

MEMORANDUM

TO: Anyone interested in preventing road traffic deaths of drivers, passengers, pedestrians, and bicyclists

FROM: Mark Rosenberg, President Emeritus, The Task Force for Global Health

SUBJECT: Claes Tingvall Special Lecture: *The Story and Promise of Vision Zero—Applying the Concept of Elimination to Road Traffic Deaths*
May 7, 2017, Emory University, White Hall, Room 208
2-3:30 pm with reception to follow

DATE: April 4, 2017

You are invited to a rare opportunity to hear an inspiring talk by Dr. Claes Tingvall, a visionary expert in road safety. Dr. Tingvall's talk will coincide with his visit to Emory to receive an honorary degree during the 172nd commencement exercises on Monday, May 8.

Dr. Tingvall's lecture is particularly timely, as road traffic fatalities in the United States have increased by more than 30% over the past two years, with Georgia having experienced an increase even higher than the national average. Formerly the director of traffic safety at the Swedish Transport Administration and current senior consultant at ÅF Technical consultants in Sweden, Dr. Tingvall's research has shown that road traffic deaths are not a fact of life nor are they the price we must pay for mobility in the modern world. At Swedish Transport Administration, Tingvall led the development of the Vision Zero policy, the goal of which was a road transport system free of death and serious injury resulting from road crashes. Vision Zero was presented in 1995 and adopted by the Swedish Parliament in 1997. Since then, the vision has been adopted worldwide, including in the United States in 2016. Dr. Tingvall's dedicated leadership in Sweden has shown the world that this is an attainable goal. His work was inspired by Dr. William Foege, Emory Presidential Distinguished Professor Emeritus and renowned epidemiologist, who is credited with devising the strategy to eradicate smallpox. Dr. Tingvall helped Sweden adopt a systems approach to traffic safety and to set as their target the radical goal of eradication rather than risk reduction, engaging stakeholders from private, public, and governmental sectors in the process. He inspired worldwide changes to the design of roadways, and also helped to substitute roundabouts for red-light intersections in Sweden, a move that brought the death rate down by 90% at these intersections.

Claes Tingvall is a Swedish epidemiologist with a PhD in medical science from Karolinska Institute. He is also an adjunct professor in traffic safety at Chalmers University of Technology (Sweden), as well as at the Monash University Accident Research Centre in Melbourne, Australia. He has published mainly in injury epidemiology, safety rating, and safety management. Tingvall has also been chairman of the board of Euro NCAP, the rating system for new car safety in Europe. He has also chaired ISO39001, the first global standard for safety management of road transport systems.

In 2014, Dr. Tingvall was awarded the Gold Medal from The Royal Swedish Academy of Engineering, and he has received the Award of Merit from the American Association for the Advancement of Automotive Medicine.

List of Invitees (Please disseminate this invitation to your constituents):

- Students, faculty, and staff at local schools of public health
 - Rollins School of Public Health at Emory University
 - Jim Curran,
 - School of Public Health at Georgia State
 - Michael Ericksen, alhmpe@langate.gsu.edu
 - Aimee Ahmed, alhmpe@langate.gsu.edu
 - College of Public Health at University of Georgia
 - Public Health Program at Morehouse School of Medicine

- Students, faculty, and staff at local schools of engineering
 - Georgia Tech
 - Clark Atlanta University

- Students, faculty, and staff at local schools of medicine
 - Emory
 - Morehouse
 - Mercer School

- Global Georgia Health Alliance
 - Maria Thacker-Goethe, Executive Director, maria@gghalliance.org

- CDC—National Center for Injury Prevention and Control
 - Grant Baldwin, gfb3@cdc.gov
 - Deb Houry, vjz7@cdc.gov
 - National Center for Environmental Health
 - Center for Global Health

- State and Local Departments of Public Safety and Transportation
 - Georgia Department of Transportation
One Georgia Center, 600 West Peachtree NW
Atlanta, Georgia 30308
(404) 631-1990
E. David Adams, Safety Project Manager
 - GDOT Crash Reporting Unit
Shackelford Building #24
935 East Confederate Avenue
Atlanta, GA 30316
(404) 635-2850
(404) 635-2882
 - Georgia State Patrol
 - DeKalb County CEO Michael Thurmond, zolathurmond@aol.com
 - Commissioners and Department of Public Safety
 - Decatur Police Department, Chief Mike Booker mike.booker@decaturga.com
 - City of Atlanta, Commissioner of Public Safety

- Georgia Department of Public Health
 - Brenda Fitzgerald, brenda.fitzgerald@dph.ga.gov
- DeKalb County Board of Health
 - Sandy Ford, Director, sandra.ford@dph.ga.gov
- Transportation Research Board
 - Neil Pedersen, NPedersen@nas.edu
- Georgia Public Health Association
 - President-elect Dianne McWethy, MPA, Division Director, Administration, DeKalb County Board of Health; Executive Director director@gapha.org
- PEDS
 - 1389 Peachtree St. NE
Suite 202
Atlanta, GA 30309
404-685-8722
- Emory Global Health Institute
 - Rob Brieman, rfbreiman@emory.edu
 - Jeff Koplan, jkoplan@emory.edu
- Emory Goizueta Business School
 - Rick Gilkey, rgilkey@emory.edu
- Emory Department of Political Science
 - Rick Doner, rdoner@emory.edu
- Care for Crash Victims
 - Lou Lombardo, louis.v.lombardo@gmail.com
- American Public Health Association (APHA)
 - Georges Benjamin, georges.benjamin@apha.org