CHILD HEALTH & URBAN MOBILITY
Cities Safer by Design for Children
Evidence-based measures can reduce road deaths and serious injuries through better street design, particularly for vulnerable road users.

Source: OECD 2009
DESIGN PRINCIPLES

Urban design that reduces the need for vehicle travel and fosters safer vehicle speeds

Traffic calming measures that reduce vehicle speeds or allow safer crossings

Arterial corridors that ensure safer conditions for all road users

A network of connected and specially designed bicycling

Safe pedestrian facilities and access to public spaces

Safe access to mass transport corridors, stations, and stops
WRI is working in Fortaleza where the city has:

- 215 km of bicycle lanes
- 80 bicycle share stations with 800 bicycles
- 98 km of dedicated bus lanes
- And new measures to calm traffic, provide low speed zones and improve walkability.
RAISED CROSSINGS
CURB EXTENSIONS
LOW SPEED ZONES
CROSSINGS NEAR SCHOOLS
COMPLETE STREETS

WRI has been working with the National Front of Mayors (and its head, the Mayor of Campinas) to bring together 10 cities -- Niteroi, Porto Alegre, Joao Pessoa, Joinville, Salvador, Sao Paulo, Recife, Fortaleza, Distrito Federal, Campinas, Juiz de Fora -- to advance work on Complete Streets and carry out a pilot intervention in one city. A launch event with the 10 cities will be held in November in Recife. This is already seeing some results in Sao Paulo, however, in Sao Paulo. FIA Foundation support has allowed us to connect more strongly child health and complete streets.
Fortaleza may soon embark on embracing a Vision Zero policy that embraces the safe systems approach by setting targets and dealing comprehensively with road safety.

Vision Zero or other safe systems strategies are taking hold in cities, such as Mexico City, Bogota and Addis Ababa.
Thank you

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