



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



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

I. ALARMING STATISTICS DURING THE LAST DECADE IN PUERTO RICO

- ✦ Approximately 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.



B. National Work Zone Awareness Week (Apr 2013)

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 Award⁵ to Mayra.



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

- ✦ Engineering, education and awareness campaigns, enforcement/legislation, emergency medical services/incident management and everyone, are essential elements in an effective implementation of a highway safety culture worldwide.
- ✦ 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 campaigns.
- ✦ 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 safety culture for all.

