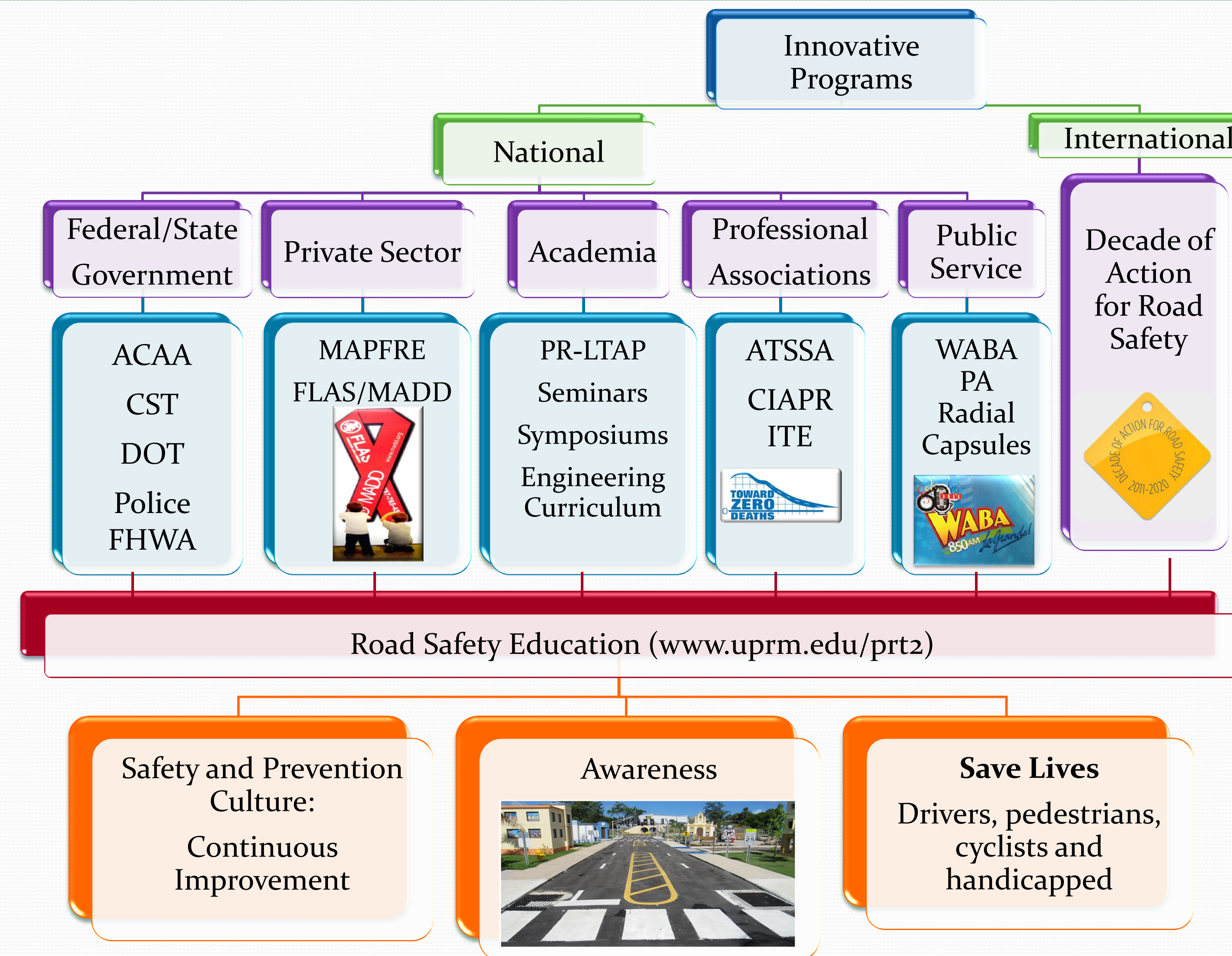


Innovative Programs to Increase Awareness in Road Safety in Puerto Rico

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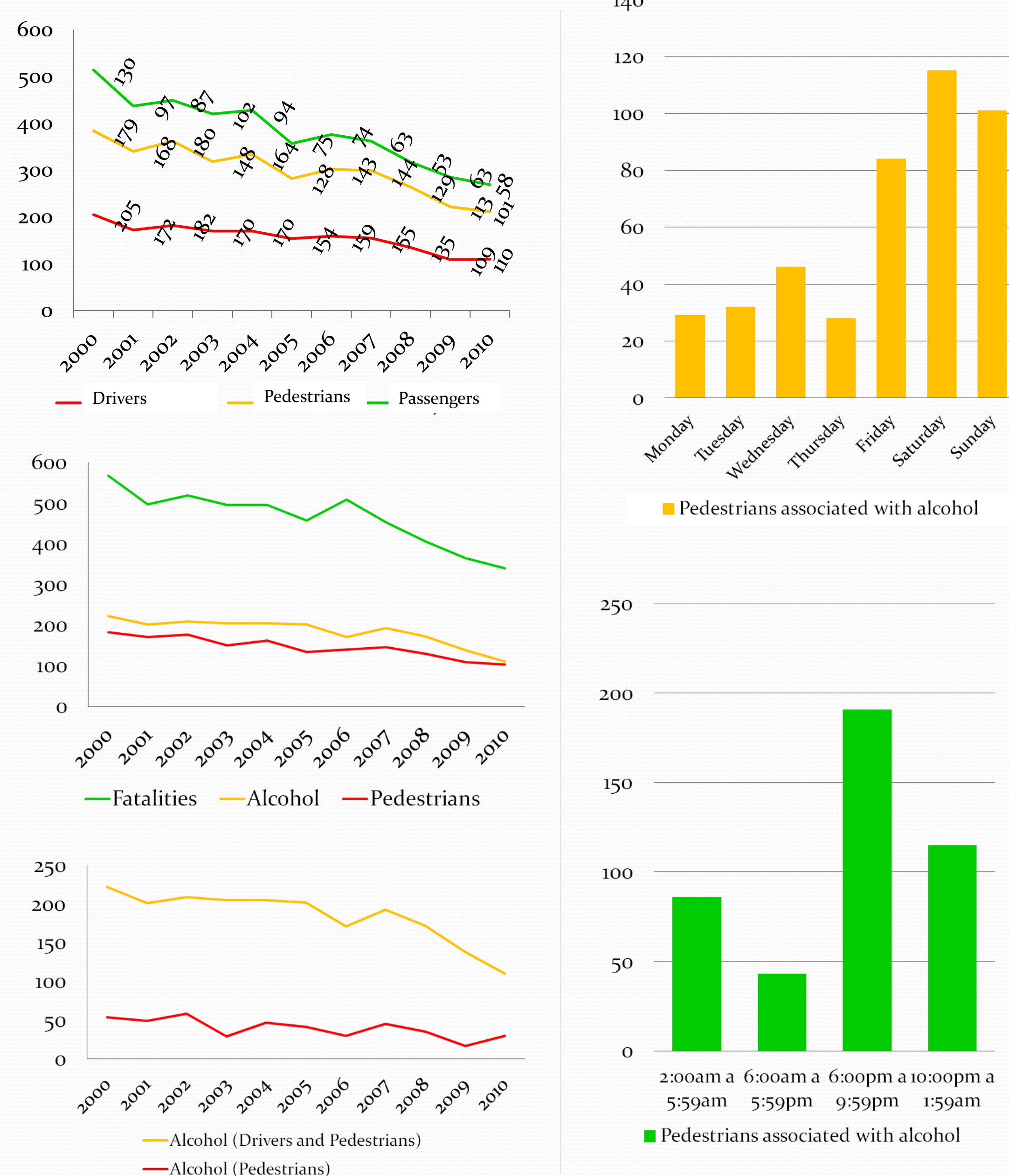
I. SUMMARY

- The 23,000 kms that comprise the road network of Puerto Rico is responsible for the unprecedented growth of socio-economic development in the Island and Latin America.
- The absence of a railroad network, overloads the road network carrying 95% of all freight in the island.
- In the Puerto Rico highway network occur approximately 280,000 to 300,000 crashes per year.
- In the last ten (10) years there have been a total of 5,100 fatalities of which 1,602 were pedestrians, representing 31.4% of the total fatalities.
- Alcohol and controlled substances consumption are linked to 2,028 fatalities representing 40% of all fatalities during this decade.
- This poster presents seven (7) innovative programs implemented by public, private sectors, and academia, that have the potential to improve road safety awareness in Puerto Rico, United States and Latin America.



II. PEDESTRIAN CRASHES TRENDS IN PUERTO RICO

DECADE 2000-2010

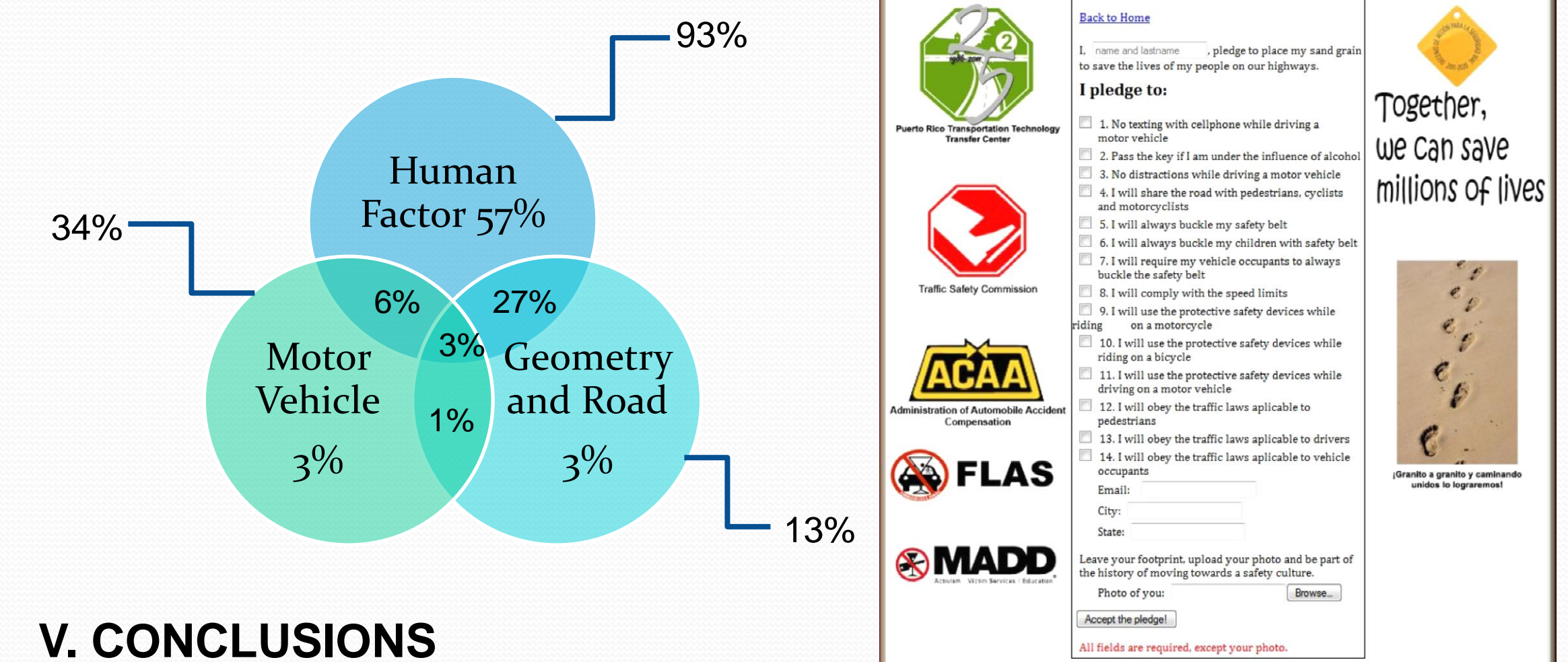


III. HISTORICAL BACKGROUND

- Highway crashes worldwide are mainly associated with property damage, personal injury to drivers, passengers, pedestrians, motorcyclists and in the worst case, the loss of human lives.
- To improve highway safety, a systematic and rational process is required based upon data collection and the implementation of four key elements (4 E): Engineering, Education, Enforcement and Emergency Medical Services/Incident Management.
- Highway fatalities are mainly associated with human factors of drivers and pedestrians that represents 90% to 93% of all fatalities.
- The aggressive behavior of drivers, the consumption of alcohol and controlled substances, fatigue and exhaustion, and distraction associated with the trend in the use of mobile phones and texting, are contributing factors to highway crashes.
- Our challenge: to increase awareness in our society of a change towards a safety culture to eliminate the 30% of fatalities involving pedestrians.



IV. THE SAFETY VILLAGE: ROAD SAFETY AWARENESS PARK



V. CONCLUSIONS

- Interactive education on road safety issues at an early age (8 to 12 years) of future drivers and road users plays a leading role to raise awareness in highway safety and reduce fatalities on our highway network.
- Community awareness on current public policy, laws and regulations combined with timely and appropriate training and impacting campaigns with strong partnerships are key elements to reduce highway fatalities.
- These seven (7) initiatives have the potential to help reduce highway fatalities and crashes, thus preparing and training more conscious drivers and a new generation of road network users.
- To be effective and leave a permanent footprint on our society in road safety education, it requires a genuine commitment of:
 - Volunteers from different civic and nonprofit organizations, Municipalities, Government Agencies, Private Sector and Academia.
- The goal is to **achieve a cultural change emphasizing the importance of road safety** in saving lives.
- Together we can save millions of lives!**, is a global commitment.

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