



**Partnership for
Healthy Cities**

**Bloomberg
Philanthropies**

Mohammed Adjei Sowah, Announces New Plan to work towards the reduction of road crashes With Renewed Support from Global Network of Cities

Worldwide initiative now protects over 300 million people with proven strategies to improve public health

The Mayor of the city of Accra, Mohammed Adjei Sowah announced today that Accra will work assiduously towards the reduction of road crashes as part the Partnership for Healthy Cities, (PHC) a prestigious global network of 70 cities committed to saving lives by preventing noncommunicable diseases (NCDs)—such as cancer or diabetes—and injuries. The Partnership for Healthy Cities is growing from 54 to 70 cities, with a total population of over 300 million people around the globe.

“Improving public health requires bold action,” said Mayor Sowah, who is renewing his commitment to the Partnership for Healthy Cities. Through the PHC’s immense support, the dangerous Lapaz intersection received road safety enhancements to help safeguard pedestrian activities around the intersection. “We’re proud to be part of this prominent group of cities working to ensure longer, fuller lives for their residents. Through the Partnership for Healthy Cities, our efforts in this area have even greater impact. We are implementing a global blueprint for effective urban health.”

“Congratulations Accra! The road to a healthier world runs through cities. Most of the world now lives in urban areas, and cities can rapidly implement meaningful policies,” said Dr. Kelly Henning, who leads the public health program at Bloomberg Philanthropies. “The Partnership for Healthy Cities unites mayors who are committed to action. With the Partnership’s expansion to 70 cities, collectively we are preventing millions of needless deaths from NCDs and injuries and protecting the health of generations to come.”

Findings from the Accra Metropolitan Assembly (AMA) and Bloomberg Philanthropies Initiative for Global Road Safety’s 2016 to 2018 road safety report show that there were 1,812 reported road traffic crashes in 2018. The year recorded a sharp increase in serious injuries and deaths by 89% and 51% respectively, from 2017 to 2018. Vulnerable road users — pedestrians, motorcyclists, and cyclists — made up 84% of road deaths in 2018. This is why Mayor Adjei Sowah has committed towards road safety interventions in order to drastically reduce road crashes by December 2020.

NCDs and injuries are responsible for eight in 10 deaths globally. The additional cost per person to implement key NCD policies in low- and lower-middle-income cities between now and 2030 is just \$1.27, while road traffic injuries already cost most countries 3% of their gross domestic product. Through this Partnership, cities commit to one of 14 interventions that address the risk factors that cause NCDs and injuries, such as implementing smoke-free

laws that protect residents from secondhand smoke, restricting sugary drink and junk food advertising or creating safe urban cycling routes.

The Partnership for Healthy Cities is supported by Bloomberg Philanthropies, in partnership with the World Health Organization (WHO) and Vital Strategies. It recognizes the critical role cities play in effectively implementing evidence-based interventions to prevent NCDs and injuries. Partnership cities have made important strides to build healthier and safer environments. For example, Quito, Ecuador replaced junk food with healthy options for 50% of public schools students—expanding to 100% next year. In Accra, Ghana, a series of infrastructure changes at a major highway crossing with the highest rate of road crashes and fatalities in the city led to a nearly 35% reduction in serious injuries at the site.

“Around the world, cities are growing rapidly, and this presents significant new opportunities for action,” said Dr. Naoko Yamamoto, Assistant Director General of Universal Health Coverage/Healthier Populations at WHO. “The Partnership for Healthy Cities is showing how cities can play a key role in championing ways to tackle NCDs and injuries.”

José Luis Castro, President and CEO of Vital Strategies, said, “We are honored to implement this flagship urban public health initiative alongside Bloomberg Philanthropies and the World Health Organization. Our team is actively collaborating with the Partnership cities and providing the necessary assistance to support progress in policies to combat NCDs and injuries. We view this work as core to our vision of strengthening health systems around the globe.”

For more information on the Partnership for Healthy Cities and to view the full list of 14 interventions, visit: <https://partnershipforhealthycities.bloomberg.org/>

About The Partnership for Healthy Cities:

The Partnership for Healthy Cities is a prestigious global network of cities committed to saving lives by preventing noncommunicable diseases (NCDs) and injuries. Supported by Bloomberg Philanthropies in partnership with the World Health Organization (WHO), as well as Vital Strategies, this initiative enables cities around the world to deliver a high-impact policy or programmatic intervention to reduce risk factors in their communities. For more information, visit: <https://partnershipforhealthycities.bloomberg.org/>