

# TRAFFIC FATALITIES

## A PUBLIC HEALTH CRISIS

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SOCIAL DETERMINANTS OF HEALTH

6am - 12am  
WHAT'S HAPPENING?  
ACCIDENTS, SPEEDING



CULTURE SHIFTS



KEEPING COMMUNITIES SAFE  
HEART DISEASE  
ASTHMA  
TRAFFIC FATALITIES

HOW DO ROADWAYS IMPACT SOCIOECONOMICS & BEHAVIORS?



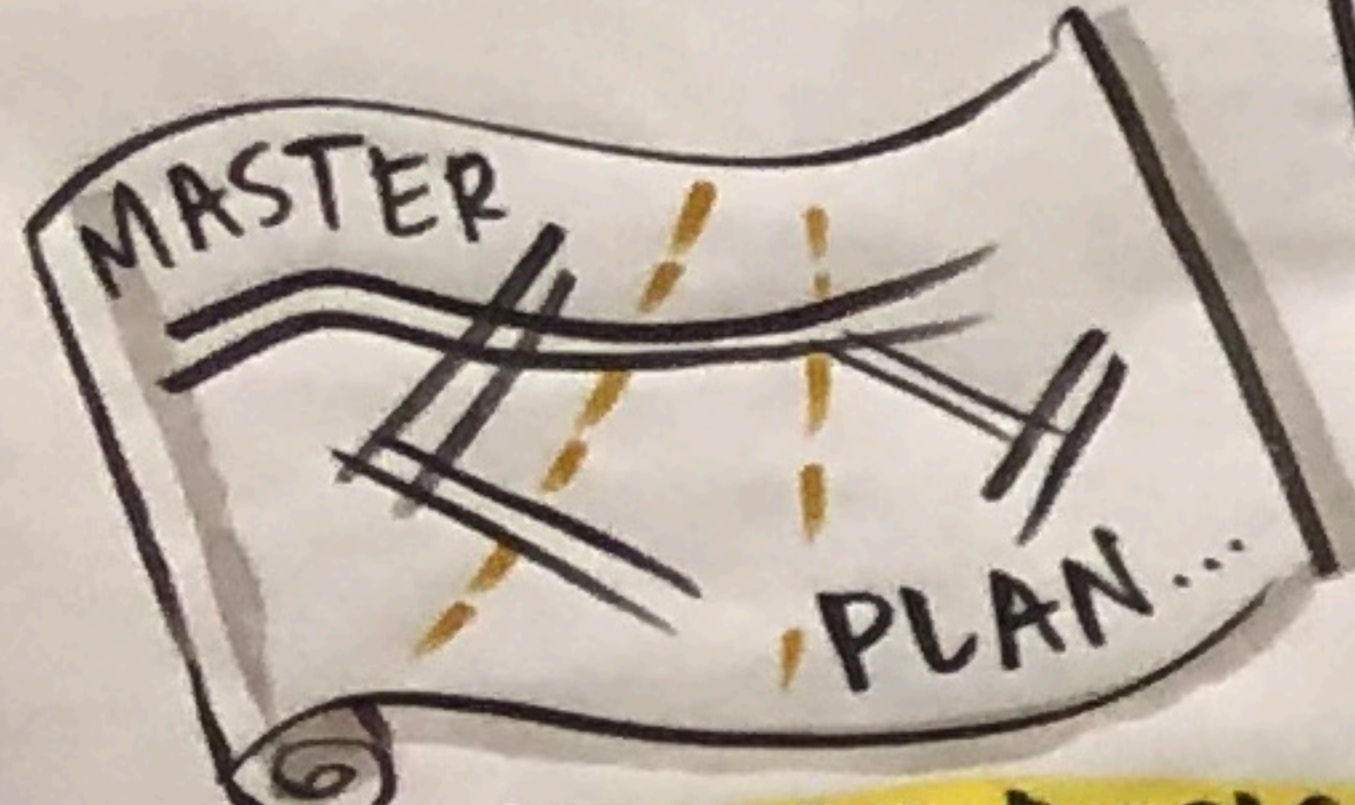
WHAT ABOUT GENDER ACCESSIBILITY?

WHAT ABOUT ENFORCEMENT?

DESIGN FOR IMPLICIT LIMITS

AMNESTY VS. FINES

PRIORITIES:  
CAPACITY  
CONGESTION  
ACCESSIBILITY  
SAFETY



IT WAS DESIGNED THIS WAY...

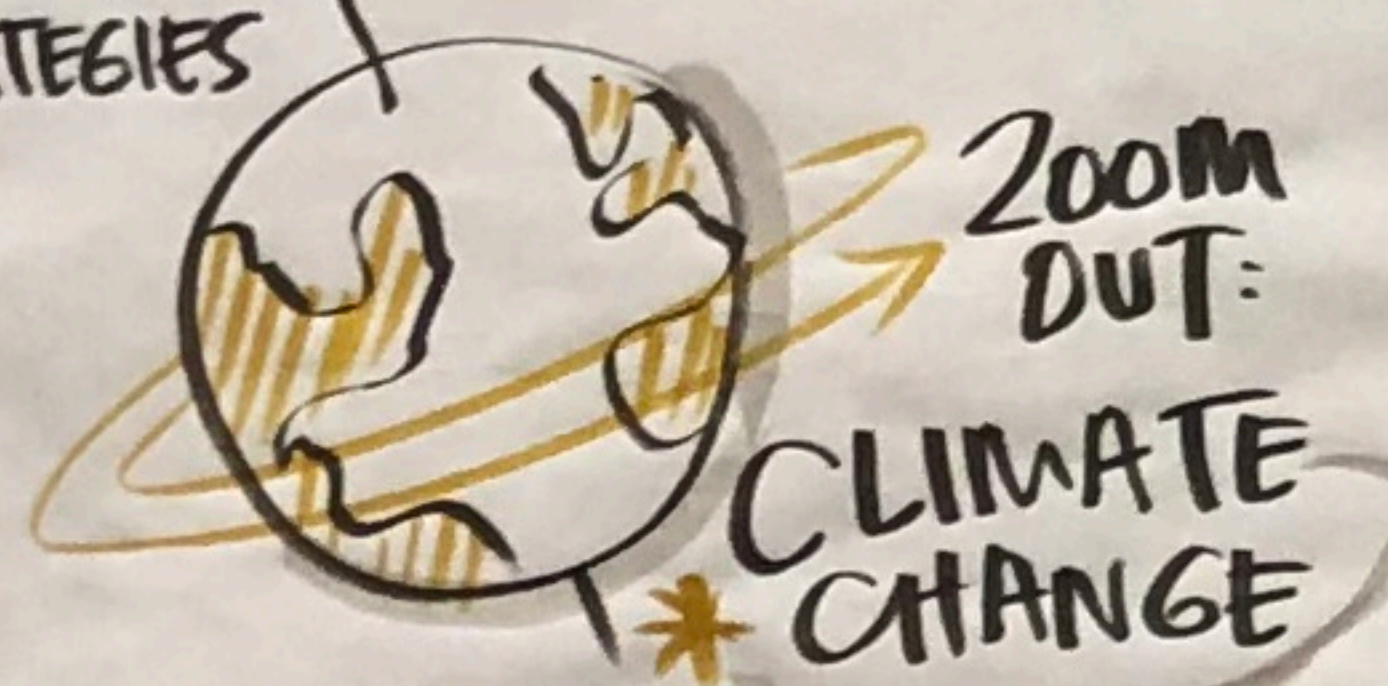
URBAN RENEWAL  
CUT OFF / ENDANGER COMMUNITIES OF COLOR

DISPARITIES WERE BUILT-IN!

INVESTMENTS HAVE BEEN IN WHITE COMMUNITIES

CROSS WALKS DESIGNED FOR ABLE-BODIED USERS

LOOK TO INTERNATIONAL STRATEGIES



CLIMATE CHANGE  
TRAFFIC SAFETY IS A GLOBAL ISSUE

KEEP DATA CURRENT  
DELIVER IT REGULARLY

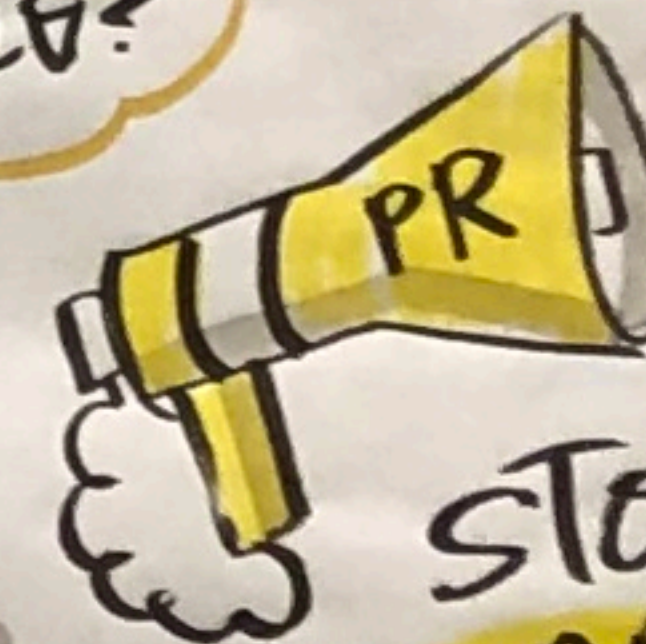
HIGHER RISK

DRIVERS = MEN

PEDESTRIAN FATALITIES = WOMEN

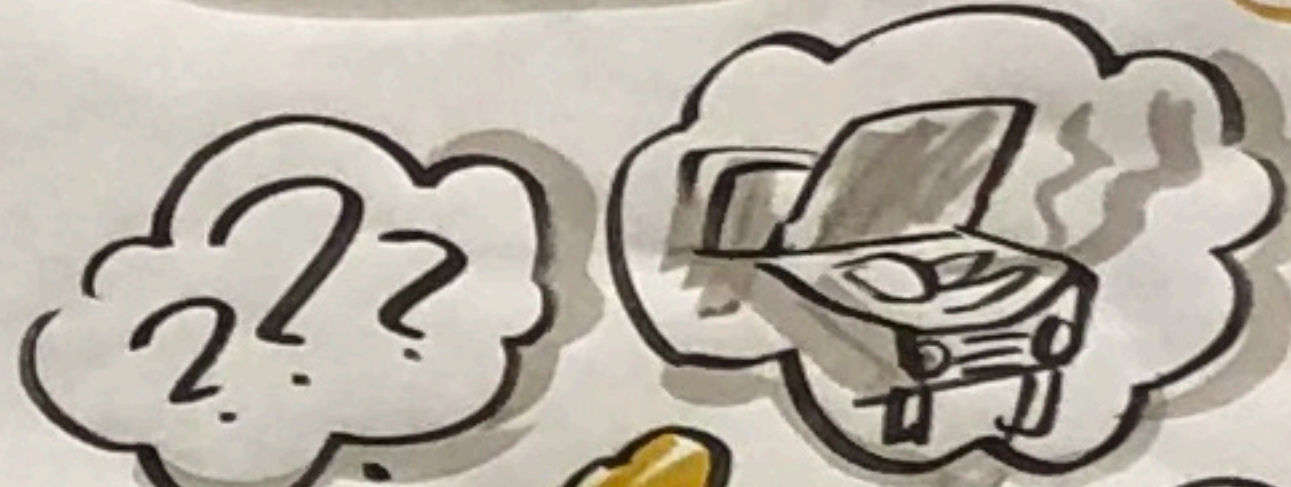
HOW DO WE HELP PEOPLE?

ENFORCEMENT RE: 'BAD ACTORS'



TO ENGINEERS  
TARGET MESSAGES  
DEPENDING ON ACCESS  
STOP BLAMING THE VICTIMS

ACTIVE OPTIONS ARE PRIORITIZED...



WHO HAS CHOICE TO USE A CAR?

WHO REALLY FEELS SAFE THERE?

DRINKING?

WHAT ABOUT SPEEDING?



NEED TO MAKE IT MORALLY, SOCIALLY UNACCEPTABLE

BUT ARE PEOPLE OF COLOR ACTUALLY SAFE IN THE BUILT ENVIRONMENT?

MAKE CHANGE BY:

SET CLEAR TARGETS