

Slow Down, Rise Up

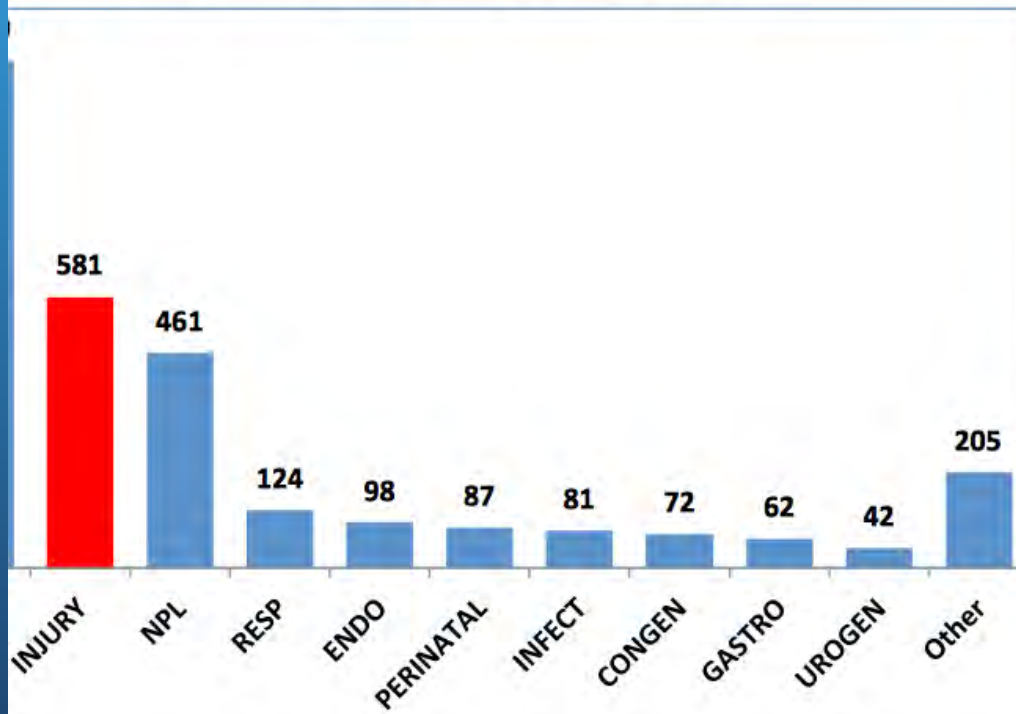
Sharjah Team

Public Health Think Tank 2016

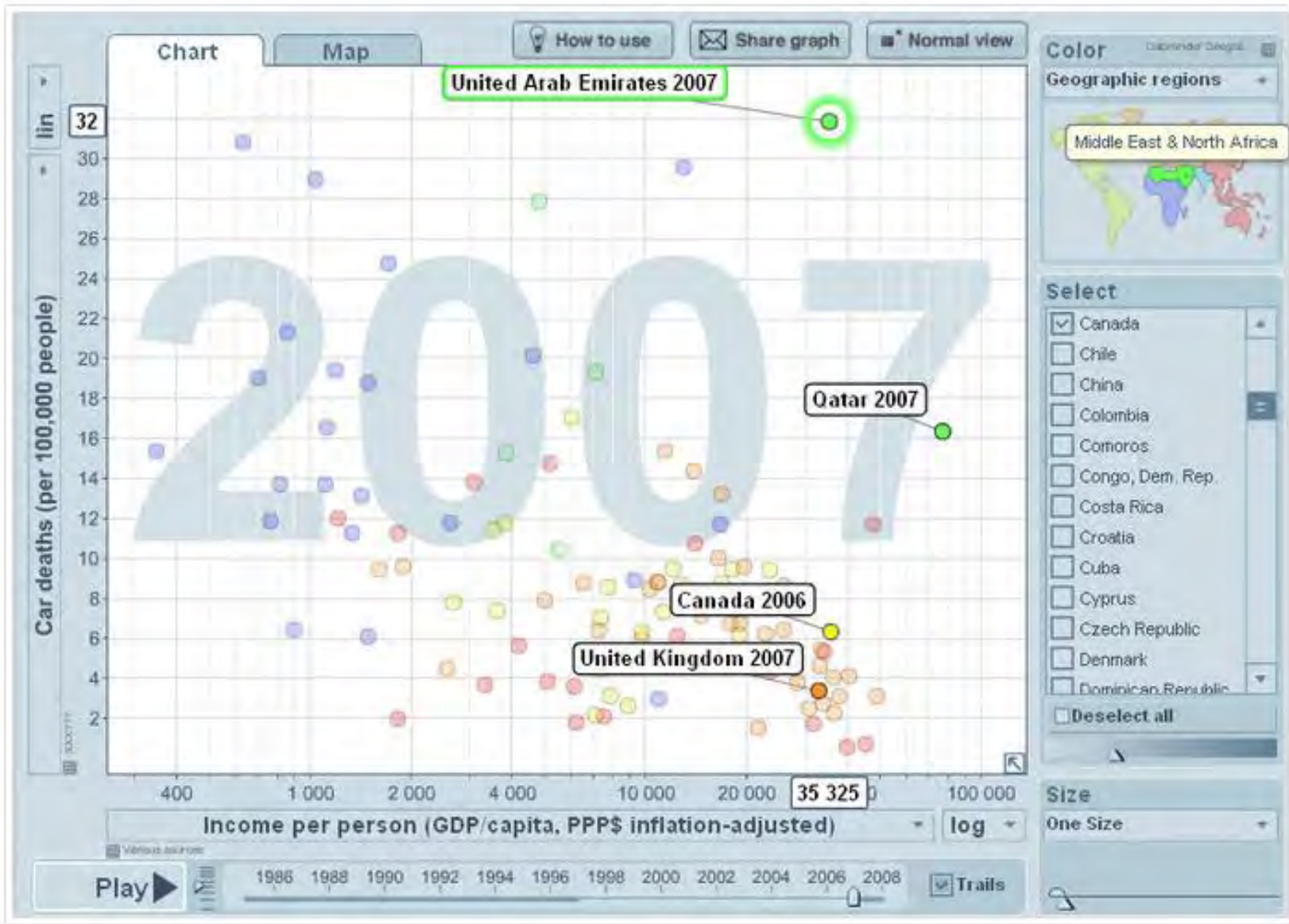
Injury → 2nd biggest cause of death

Top Ten Leading Causes of Death

Abu Dhabi Emirate, 2011, n=2,902



Cause of Death	n
1. CVD	1,089
2. INJURY	581
3. NPL	461
4. RESP	124
5. ENDO	98
6. PERINATAL	87
7. INFECT	81
8. CONGEN	72
9. GASTRO	62
10. UROGEN	42
Other	205
Total	2,902



Deaths per 100,000 around the world (Source:Gapminder)

Problem: Speeding-related Road Traffic Incident

Top 9 causes of traffic accidents, death and serious injuries in the UAE 2015

Main causes of accidents
Sudden swerving/lane changing
Misjudgment
Not enough distance to the car in front
Entering road without checking if clear
Speeding
Lack of attention
Jumping red lights
No lane discipline
Miscellaneous

Highest speed recorded: 268 km/h
(Source: Sharjah Police)

Source: Ministry of Interior

Why Speed?



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graph TD; A((Why Speed?)) --> B((Fast cars)); A --> C((Road rage)); A --> D((Prestige)); A --> E((Peer pressure)); A --> F((Thrill));
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Fast cars

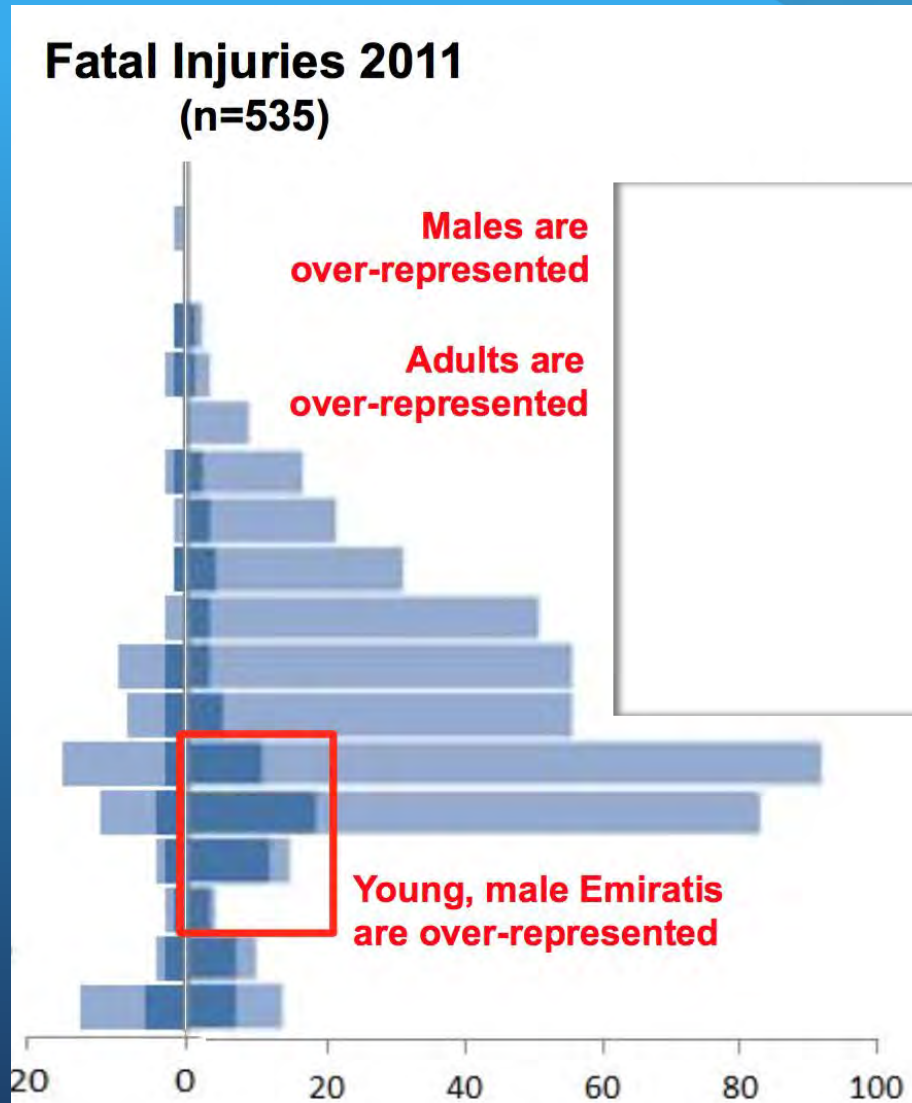
Road rage

Prestige

Peer pressure

Thrill

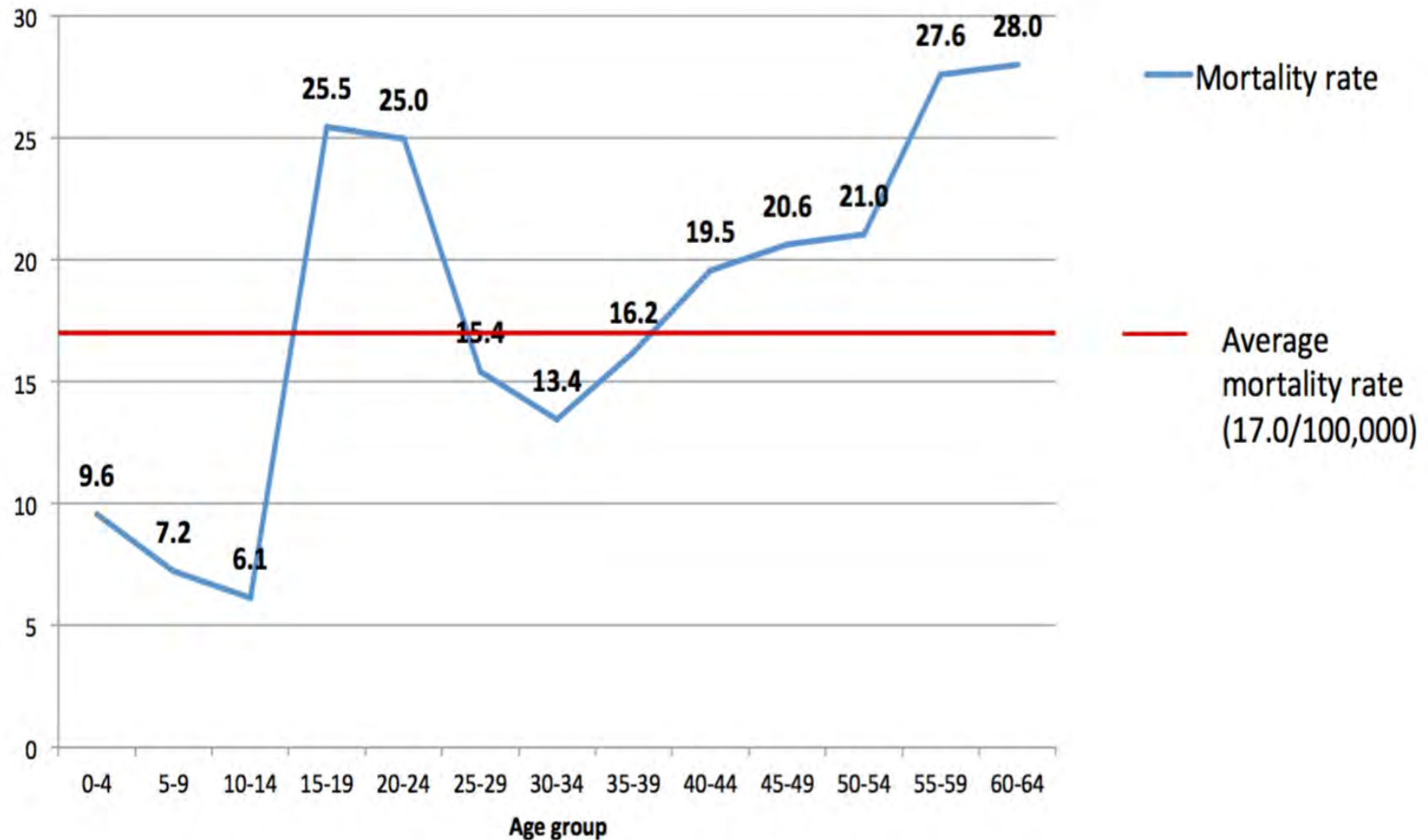
Young, male Emiratis at risk



Road Traffic Injury Mortality Rate, Age Adjusted

Abu Dhabi Emirate 2008-2012, N=1,904

Mortality Rate
per 100,000 pop.



Target Population: University Students

Type of institution	2008	2009	2010	2011	2012	2013
Federal	33,164	35,323	38,069	39,932	41,651	45,385
Non-federal	52,926	59,873	65,566	69,880	76,734	82,894
Total	86,090	95,196	103,635	109,812	118,385	128,279

STUDENT DISTRIBUTION BY LOCATION OF STUDY AND NATIONALITY IN 2013-2014

Emirate	UAE	GCC countries	Other Arab countries	Other	Total	Percent
Abu Dhabi	37,894	2,109	8,178	3,152	51,333	40.02%
Dubai	20,755	3,170	5,706	6,261	35,892	27.98%
Sharjah	10,430	1,764	7,902	3,225	23,321	18.18%
Ajman	2,337	1,337	4,124	1,527	9,325	7.27%
Ras Al Khaimah	2,590	85	662	509	3,846	3.00%
Fujairah	3,339	562	446	104	4,451	3.47%
Umm Al Quwain	52	1	48	10	111	0.09%
Total	77,397	9,028	27,066	14,788	128,279	100%
Percentage	60.33%	7.04%	21.10%	11.53%	100%	100%

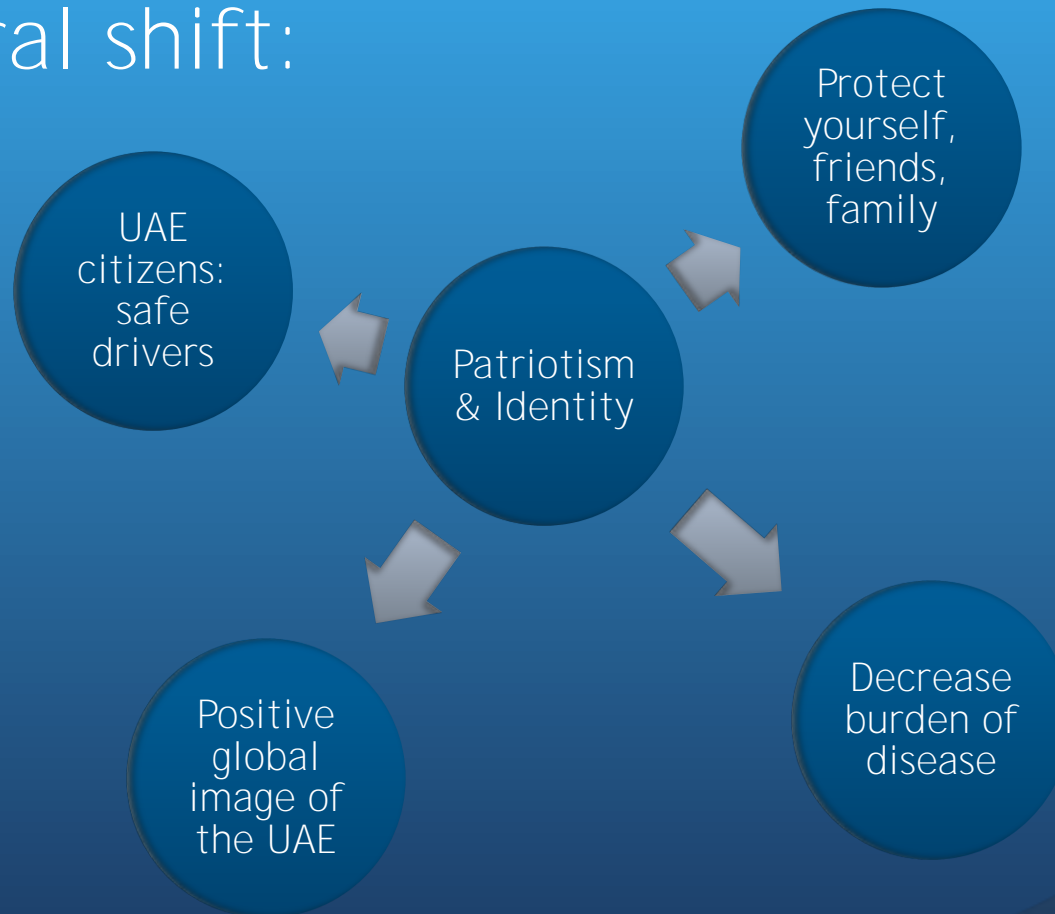
The background is a blue gradient with several overlapping, semi-transparent shapes that create a layered effect. The text is centered in white.

Intervention: Slow Down, Rise Up

Appeal to Patriotism and Identity Formation



Cultural shift:



Emirati identity and spirit surmount all odds

Nationalism remains embedded in the fabric of a country propelled to global fame by rapid economic development



Published: 21:41 November 29, 2015

By Razmig Bedirian Staff Reporter

GULF NEWS 

Emiratis and expats share their pride for the UAE on National Day

7DAYS - December 2, 2014

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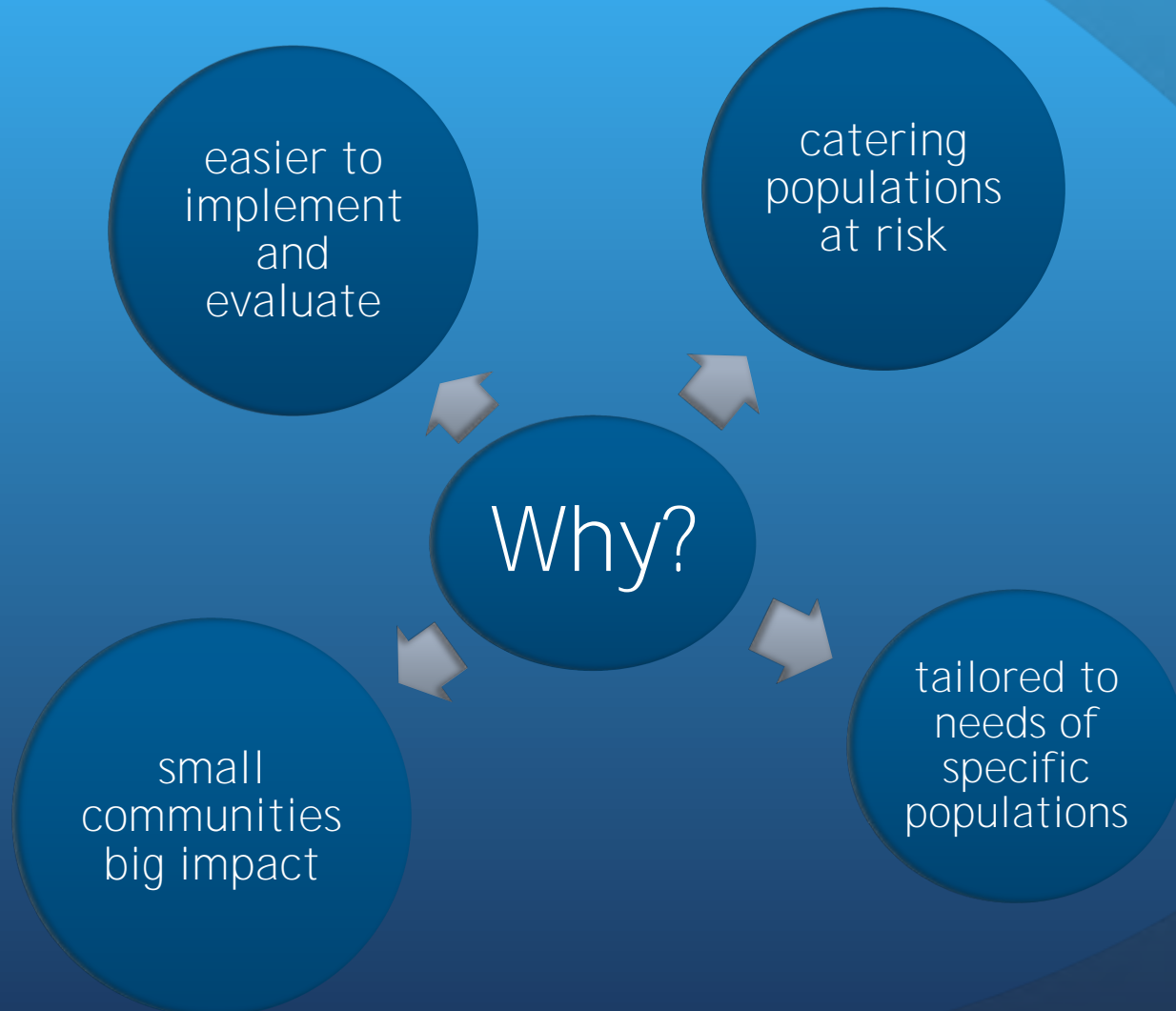
UAE has become a destination for all, says Sheikh Abdullah bin Zayed

The National staff

December 1, 2013 Updated: December 3, 2013 11:40 AM



Ambassador Program



Ambassador Program

- What?
 - 1-2 University students serving each institution
 - Interpersonal approach
 - Ambassadors equipped with leadership + road safety + messaging skills
 - Monthly programs
 - Reporting system to HAAD

Ambassador Program Event Ideas



Complemented with...

- Gaining more coverage:
 - national figures & social media influencers reinforce the message
 - mass advertising featuring ambassadors #slowdownriseup
- Call to Action: reward-based incentive
 - Speed-tracking
 - no speeding, get discounts/gifts by corporate partners



Evaluation

- Short-term
 - Are the university students aware of the program (3 months)
 - Do the students get the central message? (6 months)
- Intermediate
 - Is the view on speeding changing? (1 year)
- Long-term
 - Is the behavior on speeding changing? (5-10 years)
- Method: survey, data from speed-tracking device, number of speed limit violations and speed-related incidents

Possible Challenges

- Results may not be immediately visible
- Gathering a pilot sample to test the data collection device may be difficult.
- Program may be seen as a clichéd public awareness campaign
- Attitude shifts are difficult to measure

Summary

Reducing speed-related traffic incident

Appeal to patriotism and identity formation

Movement that is relatable and accessible

Future Plan

- Raise an aware generation for a safe future
- Merging road safety curriculum into health class in all schools for kids.
- Early Start, Grow Smart.
- Make sure that the classes are effective + message reinforced