SUMURR GOLDEN HOUR

The Challenge

Trauma patients have a better chance of survival if they receive care within 60 minutes of being injured — known as the Golden Hour.

Ford challenged developers to help improve outcomes for trauma victims of road accidents in Delhi, India — where nearly 30 percent of crashes were fatal in 2011. Ford wanted to help reduce the time it takes for victims to get to treatment or a trauma center, and to get more information about a victim's treatment needs to emergency officials within the Golden Hour.
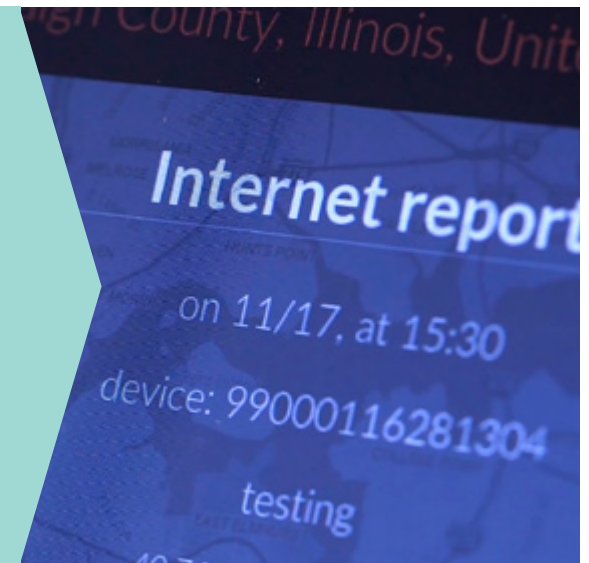
The challenge is part of a Ford initiative — Sustainable Urban Mobility with Uncompromised Rural Reach, or SUMURR — that focuses on helping communities in developing nations.

Delhi

Grand Prize Winner
FLARE

Flare is designed to establish a volunteer community to help others in need, while authorities oversee operations. The app allows users to report an accident, or learn of one near them so they can volunteer to help. Users can easily post a photo, show their location on a map and send a message to report what happened, or view other reports to see if they can help.

LEARN ABOUT THE WINNER ▶ http://youtu.be/vQTm7zx4SUg

MORE INFORMATION ▶ http://goldenhour.challengepost.com/

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