

PPS IN SÃO JOSÉ DOS CAMPOS, BRAZIL



Date started: 2006 **Date finished:** On-going

Partners: Municipal departments of Transport, Health and Education, GRSP plus 193 partners.

Cost/time/resources: Municipal budget and GRSI technical support (approx. US\$25,000 per year), and partners involvement.



In the town of São José dos Campos, road-crash death and serious injury rate drops even as vehicle fleet expands. Located in São Paulo State, the city officially partnered with the Global Road Safety Partnership in 2006 to implement the Proactive Partnership Strategy (PPS). The strategy has brought to the municipality a systematic model for collection and analysis of crash data as well as a range of prevention measures. Using the PPS approach, the town has implemented programs (correct helmet use), projects and systems with clear targets. The town's comprehensive approach earned national honours.

Summary project sheet.

Objectives and scope

The Proactive Partnership Strategy in São José dos Campos (SJC) can largely be divided into two groups: data collection and programs/projects/systems implementation with the overall purpose of reducing the number of crash-related fatalities and serious injuries. The implementation is done by 1, 2 or 3 of the main Municipal Secretariats assisted by partners with a focus on:

- Education aiming at good traffic behaviour for all road users and citizens
- Engineering focus on speed calming, signs and markings
- Enforcement of speed, correct helmet use and breath testing for alcohol use.

Activities

Road-safety education projects target drivers, motorcyclists, pedestrians, cyclists and children. Other programs such as "Traffic Friends" target public audiences. In 2008, more than 200,000 people were reached through these projects.

The engineering projects focus on road marking for horizontal signalling, with 186,538 square meters completed during 2008; vertical sign cleaning done at 6,499 units and mounting of speed bumps with 20,430 units. These actions lower the speed and enable better orientation and road visibility to drivers, especially at night.

In 2008, police carried out 20 operations at road corridors checking for speeding, and 34 operations of checking specifically for truck speeding. Breath testing for alcohol was done in 10 operations. The enforcement encouraged higher respect for traffic laws.

Conclusion and main lessons learnt

Despite a 10-percent overall fleet growth during 2008, and 16-percent motorcycle growth, road safety actions have led to a decrease of the main rate (deaths + serious injury/10,000 veh.) from 14.04 in 2007 to 12.49 in 2008. Also, the correct use of helmets for motorcyclists has gone up from 20 percent in 2007 to 50 percent in 2008.

The PPS approach in the city has led to the development of common aims by Transport, Health and Education departments. Its comprehensive approach has been honoured nationally and internationally. In 2008, the town won the Brazilian Federal level Volvo road safety award.

Quote: Mayor of São José dos Campos Mayor

"São José dos Campos has benefited from countless positive results achieved through the agreement entered into with the GRSP, including closer ties between municipal departments of Transport, Health and Education. Above all, GRSP has encouraged the pursuit of partnerships in the public and private sector which is indispensable in reducing accidents and or their seriousness."