

# 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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