

# Head Safe. Helmet On.

## TWO YEARS OF PROGRESS, 2014-2016

### THE PROBLEM ON CAMBODIA'S ROADS

**6** lives are lost everyday.  
**15** more seriously injured.



Road trauma accounts for 30x more deaths in Cambodia than Malaria, Dengue Fever, and Landmines combined.



**71%** of road fatalities are motorcyclists.



**59%** of motorcycle fatalities suffer from head injuries.



**79%** of fatalities do not wear helmets.

At project start, Cambodia had no passenger helmet law.

### WHAT WE DID



**2014 - 2016**

We partnered with USAID-DIV, The UPS Foundation, FIA Foundation, CDC and Cambodia's Government to increase passenger helmet use in Cambodia, targeting three provinces:



Reaching **226,358** direct and over **14 million** indirect beneficiaries over two years, with



more than **360** mentions of our work in the media.

### THE PROJECT WAS ACCOMPLISHED THROUGH THREE COMPONENTS:

#### School-Based Programs

Quality helmets and road safety education were provided to:

**18** schools



**21,033** students

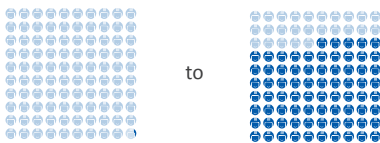
**575** educators

and **36,788** parents were engaged.

Average helmet wearing rates across the 18 primary schools increased from:

**<1%**

**75%**



compared to **<1% to 4%** in control schools.

#### Behavior Change Communications

Our message was broadcast:



**400+** times on TV,



**700+** times on radio, displayed on over



**270** outdoor ads,

and viewed



**4MILLION+** times online.

**302** community activities reached more than **154,000** people.

#### SURVEYS IN TARGET PROVINCES FOUND:

**96%** recalled our mass media campaign

**100%** awareness of the new passenger helmet law

**73%** encourage their passengers to wear a helmet

#### Enabling Environment Campaign

**2015**

In 2015, after concerted advocacy efforts by AIP Foundation and others, a motorcycle passenger helmet law was promulgated.

**2016**

In 2016, less than a year later, enforcement commenced nationwide, supported by national and sub-national action plans led by AIP Foundation.

A focus on consistent enforcement was maintained through:



Engaging **2,660** stakeholders at a national and sub-national level.



Hosting an international enforcement study tour with national and sub-national traffic police.



Resulting in over **41,000** fines issued within six months to non-helmeted passengers in targeted provinces.

### IMPACT

In target provinces,

adult motorcycle passenger helmet use increased from:

**11%**

to

**36%**

**2014**

**2016**

On national roads, it increased to

**45%**

**2016**

Helmet use rates also increased for drivers, children, and improved nationally.

In our target areas, we estimate that:



**349** adults were protected from injuries and/or fatalities and



**\$3,089,316** USD saved.

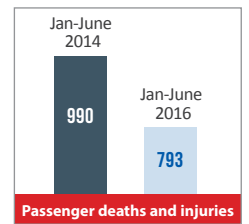
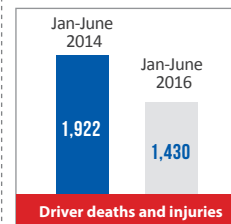


Based on crash reports from our target schools,

**332**

were saved from potential head injury

Nationally, based on preliminary crash data, non-helmeted deaths and injuries have reduced.



### PROJECT INNOVATIONS



Helmet observations used innovative filming methodology to provide more accurate data.



Commune Road Safety Working Groups developed:

- Staff regulations mandating helmet use
- Helmet fund donation boxes
- Commitment to allocating budget for ongoing road safety activities



Our achievements have been recognized at conferences around the world, and the APHA Global Film Festival; used as a Social Impact Investment research case study; and were published in scientific peer-reviewed journals.

### THE WORK STILL TO BE DONE:



Further education and enforcement is needed to increase helmet use - in all locations.



Child helmet use must be enforced - a staggering 99% of children killed on the road are still not wearing helmets.



Increased commitment and support from government, community, public, and private sector is needed to save lives and achieve helmet use for all.

**JOIN US TO KEEP THE MOMENTUM GOING**