

# 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

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