

MEXICO

Population (2008): **108 556 000**

Income group: **Middle**

Gross national income per capita: **\$9842**

Road traffic death rate (estimate): **20.7/100 000 population**

Number of registered vehicles (2008): **29 114 072**



According to the Ministry of Health in Mexico, 17 062 people were killed as a result of road traffic crashes in 2008 and a further 603 541 were injured.

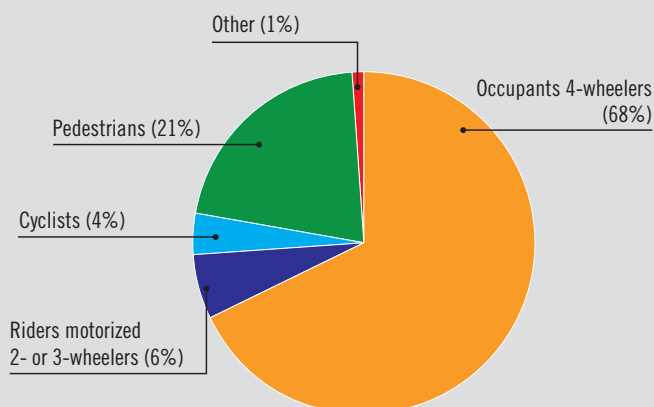
Most of those injured or killed on Mexico's roads are between the ages of 15 and 29 years – this group makes up 48% of the total population. In fact, road traffic crashes are the leading cause of death for the group 10–29 years.

Two-thirds of the nearly 30 million vehicles on the road in Mexico are passenger vehicles. It is not unexpected therefore that the majority (68%) of those killed are occupants (drivers and passenger) of four-wheelers although pedestrians also account for more than one-fifth (21%) of all fatalities (and this proportion is higher in rural areas).

Drink-driving and the lack of seat-belt wearing were identified as two important risk factors for road traffic deaths in 2008 and a pilot project to implement good practices was implemented. In

Mexico is one of ten countries included in the *Road safety in 10 countries (RS10)* project funded through a grant from the Bloomberg Philanthropies. It is implemented by national partners with technical support provided by a consortium of road safety partners. The partners in Mexico are WHO/PAHO (in the lead), the Global Road Safety Partnership (GRSP), the International Injury Research Center from Johns Hopkins University (JHU) and the WRI Center for Sustainable Transport (EMBARQ).

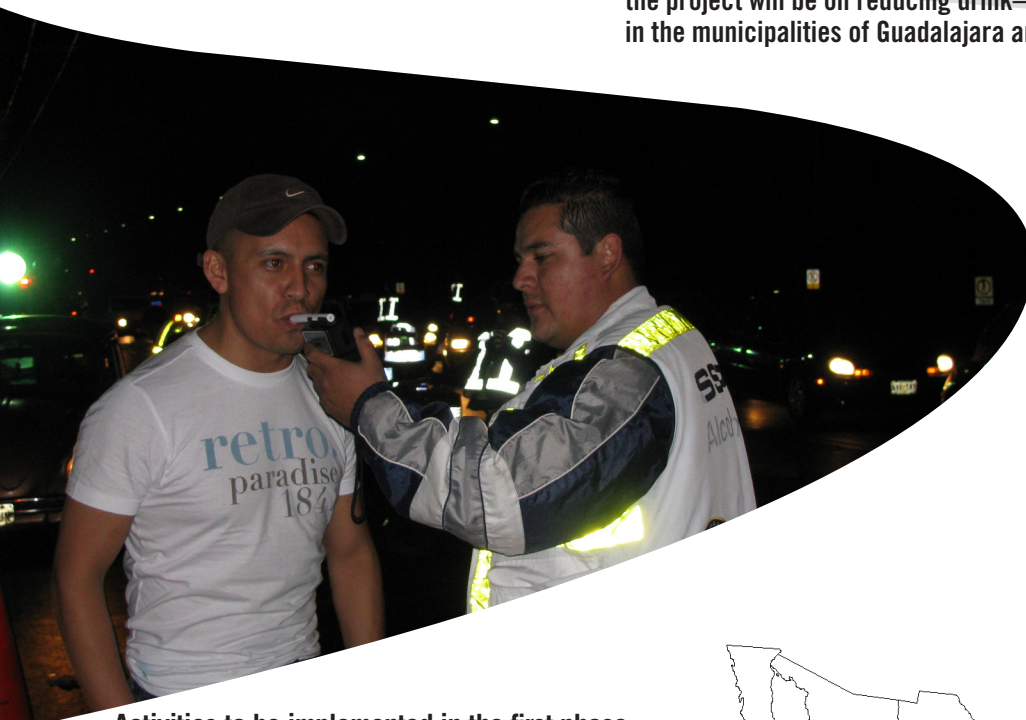
DEATHS BY ROAD USER CATEGORY



order to save lives, these key risk factors will need to be focused on through sustained enforcement, social marketing and capacity development.

MEXICO

The overall goal of RS10 Mexico is to support the National Road Safety Programme in the country to implement good practices in road safety in order to reduce deaths and injuries resulting from road traffic collisions. The focus of the project will be on reducing drink-driving and promoting seat-belt wearing in the municipalities of Guadalajara and Leon.



The objectives of the project in Mexico are to:

- Implement road safety measures addressing drink-driving and seat-belt usage to reduce injuries and deaths through capacity development, mass media social marketing and police enforcement;
- Strengthen multisectoral collaboration among national/local partners and international associates.
- Monitor and evaluate the impact of interventions on drink-driving and seat-belt use.

Project implementation sites:

The project is being implemented in two municipalities Guadalajara and Zapopan in Jalisco state and León in Guanajuato state.

Activities to be implemented in the first phase (2010–2011) of the project include:

- Undertaking enhanced enforcement of regulations on drink-driving and seat-belt use.
- Reviewing and revising road safety legislation.
- Conducting integrated campaigns on drink-driving and seat-belt use.
- Strengthening local road safety planning and implementation capacity through training of key personnel.
- Purchase and use of equipment and devices for testing blood alcohol concentration among drivers.
- Conducting studies to monitor and evaluate impact of interventions.

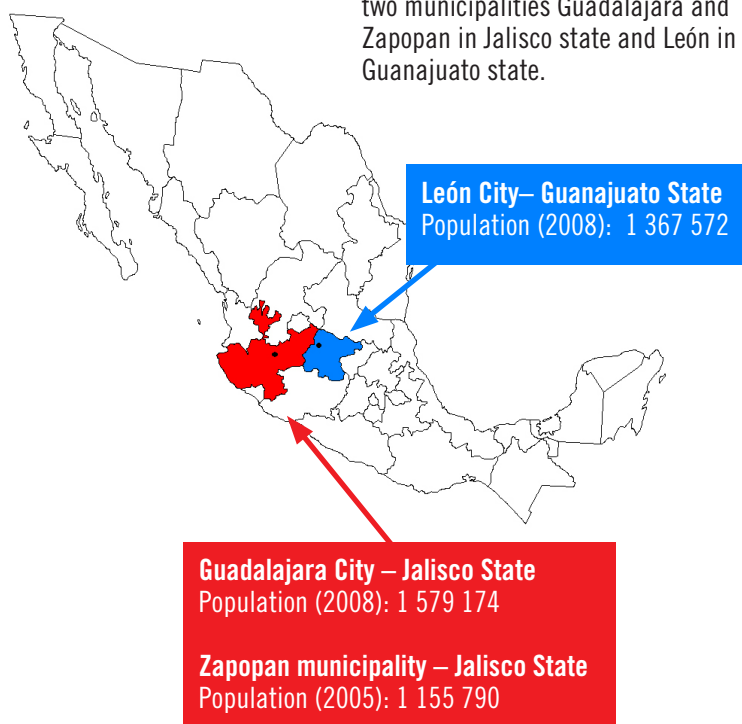
Drink-driving law

BAC limit – general population*	0.08 g/dl
Random breath testing and/or police checkpoints	Yes
Road traffic deaths involving alcohol	Not evaluated

Seat-belt law

Applies to all occupants	Yes
Seat-belt wearing rate	Not evaluated
Child-restraint law	Yes

* Varies State by State



The boundaries shown on the map do not imply the expression of any opinion whatsoever on the part of the WHO concerning the legal status of the country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.

International Consortium partners:

- WHO** Responsible for overall coordination of the consortium partners and project; providing financial support to elements relating to social marketing, enforcement operations, legislative review and revision, and the procurement of enforcement equipment.
- GRSP** Responsible for capacity development.
- JHU** Responsible for ongoing monitoring and impact/outcome evaluation of the programme.
- EMBARQ** Responsible for implementing a sustainable transport project in Guadalajara.

All consortium partners will provide technical support to the Government of Mexico in the two project sites throughout the implementation of the programme.

National partners:

- Federal Ministry of Health
State Centers for Injury Prevention in Jalisco and Guanajuato
State Ministry of Health in Jalisco and Guanajuato
Ministry of Public Security and Transit
National Institute for Public Health
Center for Sustainable Transport, Mexico
Victimas de accidentes de tránsito and *Reyes del volante* (Guadalajara)
State and Municipal Youth Institutes (Guadalajara and León)
Mobility and Transport (Guadalajara and León)

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