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.

TENYA

Population:

40,512,678

Estimated annual road traffic fatalities:

8,484

(Global Status Report on Road Safety 2013)

KENYA

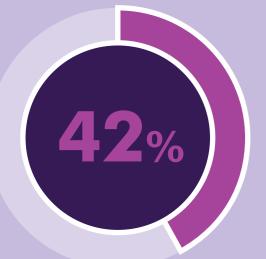
Target Interventions:

Speed Reduction and Helmet Use



2011

2013





Thika

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





Naivasha

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