



**BP2: Highway Features and Policy**

<b>Reference:</b> BP2 015	<b>Title of Project:</b>	<b>Report on Road Traffic Injury Prevention. Helmets Manual World Health Organisation</b>
<b>Version:</b> 1	<b>Website:</b>	<a href="http://www.who.int/violence_injury_prevention/publications/road_traffic/world_report/en/index.html">www.who.int/violence_injury_prevention/publications/road_traffic/world_report/en/index.html</a> <a href="http://www.who.int/violence_injury_prevention/publications/road_traffic/helmet_manual.pdf">www.who.int/violence_injury_prevention/publications/road_traffic/helmet_manual.pdf</a>
<b>Brief Description of Project:</b>	<div data-bbox="386 772 690 1136" data-label="Image"> </div> <p data-bbox="711 764 1474 947">           In 2004 the WHO, with support from the World Bank, published the “<i>World report on road traffic injury prevention</i>”. The report contained a number of resolutions encouraging governments and NGOs to adopt a series of actions to reduce road casualties.         </p> <p data-bbox="711 999 1474 1073">           The report highlights the scale of the global road safety problem with over 3000 deaths each day.         </p> <p data-bbox="386 1125 1474 1308">           Projections indicate that road traffic deaths will decline by about 30% in high-income countries but increase substantially in low-income and middle-income countries. Without appropriate action, by 2020, road traffic injuries are predicted to be the third leading contributor to the global burden of disease and injury.         </p> <p data-bbox="386 1360 1474 1465">           The report stresses the need for good quality data on which to base analysis and a scientific approach to the identification and monitoring of interventions.         </p> <p data-bbox="386 1518 1474 1591">           Recommendations include the adoption of a ‘systems approach’ with the following key features:         </p> <ul data-bbox="435 1602 1474 1822" style="list-style-type: none"> <li>• reducing exposure to risk;</li> <li>• preventing road traffic crashes from occurring;</li> <li>• reducing the severity of injury in the event of a crash;</li> <li>• reducing the consequences of injury through improved post-collision care.</li> </ul>	

Suggested actions are described in the 'Haddon Matrix' below:

PHASE		FACTORS		
		HUMAN	VEHICLES AND EQUIPMENT	ENVIRONMENT
Pre-crash	Crash prevention	Information Attitudes Impairment Police enforcement	Roadworthiness Lighting Braking Handling Speed management	Road design and road layout Speed limits Pedestrian facilities
Crash	Injury prevention during the crash	Use of restraints Impairment	Occupant restraints Other safety devices Crash-protective design	Crash-protective roadside objects
Post-crash	Life sustaining	First-aid skill Access to medics	Ease of access Fire risk	Rescue facilities Congestion

The report provides an overview of the casualty position of major countries, including data on PTW casualties.

In addition to providing reference data for decision makers, the report outlines actions that should be taken in some detail. Indications of the effectiveness of suggested measures are provided through 'before' and 'after' data, example text below:

*Among moped and motorcycle riders, head injuries account for about 75% of deaths in Europe and 55–88% in Malaysia. One study found that riders without helmets were three times more likely to sustain head injuries than those with helmets. Another found that helmets reduced fatal and serious head injuries by 20–45%.*

The studies mentioned in the text are fully referenced in the document.

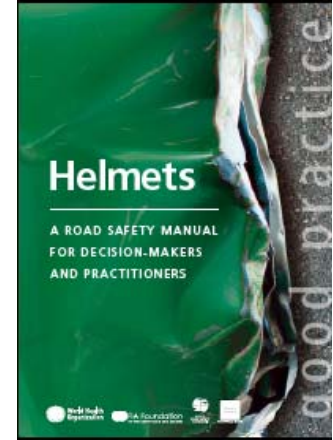
The report provides clear recommendations for action.

**Recommendations of the World report on road traffic injury prevention**

1. Identify a lead agency in government to guide the national road traffic safety effort.
2. Assess the problem, policies, institutional settings and capacity relating to road traffic injury.
3. Prepare a national road safety strategy and plan of action.
4. Allocate financial and human resources to address the problem.
5. Implement specific actions to prevent road traffic crashes, minimize injuries and their consequences and evaluate the impact of these actions.
6. Support the development of national capacity and international cooperation.

To contribute to the implementation of these recommendations, the World Health Organisation, the Global Road Safety Partnership, the FIA Foundation for the Automobile and Society, and the World Bank, have collaborated to produce a series of manuals aimed at policy-makers and practitioners the document **Helmets: A Manual for Decision Makers and Practitioners**.

Whilst the 'Helmets' manual is primarily aimed at lower and middle income countries where the problems are greatest, much of the practical advice is widely applicable. The following text is taken from the manual's Executive Summary.



*The purpose of the manual is to provide advice on how to increase the use of helmets within a country. The manual is aimed at policy-makers and road safety practitioners and draws on experience from countries that have succeeded in achieving and sustaining high levels of helmet use. It provides the necessary evidence that will be needed to start a helmet use programme and takes the user through the steps needed to assess the helmet situation in a country.*

*It then explains the steps needed to design and implement a helmet use programme, including: setting up a working group; developing an action plan; introducing and enforcing mandatory helmet laws; creating appropriate standards for helmet production; effectively marketing helmets to the public; educating children and young people on helmet use; and consideration of the capacity for an appropriate medical response to be provided following a crash.*

*Finally, the last section in the manual guides the user on planning and implementing an evaluation of the programme, such that results are fed back into future programme design. For each of these activities, the document outlines in a practical way the various steps that need to be taken.*

*In developing the material for this manual, the writers have drawn on case studies from around the world to illustrate examples of "good practice". Although the manual is aimed at countries with low use of helmets, the modular structure of the manual means it can be used in countries with very different levels of helmet use.*

*The focus of the manual is on motorcycle helmets, although examples that pertain to bicycle helmet use are also addressed.*

The technical content of the manual is divided into four modules, structured as follows.

**Module 1** explains why interventions are needed to increase helmet use. It describes how helmets protect wearers and how effective they are in reducing head injuries.

**Module 2** guides the user through the process of assessing a country's situation on helmet use. It outlines the data needed for a good diagnosis, and how these data can be used to set realistic targets and priorities for a programme.

**Module 3** is about designing and implementing a helmet programme, including how to develop an action plan, including setting objectives, and deciding on activities needed to meet these objectives, estimating resources and setting a timeframe. The module includes sections on developing legislation and standards on helmet use, improving compliance, and establishing appropriate marketing and publicity strategies. Educational interventions are also discussed, as well as the need to consider the capacity to respond appropriately when motorcycle crashes do occur.

**Module 4** is about evaluation of a helmet programme. This includes identifying the aims of the evaluation, considering different types of evaluation and choosing the most appropriate methods, and choosing the performance indicators to be used. The module also discusses the need to disseminate the evaluation results and use them to improve the programme.

Module 4 provides practical evaluation techniques for monitoring the effectiveness of interventions. A checklist is provided to summarise the evaluation process.

#### Checklist

- Start evaluation process at the beginning of programme implementation.
- Determine aim of evaluation and develop evaluation framework.
- Clearly define target population, place and time.
- Develop and test instruments for data collection, ensuring consistency in training and measurement.
- Collect and analyse data.
- Write and disseminate evaluation report, feeding back into various aspects of programme.

	<p>The manual appears well researched and is global in its context. The document provides technical information for decision makers and pragmatic examples for practitioners.</p> <p>Whilst being of most use to governments and NGOs working in locations with low helmet use, the information on monitoring and evaluation could help in the assessment of the effectiveness of interventions in many situations including at city level.</p>
<b>Monitoring Data:</b>	Before and after data relating to several individual case studies, including urban situations is contained within the report and specifically relating to PTW casualties in a variety of situations within the Helmets Manual.
<b>Results:</b>	The report is based on casualty data relating to all road users, including PTWs. The Helmets Manual provides case studies of interventions for use by practitioners, including indicative performance data for interventions often based on injury statistics. There does not seem to be any monitoring data available specifically relating to the use of the documents but some of the examples given are case proven.
<b>Key Effective Conclusions:</b>	<p>The report is based on global casualty data. The structure and technical content of the document provide effective advice for decision makers and practitioners working in injury prevention, including those working to reduce PTW casualties. The Helmets Manual provides advice on specific interventions with examples of successful projects.</p> <p>The recommendations of the report would be useful to assist the development of effective PTW strategies.</p>
<b>Projects for Comparison:</b>	<p>BP2 003 PTW Programme, Victoria, Australia.</p> <p>BP2 010 DfT Motorcycle Strategy, UK.</p> <p>BP1 005 Italian Helmet Campaign.</p> <p>BP1 014 Wear and Lock Campaign.</p> <p>BP3 011 Barcelona Helmet Enforcement.</p> <p>BP5 013 Standards for Motorcycle Helmets.</p>
<b>Justification:</b>	The analysis and technical content of the report and manual are based on primary casualty data and the effectiveness of some of the interventions recommended is evidenced by the case studies provided. Several of the projects described have reduced PTW injuries and the Helmets Manual in particular contributes to eSUM objectives.