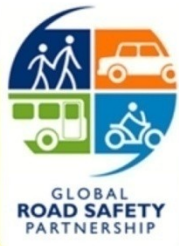




# ***Fight against fatal and serious road crashes***

***Partnership  
GRSP & São José dos Campos Town***

***616,000 inhabitants***



# ***Proactive Partnership Strategy***

## **Sistemization of actions, supported by a Partnership Expansion Process, aiming:**

- Advanced Road Safety Culture
- Quality of Life improvement
- Human Life improvement

- Progressive Zero Vision
- PPS Team – Transport / Health / Education
- Data on a 30 days basis – Police, Hospitals, Legal Medical Institute
- Fatal & Serious Cashes – Reclassification 30days / Analysis
- Macro-Culture – Programs and Projects
- Micro-Culture – DSCI & Municipal Road Safety Quality Stamps





# Macro and Micro Cultures

## Macro-Culture

- Programs – related with the Local Main Risk Factors – Speed, Helmets, Seat Belts, Alcohol
- Projects – related with: Road Safety Education, Engineering, Enforcement, Vulnerable Road Users, Specials

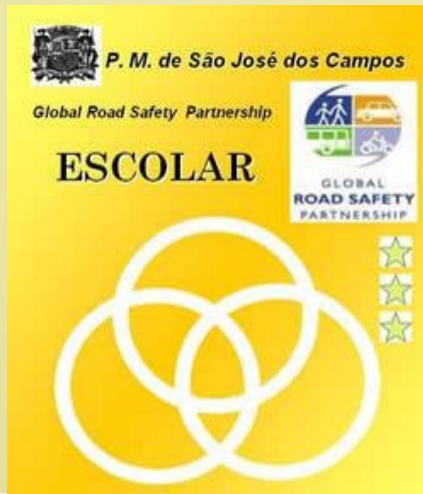
## Micro-Culture

Dynamic Systems of Continuous Improvement:  
Safe School, Safe Transport, Progressively Safe  
Region





# Dynamic Systems of Continuous Improvement





## Despite the following increases:

(2006 versus 2009)

Population:



+ 0,8%

Vehicles (total):



+ 27,8%

Motocycles:



+ 50,9%

## RESULTS

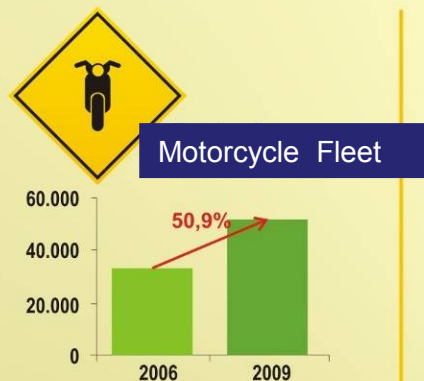
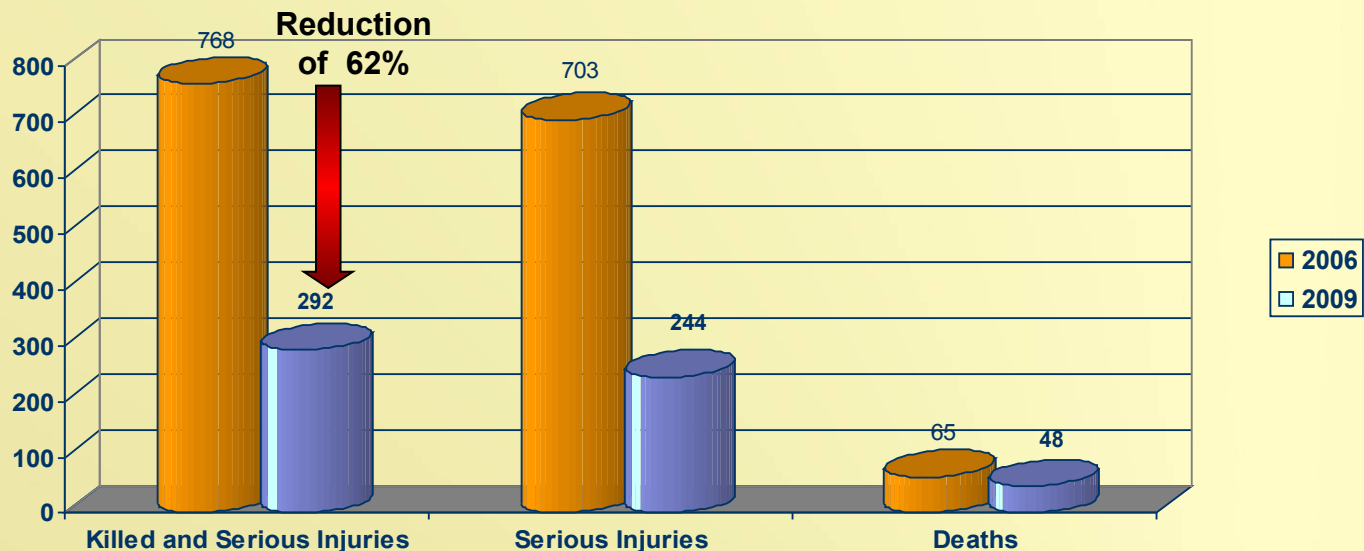
**Progressive Zero Vision – Zero Deaths on a 30 days basis**  
30 consecutive days (em 2009)

**Days related to hospital beds occupied by serious injuries**  
Reduction from 4.566 (2006) to 4.004 (2009)

2009 – resultados – real / final estimado



# KSI - Killed and Serious Injuries (2006 versus 2009)



2009 – Estimated final results



# Thank you!

Town of São José dos Campos  
Global Road Safety Partnership