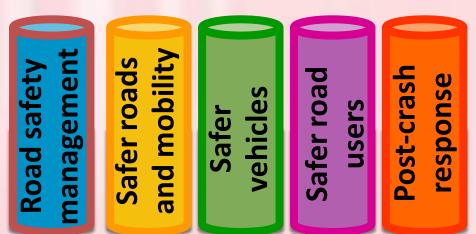


Innovative Road User Awareness Campaigns to Enhance Highway Safety in Puerto Rico

- I. ALARMING STATISTICS DURING THE LAST DECADE IN **PUERTO RICO**
- Aproximately 285,000 crashes are reported annually in the highway network of the Commonwealth of Puerto Rico.
- Pedestrian fatalities account for 31% of the total fatalities in the Island.
- 40% of all fatalities are associated with alcohol consumption.
- 90 93% of all fatalities reported are associated with human factors.

II. ROAD SAFETY ACTION PLAN 2011-2020

- Innovative educational campaigns at all levels.
- Safety Pledge
- Coalition with MAPFRE, FLAS, MADD, Fiesta and CST.



. INNOVATIVE ROAD SAFETY CAMPAIGNS

A. Atención Atención Concert Tour (Dec 2012-Apr 2013) Encourage elementary & high school teachers to join the campaign and to help us spread the highway safety culture.

FLAS



Theme: We're All In This Together, DTPW Secretary and the FHWA Puerto Rico Division participated and encourage contractors, inspectors and workers to join the highway safety campaign.



C. Decade of Action for Road Safety Week (May 2013) Illumination of the facade of three emblematic structures, Puerto Rico State Capitol¹, the University of Puerto Rico tower² and the Medical Center³. A Proclamation of the Senate⁴ of Puerto Rico was also presented.





D. Decade of Action for Road Safety 2nd Anniversary (May 2013) Dedicated to Mayra Elías, a jogger who suffered an accident by a hit and run driver when she was running her morning routine. The Major of San Juan and former First Lady, presented the **DOA Road Safety Award**⁵ to Mayra.



Dr. Benjamín Colucci, Puerto Rico LTAP Director; Spokesman for Decade of Action for Road Safety in Puerto Rico (benjamin.colucci1@upr.edu)

B. National Work Zone Awareness Week (Apr 2013)

D. DOA Road Safety 2nd Anniversary (cont.) **Puerto Rico LTAP⁶** family with Mayra Elías. Victims⁷ impacting testimonies **FIESTA⁸** University Students promoting safety.



E. 1st 10-Mile Luis A. Señeriz Race Zero Deaths in Highways



V. CONCLUSIONS

- culture worldwide.
- campaigns.
- safety culture for all.





Engineering, education and awareness campaigns, enforcement/legislation, medical emergency services/incident management and everyone, are essential elements in an effective implementation of a highway safety

Community volunteer work and partnerships with well delineated affirmative actions from civic and nonprofit organizations, municipalities, government agencies, private sector and academia are essential in the continuity and effectiveness of these road users educational and awareness

Interactive road safety education, crash prevention and awareness at an early age to future generation of drivers, pedestrians, as well as people of the golden age and ADA, are a must in the transition of towards achieving a highway