two Pilot Schools Outside of Capetown

2014 Primary Donor (115,000 Euros):

Other Partners:
Funding from the Janssen Pharmaceutical Companies of Johnson & Johnson:

- Enabled creation of a multi-stakeholder partnership;
- Supported road safety infrastructure assessments by the International Road Assessment Programme (IRAP);
- Directly leveraged 86,000 Euros investment in safer crossings and infrastructure from Cape Town local authority;
- Financed research, development & delivery of an education toolkit by Takalani Sesame (Sesame Street);
- Contributed to the development of a scalable ‘Safe Schools’ model to bring road safety to schoolchildren in many other communities;
- Will result in an estimated 85% reduction in risk of road traffic injury to schoolchildren once infrastructure upgrades are complete
In 2015 Janssen EMEA will make an additional 150,000 Euro contribution to the Decade of Action for Road Safety through the Road Safety Fund.

- 5000 Euro donation to YOURS
- 4,461 Euro donation to the Prince Michael International Road Safety Awards (PMIRSA)

<table>
<thead>
<tr>
<th>Item</th>
<th>Details of Expenses</th>
<th>Cost Per Unit</th>
<th>Total (In Euros)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Road Assessments</td>
<td>3,500 Euros per school</td>
<td>28,000</td>
</tr>
<tr>
<td>2</td>
<td>Training of Teachers</td>
<td>3,500 Euros per school</td>
<td>28,000</td>
</tr>
<tr>
<td>3</td>
<td>Printing of Educational toolkit (80Q/ school)</td>
<td>80 RAND per unit</td>
<td>38,039</td>
</tr>
<tr>
<td>4</td>
<td>Community Engagement and Advocacy</td>
<td></td>
<td>12,000</td>
</tr>
<tr>
<td>5</td>
<td>Staffing Costs</td>
<td></td>
<td>20,000</td>
</tr>
<tr>
<td>6</td>
<td>Administrative Costs</td>
<td></td>
<td>6,000</td>
</tr>
<tr>
<td>7</td>
<td>Monitoring and Evaluation</td>
<td></td>
<td>6,000</td>
</tr>
<tr>
<td>8</td>
<td>Miscellaneous</td>
<td></td>
<td>2,500</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td><strong>140,539</strong></td>
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The Huffington Post/Johnson & Johnson Partnership

The Huff Post is a Site that Shares Global Stories Consistent with our Equity of Caring About Mothers and Children


March 31st launch of blog post by Zoleka Mandela – Hope for the Most Vulnerable
Total Contribution by J&J to the Decade of Action for Road Safety through the Road Safety Fund 2011-2015 = 914,990
Thank you!