



**BP1: Training and Awareness**

<b>Reference:</b> BP1 037	<b>Title of Project:</b>	<b>Community Youth Helmet Project, Thailand</b>
<b>Version:</b> 1	<b>Website:</b>	<a href="http://www.grsproadsafety.org/themes/default/pdfs/Helmets%20Thailand.pdf">www.grsproadsafety.org/themes/default/pdfs/Helmets%20Thailand.pdf</a>
<b>Brief Description of Project:</b>	<div data-bbox="394 762 586 1026" data-label="Image"> </div> <p>The Global Road Safety Partnership (GRSP) has received a grant from the Japan Social Development Fund (JSDF) to implement a motorcycle helmet use road safety project in Thailand. The project commenced in March 2008 and is expected to be complete by August 2009.</p> <p>Thailand ranks among the top ten in the world in terms of crash injuries and deaths, and for the past few years, road crashes have caused over 1,000 fatalities per month and more than 80,000 serious injuries each year. Over 75% of these deaths and injuries result from motor cycle collisions.</p> <p>This is a pilot project based on community participation and focused on increasing the rate of helmet use amongst young people (age 12 to 18 years) in poorer rural areas of North Eastern Thailand. The main objectives of the project are to:</p> <ol style="list-style-type: none"> <li>1. Reduce the severity of head injuries and the injury related deaths due to motorcycle crashes,</li> <li>2. Increase the use of motorcycle helmets,</li> <li>3. Increase awareness of road safety issues, and,</li> <li>4. Assist young people in target communities to become agents for promoting behaviour change and help influence other age groups to use helmets.</li> </ol> <p>Short-term success will be measured by the increased level of observed helmet wearing in the target areas, with longer-term outcomes being measured in reduced levels of injury to PTW users due to helmet wearing.</p>	

	<p>Success will also be measured by the continued commitment of the communities to good road safety practice. 120 communities and schools have been identified in the target provinces as implementation sites.</p> <p>Provincial, district and community work groups have been formed and trained, and have prepared proposals for community based road safety activities aimed at increasing helmet wearing in the 12 to 18 year-old age group.</p> <p>These activities are funded by the project and will be monitored and assessed as to success, outcomes, sustainability and transferability.</p> <p>Workshops will also be undertaken with the community and the police to encourage cooperation and coordination between community activities and enforcement operations. Simultaneously, education programs and teacher awareness campaigns will be undertaken in the schools in the target areas.</p> <p>The progress and outcomes of the project are being continuously evaluated by Thammasat University.</p>
<p><b>Monitoring Data:</b></p>	<p>The project will initially monitor rates of helmet use to establish the effectiveness of the project.</p>
<p><b>Results:</b></p>	<p>The project is at an early stage.</p> <p><i>“The key lesson learnt to date is that the early engagement of all national, provincial and community stakeholders early in the project, combined with a wide and diverse program for community involvement, is the key to effective and timely implementation.”</i></p>



<p><b>Key Effective Conclusions:</b></p>	<p>Although this project appears to be set in a pre-dominantly rural area, extensive research from several countries has established the link between the correct wearing of approved safety helmets and a reduction in injury, especially head trauma, to PTW users in all locations.</p> <p>This community led approach at educating and persuading young people to use helmets and then act as advocates in their local communities, may support legislation especially where enforcement is not effective.</p> <p>The correct use of helmets appears to be one of the most effective counter measures to PTW casualties where helmet use rates are low and, if the project is successful in increasing wearing rates in the target areas, the research suggests that a reduction in injuries will result.</p>
<p><b>Projects for Comparison:</b></p>	<p>BP1 005 Romagna Helmet Campaign.  BP1 014 Wear and Lock Campaign.  BP1 036 Helmet Programmes in Cambodia and Vietnam.  BP3 005 Netherlands Moped Rider Enforcement.  BP5 013 Standards for Motorcycle Helmets.</p>
<p><b>Justification:</b></p>	<p>The project is currently being monitored and results are awaited but research elsewhere has shown that an increase in the correct use of helmets leads to a reduction in injuries to PTW users. The project therefore appears to have potential to contribute to eSUM objectives.</p>