

GRSP Approach in Brazil

by

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Background

GRSP has worked in Brazil for 10 years

Only in towns (<1.000.000 pop)

Worked directly with the city majors and his staff

Developed a “PPS” approach

Challenges in Brazil:

Reliable road crash data does not exist

Definitions of death and serious injury are not clear

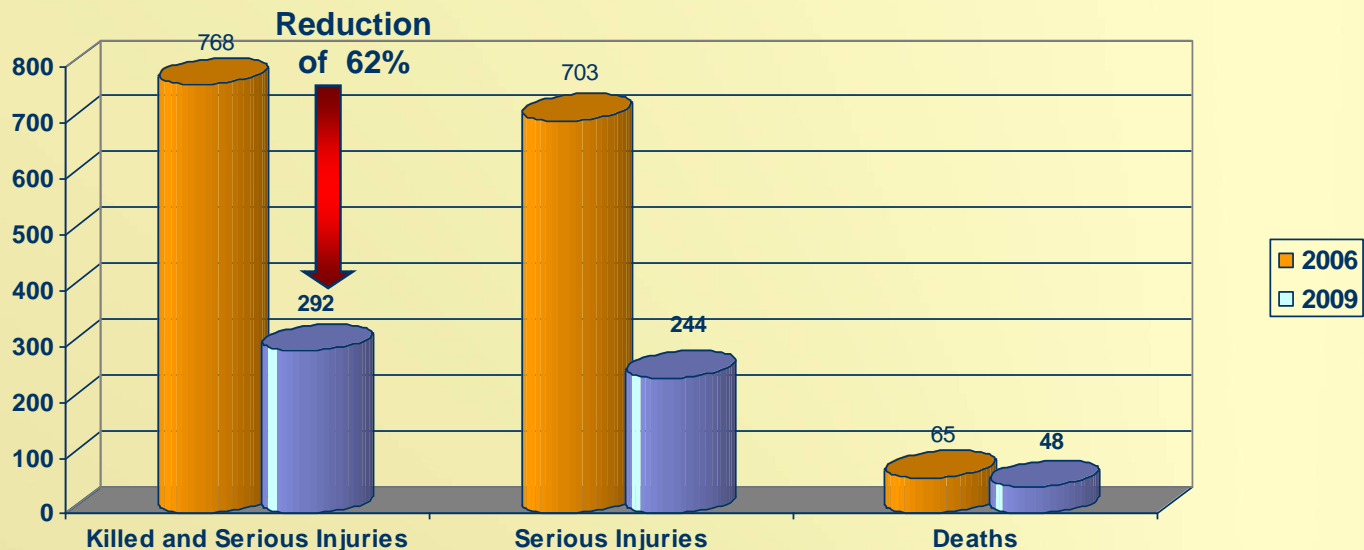
Robust system for data collection / management does not exist

Data is collected at one source only

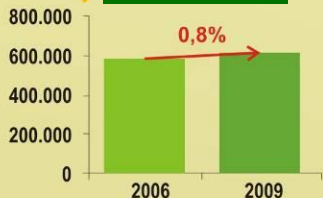
Local people have other priorities



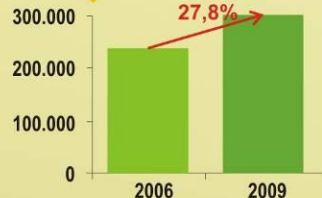
KSI - Killed and Serious Injuries (2006 versus 2009)



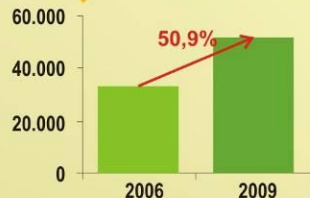
Population



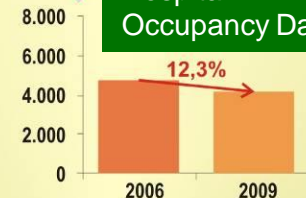
Vehicle Fleet



Motorcycle Fleet



Serious Injuries Hospital Occupancy Days



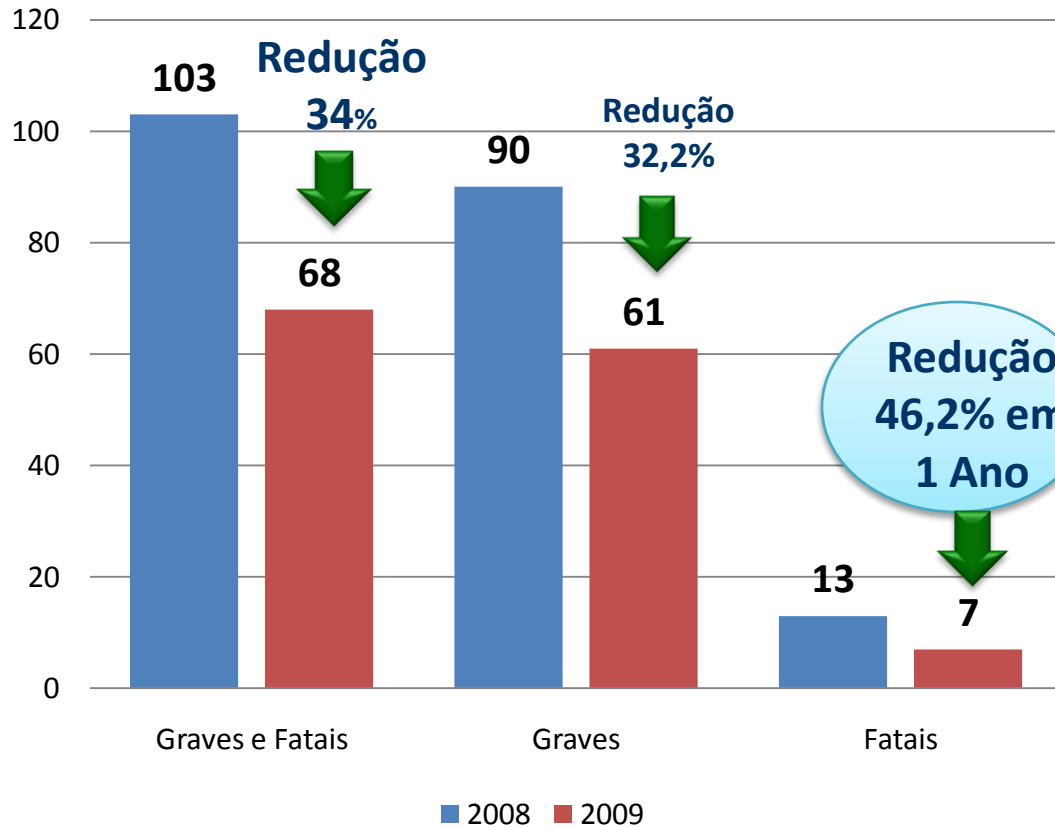
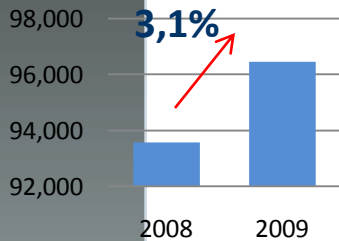


Comparativo – Mortos e Feridos Graves

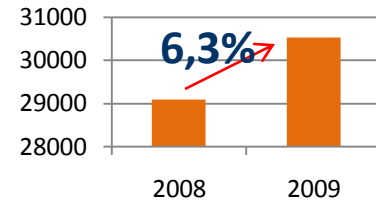
Killed & Serious Injuries - Comparison



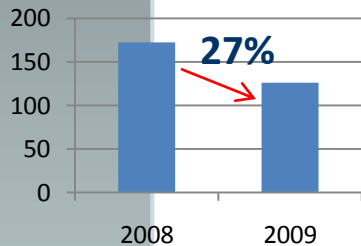
População



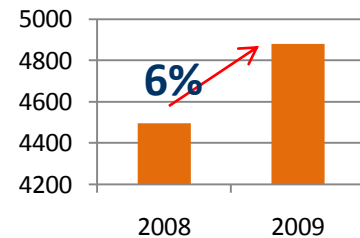
Frota Veículos



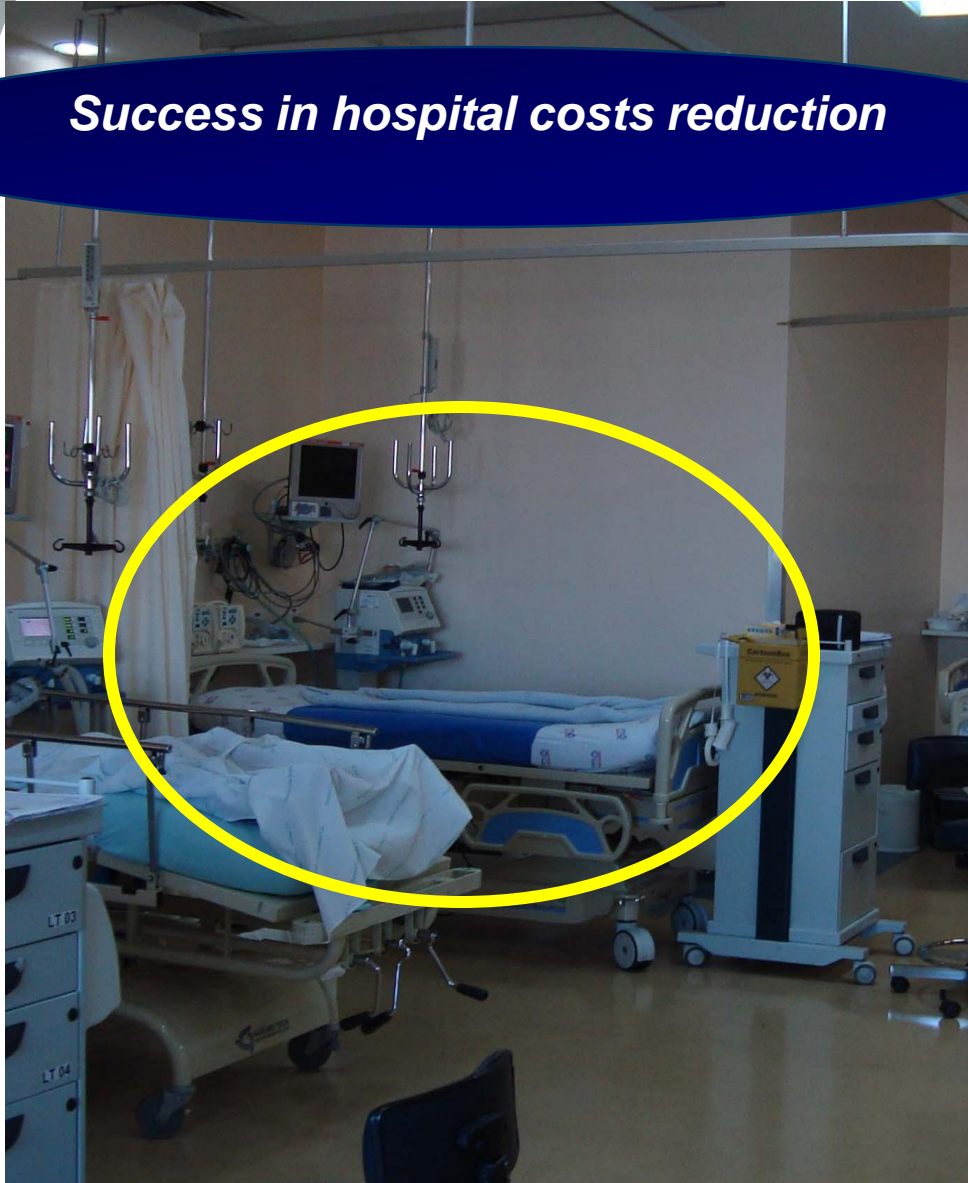
Dias Int. Hospitalar



Frota Motocicletas



Success in hospital costs reduction



For Guaíba, lower number / lower severity of serious injuries means less hospital costs

Keys to success:

- PPS provides a framework
- Owned by city and community
- Local investment
- Strong data element incl. monitoring
- Focus on key risk factors and different focus groups

Teams

- Coordinator/Manager appointed
- Sector Team leaders identified
(Transport, Health, Education, Police)
- Data Management Team established
- Teams established based projects

Who will collect data?



Data come from multiple sources, e.g:

On-site – usually Police and emergency services

Seriously injured – hospital data

Fatally injured – legal record keeping body.

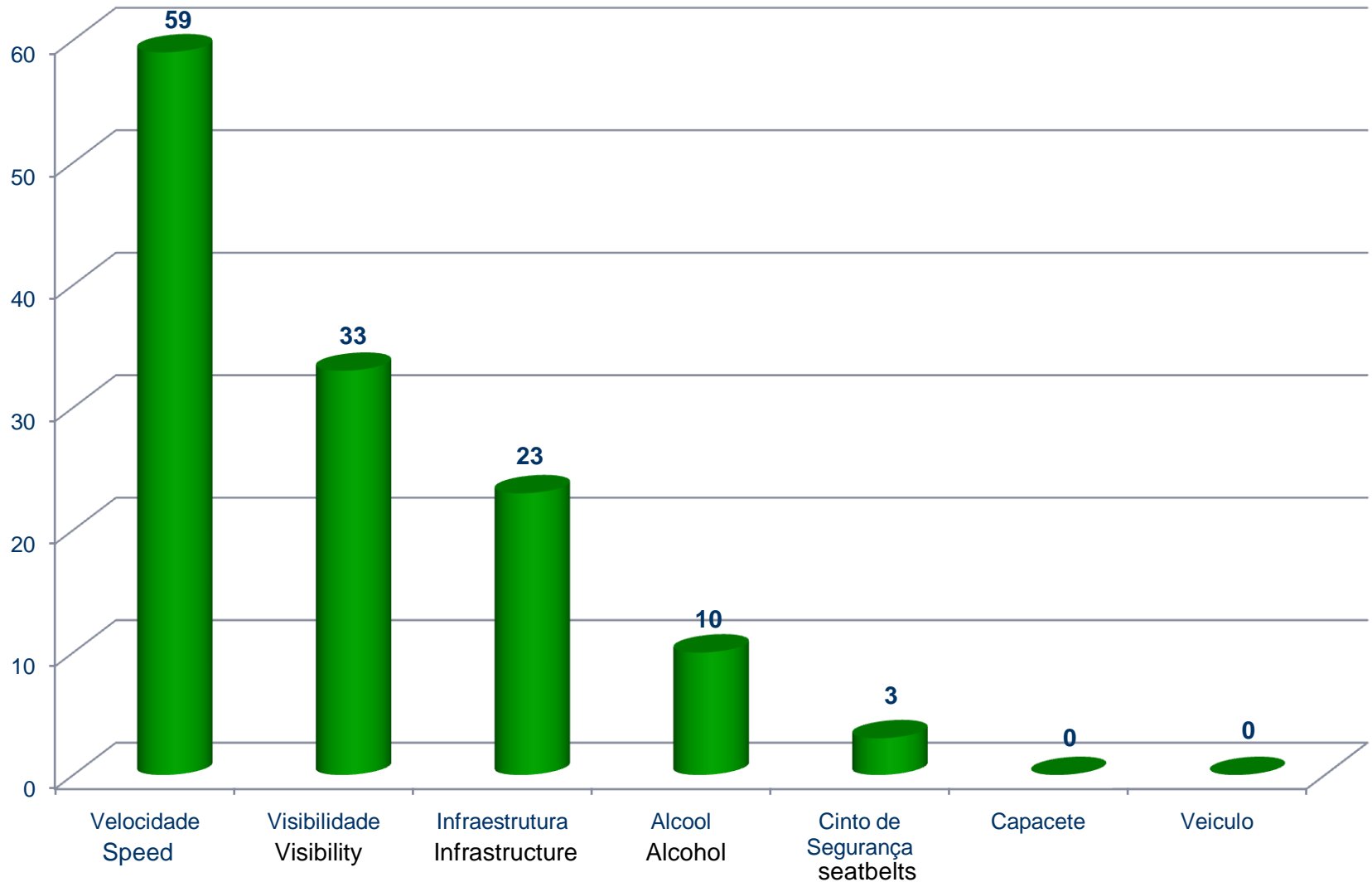




GLOBAL
ROAD SAFETY
PARTNERSHIP

Major Risk Factors

Guaíba - Jan-Mar/2008





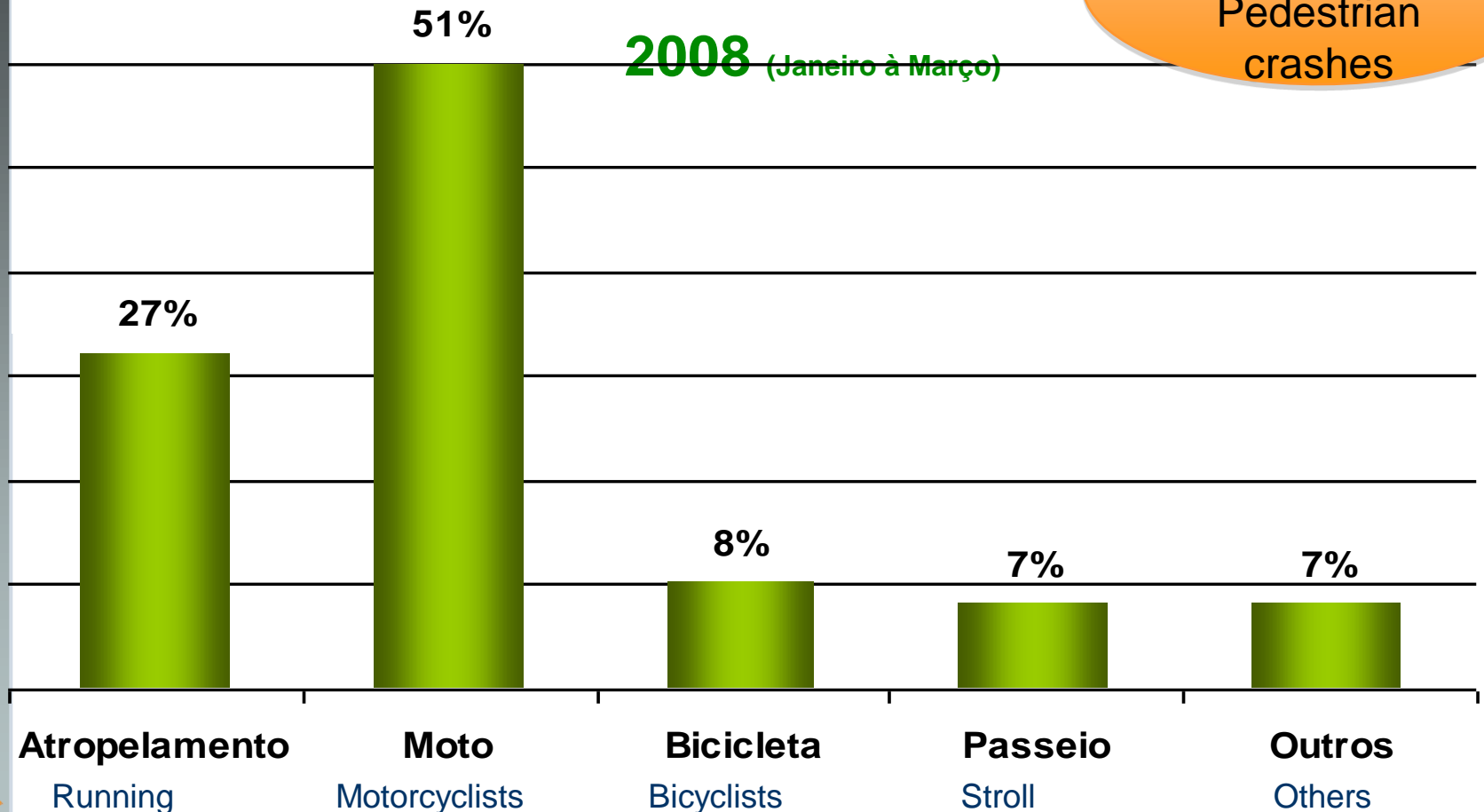
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Examples of data from Jundiaí

Tipo de Veículos Envolvidos e Atropelamento

Type of vehicle involved with Pedestrian crashes

2008 (Janeiro à Março)



A Motocicleta está presente em mais da metade dos acidentes de maior gravidade.

Total: 52

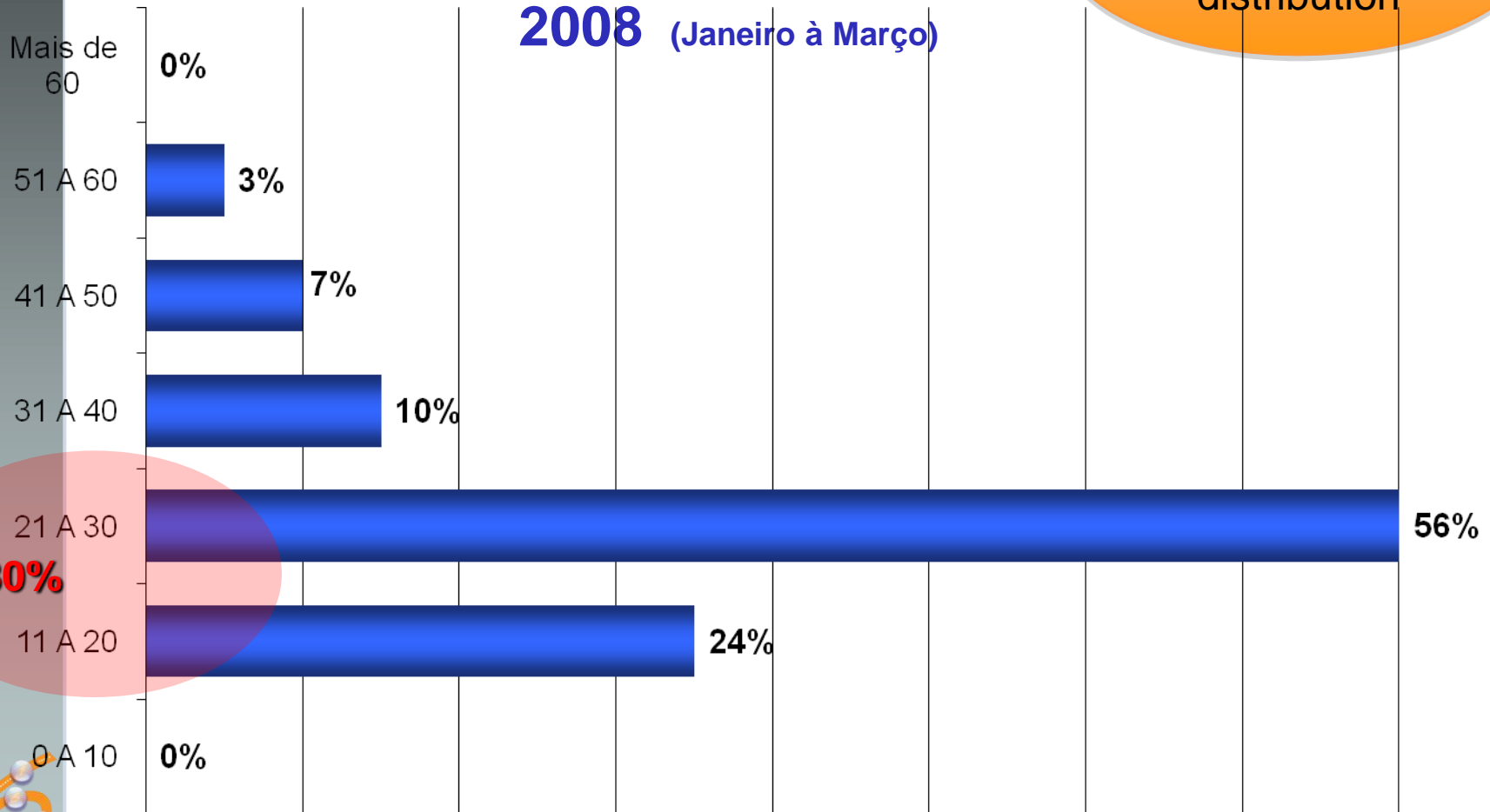


Examples of data from Jundiaí

Motociclistas Por idade do condutor

Motorcyclists
Age group
distribution

2008 (Janeiro à Março)



80%



Programme focus



Key activities are based on data analysis:

Focus on **key risk factors**:

Speed, Drink drive, Helmets, Seatbelts
(using good practice manuals)

Key **target groups in society**

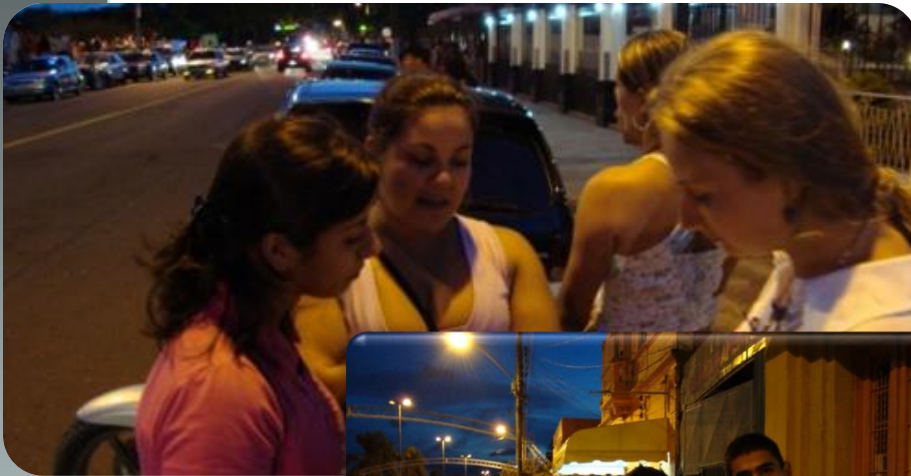
(using competitiveness and commitment to
increase safety)



Examples:

- Safe School Communities
- Safe transport / drivers (School bus / driver, Urban bus / drivers, Taxi / drivers, Professional motorcyclists)
- Safe Fleet communities

Working with local business or community groups



RESEARCH

The **Baptist Church of Philadelphia of Guaíba** provided volunteers to carry out field research work. A key activity to develop effective road safety programs.

The church can contribute in educating their own members, which have a multiplier effect in society. I consider this work vital, - The life is highly precious. (Senior Pastor Sidinei Consteila)

In summary. Brazil's key to success

- Political commitment
- Owned by city and community
- Cross-sector teams and partnership agreement
- Local investment
- Strong data system incl. Monitoring
- Work plans and targets
- Focus on key risk factors
- Focus on focus groups