

Overview

[The Global Health Education and Learning Incubator at Harvard University](#) (GHELI) supports interdisciplinary education about world health through the production, curation, and dissemination of educational public goods. This exemplar work was a final project for “World Health: Challenges and Opportunities,” a General Education course at Harvard College taught by GHELI Faculty Director Sue J. Goldie. For this creative assessment designed with support from GHELI, students systematically analyze a societal health challenge they care about and create a “real world” product intended to influence policy or motivate change.

Abstract

Poster series aimed at reducing road traffic accidents and encouraging safer driving among men in the Dominican Republic.

Artist

Tim O’Meara (2019)


Caption

While many of the policy approaches to reducing road traffic deaths and injuries in the Dominican Republic must be pursued at the governmental level, including through improved enforcement of existing traffic laws, the problem can also be addressed by individuals directly in their own habits. Although specific data are not available for the rates of drunk driving and other traffic violations in the Dominican Republic, the World Health Organization (WHO) has more broadly found that accidents at intersections are a leading cause of vehicle-related injury, as is drunk driving. In the Dominican Republic specifically, there are 34.6 traffic deaths per 100,000 people, with men comprising 88% of fatalities. In addition, 67% of deaths were among riders of motorcycles and other motorized 2- and 3-wheeled vehicles, with 17% among pedestrians comprising the next biggest category.

Artist Lens

Targeting these three heavily affected demographics—men, motorcycle riders, and pedestrians—I designed a series of advertisements with the goal of convincing them to avoid common, dangerous driving habits. These posters also suggest specific, easy-to-do actions that could drastically reduce the risk of fatal accidents. Because so many dangerous driving habits exist as part of the driving culture in the Dominican Republic, it is essential to raise awareness for the breadth of safety measures in response.

I chose to use photography to convey these messages deliberately in order to maximize the impact of my messaging. I have a background in photography, so I was confident that I could make compelling images to get across these points. In addition, the stark nature of these photographs allows me to catch the viewer’s attention and draw them into reading the text of the ads, which contextualizes the images and puts forth the more specific, actionable messaging. Finally, the medium allowed me to use recognizable imagery, such as



crosswalks, beer bottles, and baseballs, to make sure that viewers could relate to the visuals and therefore internalize the messaging further, increasing their likelihood of changing behaviors in response.

[Watch Tim O'Meara Reflection](#)

Media

Digital

**Esta cerveza
representa
su cuerpo...**



**...y esta podría
serlo después de
conducir borracho.**

**Conducir borracho
aumenta el riesgo de
un accidente por 7 veces.**

Conduzca sobrio.

**Si este peatón tuviera
esperó antes de cruzar,
habría sobrevivido.**



**Más de 500 peatones
dominicanos se mueren cada año.
Cruce con seguridad.**

**Si el conductor hubiera
parado, este peatón
habría sobrevivido.**



**Más de 500 peatones
dominicanos se mueren cada año.**

Pare por peatones.



Conducir a
través de luces
rojas puede causar
**accidentes
graves.**

No se muera
en un accidente
evitable.
Pare por rojo.

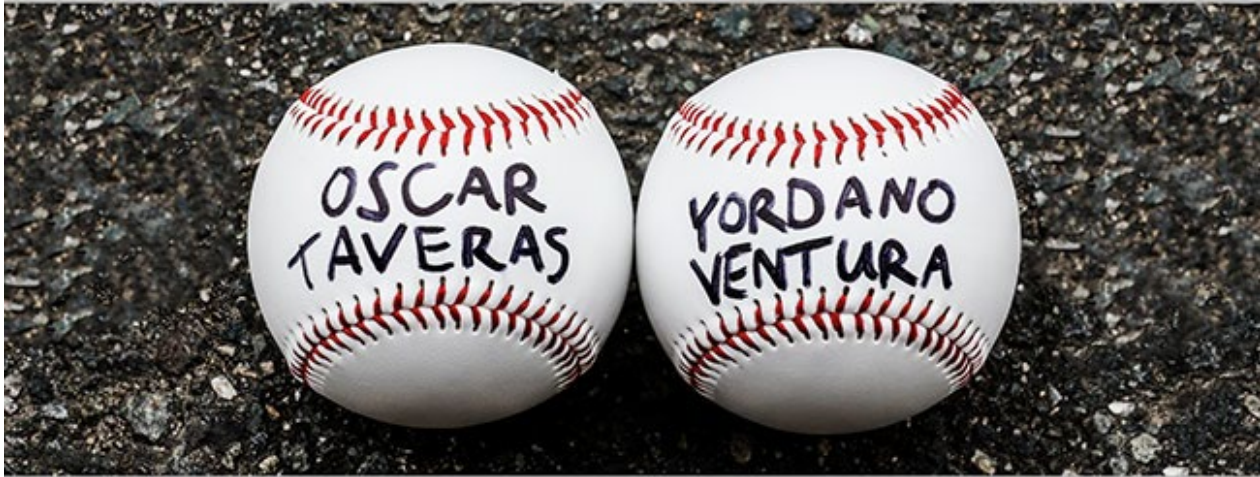
Si hubiera llevado su casco, habría sobrevivido.



Casi 2000 dominicanos se mueren en accidentes de moto cada año.

No sea el siguiente, lleve su casco.

Estos beisboleros dominicanos perdieron sus sueños debido a la conducción peligrosa o en estado de ebriedad.



No pierda sus sueños también.

Lleve un casco.

Abroche su cinturón.

Conduzca seguramente y sobrio.