

National Road Safety Discussion

29 Feb 2012



Innovative Pro-Poor PPP

(Public Private not for Profit Partnership)

Service Delivery Model to provide free Emergency Response Services at ₹ one / Citizen / Month



Serving 1 Emergency every 8 seconds and Saving 1 Life every 8 minutes

Vision

- To respond to 30 million emergencies and save 1 million lives annually by 2011
- To deliver services at global standards through Leadership, Innovation, Technology and Research & Training



GVK EMRI Head Office, Hyderabad, AP

Launched on 15th Aug, '05 in
expanded to 11 other States



Govt. of
A.P.



Govt. of
Gujarat



Govt. of
MP



Govt. of
Uttarakhand



Govt. of
Tamil Nadu



Govt. of
Goa



Govt. of
Assam



Govt. of
Karnataka



Govt. of
Meghalaya



Govt. of
Chhattisgarh



Govt. of
HP

Why Emergence of 108?

- 75,000 emergencies occur per day
 - 80% are at the bottom of the pyramid
 - 80% deaths occur in hospitals in the first hour
- 4 M deaths p.a. (Cardiac, Road Accidents, Maternal, Suicidal attempts/ Neonatal / Infant/ Pediatric)



Access to
universal Toll
Free Number



Availability
of life saving
ambulance



Affectionate
Care



Affordability

108 launched on 15 August 2005
Six years of transforming emergency management

Key Components of 108 Model

PROCESS:

- Developed detailed process understanding and well defined responsibilities through out the organization
- Maintained all information related to emergency in Patient Care Records (PCRs)
- Patient information is shared with the hospital on arrival
- 48 hour follow up with the patients admitted to hospital



Key Components - CARE

Quality pre-hospital care

- State of the art ambulances equipped to tackle any type of emergency are furnished with basic and advance life saving equipments and medications.
- Providing appropriate care and transport within **"Golden Hour"** of Emergency
- Customized to Indian needs – 108 ambulance with view to rescue victims impacted due to high energy collisions **"Extrication kit"** is an essential component.
- Emergency Medical Technician (EMT) trained to provide pre-hospital care and manage emergency situations
- EMT gets support over phone from qualified medical practitioner called ERCP (Emergency Response Centre Physician) located at the ERC



Impact



Size	<ul style="list-style-type: none"> One Center for 40 M population against one for every 0.05 M population in USA 11,400 emergencies handled per day (17.72 Million cumulative) 433 M population covered in 11 States (increased reach of health care in rural , hilly and tribal areas) –Rural area population : 277 M (64%); Tribal area population : 41 M (10%) Trained 47,441 people (12,560 - EMTs, 10,956 – Pilots, 4,325 - Doctors, 5,000 - Nurses, 11,550 - First Responders and AHA/ ITLS Certification for - 3,050) 3,150 Ambulances - 5 trips a day 18,000 + GVK EMRI Associates
Speed	<ul style="list-style-type: none"> Went live in less than 4 months from signing MoU 91% calls taken in first ring < 15 minutes (urban) and < 25 minutes (rural) Ambulances reached
Type of Emergencies and Lives saved	<ul style="list-style-type: none"> Pregnancy related - 31%, Vehicular Trauma – 18%, Acute Abdomen – 12% Cardiac – 4%, Respiratory – 4%, Suicidal – 3%, Animal Bites 3% 300+ lives were saved per day (2,48,000 + till now) and 10,900 victims per day received timely, high-quality pre-hospital care 250+ lives saved in critical condition per day (3,55, 126 + till now)
Costs	<ul style="list-style-type: none"> Cost per ambulance trip \$13 to \$16 against \$ 600 to \$700 in USA
Qualitative Outcomes	<ul style="list-style-type: none"> A historic landmark in health care delivery system Built more trust in the health system as a whole Increased institutional deliveries and reduced maternal mortalities by 20 – 25% A model for replication across the Country in any state

Appropriate Pre-hospital care for Road Traffic Accident victims



Patan District : January 2010 :
Impaled object – transported safely for
definitive care



Patan District : February 2011 :
Road traffic accident on the way to pilgrimage



Kutch District : April 2011 :
Head Injury victim of two wheeler crash



Bharuch District : June 2011 :
Polytrauma due to truck overturn

Vehicle Was On Way To Mansa When It Was Hit By A Truck; 10 Injured

GVK **EMRI**
Your Right to Safety

CALL 108
EMERGENCY
• MEDICAL • POLICE • FIRE



Vehicle Was On Way To Mansa When It Was Hit By A Truck; 10 Injured

Quick response saves many lives

[illegible]

Not my fault, says
business of those delivery

Injured bus driver
Arlene H. Smith, 42, driver of the bus, was sent to the hospital with a broken leg. She was taken to the hospital for a broken leg. She was taken to the hospital for a broken leg. She was taken to the hospital for a broken leg.

Downloaded from

The equivalent of 100 mg of active ingredient is contained in each 500-mg tablet. The tablets are white, round, and marked with the letters "N" and "100" on opposite sides. The tablets are not scored. The tablets are not to be used for the treatment of children. The tablets are not to be used for the treatment of patients with known hypersensitivity to any of the ingredients. The tablets are not to be used for the treatment of patients with known hypersensitivity to any of the ingredients. The tablets are not to be used for the treatment of patients with known hypersensitivity to any of the ingredients.



Speed Breakers Drive Southside
near the western spur railway



ST bus turns turtle in G'nagar, kills two passengers, injures 4

Motor-bike gangs often have collided with the police at the Ch-iche in the capital, known to be an accident-prone area.



Source: U.S. Census Bureau, 1997. *U.S. Census Bureau, 1997. U.S. Census Bureau, 1997.*

Victim had to wait for help

Kenneth Chan, a Chinese-born son of immigrants who was the subject of the *Shenandoah* feature, which called for persons to become U.S. citizens. According to Chan, son of Rensselaer, Pa., Civil Hospital of Washington's "a green passport" was issued to him, who was currently from the state.

[illegible][illegible]

એસટી બસ
મહિલાનાં મે

[illegible]

એસટી બસ પલટી જાતાં બે
મહિલાનાં મોત: પાંચ ઘાયલ

[illegible]

More than 10 Victims were shifted by 108 Ambulance in State Transport Bus overturned case at Gandhinagar

मां-पुत्री की मौत



THE **WORLD'S** **LARGEST** **BOOK** **STORE**

ગ્રીસા તાલકાના ચોરા ગામ પાસે મહાસ્માન: ૭ થાયલ



<p> संज्ञा स्त्री १. जो किसी २. जो किसी ३. जो किसी ४. जो किसी ५. जो किसी ६. जो किसी ७. जो किसी ८. जो किसी ९. जो किसी १०. जो किसी </p>	<p> १. जो किसी २. जो किसी ३. जो किसी ४. जो किसी ५. जो किसी ६. जो किसी ७. जो किसी ८. जो किसी ९. जो किसी १०. जो किसी </p>	<p> १. जो किसी २. जो किसी ३. जो किसी ४. जो किसी ५. जो किसी ६. जो किसी ७. जो किसी ८. जो किसी ९. जो किसी १०. जो किसी </p>
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Publication	Language	Edition	Date	Page No.	Size (WxH)cm
DNA	English	Ahmedabad	12.2.2011	2	21.5x18

Publication	Language	Edition	Date	Page No.	Size (WxH)cm
Bajasthan Baitika	Hindi	Ahmedabad	12.3.2011	12	16x20

Activities for Road Traffic Safety Awareness

World Day of Remembrance of Road Traffic Victims



Pledge signed by people from different walks of society

લીબડીમાં ૧૦૮ દ્વારા મૃતકોને શ્રદ્ધાંજલી

લીબડી: લીબડી સિવિલ હોસ્પિટલ કેમ્પસમાં ઈમરજન્સી ૧૦૮ એમ્બુલન્સ સેવા જોનલ દ્વારા ટ્રાફિક અકસ્માત ડેની ઉજવણી કરવામાં આવી હતી. આ પ્રસંગે હાઈવે પર ગમખવાર અકસ્માતમાં મૃતકોને શ્રેષ્ઠિયન ઓન પાલી શ્રદ્ધાંજલી અર્પાઈ હતી. આ પ્રસંગે ડૉ. જસાણી, સુધરાઈ પ્રમુખ પ્રિતિભેન બદે, મામલતદાર વાળા, શંકરભાઈ દલવાડી, યશવંતસિંહ પરમાર વગેરે મંતવો રજૂ કર્યા હતા.



Awareness activity in all districts

Divya Bhaskar News

World Day of Remembrance of Road Traffic Victims 22nd Nov 2010

Enriching fabric of society with awareness, training and research focus

- ❖ GVK EMRI – **Building Expertise in Emergency Care** certified as International Training Centre (ITC) of the American Heart Association (AHA), for courses in Advanced Cardiac Life Support (ACLS) and Basic Life Support (BLS)
- ❖ Designated Chapter for International Trauma Life Support (ITLS) USA
- ❖ In Partnership with Stanford School of Medicine (USA)
- ❖ Knowledge partner for trauma care with Dr. R Adams Cowley - Shock Trauma Centre Maryland, USA.
- ❖ Regular First Responder (FR) Training to lay persons, traffic personnel, NGOs, Tourist Guides, Railway Staff, CISF.
- ❖ More than 1000 people from different walks of life trained in First Aid and emergency skills
- ❖ Dissemination of awareness in society with interactions and participations in activities, visits from schools and other local organisations



First responder Training -Police Personnel



School Visit and interactions



Action Plan on Road Safety

Decade of Action for Road Safety 2011 - 2020



Decade of Action for Road Safety 2011-2020



Reasons to act on road deaths

- Nearly 1.3 million people are killed on the world's roads each year
- Up to 50 million people are injured, and many remain disabled for life.
- 90% of casualties from road deaths occur in developing countries.
- Annual road traffic deaths are forecast to rise to 1.9 million people by 2020.
- Road traffic injuries are the number one cause of death for young people worldwide.
- By 2015 road traffic injuries will be the leading health burden for children over the age of five years in developing countries.
- The economic cost to developing countries is at least \$100 billion a year.
- Road traffic injuries place an immense burden on hospitals and health systems generally.
- Road crashes are preventable.
- The deaths due to road traffic injuries would increase to the 6th rank in 2020 from the 9th rank in 1990. Similarly the ranking of DALYs lost due to Road traffic injuries would be at 3rd rank in 2020 from 9th rank in 1990.



What Next

GVK EMRI has been successfully providing the EMS in 10 states starting the services in Andhra Pradesh since August 2005. Currently a quarter of the total reported cases are injury related emergencies, which amounting to around 2500 cases per day. Death before arrival of ambulance was recorded in 2% of injury related emergencies. The absolute number the deaths is a matter of worry as GVK EMRI is witnessing more than 50 deaths and thus is strategizing to reduce the deaths during the road traffic accidents and improve the chances of survival by innovative method of Pre-Hospital Care. The Strategies of GVK EMRI for the next decade are as follows;

- Setting up of the system of Injury Surveillance in all the operating states. This would provide the Hot spots for vulnerable places of accidents. The system would interact with all stakeholders.
- On Line Medical Research team would be established in all the operating states to evaluate the Road accident victims and designing of new treatment protocol.
- Regular workshops and conferences for the community and stakeholders on the impact of GVK EMRI programme and set a platform for community participation



Courtesy: www.decadeofaction.org



GVK Emergency Management and Research Institute (GVK EMRI) was born in April, 2005 to provide integrated (medical, police and fire) emergency response services with a Vision to provide leadership to Save 1 M Lives per annum Nationally by 2011 and establish GVK EMRI as a Premier Research and Training Institute in Emergency Management in Public Private Partnership framework. Not only the poor access to emergency support is addressed by EMRI, but, telephone (108), transport (ambulance) and treatment (pre-hospital care) are provided free to the user.

Official Partners

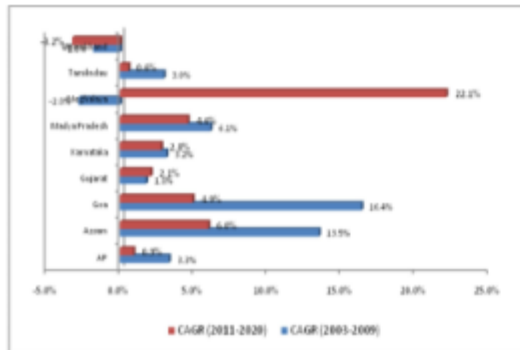


Action Plan on Road Safety

Decade of Action for Road Safety 2011 - 2020



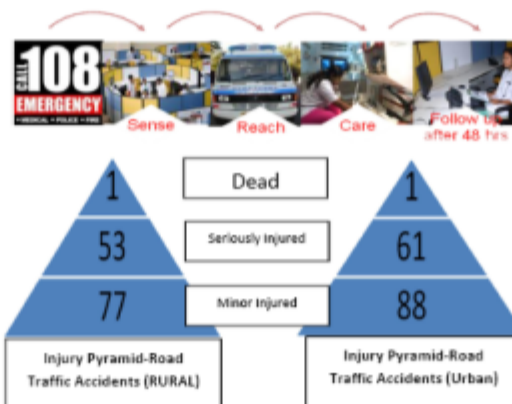
Growth Rate of Road Traffic Accidents up to 2020



- Though the forecasted Road Traffic Accident growth is increasing at a slower rate, organizations like GVK EMRI would create further opportunities to reduce the mortality rate
- States like Meghalaya, Assam, Goa and Tamilnadu would be under special surveillance

GVK EMRI has given a new face to the pre-hospital care during Injury and Road Traffic accident related emergencies in India, which is at par with the developed countries by successfully taking the challenges of resource creation, education, triage and public awareness. GVK EMRI since its inception in August 2005 has effectively addressed all those issues to improve the outcome of quality pre-hospital care.

It has developed detailed process understanding and well defined responsibilities throughout the organization



Though the incidence rate of injury related events are more in rural areas than in urban areas (NSSO, 60th Round), the severity is much higher in urban areas. One death in the road traffic accidents results 61 severely injured and 88 minorly injured in urban areas. These numbers are less in rural areas.

Source: GVK EMRI

GVK EMRI Research on Road Traffic Accident

- Head and neck injury is the most common injury (41.73%) recorded among the two wheeler accident
- By ensuring the response time within 15 minutes in most of the cases, EMRI could reduce deaths by 67%

What to do to avoid possible Road Traffic Accidents?

- Research at GVK EMRI have found that the risk of accidents have gone significantly high in bad roads and in bad weather. Thus drive according to road conditions. Drive slower when the weather is bad.
- Wear your seatbelt. Not only do seatbelts keep you safe in an accident, it will help you avoid accidents as well.
- Since GVK EMRI research has found more two wheeler accidents and the proportion of Helmet users are significantly low (~8%), GVK EMRI urges the two wheeler users to use Helmet to reduce the head and neck injury.
- Watch out at intersections as many accidents happen here. Always slow down and look both ways at intersections. Don't assume the other vehicles will stop just because the light is red.
- Turn your head to check for traffic before changing lanes. Do not rely on your mirrors when making a lane change. All vehicles have "blind spots" in which your mirrors cannot see.



Mr Stein Lundebye, World Bank Road Safety Specialist

14th April 2010



Visitors Book			
Date	Name & Address	Contact	Remarks
14/4/2010	STEIN LUNDEBYE WORLD BANK ROAD SAFETY SPECIALIST WASHINGTON DC 20433 U.S.A.		I am very impressed with this professional organization. Keep up the good work.

"I am impressed with this professional organisation keep up the good work."

World Bank Road Safety Analysis team

Consultant Jeanne Breen, Project leader Luke Rogers,
Krishnan Srinivasan, Said Dahdah, Sameer Raval



14th October 2011



DATE: 14/10/11
NAME: JEANNE BREEN
ADDRESS: THE WORLD BANK
CELL NO.:
COMMENTS: Impressed with the organization and look forward to working together to improve road safety and the reporting of road traffic injuries by the health sector.
Visitor Book

"Impressed with organization and look forward to working together to improve road safety and the reporting of road traffic injuries by the health sector."

Jeanne Breen Consultant, "International road safety management and strategy review",

DATE: 14/10/11
NAME: LUKE ROGERS IRAP
ADDRESS: INTERNATIONAL ROAD ASSESSMENT PROGRAMME
CELL NO.:
COMMENTS: You have a fantastic facility here and I am really very encouraged that death and serious injury can be stabilised and reduced over the next decade.
Visitor Book

"You have a fantastic facility here and I am really very encouraged that death and serious injury can be stabilised and reduced over the next decade."

Luke Rogers, IRAP, "International road assessment programme",

Award-winning GVK EMRI



Chief Guest Ms. Smriti Irani (Noted media personality and Member of Parliament) presenting the award to Shri. Jashvant Prajapati, COO GVK EMRI, Gujarat in presence of Shri. Ravi Saxena, IAS Additional Chief Secretary Department of Science and Technology Government of Gujarat (In picture, extreme left).

To Conclude

- Reduction in poverty and increase in Quality of Life can be achieved by Caring, Valuing and Respecting Life with Humaneness, Humility and Commitment to serve people
- This Joy of Giving back to society increases Dopamine (Satisfaction), Oxytocin (Attachment) and Frontal Cortex Activity (Morals)



Thank you

Jashvant Prajapati

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www.emri.in