

Bloomberg Philanthropies

GLOBAL ROAD SAFETY PROGRAM



Population (2012): **75,627,384**

Estimated Road Traffic Deaths in 2010: **8,758***

*(Global Status Report on Road Safety 2013)

The Bloomberg Philanthropies Global Road Safety Program has dedicated \$125 million to implement evidence-based interventions that will reduce traffic fatalities and injuries in ten target countries.

Beginning in 2010, the Road Safety Program supported hard-hitting media campaigns and intensified police enforcement of seat-belt use and speed in two target cities:

Afyonkarahisar and Ankara. As a result, seat-belt use in both sites increased significantly. In 2013, the program expanded to include two additional cities: Antalya and Kocaeli.

TARGET INTERVENTIONS:



Seat-Belt Use



Speed Reduction

IMPLEMENTATION SITES:



By Population:

Afyonkarahisar
703,948

Ankara
4,965,542

Antalya
2,092,537

Kocaeli
1,634,691

COMPLIANCE WITH SEAT-BELT LAWS

Afyonkarahisar

3.9%



Ankara

23%



2010

2013



4

Number of local government decrees/laws passed to date



800,000

Observations made on seat-belt use and speed reduction



4

Hard hitting social marketing campaigns



268

Professionals trained on road safety interventions



786

Police officers trained on speed and seat-belt enforcement

Bloomberg Philanthropies

www.bloomberg.org