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A typical day in rural Bangladesh



Pedestrians are the most vulnerable !



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The Safe Crossings program (3 pillars)

Create a low-speed zone – target speed max 50 km/hr

Give road safety education to vulnerable road users

Create commitment from the local community



After



Reduction in number of people killed of 75%

Before interventions:

110 serious crashes, 12 deaths, and 240 injured people per year
(3 pilot locations combined)

Effect of Intervention Program	REDUCTION (%)
Number of crashes	62%
Number of people injured	68%
Number of people killed	75%

3 suggestions for policy makers:

1. Make improvement of road safety for vulnerable road users a priority in government policy
2. Identify the locations (“black spots”) with a high number of crashes involving vulnerable road users and develop an accurate road crash database system
3. Provide government support and funding to pilot our integrated speed management program in Bangladesh and new countries.

For more information

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