

BLOOMBERG PHILANTHROPIES GLOBAL ROAD SAFETY PROGRAM

2010 to 2013

The Bloomberg Philanthropies Global Road Safety Program has dedicated \$125 million to implement evidence-based interventions that will reduce road traffic fatalities and injuries in ten target countries. In Kenya since 2010, awareness campaigns and intensified police enforcement on helmet use and speeding were implemented in two target sites. The speed campaign demonstrated a remarkable improvement in compliance in the two sub-counties.

KENYA

Population:
40,512,678

Estimated annual road
traffic fatalities:
8,484

(Global Status Report on Road Safety 2013)

KENYA

Target Interventions:

Speed Reduction
and
Helmet Use

Compliance With Speed Laws

2011

2013

42%

70.8%

Thika

50%

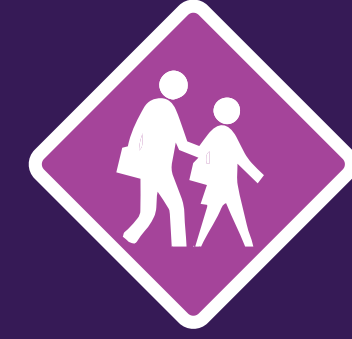
76.9%

Naivasha

Target Sites

Thika
population:
560,253

Naivasha
population:
189,000



105,000

School children from
20 schools protected
through speed
reduction



2

Road safety
laws/standards
passed



200,000

Observations made
on speed reduction
and helmet use



2

hard-hitting mass
media campaigns



3,000

Professionals
trained on road
safety interventions



8

Speed cameras
distributed to police



1,300

Police officers
trained on speed
and helmet
enforcement



2,500

Reflective jackets
purchased and
distributed to
motorcyclists

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