

# Launching of the report on the status of road safety in the Americas

July 23, 2024

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## The Challenge

Each year road traffic crashes cause:

**1.19M** deaths  
**50M** injuries

The **leading cause of death** for 5- to 29-year-olds

**>90%**  
**of deaths**

occur in low- and middle-income countries

**Lack of government investment**

## Barriers

- ✗ Limited best practice legislation
- ✗ Priority given to cars not people
- ✗ Lack of capacity, funding, and political will to implement
- ✗ Very few countries with vehicle safety standards

# Bloomberg Philanthropies Initiative for Global Road Safety

## PROVEN ROAD SAFETY POLICIES



SAFER VEHICLES



SAFER ROAD USERS



SAFER ROADS



SLOWER SPEEDS



MOTORCYCLE HELMETS



NO DRINKING & DRIVING



RESTRAINTS - CAR SEATS & SEAT BELTS

## TOOLS AND APPROACHES TO IMPLEMENT



DATA



LEGISLATION & REGULATIONS



STRATEGIC COMMUNICATIONS



ENHANCED ENFORCEMENT

# Impact

Since 2007

**102**  
**policies**  
passed

**4B+**  
**people**  
protected

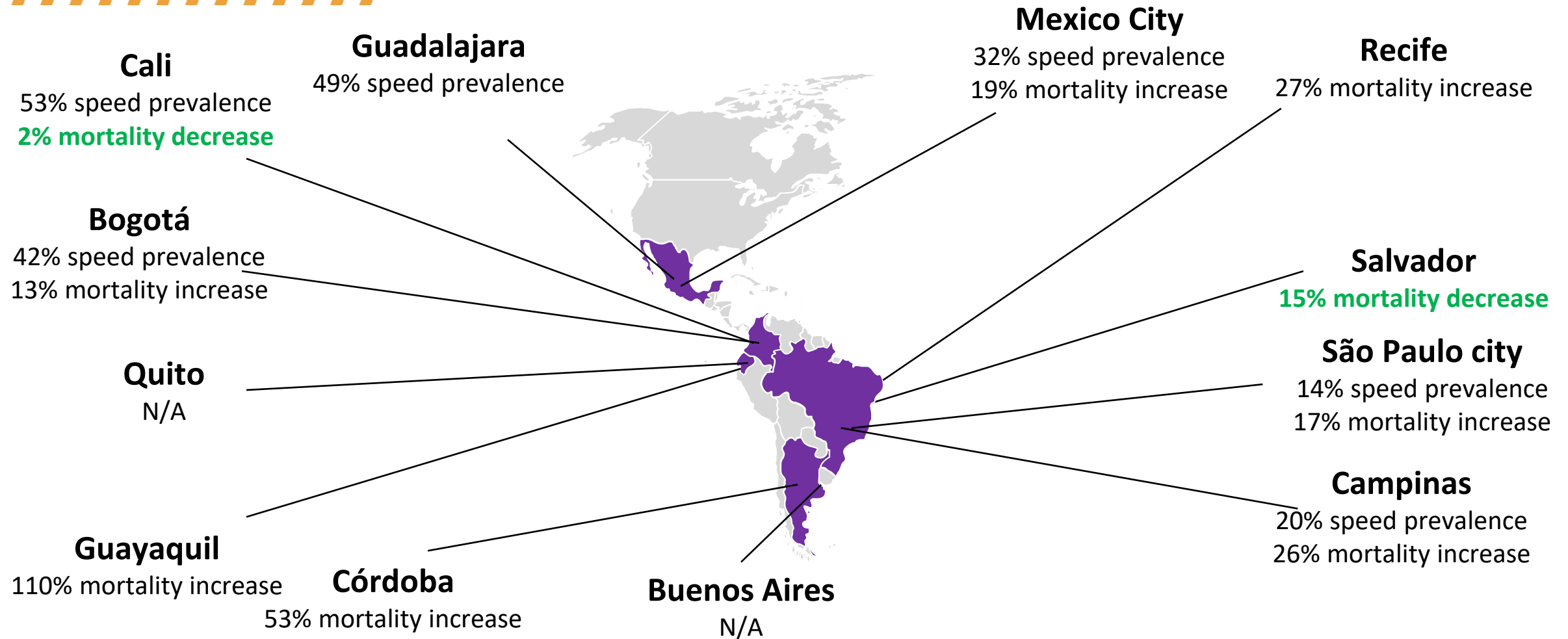
**312K**  
lives saved

Current work in **27** cities across **15** countries



# Trends in Road Safety Outcome and Speeding Data Latin American Cities

# 2024 speeding rounds and change in mortality from 2019-2023



# Key trends

- We see upward trends in road traffic mortality in most cities in Latin America.
- These trends are mostly driven by increasing deaths in motorcyclists. \*
- Overall, there seems to be strong relationship between driving over the recommended safe speeds and motorcycle speeding with mortality.

- For analyses, focus more on driving over the WHO\* recommended speeds and less on speeding prevalence.
- Implement a maximum speed limit in line with global recommendations.
- Increase enforcement of speed limits, focusing on motorcycles, and advocate for lower speed limits and better infrastructure to match recommended safe speeds.

\*50 kph in all urban areas and 30 kph in urban areas where this is a planned mix of motorized and non-motorized traffic

Thank you!