

**EVERY JOURNEY.  
EVERY CHILD.**



**CHILD HEALTH  
INITIATIVE**



**Child Health Initiative  
WRI Liveable Cities Symposium  
Istanbul, 24 October 2018**

**Rita Cuypers  
Director of Partnerships  
FIA Foundation**



# EVERY JOURNEY. EVERY CHILD.



# CHILD HEALTH INITIATIVE



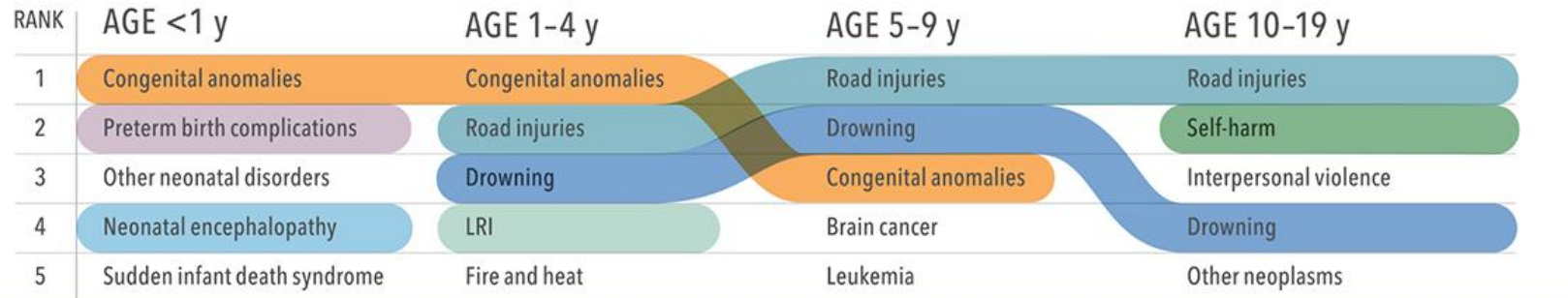
# EVERY JOURNEY. EVERY CHILD.



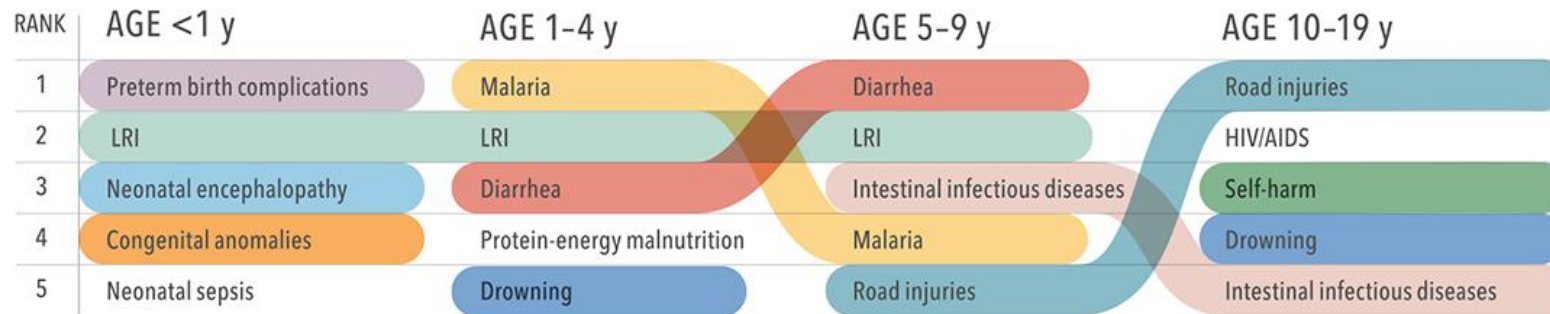
## CHILD HEALTH INITIATIVE

### Top 5 Causes of Death by Age Group in Developed and Developing Countries, 2013

#### DEVELOPED COUNTRIES



#### DEVELOPING COUNTRIES



LRI=lower respiratory tract infections  IHME

**EVERY JOURNEY.  
EVERY CHILD.**



**CHILD HEALTH  
INITIATIVE**

**SAFE,  
ACCESSIBLE,  
LOW CARBON  
MOBILITY**



**CLEAN AIR  
AND A  
HEALTHY  
ENVIRONMENT**



**A SAFE AND  
HEALTHY  
JOURNEY  
TO SCHOOL**



**1 NO  
POVERTY**



**3 GOOD HEALTH  
AND WELL-BEING**



**4 QUALITY  
EDUCATION**



**11 SUSTAINABLE CITIES  
AND COMMUNITIES**



**13 CLIMATE  
ACTION**





# EVERY JOURNEY. EVERY CHILD.



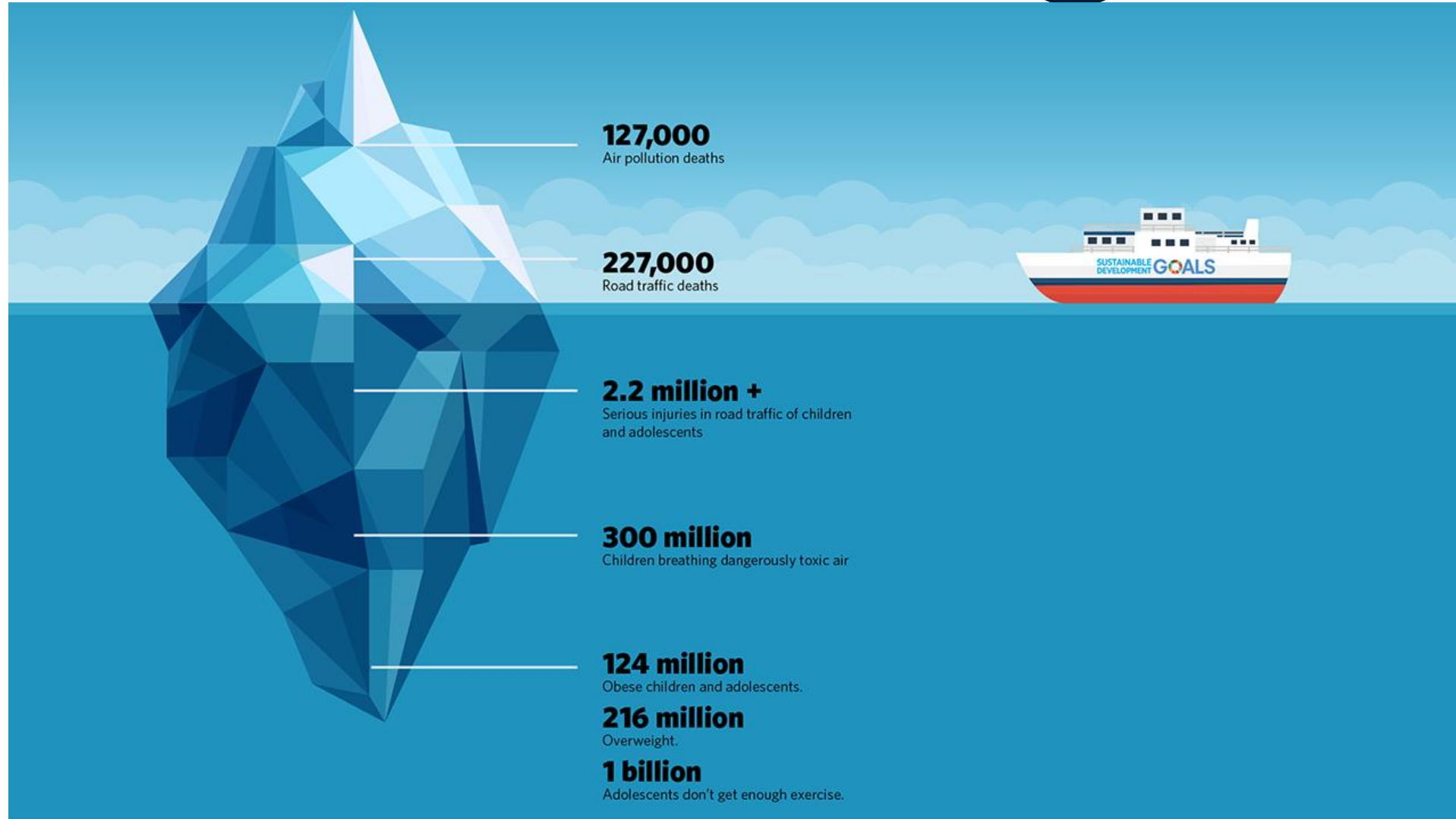
## CHILD HEALTH INITIATIVE



# EVERY JOURNEY. EVERY CHILD.



## CHILD HEALTH INITIATIVE





**EVERY JOURNEY.  
EVERY CHILD.**



**CHILD HEALTH  
INITIATIVE**

**SAFE TO  
LEARN**

SAFE JOURNEYS  
TO SCHOOL ARE  
A CHILD'S RIGHT

unicef   **FOUNDATION**

**SAFE** CHILD RIGHTS  
LIVEABLE CITIES  
ACTIVE MOBILITY  
GREEN ACTION  
SPEED VACCINE  
INJURIES  
POVERTY  
VISION ZERO  
EDUCATION  
PROTECTION FROM VIOLENCE  
ADOLESCENT HEALTH  
PREVENTING ROAD TRAFFIC INJURIES  
EVERY JOURNEY.  
EVERY CHILD.  
SOCIAL JUSTICE  
SAFE ENVIRONMENT  
IMPROVING AIR QUALITY  
HEALTHY  
STREETS  
CLEAN AIR  
SCHOOL  
BREATHE THE LIFE  
CLIMATE CHANGE

DECLARATION OF  
EVERY CHILD'S RIGHT TO  
SAFE & HEALTHY STREETS

**#EVERYLIFE**

# EVERY JOURNEY. EVERY CHILD.



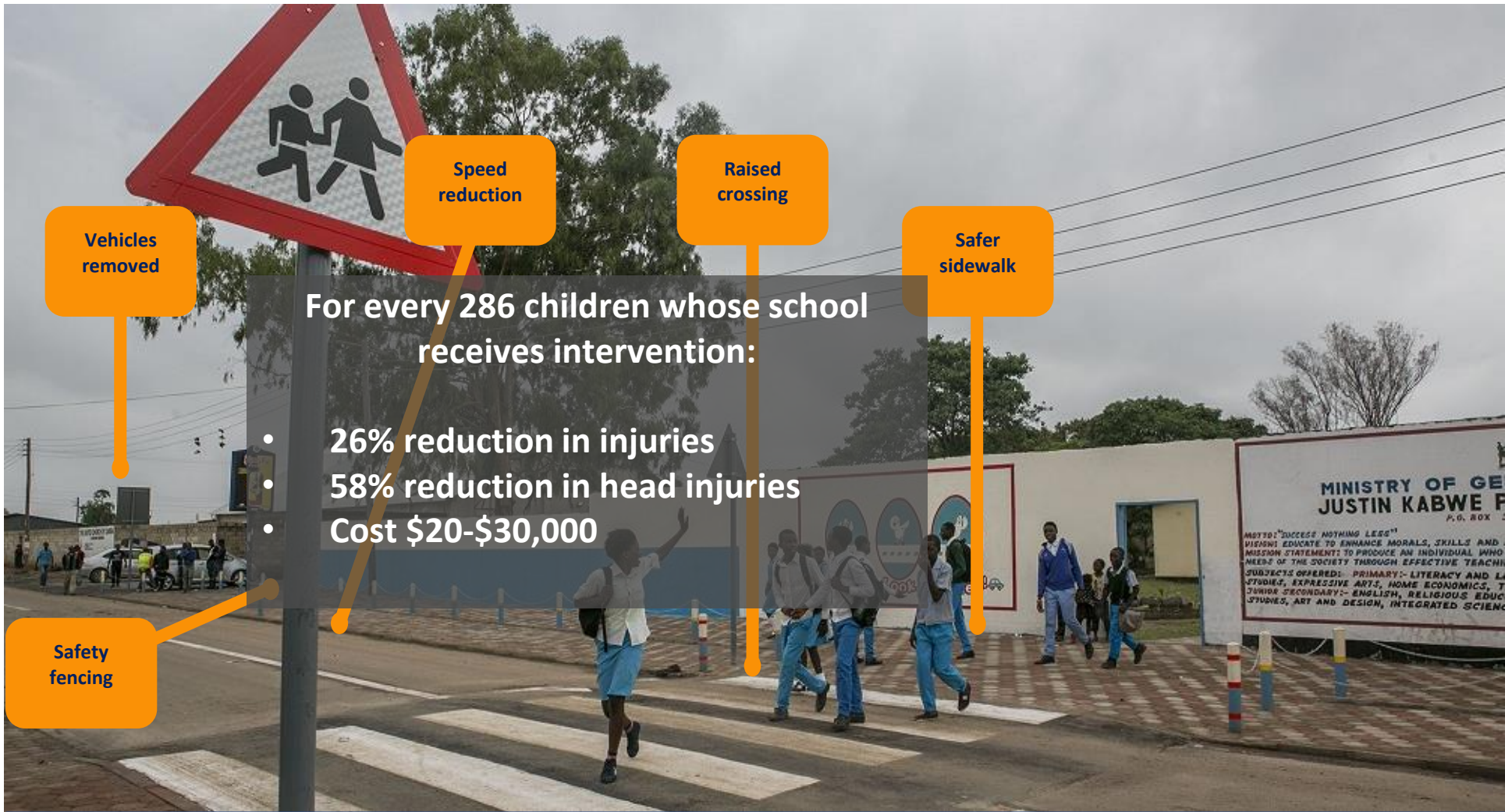
## CHILD HEALTH INITIATIVE



### FOUNDATION







For every 286 children whose school receives intervention:

- 26% reduction in injuries
- 58% reduction in head injuries
- Cost \$20-\$30,000



**FOUNDATION**



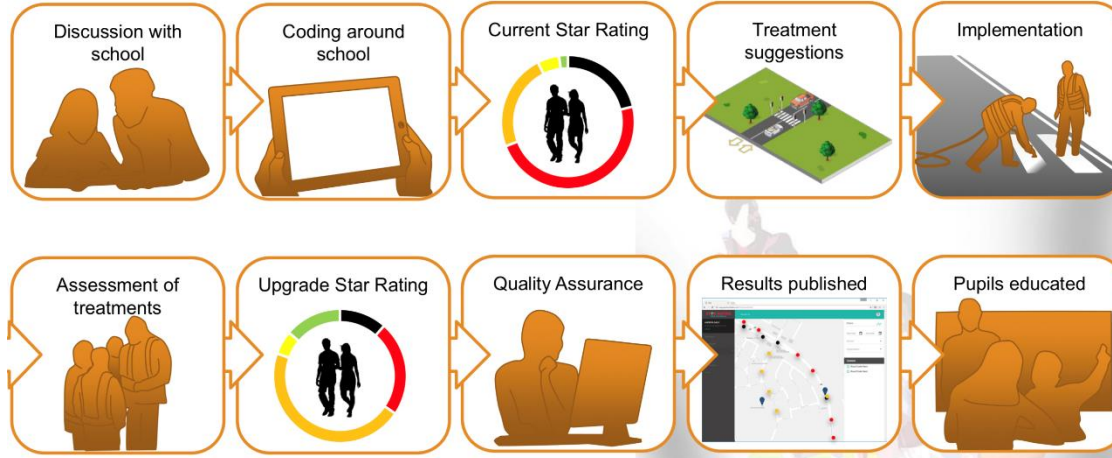
# EVERY JOURNEY. EVERY CHILD.



## CHILD HEALTH INITIATIVE



### STAR RATING FOR SCHOOLS



2 lanes undivided



4 lane undivided



2 lanes undivided



4 lane undivided



2 lanes undivided



4 lane undivided



## FOUNDATION

# EVERY JOURNEY. EVERY CHILD.



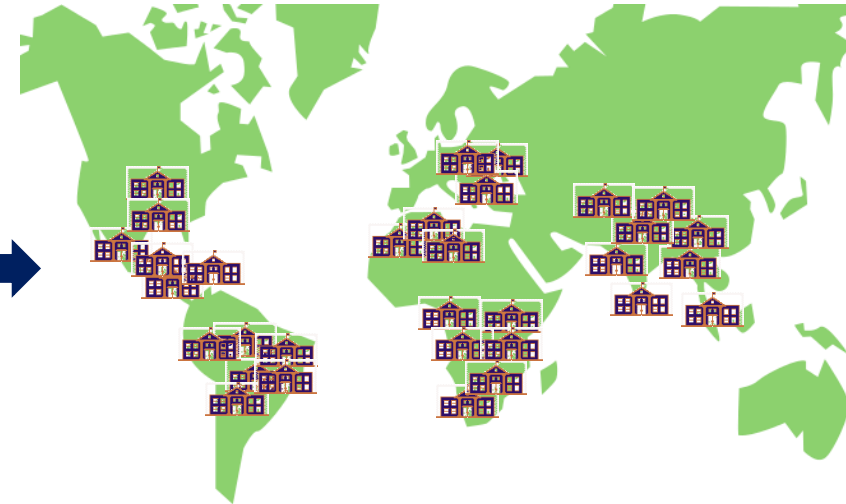
## CHILD HEALTH INITIATIVE

SCALING-UP, GLOBAL  
IMPACT

Coalition delivers pilot

City and national scale-up

Regional expansion, global results



- 26% injury reduction
- \$20-\$30,000 infrastructure

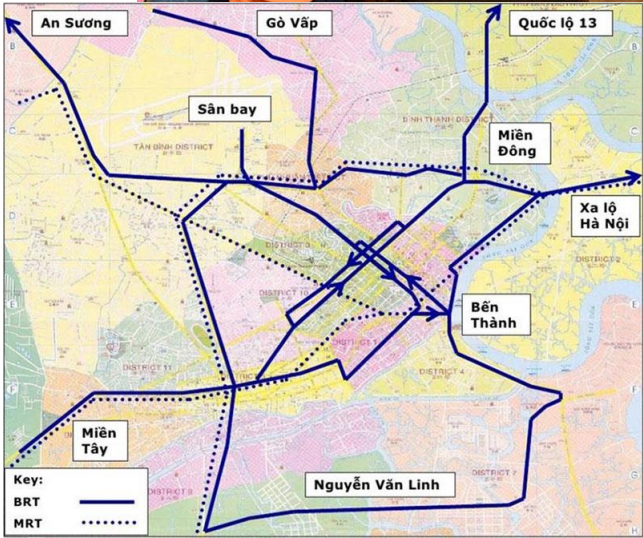
- 100's-1000's schools
- City/country wide injury reduction

- 8-10 countries first year
- Expansion to meet SDG agenda



## FOUNDATION





**EVERY JOURNEY.  
EVERY CHILD.**



**CHILD HEALTH  
INITIATIVE**




Source: World Resources Institute



**FOUNDATION**



A busy street scene in a developing country. In the foreground, two young boys in white school uniforms are riding a bicycle. One boy is standing on the ground, holding the handlebars, while the other is sitting on the seat with a blue backpack. In the background, several adults are riding motorcycles, and there are cars, including a gold Lexus SUV and a red sedan. The scene is filled with the activity of daily life.

**“Children should, as far as humanly possible, be protected from the worst mistakes and malignancies of the adult world.”**

**James P. Grant**