Every Journey, Every Child
London October 4th-5th, 2017

Taking global action to tackle air pollution and traffic danger on the journey to school - a new priority for public health

Rhoda Steel – Head of Corporate Social Responsibility UK
9. Community Outreach

“We are responsible to the communities in which we live and work and to the world community as well....We must maintain in good order the property we are privileged to use, protecting the environment and natural resources.”
SAFE Fleet Touches Lives

Vision
Drivers around the world return home safely at the end of each day

Core Elements
Commitment, Training, Communications, Assessment
Safe Routes to Schools Projects - South Africa

Interventions in Cape Town and Durban

Outcomes

– multiple road safety assessments
– infrastructural improvements
– sustainable education and training for teachers and students
– distribution of reflective school bags and clothing
Helmets for Kids - Vietnam

Bicycle/Motorbike Low helmet wearing rates

Over 51,100 helmets donated to 50 schools across 5 provinces in 5 years

Outcomes

– Increase in Average helmet wearing rates from 16% to 94%
– 309 students and teachers protected from potential head injuries
C40 Partnership

Commitment over 2 Years

**Research and education** to help connect the dots between better climate and air quality to measurable better health benefits in vulnerable urban areas

**Partner with 30 cities** to identify climate actions that deliver air quality and public health benefits

- 15 cities on-boarded to date, including Nairobi, Medellin, Paris, Hanoi and Istanbul
Together We Can Save Millions of Lives