




BP1: Training and Awareness

Reference: BP1 036	Title of Project:	Helmets Programmes, Cambodia and Vietnam
Version: 1	Website:	www.grsproadsafety.org/themes/default/pdfs/Helmets%20Cambodia.pdf www.grsproadsafety.org/themes/default/pdfs/Helmet%20law%20Vietnam.pdf
Brief Description of Project:	 <p style="text-align: center; font-size: small;">GLOBAL ROAD SAFETY PARTNERSHIP</p>	<p>Cambodia: The Global Road Safety Partnership (GRSP) has been supporting a programme launched by the National Road Safety Committee (NRSC) to encourage helmet use in Cambodia.</p> <p>The project began in 2006 and is continuing. It has used TV advertisements and other publicity materials to encourage the correct use of approved helmets.</p> <p>On January 1, 2009, a new law came into effect that required all motorcycle riders to wear helmets or face a fine. The law was the result of co-ordinated efforts between the Cambodian government and NGOs, including Handicap International Belgium (HIB) and GRSP, to develop and implement a National Helmet Action Plan. The plan follows a systems approach with multiple elements focusing on:</p> <ol style="list-style-type: none"> 1. Public information and education 2. Enforcement including training of police 3. Development of tougher helmet standards 4. Subsidised helmet programme for police and school children. <p>To promote helmet wearing nationwide, the NRSC in collaboration with HIB/GRSP ran a public awareness campaign in 2008. The campaign sought to increase awareness of road users on:</p> <ul style="list-style-type: none"> • the benefits of helmet wearing; • the correct way to wear them; • good helmet wearing habits, • and respect of the law.



In support of the National Traffic Police efforts to enforce the helmet law, HIB and GRSP have helped develop helmet enforcement strategies and offered training on practical enforcement procedures.

Helmet quality is also a key issue. It is estimated that two thirds of the helmets used in Cambodia are below acceptable standards.

In response, GRSP and HIB have been working with the NRSC on development of new national helmet standards. In an effort to set an example of good practice, 1,900 helmets were distributed to all traffic police officers in the country. To encourage students, 2,000 helmets were subsidised in 4 secondary schools in Phnom Penh.

According to the government, the law has already increased helmet use from 8% in 2004 to more than 50% in February 2009 in Phnom Penh, showing how change of legislation and increased public education and enforcement have a major positive impact on change of behaviour.



Vietnam: Over the last decade, a number of legislative and enforcement initiatives to promote helmet use have taken place in Vietnam.

These efforts have been led by the Government of Vietnam (GoVN) with an objective to increase the use of helmets for all motorcycle users.

In 2001, the National Assembly approved a new Road Traffic Code including a helmet wearing law.

Later in 2002, the police were instructed to strictly enforce helmet wearing on public highways. However, the fine was minimal, the enforcement was not particularly effective and the resulting compliance rate was low.

	<p>In 2004, the Government requested the Ministries of Police and Transport, the National Transportation Safety Committee (NTSC) and local authorities to implement compulsory helmet wearing more actively.</p> <p>With more public education and stronger enforcement, helmet use increased. However, in early 2006 the Ministry of Justice requested all People's Committees to cancel all “non-functional” decisions, including compulsory helmet wearing. As a result, the helmet wearing rate was reduced again.</p> <p>Later in 2006, GRSP, the NTSC and the Asia Injury Prevention Foundation (AIPF) conducted a study of helmet wearing in Vietnam and the results were reported at the National Helmet Action Plan Workshop in December 2006. This led to GoVN to reintroduce the compulsory helmet law and in June 2007, the government enacted Resolution 32 to limit traffic accidents. From December 15, 2007, helmet wearing was made compulsory on all roads.</p> <p>The re-enacted law is supported by enforcement and a tough penalty scheme.</p>
<p>Monitoring Data:</p>	<p>The Cambodian government are monitoring helmet wearing rates before and after the introduction of the law. In 2004 72% of road casualties were PTW riders and passengers.</p> <p>In Vietnam wearing rates and casualties are being monitored. GoVN indicates that 95% of motor vehicles in Vietnam are PTWs.</p>
<p>Results:</p>	<p>Cambodia: The observed wearing rate before the law was 8%. Following the introduction of legislation this rose to 50%.</p> <p>Vietnam: According to NTSC's report, 1557 lives have been saved in 2008 compared with 2007. Compliance rate has been maintained at more than 90% in city centres.</p>
<p>Key Effective Conclusions:</p>	<p>Whilst the monitoring is primarily based on compliance rates with the new legislation, the link between helmet wearing and the number and severity of PTW injuries has been clearly established by international research (see BP5 013).</p>

Projects for Comparison:	BP1 005 Romagna Helmet Campaign. BP1 014 Wear and Lock Campaign. BP1 037 Thailand Community Youth Helmet Project. BP3 005 Netherlands Moped Rider Enforcement. BP3 011 Barcelona Helmet Enforcement. BP5 013 Standards for Motorcycle Helmets.
Justification:	Both projects indicate an increase in helmet wearing rates and data from Vietnam indicates a reduction in fatal injuries to PTW riders. These projects appear to contribute to eSUM objectives.