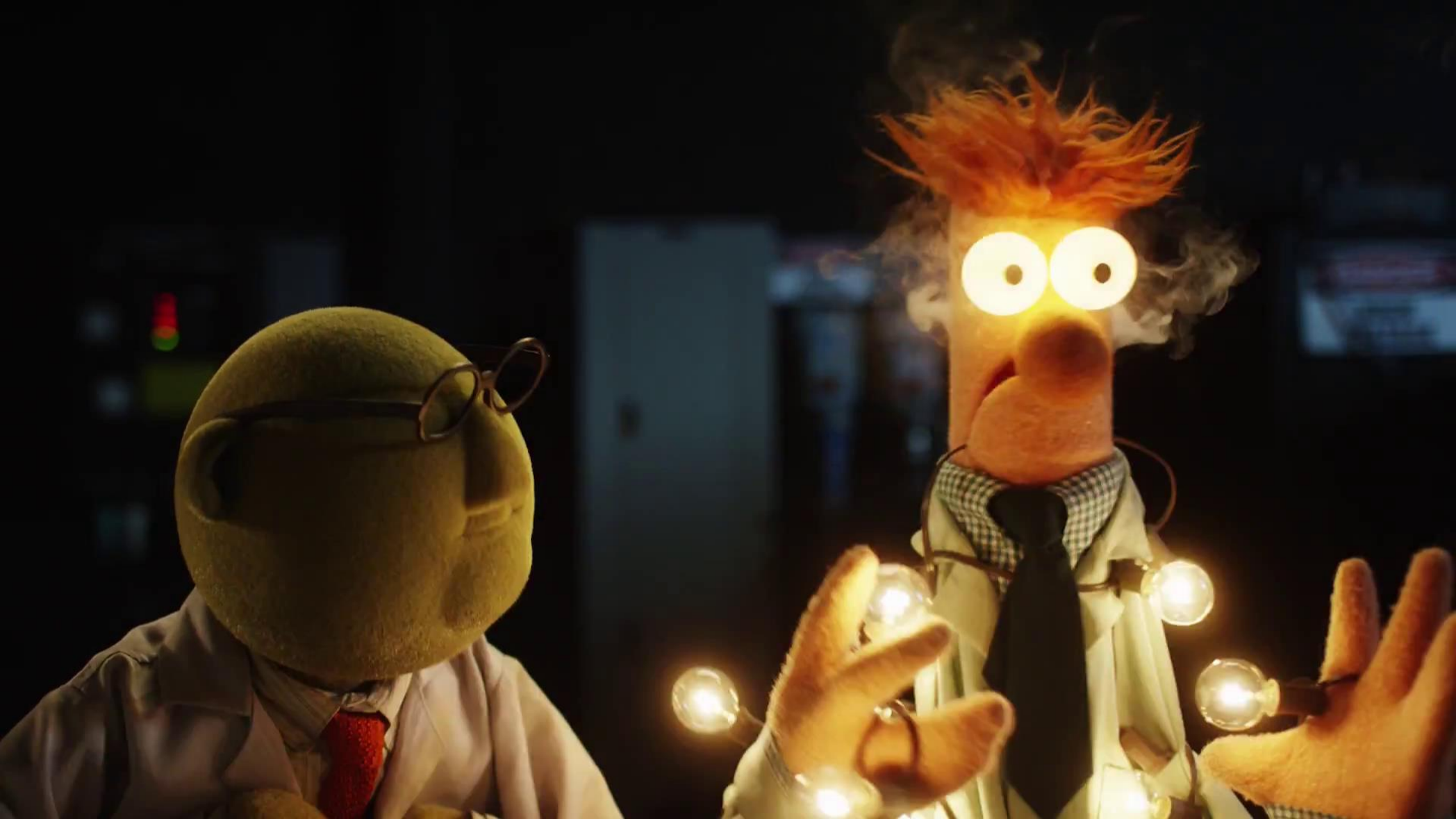


**We wanna do it
...but CAN we do it?**







**they jump
in front of
cars!**

**they cross
against the
red light!**

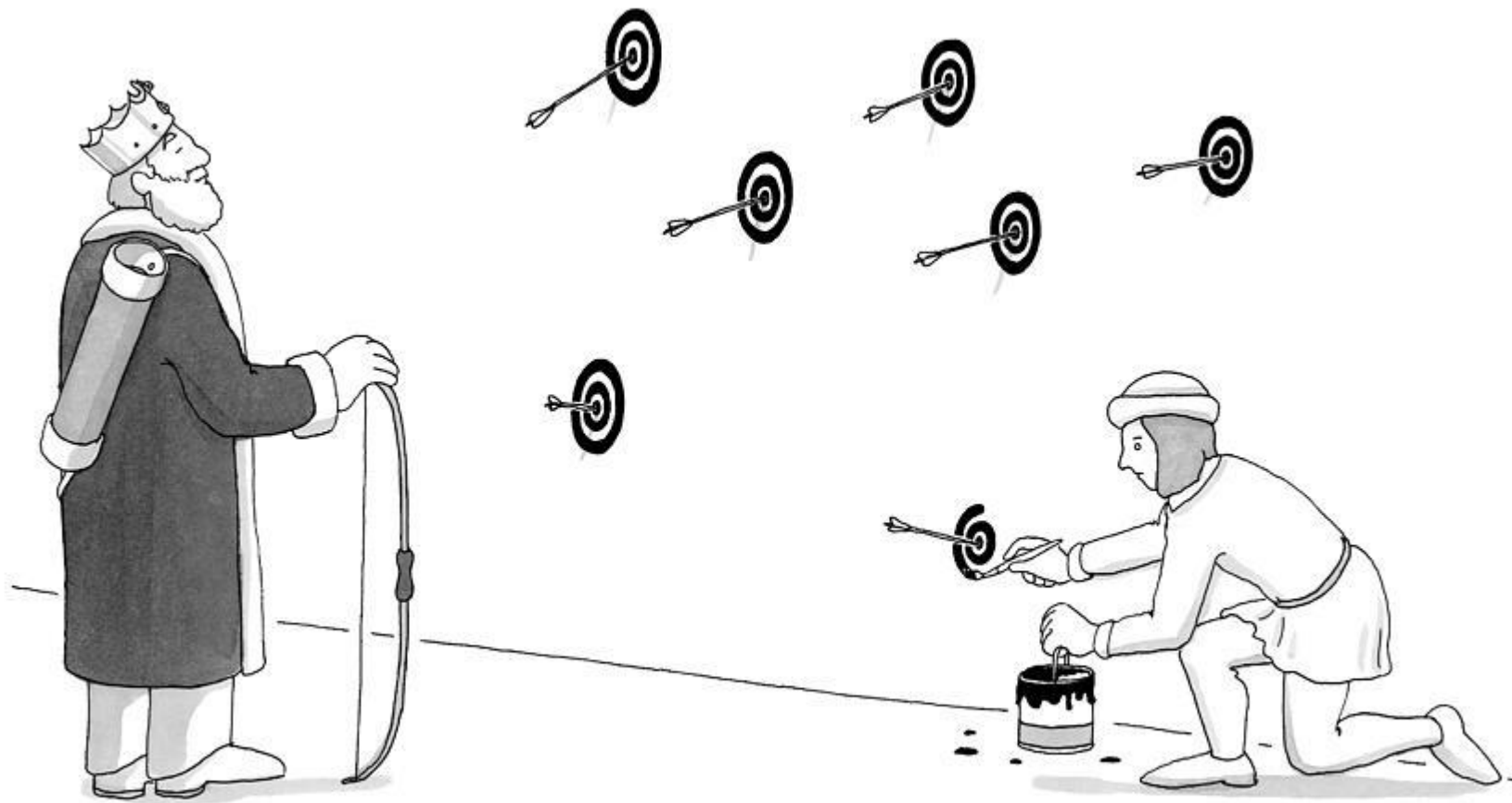
**they cross
out of the
crosswalks!**

**paint a zebra,
they'll have to
follow the law**

**It's our
culture...**



**they text,
hear music,
walk slow!**



Hankin

Reflective vest?

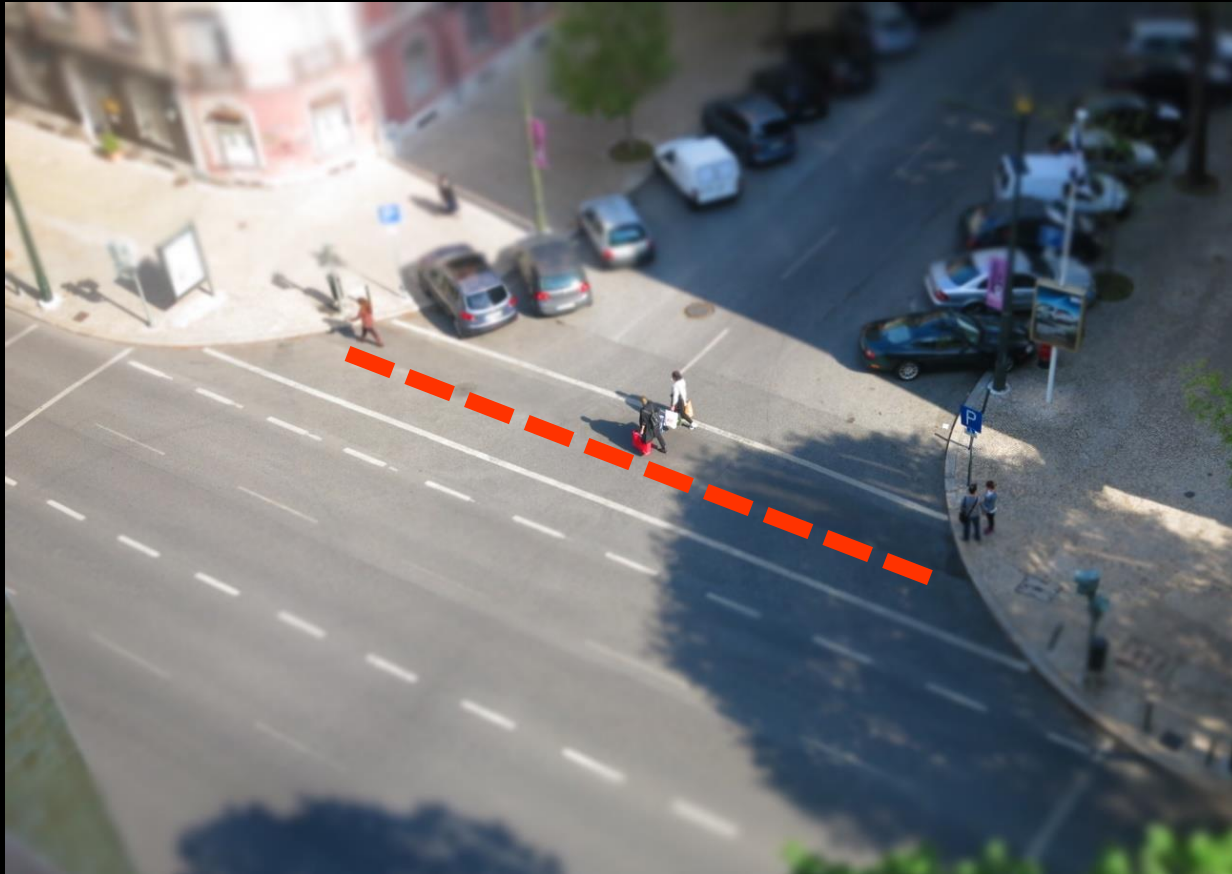
Green light?

Helmet?



Bike lane?

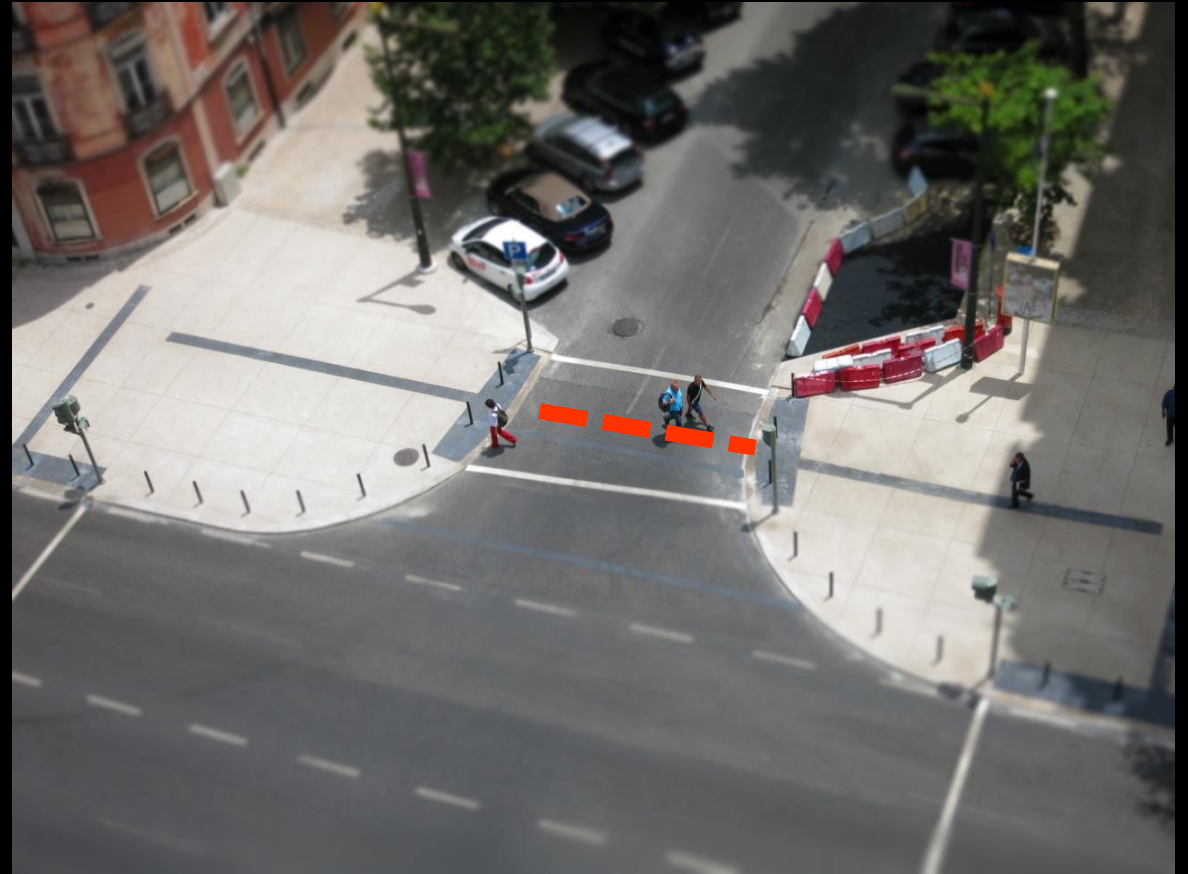
Before



18,00 m

45" green

After



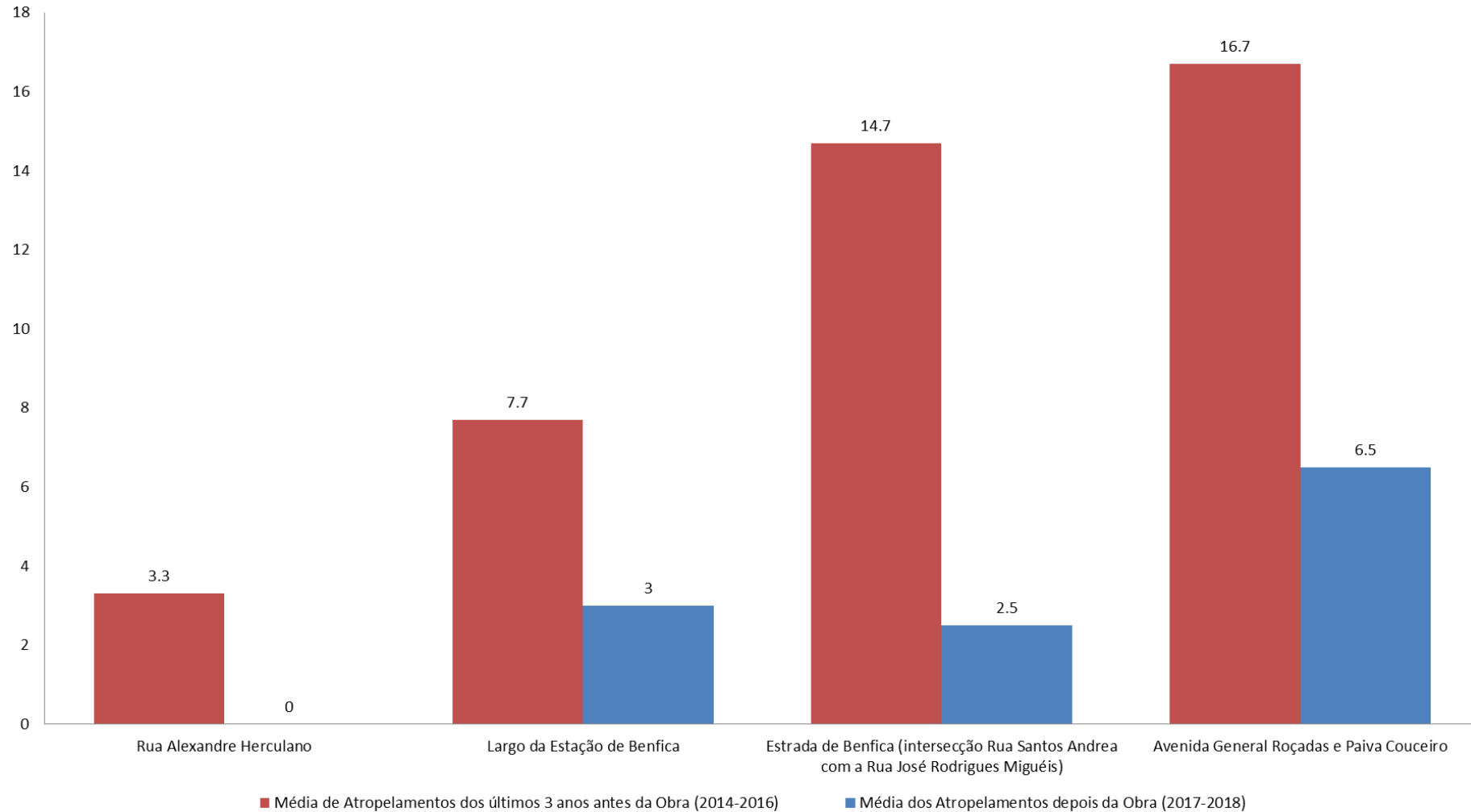
5,50 m

14" green

Photos: Pedro Nave/ CM Lisboa/ EPAP

Pedestrian Crashes, Before & After

[average 2017-18 vs. average 2014-16]
(1A + 5 meters)



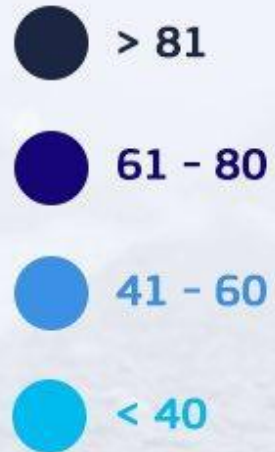
Peter Salk gets a Polio shot from his father Jonas, as his mother looks on (1953)



ROAD FATALITIES BY EU COUNTRIES

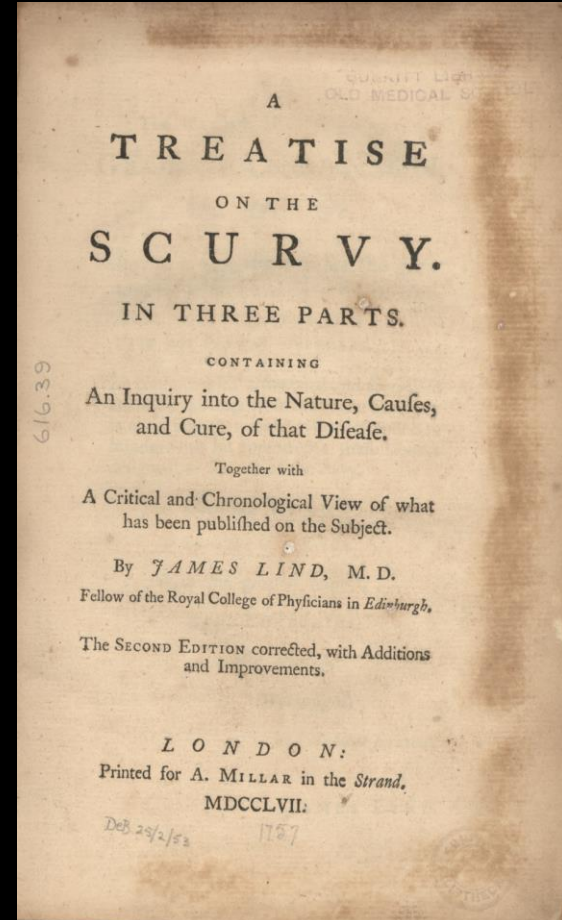


Road fatalities per million inhabitants:

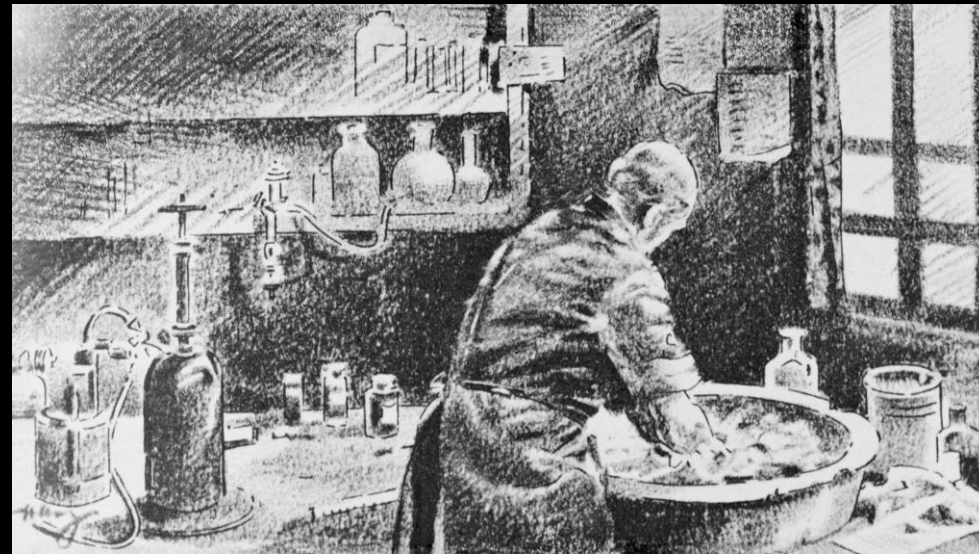
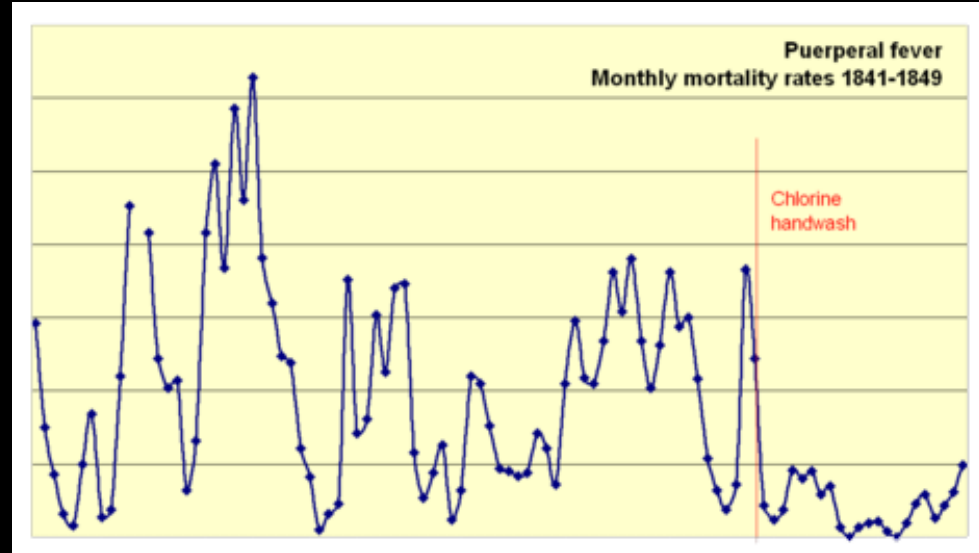
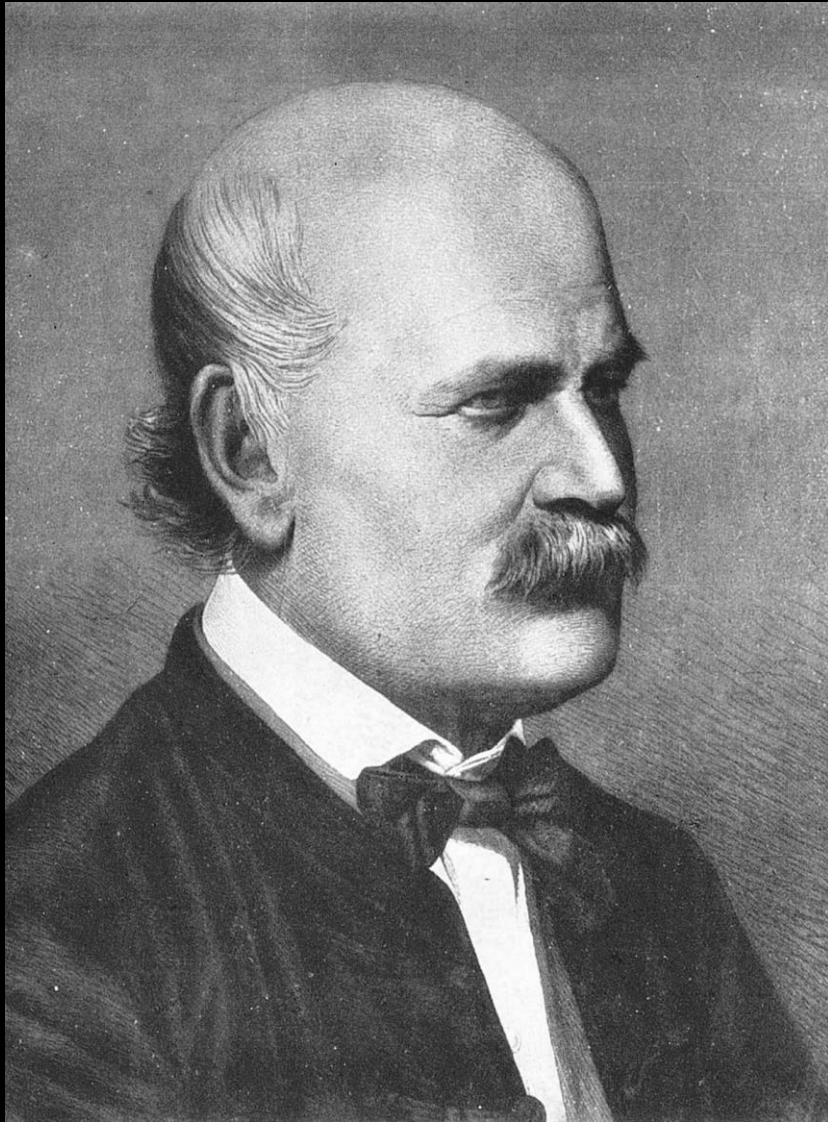


#RoadSafety

Source: European Commission, Directorate-General Mobility and Transport



James Lind (1716-1794)



Ignaz Semmelweis (1818-1865)



**“We recognise
the following
Principles as
necessary for
sound and
effective
action
for Traffic
Safety...”**

Waiting for political will?



Resources

Facilities, infrastructure, equipment,
tools, other resources and assets



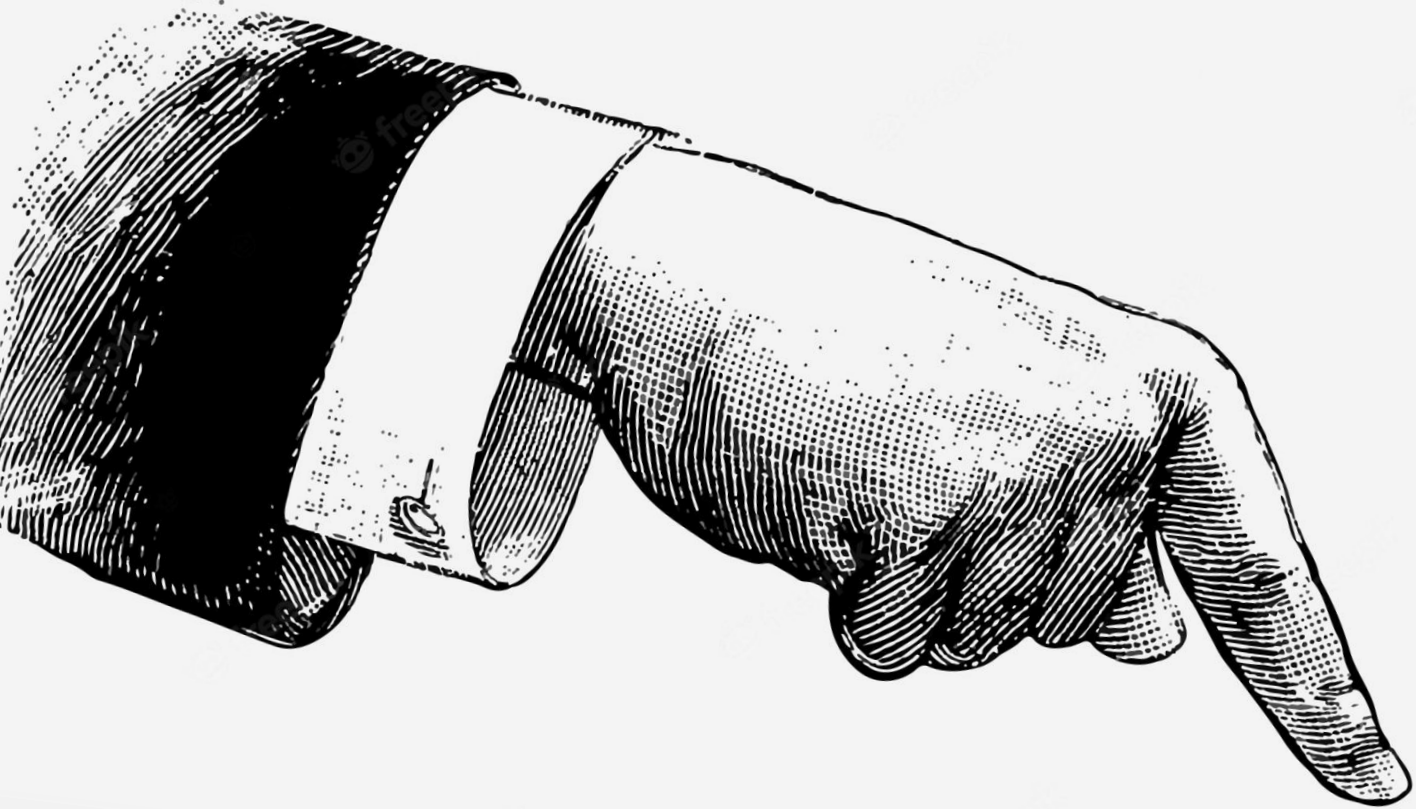
**Organisational
Capability**

People

Skills and abilities

Processes

Activities, routines, procedures
and their organisation



..so, CAN we do it?
(or... do we have what it takes?)

Objective

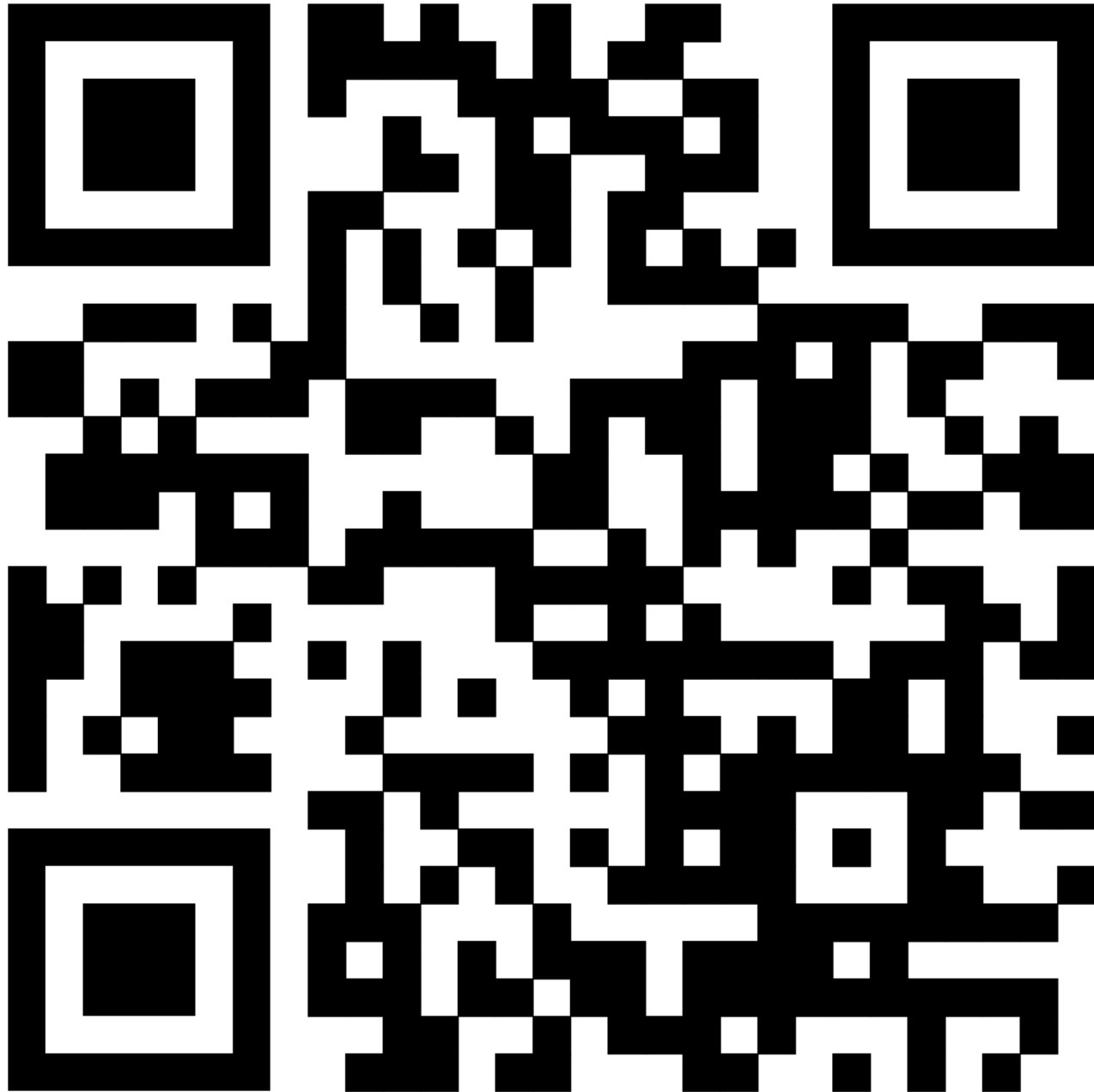
(institutional facts)

Subjective

(personal perceptions of
self, peers and context)

**A) Online “open to all”
(convenience sample)**

**B) Online for Org-Sample
(proper sampling possible)**



**Discover the
New Paradigm for
Safe City Streets :-)**

POLIS

CITIES AND REGIONS FOR
TRANSPORT INNOVATION

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