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Review of the rollout of the Helmet Good Practice Guide in selected countries: lessons learned

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Motorcycle safety

- > Injury and death rates far higher than for other vehicles
- > Higher proportion of road users in LMIC
- > Growth of motorcycle ownership



Helmet and helmet legislation are effective

- > Motorcycle helmets reduce risk of head injury by >70% and death by 40%
- > Helmet legislation (accompanied by enforcement, social marketing and education) increases helmet wearing rates

BUT high rates of motorcycle related death and injury across much of Asia





World report on road traffic injury prevention

- > Major report jointly produced in 2004 by the World Health Organization (WHO) and the World Bank on road traffic injuries
- > Comprehensive overview of the magnitude, risk factors and impact of road traffic injuries
- > Highlighted the need for a systems approach to road traffic injuries



UN action

- > United Nations General Assembly Resolution
- > United Nations Road Safety Collaboration
 - > Development of a series of manuals on good practice
 - > Global Road Safety Partnership, FIA Foundation, World Bank and WHO



Helmet Good Practice Guide

- > Practical advice on increasing wearing rates
- > Targeted at governments, non-governmental organizations and road safety practitioners



Helmet Good Practice Guide

- > Technical advice on the steps needed to assess the helmet situation in a country
- > How to design and implement a helmet use program
- > Evaluation of helmet programs



GRSP approach

- > Global Road Safety Initiative
 - > build the capacity of developing countries to reduce traffic fatalities
 - > build on and expand GRSP's capability to deliver road safety improvements in line with the recommendations of the *World Report on road traffic injury prevention*



GRSI and good practice guides

- > Delivery of the good practice set out in the manuals via
 - > Dissemination
 - > Capacity building
 - > Preparation of action plans, and
 - > Support for project delivery



GRSI and ASEAN

- > Working with governments and road safety stakeholders in ASEAN Countries to deliver a series of workshops and demonstration projects to facilitate the take-up of good and effective road safety practice targeting the use of helmets
- > Aim:
 - > to strengthen the institutional capacities in the region to manage road safety and
 - > to push the issue higher up the political agenda



Roll-out of the helmet good practice guide

- > To develop helmet wearing action plans, GRSI undertook workshops and situational studies in
 - > Thailand (August 2006)
 - > Laos (November 2006)
 - > Viet Nam (December 2006)
 - > Cambodia (May 2007)
 - > Malaysia (August 2007)
 - > Indonesia (planned for October 2007)



Country workshops

- > Assessment of each country's performance with respect to motorcycle helmets
- > Data on helmet wearing standards and legislation, the types and quality of helmets in use, helmet wearing levels and practice and motorcycle crashes and rider and passenger injuries
- > Development of country action plan



GRSI approach to roll-out

- > Country-specific workshop to introduce the manual (translated into the local language)
- > Presentation of a situation report on the issue in the country
- > Development of an action plan for increasing helmet wearing
- > Implementation of the action plan



Aim of review

- > Comparison of the current scenario for helmet wearing in the six countries and where each country sits in relation to each other - legislation, enforcement and voluntary compliance
- > Identify the themes/issues that are conducive and non-conducive to improve helmet wearing
- > Recommend possible activities / projects to develop, monitor and evaluate the actions to improve helmet wearing
- > Recommend action on as to practical strategies to improve helmet wearing rates.



Motorcycle use

Thailand: 15 million motorcycles, >55% of all motor vehicles crashes

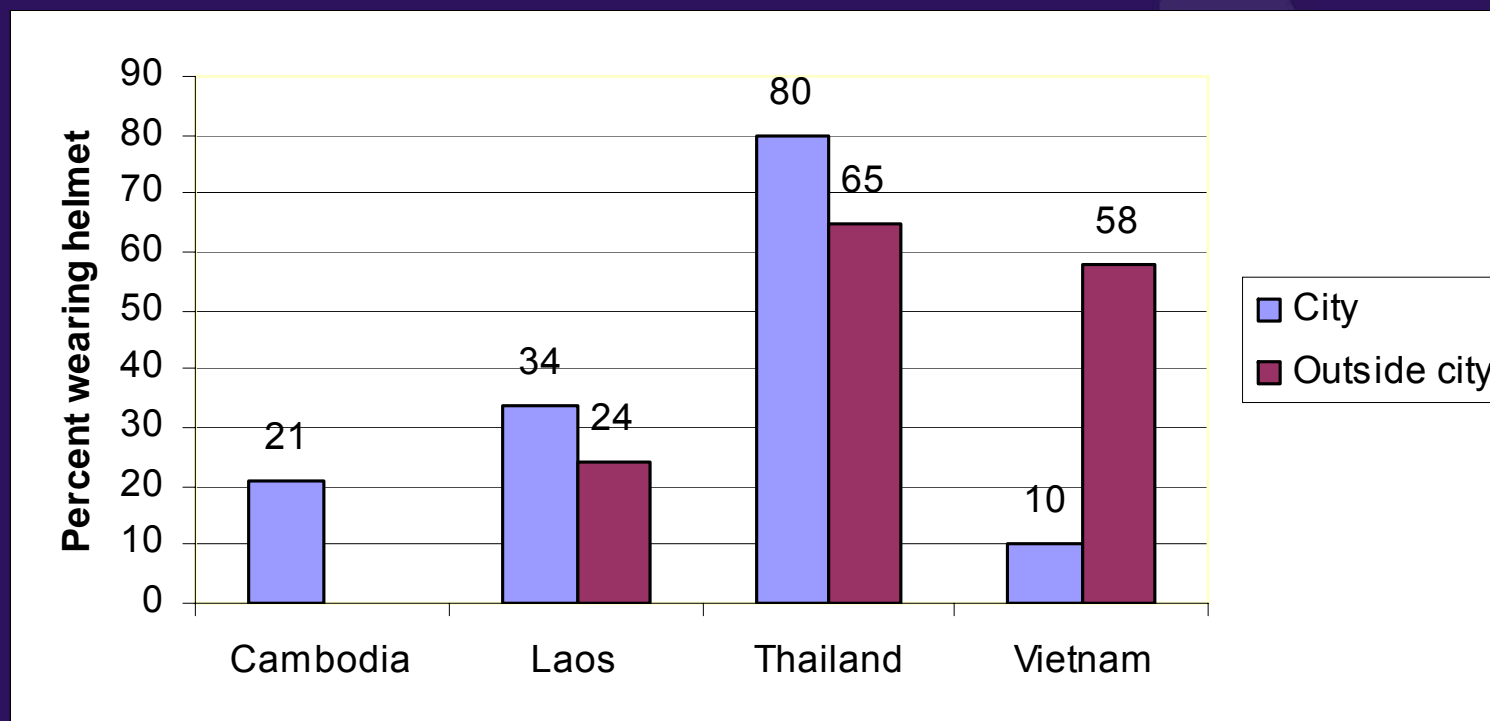
Cambodia: 70% of road traffic casualties are motorcycle riders, 38% sustain head injuries

Laos: 84% of all road traffic crashes are motorcycle related, 90% of casualties with head injuries were motorcyclists

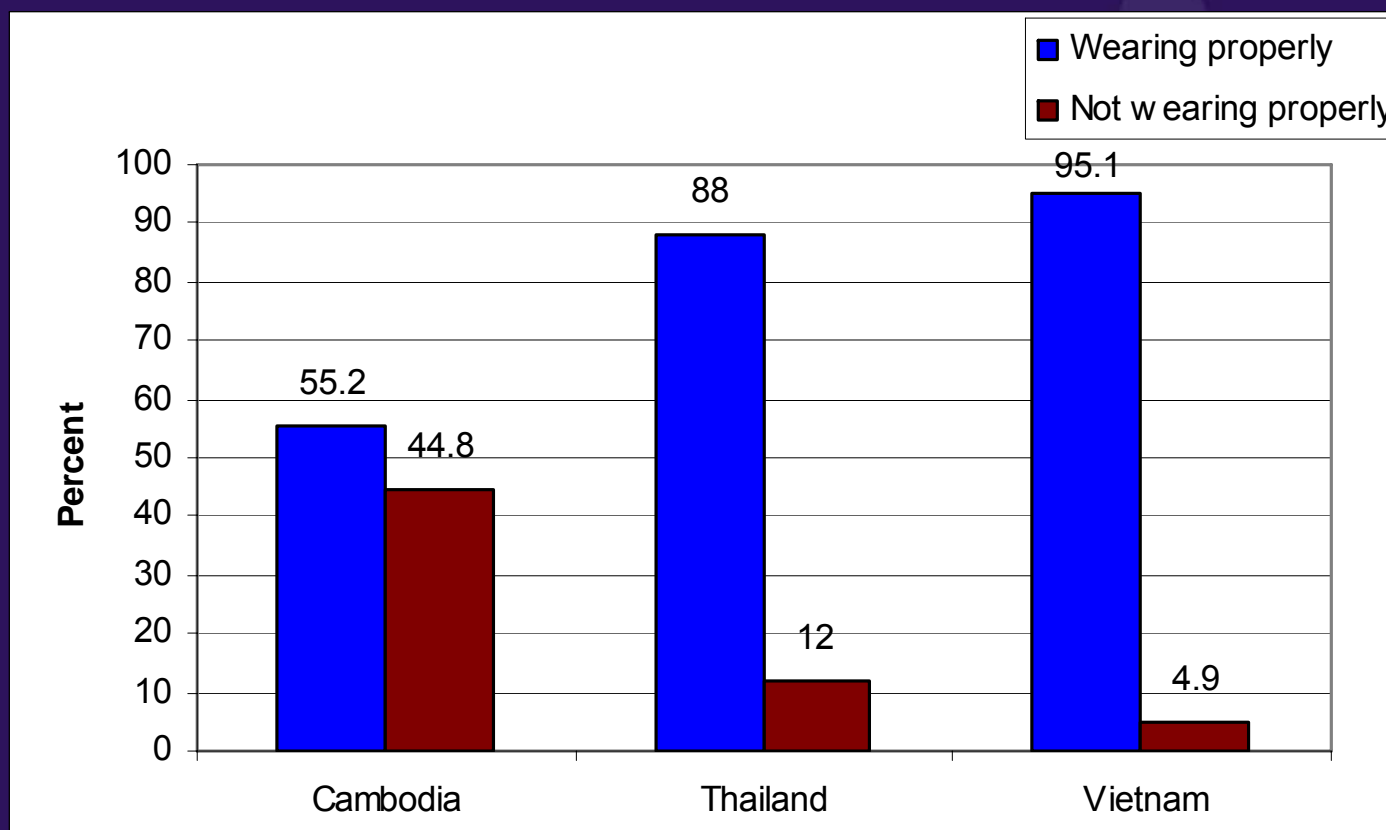
Vietnam: 70% of all road traffic crashes are motorcycle related, 88% of motorcycle crash related deaths due to head trauma



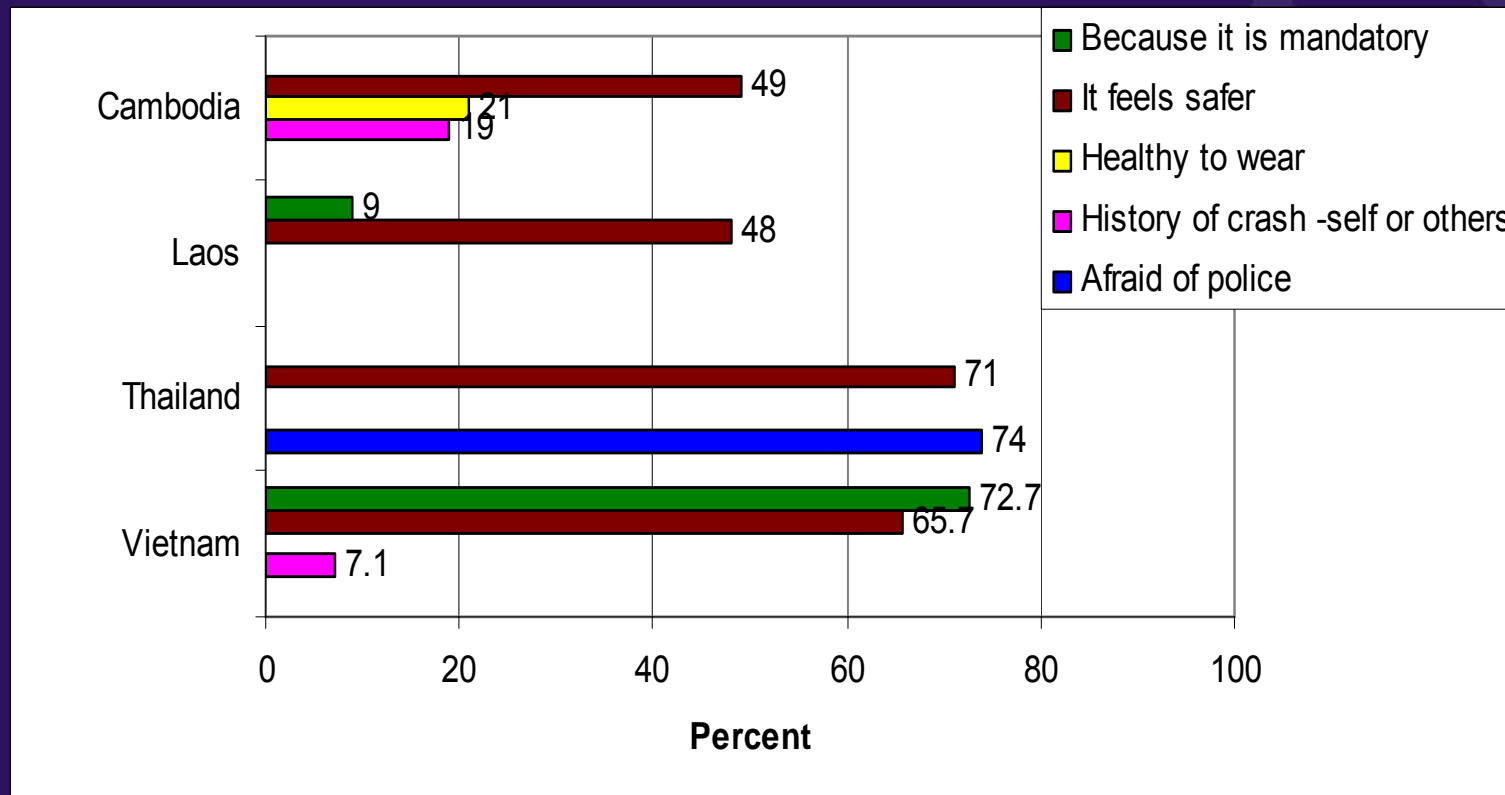
Helmet wearing rates



Proper use of helmets



Reasons for wearing helmets



Issues with comparison

- > Results not directly comparable
- > Need standardisation of methods
 - > Denominators for observations
 - > Clear documentation for methods
 - > Transparent and easily used sampling frame
- > Standardisation important for impact evaluation and monitoring of interventions



Helmet law

Country	All roads	Driver	Rider
Cambodia	√	√	X
Laos	√	√	√
Thailand	√	√	√
Viet Nam	X	√	√



Penalty

Country	GDP per capita in 2006 (USD)	Fine amount (USD)	% of GDP per capita
Cambodia	512.3	0.75	0.1
Laos	574.0	3.12	0.5
Thailand	3167.8	14.55	0.5
Viet Nam	723.9	1.85	0.3



Enforcement

- > Negligible to varied
- > Major reasons for poor enforcement
 - > Political will
 - > Human resources and technical capacity of Traffic Police
 - > Funds



Themes identified

Conducive

- > National level body for road safety
- > Active involvement of road safety researchers
- > Community involvement

Non-conducive

- > Lack of political will at province/district level
- > Lack of use of evidence to increase enforcement
- > Understanding of lack of effectiveness of education alone



Summary

- > GRSI process excellent
- > More standardisation in the implementation of the helmet good practice guide would be beneficial
- > Need to effectively address conducive and non-conducive themes in the national plans to improve helmet wearing rates

