



13-15 October 2024 | Maison de la Mutualité, Paris

Urban health approaches: 2 examples

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Vital Strategies European Office
& Global Road Safety Programme



Vital Strategies' urban health programmes and experience



- **Partnership for Healthy Cities (PHC)** focused on Non-Communicable Disease (NCD) Prevention
- **Bloomberg Philanthropies Initiative for Global Road Safety (BIGRS)** focused on saving lives and preventing injuries on roads, but also has larger urban health impact
- 2 models with very different strategies – multiple lessons learned

Our network of 74 cities



Partners:





Programme features

The Partnership's ask to cities:

- Develop and/or implement population-level NCD or injury prevention policies
- Mayors as outspoken public health advocates
- Participation in the network
- Regular public communication about their work

What cities receive:

- In-kind technical assistance
- Catalytic seed grant
- Communications and public relations support
- Networking opportunities

Policy interventions

Tobacco control



Create a smoke-free city



Ban tobacco advertising



Raise tobacco taxes or levies/fees

Road Safety



Reduce speeding



Increase motorcycle helmet use



Reduce drink driving



Increase seat-belt use

Food Policy



Tax sugary drinks



Set nutrition standards for foods served and sold in public institutions



Regulate food and drink marketing



Create healthier restaurant environments

Safe and Active Mobility



Promote active mobility

Overdose Prevention



Prevent opioid-associated overdose deaths

Surveillance



Enhance public health data and monitoring systems

Bloomberg Philanthropies Initiative for Global Road Safety

2015: BIGRS I

10 cities across 9 countries

2020 - 2025: BIGRS II

14 countries; 28 cities; also state- and national-level work



Partner organisations



World Health Organization

National Policy
Global Status Report



Global Designing Cities Initiative

Infrastructure
Redesign



GLOBAL ROAD SAFETY PARTNERSHIP

National Policy
Police Enforcement



Global Health Advocacy Incubator

National Policy
Training Journalists,
Advocates & Governments



WORLD RESOURCES INSTITUTE

Infrastructure
Redesign

Johns Hopkins International Injury Research Unit



Data & Surveillance



Global Road Safety Facility
Infrastructure
Redesign



Vehicle Safety



Vital Strategies

Data & Surveillance
City Implementation/ Coordination
Hard-hitting Media Campaigns
Training Journalists, Advocates, and Governments



IACP
International Association of Chiefs of Police

Police Enforcement



PARIS

FAST-TRACK CITIES 2024

- **Multisectoral**
- **Beyond road deaths and injury reductions:**
 - safe streets
 - mobility
 - air pollution reduction
 - physical activity
- **Unique model** in terms of resources:
 - large pool of embedded staff
 - technical support
 - city to city exchanges
- **Mutli-disciplinary embedded teams:** engineers, urban planners, police, data specialists, communications experts, public health professionals
- Building expertise and a **community for sustainability**

Key elements for success



Enforcement



Safer streets



Mass media & communication



Data & Surveillance

COORDINATION

Strengthening multisectoral implementation and decision-making



Maharashtra Master Sheet 2023 01 05_SS - Excel

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A43 6. Develop earned media strategy based on assessment and partner workplans

Workplan for July 2023 - Dec 2023, Maharashtra State, INDA	Name: Department of Transport, Government of Maharashtra	Title: Transport Commissioner
ACTIVITY SCHEMATA		
ENFORCEMENT		
7. Objective: To strengthen the capability of road police to strategically, effectively and efficiently enforce road safety related policies	Intermediate Steps	Planned date of Completion (in this format: August 31, 2023)
8. Activities	1.1 Structure and organization of the Road Police	June 30, 2023
9. 1. Assessment of current road policing organization, practices and activities	1.2 Strategy and tactics	June 30, 2023
10. 1. Assessment of current road policing organization, practices and activities	1.3 Crash data collection and analysis	June 30, 2023
11. 1. Assessment of current road policing organization, practices and activities	1.4 Final assessment report	June 30, 2023
12. 2 Train police in road safety enforcement best practices	2.1 Road policing Leadership workshop	August 24 2023
13. 2 Train police in road safety enforcement best practices	2.2 Data led enforcement training	November 28 2023
14. 2 Train police in road safety enforcement best practices	2.3 Strategic and operational planning training	May 31, 2023
15. 2 Train police in road safety enforcement best practices	2.4 Crash investigation training	November 24 2023
16. 2 Train police in road safety enforcement best practices	2.5 Speed enforcement training	April 27 2023
17. 3 Support internal training	3.1 Observing two local trainings - observing and coaching	June 30, 2023
18. 3 Support internal training	3.2 Equipment requirements	November 30 2023
19. 4 Provision of equipment for police	4.1 Procurement speed enforcement equipment	January 31 2023
20. 4 Provision of equipment for police	4.2 Procurement speed enforcement equipment	January 31 2023
21. 4 Provision of equipment for police	4.3 Field delivery	April 30 2023
22. 4 Technical assistance	5.1 CRISP Support enforcement plan preparation	April 20 2023
23. 4 Technical assistance	5.2 CRISP Support enforcement plan implementation	April 20 2023
24. 4 Road policing forum	6.1 At tree of task off meeting	May 31 2023
COMMUNICATING AND MEDIA		
25. Objective: To support state and transport sector and enhance public road safety awareness	Intermediate Steps	Planned date of Completion (in this format: August 31, 2023)
26. Activities	1.1 Support state and transport sector and partner strategic planning meeting to review and develop the road safety campaign/program/strategy and their implementation strategy	June 30, 2023
27. 1.1 Support state and transport sector and partner strategic planning meeting to review and develop the road safety campaign/program/strategy and their implementation strategy	1.2 Develop and approve campaign proposal and secure funds with the lead agency	June 30, 2023
28. 2. Implement and evaluate spending mass media campaign	2.1 Develop and approve campaign proposal and secure funds with the lead agency	October 31, 2023
29. 2. Implement and evaluate spending mass media campaign	2.2 Spending PIA media production (campaign materials)	December 31, 2023
30. 2. Implement and evaluate spending mass media campaign	2.3 Media strategy for enforcement	December 31, 2023
31. 2. Implement and evaluate spending mass media campaign	2.4 Campaign for campaign implementation by press release, newspaper by mass media use	December 31, 2023
32. 2. Implement and evaluate spending mass media campaign	2.5 Post campaign evaluation	December 31, 2023
33. 2. Implement and evaluate spending mass media campaign	2.6 Stakeholder review meeting	December 31, 2023
34. 2. Implement and evaluate spending mass media campaign	2.7 Issue press release and provide for case and success stories or success stories	December 31, 2023

Workplan for July 2023 - Dec 2023, Maharashtra State, INDA

Name: Department of Transport, Government of Maharashtra

Title: Transport Commissioner

ACTIVITY SCHEMATA

ENFORCEMENT

Objective: To strengthen the capability of road police to strategically, effectively and efficiently enforce road safety related policies

Intermediate Steps

Planned date of Completion (in this format: August 31, 2023)

Status

Activities

1.1 Structure and organization of the Road Police

June 30, 2023

Complete

1.2 Strategy and tactics

June 30, 2023

Complete

1.3 Crash data collection and analysis

June 30, 2023

Complete

1.4 Final assessment report

June 30, 2023

Complete

2.1 Road policing Leadership workshop

August 24 2023

Complete

2.2 Data led enforcement training

November 28 2023

Complete

2.3 Strategic and operational planning training

May 31, 2023

Not started

2.4 Crash investigation training

November 24 2023

Complete

2.5 Speed enforcement training

April 27 2023

Complete

3.1 Observing two local trainings - observing and coaching

June 30, 2023

Not started

3.2 Equipment requirements

November 30 2023

Complete

4.1 Procurement speed enforcement equipment

January 31 2023

In Process

4.2 Procurement speed enforcement equipment

January 31 2023

In Process

4.3 Field delivery

April 30 2023

In Process

5.1 CRISP Support enforcement plan preparation

April 20 2023

Not started

5.2 CRISP Support enforcement plan implementation

April 20 2023

Not started

6.1 At tree of task off meeting

May 31 2023

Not started

COMMUNICATING AND MEDIA

Objective: To support state and transport sector and enhance public road safety awareness

Intermediate Steps

Planned date of Completion (in this format: August 31, 2023)

Status

Activities

1.1 Support state and transport sector and partner strategic planning meeting to review and develop the road safety campaign/program/strategy and their implementation strategy

June 30, 2023

In Process

1.2 Develop and approve campaign proposal and secure funds with the lead agency

June 30, 2023

Complete

2.1 Develop and approve campaign proposal and secure funds with the lead agency

October 31, 2023

In Process

2.2 Spending PIA media production (campaign materials)

December 31, 2023

In Process

2.3 Media strategy for enforcement

December 31, 2023

Not started

2.4 Campaign for campaign implementation by press release, newspaper by mass media use

December 31, 2023

Not started

2.5 Post campaign evaluation

December 31, 2023

Not started

2.6 Stakeholder review meeting

December 31, 2023

Not started

2.7 Issue press release and provide for case and success stories or success stories

December 31, 2023

Not started

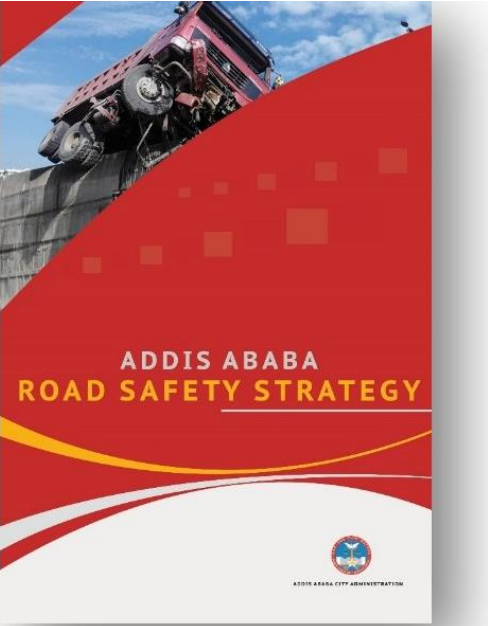
BIGRS Joint WorkPlan

City Contact List

Technical Lead & Embedded Staff

Partner ...

Workplans



Road Safety strategies



Road Safety Councils



Thank you!

Merci!