

**PRESS RELEASE**

**Speed reduction campaign successfully advocates for new 50km/h limit in Bangkok**

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Following a yearlong advocacy campaign carried out by AIP Foundation's *Slow Down to Save Lives* program, the Bangkok Metropolitan Administration (BMA) and Royal Thai Police have announced major speed limit reductions on critical roads in the city. The speed reduction, from 80km/h to 50km/h, was introduced on eight roads in inner Bangkok. The Global Road Safety Partnership under the Bloomberg Philanthropies Initiative for Global Road Safety supports the *Slow Down to Save Lives* program.

"We recognize that speeding is one of the main factors contributing to the rise in road crashes. The new speed limit law of 50km/h will increase safety and help reduce the number of crashes," said Suthon Anukul, Deputy Director of the BMA's Traffic and Transportation Department

"Despite traffic congestion, we agree with the idea of reducing the speed limits in Bangkok. We discussed the idea with AIP Foundation and the organization was helpful in providing us with data from their campaign to support the decision," said Pol. Maj. Gen. Jirapat Phumjit, Deputy Commissioner of the Metropolitan Police Bureau. "We will continue to work closely with AIP Foundation and the BMA to study the possibilities of establishing safe school zones in these areas."

"Tell Auntie PIA" ("Fong Pa PIA") is a public service announcement video released as part of *Slow Down to Save Lives* programming that has been key to its advocacy success. The initiative encouraged the public to submit comments and images through social media of risky road behaviors that they witnessed and dangerous traffic areas in Bangkok. The viral video has been viewed more than 1.1 million times.

"Setting and enforcing appropriate speed limits is one of the most effective measures in reducing road traffic deaths and injuries. This announcement represents a major milestone in Thailand's efforts to make the roads safer, especially for vulnerable road users," said Dave Cliff, CEO of the Global Road Safety Partnership. "We are proud of what AIP Foundation and its partners have achieved thus far in their contribution to the broader campaign and looking forward to seeing more progress in Thailand this year in relation to reducing speeds on the roads."

Moving forward, AIP Foundation will focus its efforts on establishing safe school zones around all 25 educational institutions located within the new speed limit area in inner Bangkok. The educational institutions include four kindergartens, seven primary schools, one secondary school, seven primary-secondary schools, three vocational schools, and three universities. In the coming months, AIP Foundation will work with these institutions as well as the BMA and the Royal Thai Police to map out the areas and determine the appropriate speed limits, which should be no more than 50km/h.

"The campaign exceeded all expectations. When we launched "Tell Auntie PIA" one year ago our goal was to advocate for establishment of pilot safe speed zones around Bangkok. Our success shows how crucial multisectoral collaboration is when it comes to effecting policy change. For the next phase, we will focus our efforts to establish school safe zones in Bangkok as well as share lessons learned with other provinces," said Ratana H. Winther, Thailand Chairperson for AIP Foundation.

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### **About AIP Foundation**

AIP Foundation is a nonprofit organization dedicated to preventing road injuries and fatalities in low- and middle-income countries. Since 1999, AIP Foundation has been delivering effective road safety programs in locations across Asia and Africa. To find out more, visit [www.aip-foundation.org](http://www.aip-foundation.org) or connect with us on Twitter @AIPFoundation.

### **Media Contact**

Oratai Junsuwanarak, Thailand Country Manager  
2 Prima Sathon Building Room 8302, Naradhiwas Rajanagarinda Road, Yannawa, Sathon, Bangkok 10120, Thailand  
Tel: (66-2) 676 0274 or (66-81) 454 9054; Email: [oratai.j@aipf-thailand.org](mailto:oratai.j@aipf-thailand.org)