

WELCOME! BEM VINDOS!
¡BIENVENIDOS!



Please **say hello!** Write **your city** in the chat and tell us: **are schools open** in your city right now?

WELCOME! BEM VINDOS!
¡BIENVENIDOS!

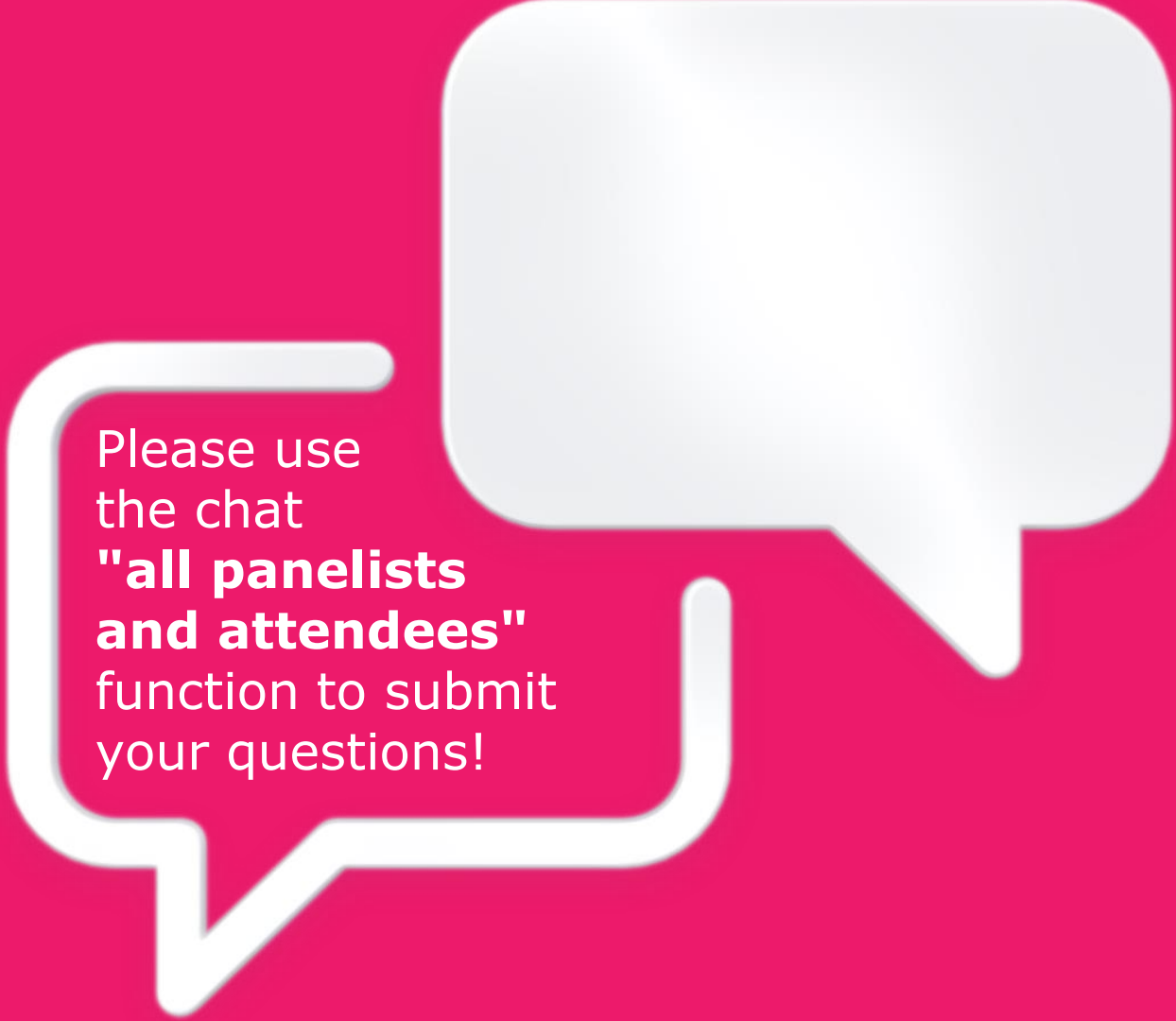


Today's presentation is in English with
simultaneous translation to
Spanish and Portuguese

WELCOME! BEM VINDOS!
¡BIENVENIDOS!



Download the presentation in
Spanish & Portuguese:
Follow the **link** in the **chat**



Please use
the chat
**"all panelists
and attendees"**
function to submit
your questions!

VISION ZERO CHALLENGE

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Vision Zero Challenge Webinar Series: **CREATING A SAFE MOBILITY SYSTEM FOR CHILDREN**

VISION ZERO
CHALLENGE

TODAY'S AGENDA

Welcome and Introductions

Ani Dasgupta, Global Director, WRI Ross Center for Sustainable Cities

Special Address (video)

Zoleka Mandela, Child Health Initiative Global Ambassador, South Africa

Safe Access to School during a Pandemic

Natalie Draisin, Director, North American Office & United Nations Representative, FIA Foundation, USA

Creating Road Safety Policies for Children

María Fernanda Rodríguez Bongoll, Founder and President, Fundación Gonzalo Rodríguez, Uruguay

Guided discussion: Audience questions for our experts

Moderated by **Avi Silverman**, Deputy Director, FIA Foundation with panelists:

- **Natalie Draisin**, Director, North American Office & United Nations Representative, FIA Foundation, USA
- **Lars Ekman**, Road Safety Expert, Swedish Transport Authority, Sweden
- **Annie Peyton**, Senior Program Associate, NACTO Global Designing Cities Initiative, USA
- **María Fernanda Rodríguez Bongoll**, Founder and President, Fundación Gonzalo Rodríguez, Uruguay

Closing remarks and Preview of Next Webinar

Claudia Adriazola-Steil, Health and Road Safety Director, WRI Ross Center for Sustainable Cities

WELCOME, VISION ZERO CITIES!

1. Arequipa, Peru
2. Belo Horizonte, Brazil
3. Buenos Aires, Argentina
4. Bogotá, Colombia
5. Cali, Colombia
6. Curitiba, Brazil
7. Colima, Mexico
8. Cusco, Peru
9. Fortaleza, Brazil
10. Guadalajara, Mexico
11. Indaiatuba, Brazil
12. La Paz, Bolivia
13. Lima, Peru
14. Medellín, Colombia
15. Merida, Mexico
16. Montevideo, Uruguay
17. Pachuca, Mexico
18. Rosario, Argentina
19. Salvador, Brazil
20. Santiago, Chile
21. Sao Paulo, Brazil
22. San Jose, Costa Rica
23. San Salvador, El Salvador
24. Santa Cruz, Bolivia

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**A SAFE MOBILITY SYSTEM FOR CHILDREN:
THE FOUNDATION OF A CHILD FRIENDLY CITY**

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WHY FOCUS ON CHILDREN?

“Children are a kind of indicator species. If we can build a successful city for children, we will have a successful city for all people.”

– *Mayor Enrique Peñalosa, Bogotá*



WHY FOCUS ON CHILDREN?

2018-2019 Prize for Cities Winner:
**Amend's School Area Road Safety
Assessments & Improvements (SARSAI)**

“SARSAI used data to convince communities and people in power about the effectiveness and importance of interventions that affect children. These are the tools that help governments make informed decisions.”



WHAT MAKES A CHILD-FRIENDLY CITY?

Accessible
Green Space



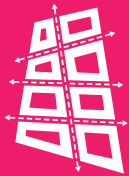
Safe Walking/Cycling
Infrastructure



Low Speed
Zones



Car-Free Streets



Safe School Zones



Clean Air Zones



MANY CITIES ARE INNOVATING IN RESPONSE TO COVID

EL DEBER

Plan de movilidad Covid-19: presentaron la primer ciclovia emergente para la gente que piensa ir al trabajo en 'bici'

El primer tramo está en la avenida Irón Pardo Al Priore y se prevé el inicio de obras con el fin de tenerlo planeado implementarlo. Las actividades se sumaron a este proyecto.



China 19:45, 27-Feb-2020

Beijing launches customized bus routes for safer commuting amid epidemic

Zheng Yibing



EDITORS' PICK | 35,220 Views | Apr 22, 2020, 11:37am EDT

Paris To Create 650 Kilometers Of Post-Lockdown Cycleways

Carlton Reid Senior Contributor @Transportation
I have been writing about transport for 30 years.



Poblanerías.com

Estas calles de Puebla tendrán nuevas ciclovia emergentes

El Ayuntamiento de Puebla, a través de la Secretaría de Movilidad anunció que se han habilitado 26 kilómetros de ciclovia en distintos puntos de la ciudad.



El Ayuntamiento de Puebla, a través de la Secretaría de Movilidad anunció que se han habilitado 26 kilómetros de ciclovia en distintos puntos de la ciudad.

En conferencia de prensa, Claudia Rivera, presidente municipal de Puebla, cada día se registran 67 mil desplazamientos en bicicleta, lo que representa el 2% de los viajes diarios en la capital.

En el marco del Día Mundial de la Bicicleta, Eduardo Covián, secretario de Movilidad, detalló que las ciclovia estarán vigentes hasta que el semáforo sanitario esté en verde y estimó que pudiera ser por dos meses, aproximadamente.

Las ciclovia emergentes se ubicarán a nivel de piso, sobre el carril derecho de las calles y contarán con la señalización correspondiente.



London Mayor plans car-free zones in Covid-19 transformation

The mayor said the strategy, alongside Transport for London (TfL), is necessary to enable safe social distancing on public transport in the UK capital as the Covid-19 lockdown restrictions are eased, and called on Londoners to walk and cycle more to improve the city's air quality.

PTI • May 16, 2020, 20:57 IST



London. The Mayor of London, Sadiq Khan, on Friday announced plans to transform parts of central London into one of the largest car-free zones in any capital city in the world.

The mayor said the strategy, alongside Transport for London (TfL), is necessary to enable safe social distancing on public transport in the UK capital as the Covid-19 lockdown restrictions are eased, and called on Londoners to walk and cycle more to improve the city's air quality.

"Covid-19 poses the biggest challenge to London's public transport network in TfL's history. It will take a monumental effort from all Londoners to maintain safe





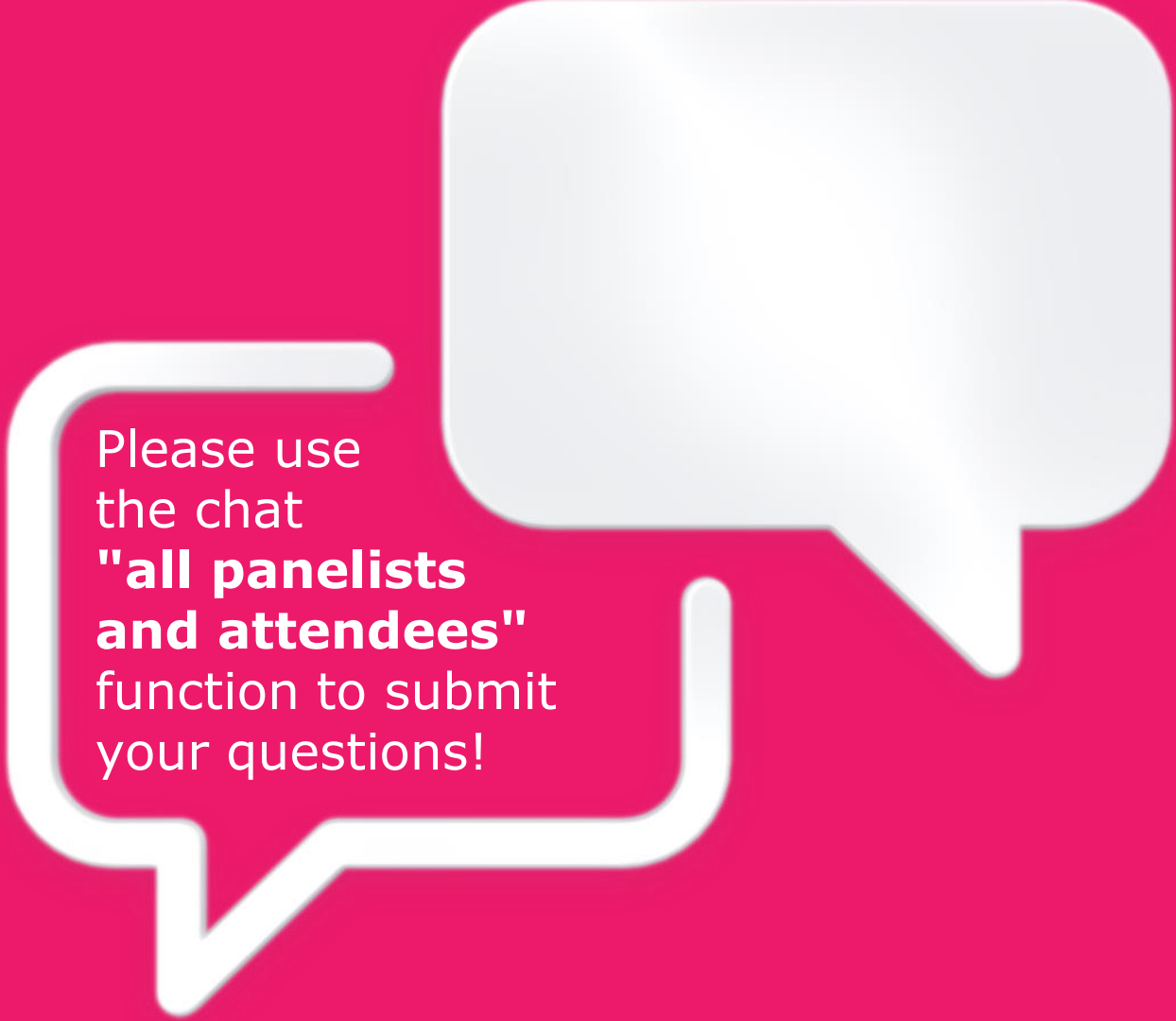
**Now is the time for bold
vision**

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INTRODUCING TODAY'S GUESTS

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AVI SILVERMAN

Deputy Director, FIA Foundation, United Kingdom

Subdirectora de la Fundación FIA, Reino Unido

Diretor Adjunto da Fundação FIA, Reino Unido



NATALIE DRAISIN

*Director, North American Office & UN Representative,
FIA Foundation, USA*

*Directora, Oficina de Norteamérica y Representante de la
ONU, Fundación FIA, EE. UU.*

*Diretora do Escritório da América do Norte e Representante
para as Nações Unidas da Fundação FIA, EUA*





LARS EKMAN

Road Safety Expert, Swedish Transport Authority, Sweden

Experto en Seguridad Vial, Administración Sueca de Transporte, Suecia

Especialista em Segurança Viária, Administração Sueca de Transporte, Suécia



ANNIE PEYTON

Senior Program Associate, NACTO Global Designing Cities Initiative, USA

Asociada Senior de Programas, Iniciativa Global Designing Cities de NACTO, EE. UU.

Associada Sênior de programas da Iniciativa Global NACTO Designing Cities, EUA



MARÍA FERNANDA RODRÍGUEZ BONGOLL

*Founder and President, Fundación Gonzalo Rodríguez,
Uruguay*

*Fundadora y Presidente, Fundación Gonzalo Rodríguez,
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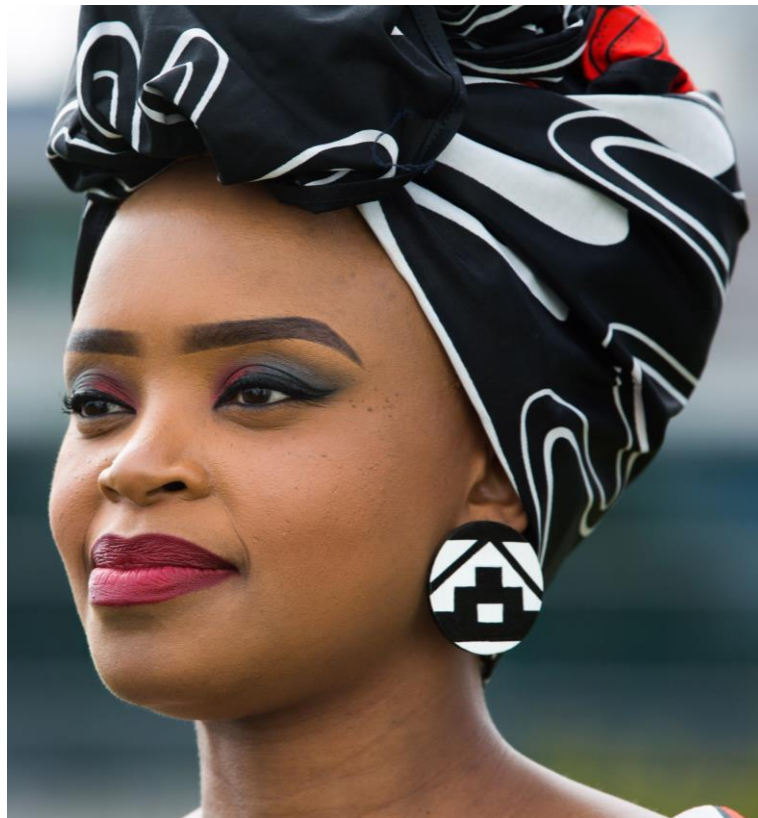


ZOLEKA MANDELA

Child Health Initiative Global Ambassador, South Africa

*Embajadora Global para la Iniciativa de Salud Infantil,
Sudáfrica*

*Embaixadora Global para a Iniciativa de Saúde Infantil,
África do Sul*



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Special Address: Zoleka Mandela

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Safe Access to School During a Pandemic:
Natalie Draisin, FIA Foundation

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SAFE ACCESS TO SCHOOL DURING A PANDEMIC

Natalie Draisin
Director, North America Office
& UN Representative
FIA Foundation

The Child Health Initiative:

1. Protects children's rights in transportation and urban mobility policy
2. Highlights the health impacts of unsafe roads and air pollution
3. Demonstrates solutions through
 - applied research,
 - programmatic support, and
 - technical assistance



GUIDANCE FOR SAFE AND HEALTHY JOURNEYS TO SCHOOL

DURING THE COVID-19 PANDEMIC AND BEYOND

unicef 
for every child

 FOUNDATION

 CHILD HEALTH
INITIATIVE





1
Engage the entire school community early and often



2
Ensure physical distancing during school drop-off and pick-up



3
Prioritize active, non-motorized transport to support physical distancing



4
Make it safe to walk, cycle, scoot and ride a wheelchair



5
Help students who cycle and scoot to follow protocols



6
Reduce private vehicle use



7
Treat school buses as extensions of the classroom



8
Promote safety and hygiene on public and shared transport



9
Ensure equal access for marginalized populations



10
Sustain changes in the long term

Child Health Initiative COVID-19 Global Database : Sheet1

Colombia	Bogotá	Walk, Cycle	Vulnerable and marginalized populations, School drop-off/pick-up	Kids First Mobility Program - Reactivation adapting to the pandemic	Kids First is a mobility education of kids and t First is composed of tw These projects in norm remain closed, but the a strategy for outdoor p willingness of families t interaction for physical protocols during the pa
Czech Republic	Prague	All	School drop-off/pick up	School Streets Project Pilot	Prague is currently tes the vicinity of selected the city authorities wan
Belgium	Flanders	All	School drop-off/pick up	School street initiative ("Schoolstraat")	The Flemish governme around schools safer a schools as possible to
Belgium	Flanders	All	Walking	Fully lighted zebra crossing	Belgium will get its first street with two schools

SUBMIT EXAMPLE TO DATABASE

Select a Country 

City/Region

Mode – check one or more boxes:

- Walk**
- Cycle**
- Scoot**
- Wheelchair**
- School bus**
- Public transportation (BRT, train, etc)**
- Shared transport (minibus, matatu, etc)**
- Two-wheeler (motorcycle, etc)**
- Three-wheeler (rickshaw, tuk tuk, etc)**
- Private transport (carpool, etc)**
- Other**

Please state

Additional Designations:

- Vulnerable and marginalized populations**
- School drop-off/pick-up**
- Air quality**

CHILD HEALTH INITIATIVE COVID-19 DATABASE

Collecting examples of safe and healthy
journeys to school during the pandemic



COVID-19

Now more than ever, safe and healthy journeys to school are crucial. An epidemic on wheels has led road traffic injuries to be the #1 killer of those ages 5-29. Today, young people are further threatened by a global pandemic.

The journey to and from school must be safe from both of these threats. Many of the solutions for one threat also address the other - such as reducing urban vehicle speed, promoting walking and cycling, avoiding unnecessary vehicle journeys, and creating more space for drop-off and pick-up - key interventions as COVID-19 is less likely to spread outdoors. These measures enable safe physical distancing and help to lower air pollution which emerging evidence suggests may exacerbate COVID-19.

UNICEF, with support from Child Health Initiative (CHI) and members such as Save the Children, has issued [guidance](#) to help manage COVID-19 risks and to ensure the safest, healthiest journeys to school possible for all children, including those with disabilities. CHI is also hosting a [global database](#) to share



3



Prioritize active, non-motorized transport to support physical distancing





Designing Streets for Kids





What success looks like for London's school streets

1. Providing space for social distancing
2. Encouraging active journeys to schools
3. Reducing private vehicle use
4. Improving air quality



4



**Make it safe to walk, cycle,
scoot and ride a wheelchair**













Ministry of Housing and Urban Affairs
Government of India



HOME

CHALLENGE

APPLY

SUPPORT YOUR CITY

INDIA CYCLES4CHANGE CHALLENGE

Inspiring Indian cities to implement quick cycling-friendly interventions in the wake of COVID-19

Cities Apply Here

Source: India Cycles4Change Challenge

What can cities do?



Create pop-up cycle lanes



Designate slow zones



Implement cycle-sharing systems



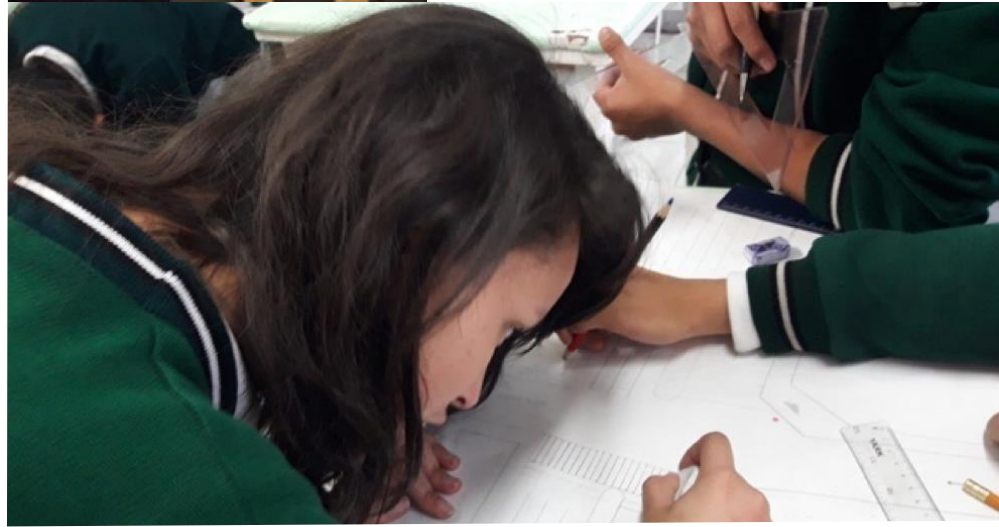
Subsidize cycle maintenance



Involve the community



Break the stigma around cycling through campaigns



Source: Institute for Transportation & Development



5



Help students who cycle and scoot to follow protocols







Source: India Cycles for Change Challenge

6



Reduce private vehicle use



STAFF
ONLY

COVID-19
RESTRICTIONS
IN PLACE



Source: Getty

8



Promote safety and hygiene on public and shared transport





HEAD FIRST

A CASE STUDY
OF VIETNAM'S
MOTORCYCLE HELMET
CAMPAIGN



10



Sustain changes in the long term





ChildHealthInitiative.org



Natalie Draisin

Director, North America Office

& UN Representative

FIA Foundation

n.draisin@fiafoundation.org



**CHILD HEALTH
INITIATIVE**

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**Creating Road Safety Plans for Children in
Latin American Countries:
María Fernanda Rodríguez
Fundación Gonzalo Rodríguez**

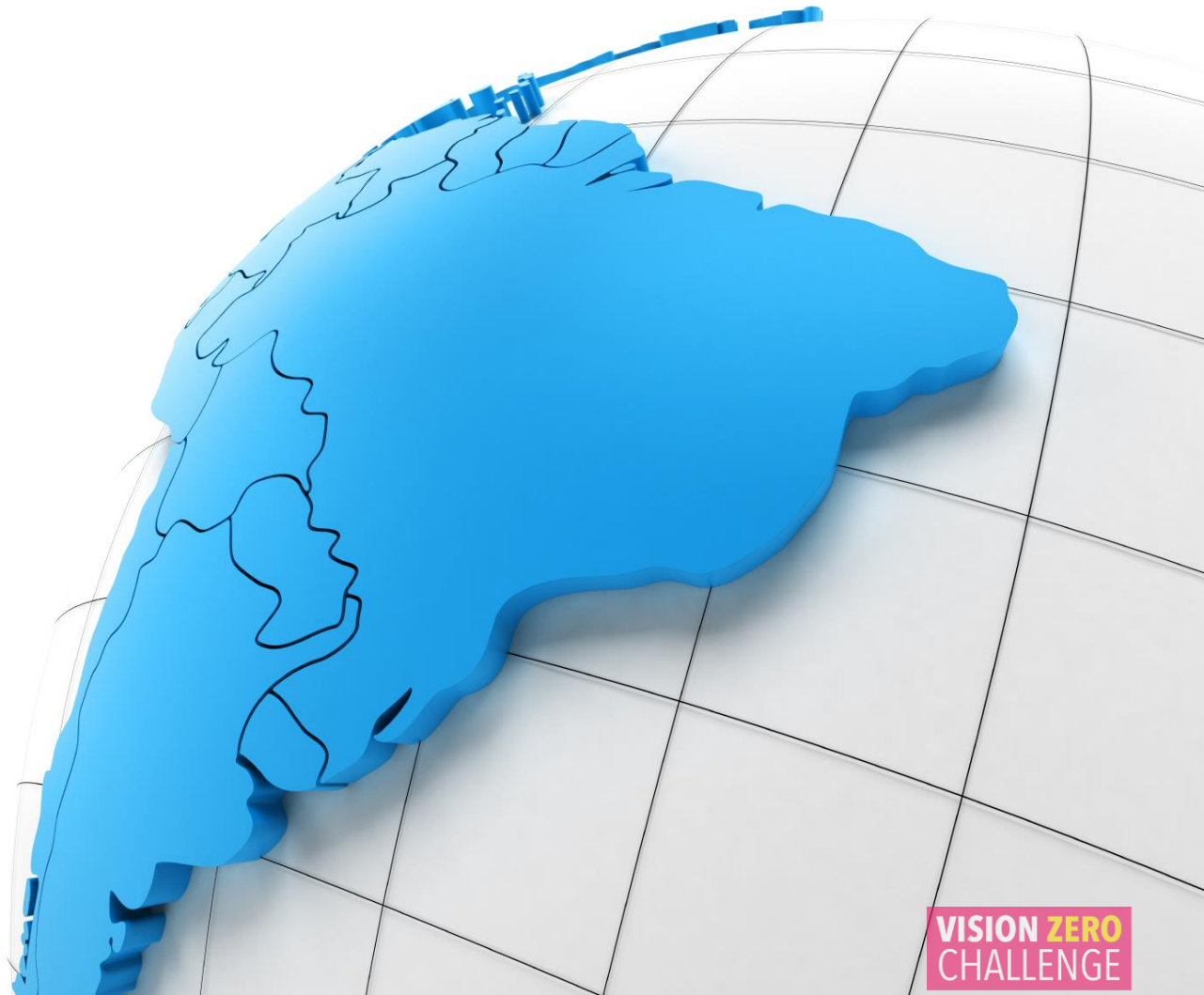
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[Road crashes are
a global epidemic
and Latin
America it not an
exception]

[The children
has been
forgotten on
prevention work]



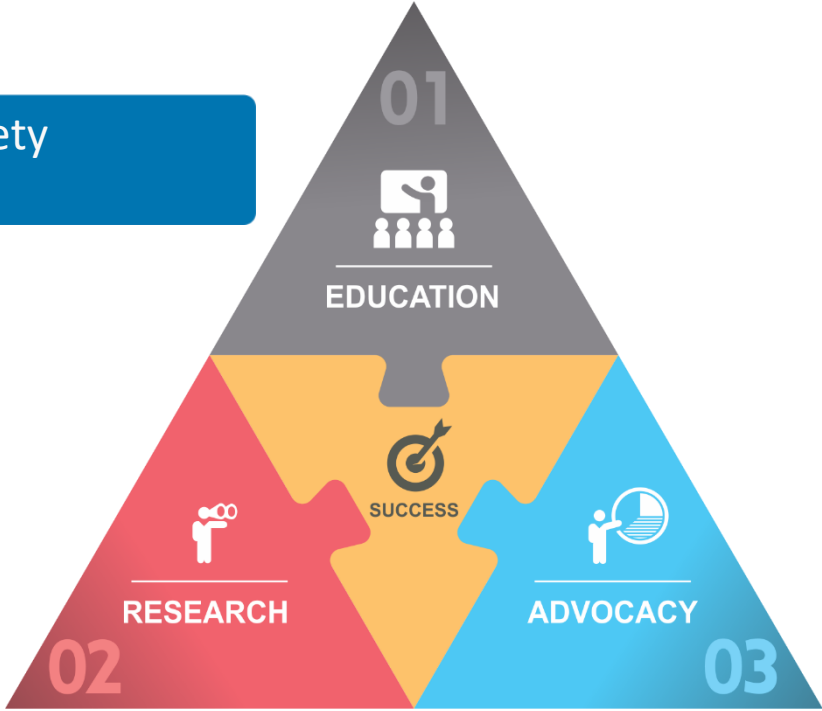
2007 **EDU-CAR**

PLAN DE SEGURIDAD VIAL POR LOS NIÑOS



➔ Frame Work Agreement
with LAC Governments

➔ Children Road Safety
in Public Agenda





STRATEGIC PARTNERSHIPS



oportunidades para todos



Mejorando vidas



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MEDIA KEY PLAYER



...TOS DE CONTROL" EN APOYO AL...

Buenas...

APOYA

La República

...ENTO DE LA LEY 19.061
Seguridad vial infantil

MONTEVIDEO, VIERNES 30 DE ABRIL DE 2010 EDICIÓN DE 56 PÁGINAS. AÑO XIX - Nº 6248

EL OBSERVADOR



SI CHOCÁS Y TU HIJO VIAJA SUELTO VA A HACERSE MUCHO DAÑO



USA SILLA

PARA NIÑOS DE MENOS DE CINCO AÑOS



15.000 niños viajan a diario en camionetas escolares

ESCOLARES EN PELIGRO

Una niña de 11 años falleció ayer al chocar la camioneta escolar en la que viajaba. La ley que obliga a usar cinturones de seguridad hace dos años que espera su reglamentación. A pesar de las ventajas impositivas y crediticias concedidas al sector para renovar la flota, no se suelen incorporar medidas de seguridad a las unidades.



20% de vehículos escolares cuenta con cinturón de seguridad

...DAD
... de 0 km no traen dispositivos que los niños viajen seguros

...ará desde el 25

EDU-CAR

Seguro obligatorio

Nuevas reglas



...seguridad serán



**USAR SILLA
ES LEY**

**VIAJA SEGURO
LLEGA SEGURO**





The need to improve the safety standards of School Transportation



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Agencia
Nacional de
Seguridad Vial

 GOBIERNO DE COLOMBIA

**SEGURIDAD
VIAL**



Ministerio de Transportes y
Comunicaciones
Argentina



CONASET
Ministerio de
Transportes y
Telecomunicaciones

Gobierno de Chile





JUNIO
2020

Instituto Nacional de
Seguridad Vial

MINISTERIO DE TRANSPORTES Y OBRAS PÚBLICAS

#C

9 Regulatory Improvements



29,214 children positively affected by improvements to infrastructure in **93** school zones (Argentina and Uruguay).

Training

+300

PEOPLE TRAINED IN ROAD SAFETY AND MOBILITY COURSES IN **LATIN AMERICA**




- ARGENTINA
- MEXICO
- BRAZIL
- COLOMBIA
- CHILE
- URUGUAY

Child Restraint Systems

+6,000

CRSS CHECKED

- 
- ✓ Permanent Check Up Points
 - ✓ Check Up Points in Training Courses
 - ✓ Child seats tested by the Child Restraint System Evaluation Program (PESRI)

14 Research Studies

- 1 School Transportation Study: Current Situation and Opportunities for Improvement
- 2 Study on the Status of Child Transportation on Motorcycles in Latin America
- 3 Study: Children Transportation to School and School Zones Safety

Campaigns

17

MASS MEDIA AND SOCIAL NETWORK CAMPAIGNS



- USE A CHILD SEAT
- USE A CHILD SEAT, IT'S THE LAW
- SAFELY BACK TO CLASSES
- DON'T REPEAT IT THIS YEAR

“Support by international media to coverage and dissemination of campaigns and activities”



We should all ensure the right of children to travel safely



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Mentimeter Poll: Time to share!

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POLL: SHARE YOUR EXPERIENCE

What dedicated road safety planning for children exists in your city?

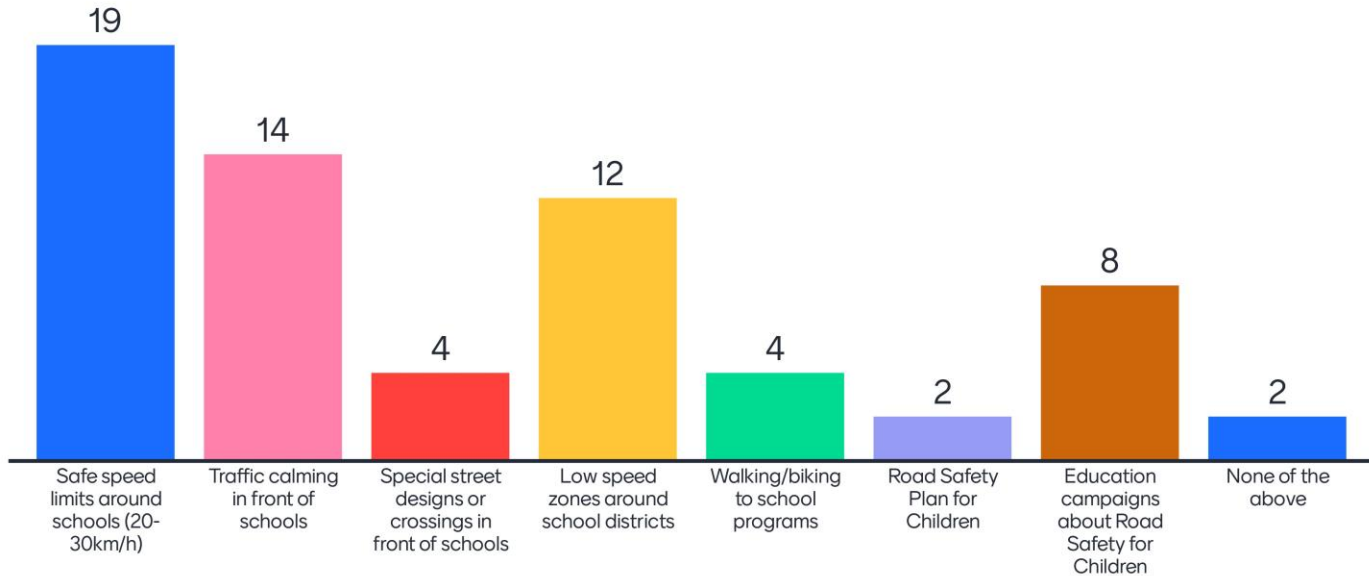
- Safe speed limits around schools (20-30km/h)
- Traffic calming in front of schools
- Special street designs or crossings in front of schools
- Low speed zones around school districts
- Walking/biking to school programs
- Road Safety Plan for Children
- Education campaigns about Road Safety for Children
- None of the above

POLL: SHARE YOUR INTERESTS

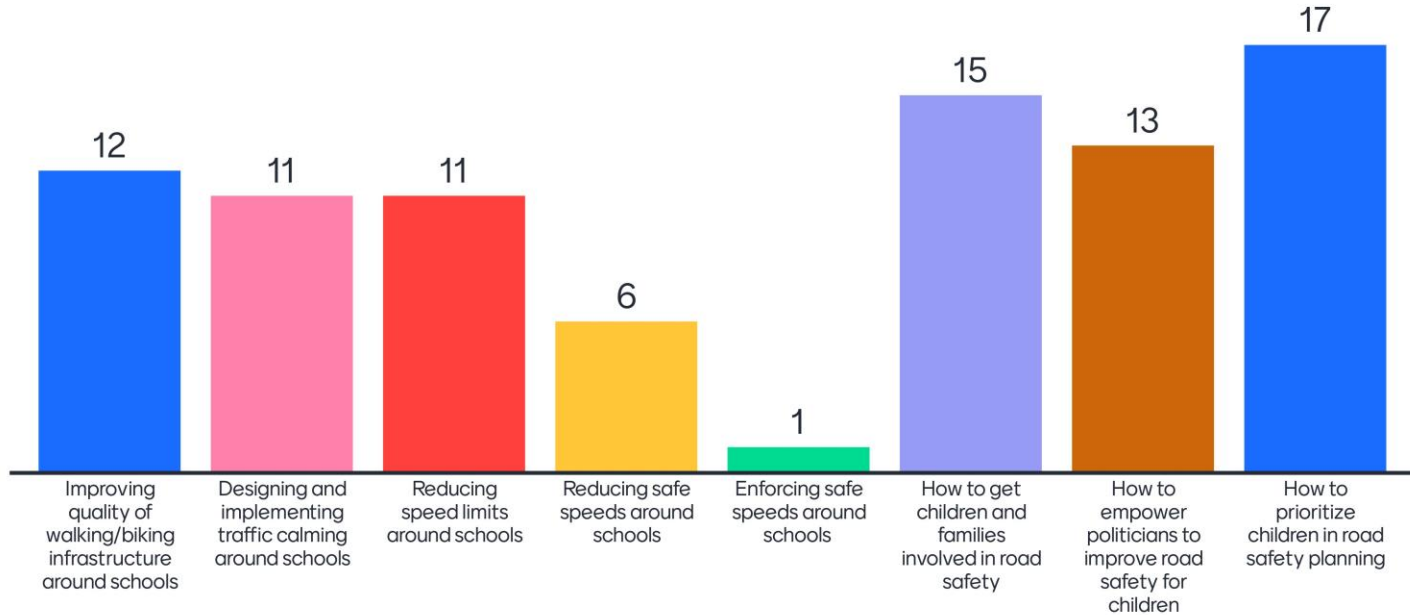
What element of the Safe Mobility System for Children would you most like to learn about?

- Improving quality of walking/biking infrastructure around schools
- Designing and implementing traffic calming around schools
- Reducing speed limits around schools
- Enforcing safe speeds around schools
- How to get children and families involved in road safety
- How to empower politicians to improve road safety for children
- How to prioritize children in road safety planning

What dedicated road safety planning for children exists in your city?



What element of the Safe Mobility System for Children would you most like to learn about?



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TODAY'S DISCUSSION:
A SAFE MOBILITY SYSTEM FOR CHILDREN
Q & A WITH GLOBAL EXPERTS

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AVI SILVERMAN

Deputy Director, FIA Foundation, United Kingdom

Subdirectora de la Fundación FIA, Reino Unido

Diretor Adjunto da Fundação FIA, Reino Unido



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Especialista em Segurança Viária, Administração Sueca de Transporte, Suécia



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Associada Sênior de programas da Iniciativa Global NACTO Designing Cities, EUA



MARÍA FERNANDA RODRÍGUEZ BONGOLL

*Founder and President, Fundación Gonzalo Rodríguez,
Uruguay*

*Fundadora y Presidente, Fundación Gonzalo Rodríguez,
Uruguay*

*Fundador e Presidente, Fundación Gonzalo Rodríguez,
Uruguai*



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OVERCOMING BARRIERS TO THE SAFE SYSTEM



EMERGENCY BIKE LANE Q&A



CHILDREN AND ROAD SAFETY

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SPEED MANAGEMENT



USING DATA TO SUPPORT THE SAFE SYSTEM



WRAP UP 2020; NEXT STEPS 2021

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