

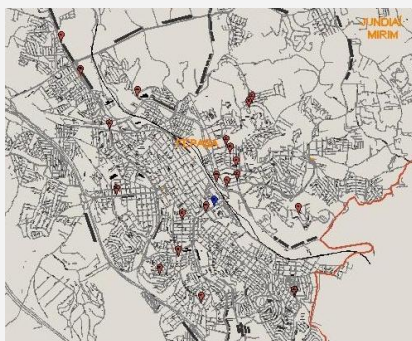
PROACTIVE PARTNERSHIP STRATEGY, JUNDIAÍ



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

Partners: Municipal departments of Transport, Health and Education, GRSP plus 140 partners.

Cost/time/resources: Municipal budget, GRSP technical support and partners involvement.



Since 2006 over 22% reduction in death and serious injury per 10,000 motor vehicles has been seen in Jundiaí. The town, located in São Paulo State, officially partnered with the Global Road Safety Partnership in May 2006 in order to implement the Proactive Partnership Strategy (PPS).

The PPS strategy uses a systematic partnership approach by Transport, Health and Education departments towards an advanced road safety culture. It contains a number of programmes and projects as well as a set of projects targeting groups of road users like bus drivers, schools and taxi drivers. The strategy is dynamic and can easily adapt to new knowledge, or changed road user behaviour.

Summary project sheet.

Objectives and scope

The overall objective of the Proactive Partnership Strategy (PPS) is to reduce the number of fatal and serious road crashes. Fundamental for this strategy are:

- Data collection/analysis
- Programmes on main risk factors like helmets
- Education, engineering, enforcement projects
- Working with micro culture groups like bus and taxi drivers

Activities

Good data is essential and all road safety projects in the strategy are supported by detailed statistics. The analysis of fatal and serious crashes is also supported by a mapping methodology including variables such as seriousness, time of day, crash type, vehicle types, driver characteristics etc., enabling in-depth analysis and detailed graphic illustrations.

The helmet programme, the specific projects related to road safety education, engineering, enforcement, and vulnerable road users have led to an overall 22.6% reduction of killed and seriously injured people per 10,000 motor vehicles.

Conclusion and main lessons learnt

The Proactive Partnership Strategy covers all road safety activities done by not only the Transport Secretariat, but also by other Secretariats such as Health and Education. It has furthermore enabled the involvement of specific groups with interest in road safety such as municipal schools, school bus drivers, urban bus drivers, etc. The PPS management translates into a matrix supported by 115 public partners, 19 private partners and 6 civil society partners optimising, directing and following up systematically on all road safety activities. This management cycle not only creates good results and better projects, it is also appealing for the individual and the teams to do his/their specific part, leading to a much more humane and safe transport culture.

Quote: Manager Traffic and Transport Secretariat Jundiaí

"The Partnership Agreement' signed in May 2006 between the town of Jundiaí and GRSP is presently the best tool that we have to move ahead road safety in face of the difficulties met in the public administration. It brings a clear line of action and awakes the attention not only of remaining managers of public entities, but also of the civil society and private sector with structured actions aiming the reduction of road crashes."