



GLOBAL
ROAD SAFETY
PARTNERSHIP



World Health
Organization

Improving road safety in Viet Nam

Ten years of Bloomberg Philanthropies's support for Viet Nam 2007-2016



Hanoi 2016

Improving road safety in Viet Nam
Ten years of Bloomberg Philanthropies's
support for Viet Nam 2007-2016

Hanoi 2016

Contributors

Mr. Nguyen Phuong Nam

Technical Officer, World Health Organization Country Office, Hanoi, Viet Nam

Mr. Jonathon Passmore

Technical Lead, Violence and Injury Prevention (VIP) World Health Organization Regional Office for the Western Pacific, Manila, Philippines

Dr. Lokky Wai

WHO Representative, World Health Organization Country Office, Hanoi, Viet Nam

Ms. Trinh To Oanh

Country Manager, Global Road safety Partnership, Viet Nam

Dr. Judy Fleiter

Acting CEO, Global Road Safety Partnership, Geneva, Switzerland

Dr. Abdul Bachani

Assistant Professor, International Health

Associate Director, Johns Hopkins International Injury Research Unit, USA

Dr. Pham Viet Cuong

Assoc. Prof., Director, Center for Injury Policy and Prevention Research (CIPPR) Head, Dept. of Public Health Informatics Hanoi University of Public Health, Viet Nam

Dr. La Ngoc Quang

Department of Undergraduate Education Management Department of Epidemiology Hanoi University of Public Health, Viet Nam

Table of Contents

Acknowledgement	4
Executive summary	5
Background	8
Project implementation	10
Improving road safety legislation	15
Social marketing and public awareness campaigns	18
Capacity building and enforcement	22
Working with the journalists	27
Lessons learnt and future road safety priorities	30
References	32
Annex 1. Key changes to Decrees governing administrative sanctions	33
Annex 2. Social marketing campaigns for drink driving and motorcycle helmets 2008-2014	41

Acknowledgement

The National Traffic Safety Committee of Viet Nam, along with the World Health Organization, the Global Road Safety Partnership gratefully acknowledges the generous support of Bloomberg Philanthropies to road safety in Viet Nam. Their support over the last ten years has resulted in a paradigm shift in road safety in Viet Nam and the implementation of evidence based action that have saved lives and prevented injuries on Viet Nam's roads.

The Office of the World Health Organization Representative to Viet Nam gratefully acknowledge the strong leadership and collaboration from the leaders of provincial people's committees, traffic safety officials in the successful implementation of project activities in Yen Bai, Ha Nam, Ninh Binh, Bac Ninh, Vinh Phuc, Quang Ninh, Da Nang and Binh Duong.

The Global Road Safety Partnership gratefully acknowledge the generous and strong support of Bloomberg Philanthropies to road safety in Viet Nam, particularly in the areas of advocacy for strong road safety policies and their implementation, and strengthening the capability of road police to strategically, effectively and efficiently enforce road safety legislations, focusing on drink driving enforcement.

The Global Road Safety Partnership sincerely acknowledges the strong leadership and coordination from relevant government agencies at the central level and provincial levels that play important roles in the success of the project in the above-mentioned intervention provinces.

Executive summary

With the generous and strong support from the Bloomberg Philanthropies and under the overall technical coordination of WHO in Viet Nam, the road safety program has implemented best practices for road safety in Viet Nam.

Through careful planning that closely involved national counterparts in every part of such process, the program has been able to deliver training for more than 7,000 officials on road safety policy development, road policing, and social marketing campaign development. The positive outputs from the program has been replicated to the remaining provinces in Viet Nam through the dissemination of guidelines and additional trainings for provinces.

The road safety policy development process has also been strengthened. Policy makers and legislators were trained in International best practice in road safety legislation development. Local and International experts were fielded to provide expertise for law development process in Viet Nam. Throughout the program, 8 major pieces of legislations are developed resulting in better and more comprehensive road safety legislative framework for Viet Nam.

Looking at program outcomes, road traffic fatality trends show a consistent decline in both Ha Nam and Ninh Binh – the two provinces independently monitored by the Johns Hopkins University. Overall, the positive results from the program interventions including improvement in road safety legislation can be considered as playing a part in the decline in road traffic fatality rates in Vietnam.

Many road safety challenges still remain in Viet Nam. However, the Bloomberg Philanthropies' support over the last ten years has helped Viet Nam to systematically deal with key risk factors and set examples on how road safety policies can be developed and implemented in a low and middle income setting. Their support has resulted in higher capacity for Vietnamese officials in designing and implementing road safety policies, contributing to the many thousand lives saved on Viet Nam's roads.

Key Results: 2007 – 2016

Legislation



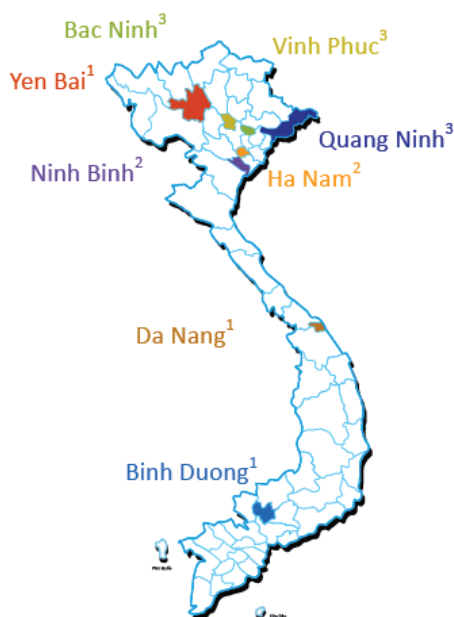
- * 335 legal experts trained
- * Eight laws and legislations changed

Raising awareness



- * 5,643 TV spots aired
- * reached >40 million adult population
- * 363 billboards displayed
- * >490,000 posters printed and distributed.
- * > 8,500 helmets distributed to adults and children

INTERVENTION PROVINCES



Mainland Viet Nam

2007-2009¹ 2010-2013² 2012-2013³

Enforcement



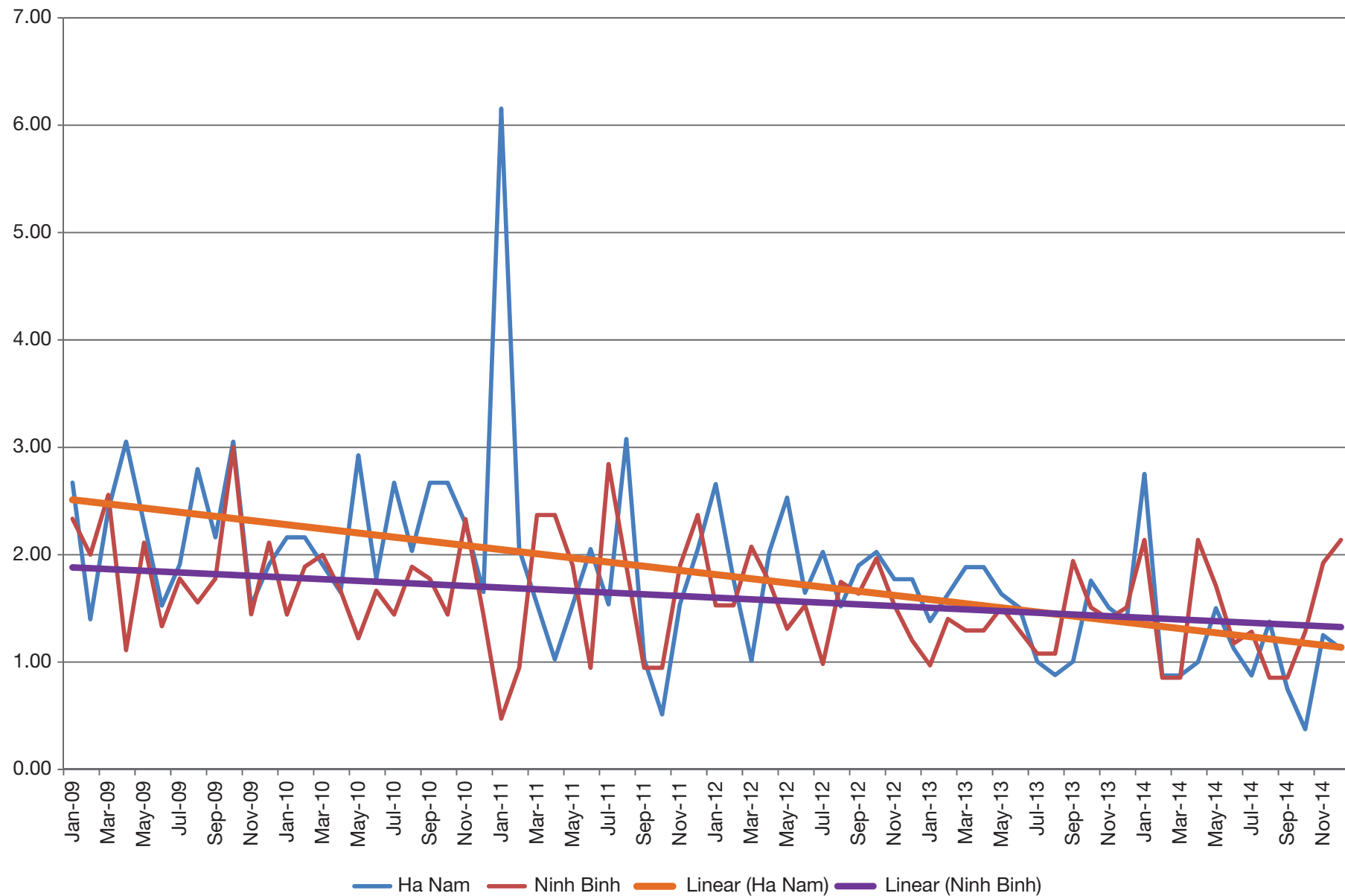
- * National drink driving enforcement guidelines adopted
- * 160 breathalyzers provided with consumables
- * > 200,000 road users tested for alcohol

Capacity building



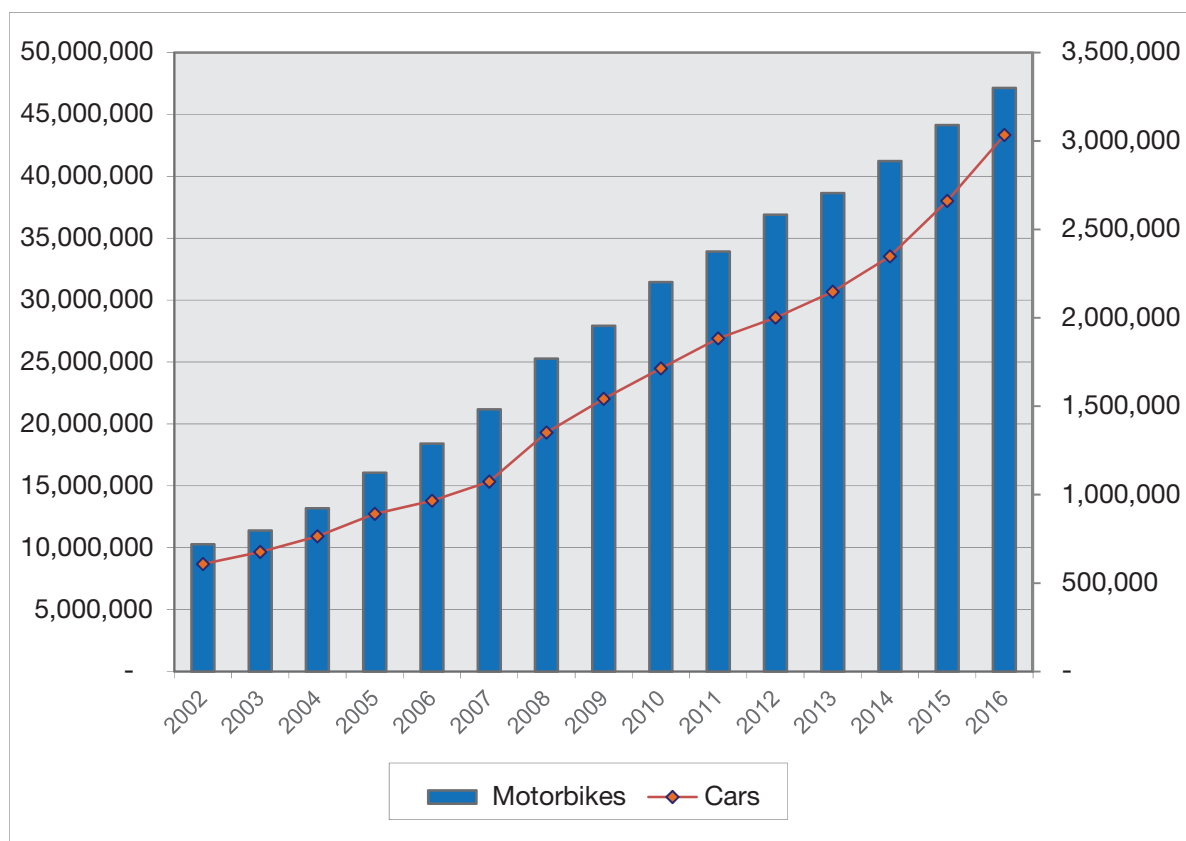
- * 7,585 road safety officials and police trained.
- * 391 journalists trained

Reduced road traffic mortalities (per 100,000 population)



Background

Since the Government initiated Doi Moi¹ in 1986, Viet Nam has seen rapid economic development. This has contributed to explosive growth in motorization in the country.



Source: NTSC 2016

Over the past 10 years, the average annual increase in automobiles and motorbikes were 16% and 12% respectively. As a result, by December 2016 in Viet Nam, there were more than 50 million registered vehicles, of which motorbikes accounted for 95%[1].

Rapid motorization coupled with poor infrastructure for transportation have created enormous challenges for road safety in Viet Nam. According to an analysis of causes of road traffic crashes conducted by General Department of Traffic Police (C67) in 2016, major causes of crashes include: driving/riding on the wrong side of the road (25%); non-observance of traffic rules (11%) and speeding (9%) [2].

In addition to this, drink driving is also known as a major risk factor for road crashes in Viet Nam. According to a study between July 2009 and September 2010 on hospitalized road crashes conducted by the WHO country office in Viet Nam, 27.8% of motorcycle riders had blood alcohol concentration (BAC) above 0.05g/dl and 63.4% of car drivers had BAC above the 0mg threshold mandated by the Government[3].

¹ Doi Moi (Renovation) is the name given to the economic reforms initiated in Viet Nam in 1986 with the goal of creating a "socialist-oriented market economy". This is a process where Viet Nam transitioned from a command economy to a market economy.

The nationally representative survey conducted in Viet Nam by WHO and the Ministry of Health in 2015 on risk factors for Non-communicable Diseases (NCDs) revealed even more alarming fact that 45% of Vietnamese admitted driving/riding home after consuming alcohol [4].

In response to road safety challenges, the Government of Viet Nam has proactively taken comprehensive approach in addressing road safety in the country. The development and successful implementation of the mandatory helmet law in 2007 has been highlighted globally as bright spot for showing how road safety challenges can be addressed in low and middle income countries. The Vietnamese Government also strongly engages itself to global road safety initiatives. Taking recommendations from the Global plan for implementation of the Decade of action for Global road safety issued by the United Nations in 2011, the Prime Minister of Viet Nam approved the National road safety strategy by 2020 with a vision to 2030. The strategy outlined broad areas of works as follows:

1. Raising public awareness on road traffic safety
2. Building institutions, policies
3. Traffic infrastructure and road traffic organization
4. Enforcement of road traffic laws
5. Vehicles and their drivers, road users, and
6. Salvage, rescue and provision of first aid to road traffic accidents

The Strategy has set ambitious targets of reducing 5%- 10% road traffic deaths annually up to 2020 [5].

Over the 5 years of implementation of this Strategy, Ministry of Transport has reported a number of key results in the areas of road safety policy development and implementation; the enhanced enforcement of key road safety risk factors such as non-helmet wearing, speeding as well as drink driving. Over the 5 year period, the traffic police has dealt with 27,570,844 violations on traffic rules.

On infrastructure development and improvement for road safety, the Government has built new or upgraded 4,400km of national roads/high ways; 47,436km of rural roads. Road safety audits were implemented for new or infrastructure upgrading projects.

On road safety communication activities, the Government has instructed media agencies to develop dedicated programs for road safety education as well as increasing airtime for delivering of road safety messages to the general public. The social marketing campaigns of the road safety program funded by Bloomberg Philanthropies has certainly benefitted from free and/or much more affordable airtime given by the Government media agencies, resulting in campaigns' high reach [6].

Bloomberg Philanthropies supported Viet Nam to address road safety with a pilot intervention program conducted in Yen Bai, Da Nang and Binh Duong provinces during 2007 – 2009. The success of the pilot intervention program in Viet Nam contributed to Bloomberg Philanthropies' decision to expand their support to global road safety in 10 countries including Viet Nam. This second phase started in 2010 in Ha Nam and Ninh Binh, and from 2012, the program was expanded to other provinces of Bac Ninh, Quang Ninh and Vinh Phuc.

Project implementation

In all implementation phases, alignment of programme activities to national priorities was of utmost importance to ensure results will be sustained. Reflective of national ownership, this programme eventually became part of the national road safety work plan, with no distinction between the actions funded by the State and those by international donors.

Timeline of major milestones in relation to programme activities

2007	09/2007, Project planning meeting: Identification of 2 risk factors for road safety to be supported by the project – Helmet wearing and Drink driving prevention.
2008	Approval of amended Road Traffic Law. WHO provided evidences for a reduction of BAC levels for motorcycle riders to 50mg/dl. Over 5,000 helmets provided to primary students of Yen Bai, Da Nang and Binh Duong. Legislation changed to allow enforcement of wearing helmets without fastening straps (Circular 23).
2009	February: legislation change process for enforcement of child helmet wearing initiated.
2010	Made transition of main counterpart for implementation of road safety activities from Ministry of Health to the National Traffic Safety Committee. Chairman of NTSC's Decision 145 on the establishment of the project steering committee. May: Decree 34 concerning enforcement of helmet wearing among children from 6 years of age became effective. December: broadcasting of TVC for 1st national drink driving prevention campaign
2011	September: launch of 2nd national drink driving prevention campaign
2012	September: Launch of 1st national social marketing campaign on helmet quality. September: launch of 3rd national drink driving prevention campaign
2013	Technical support provided for development and approval of Decree 171 increasing penalties for drink driving. October: Launch of 2nd national social marketing campaign on helmet quality. October: launch of 4th national drink driving prevention campaign
2014	June: General Department of Police issued Technical document #2329 for national application of enhanced drink driving enforcement model.
2015	December: NTSC launched Decision 530 for national implementation of drink driving prevention up to 2020.
2016	May: Approval of Decree 46 increasing penalties for drink driving, seatbelt use. November: Project final meeting and discussion of future road safety priorities.

Pilot phase 2007-2009

A national consultative meeting with participation from major national partners in road safety including health, police, transport, NGOs was organized to discuss priority interventions for the project in 2007-2009. Consensus was reached to target two major risk factors for road safety being non-helmet wearing and drink driving. It was the first time in Viet Nam drink driving was targeted for interventions as a major risk factor for road safety.

The project employed two-pronged approach of working with national level agencies for policy issues and with provincial levels for specific interventions for helmet wearing and drink driving prevention.

Three provinces/cities were selected being Yen Bai in the North mountainous region, Da Nang in Central region and Binh Duong in the South.

The national counterpart for this project is the Ministry of Health of Viet Nam.

Supporting the implementation of the helmet law, significant resources of the project was allocated for raising awareness of the public on the correct use of helmet, the necessity to use quality helmets, as well as the enforcement activities by relevant authorities.

Publicity campaigns coupled with consistent enforcement have helped maintaining a high level of helmet wearing rate (please see Graph 1). Hospital monitoring of initial impact after the helmet law took effect showed 16% reduction in risk of head injuries and 18% reduction in road traffic deaths.

What led to the success of the Helmet law in Viet Nam?[7]

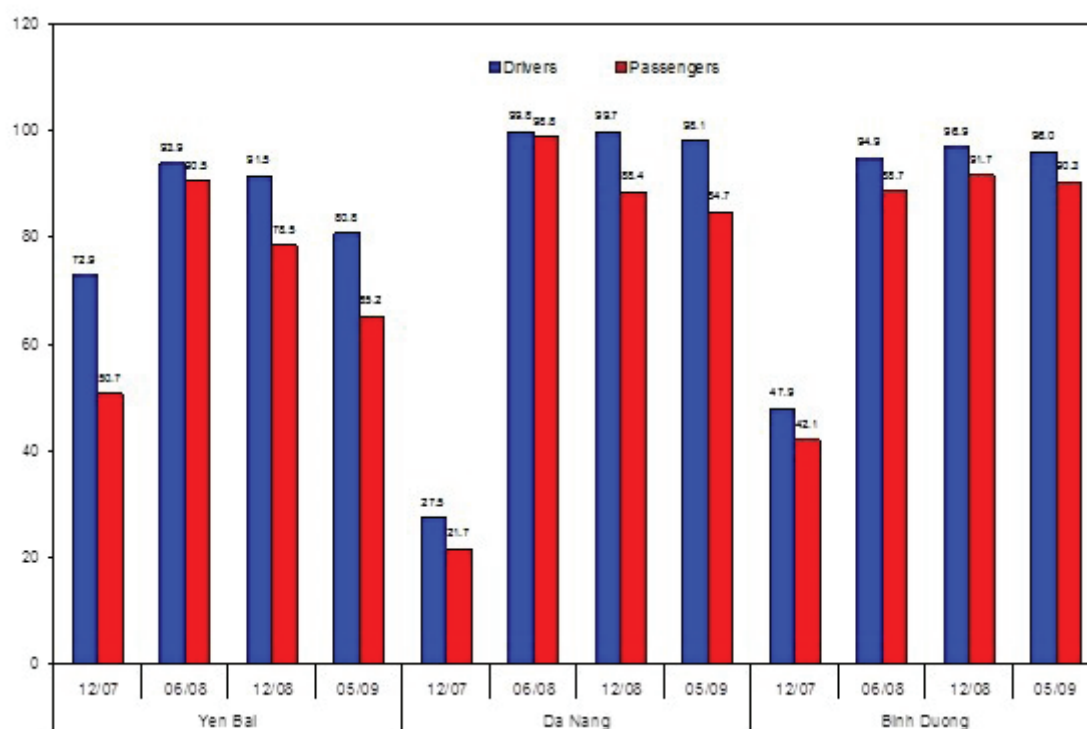
Viet Nam first introduced legislation to require helmet wearing as early as May 1995. Following that initial attempt, numerous other legislations to mandate helmet wearing were introduced in 2000, 2001, 2003, 2005 but implementation failed.

With strong leadership of the Government, technical support and advocacy from International road safety partners, the UN, and NGOs, Helmet law was issued in June 2007. With strict enforcement, the helmet wearing rate in Viet Nam has increased from less than 30% to more than 90%, and this rate has been maintained since then.

Key factors leading to this success include:

- 1. Strong engagement of the whole Government, the political system and the whole society.*
- 2. Strong technical support from local and International road safety partners.*
- 3. Extensive and consistent public awareness campaigns on the benefits of wearing helmets.*
- 4. The availability of affordable helmets suitable with tropical climate of Viet Nam.*
- 5. Penalties for not wearing helmets increased by 10 times (\$10 – roughly the price of a helmet).*
- 6. Strong and sustained enforcement of helmet wearing by the police.*
- 7. Adequate legislative framework for implementation.*

Graph 1. Trends of motorcycle helmet wearing in three provinces

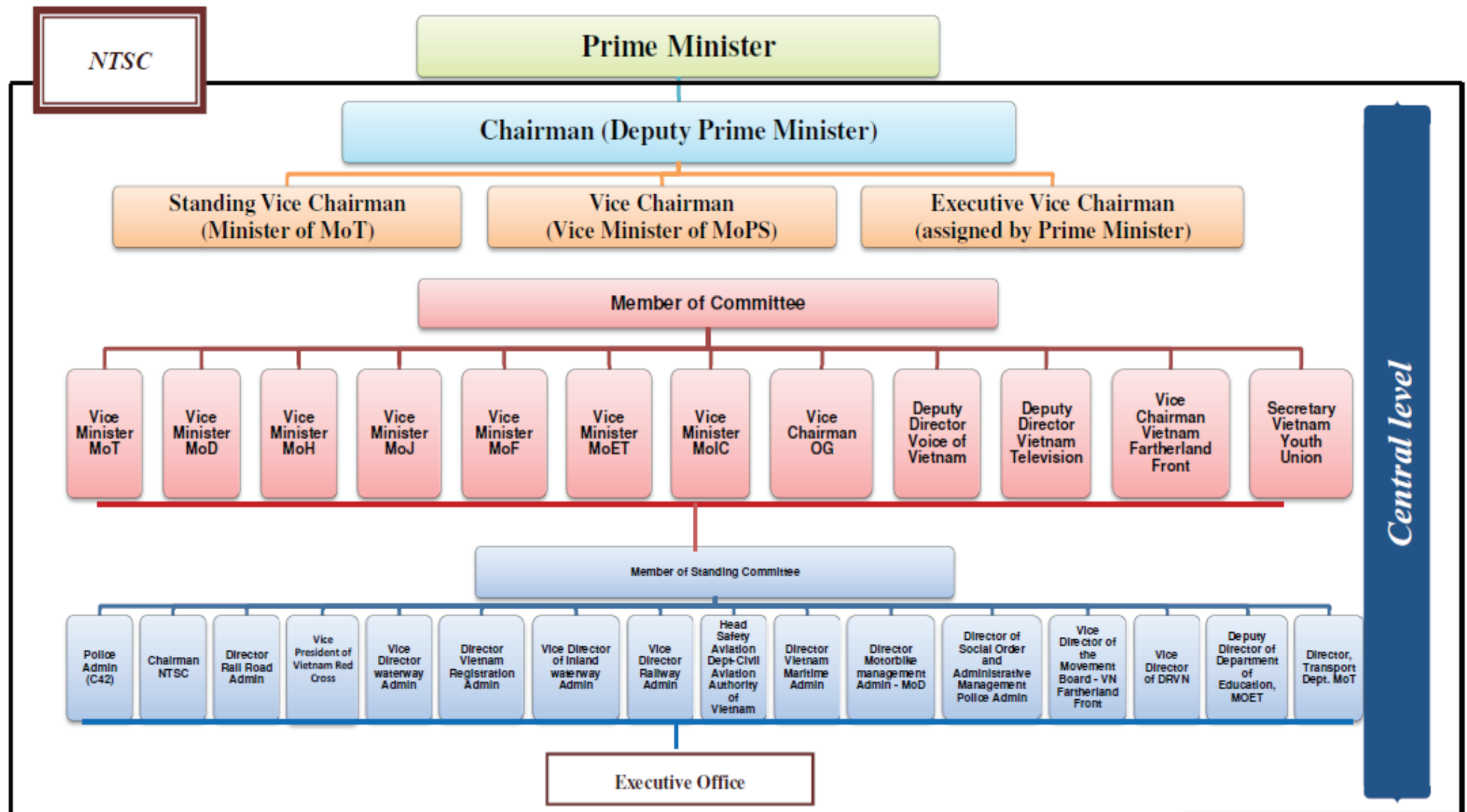


Expansion phase 2010-2016

This phase was marked by the transition of national counterpart from health to the National Traffic Safety Committee (NTSC). The NTSC is the national coordinating agency for road safety which includes 12 agencies and being led by a Deputy Prime Minister.

Coordinated multi-sectoral collaboration was the key to the successful implementation of this program in Viet Nam. On 12 May 2010, the National Traffic Safety Committee together with WHO and GRSP announced Chairman's Decision 145 on the establishment of the programme steering committee comprising twelve members from key national and International partners, including NTSC, provincial traffic safety committee, Ministry of Transport, Ministry of Health, Ministry of Education, Traffic Police Department (C67), WHO, Global Road Safety Partnership (GRSP), Johns Hopkins University and Hanoi School of Public Health (HSPH) [8]. The key function of the steering committee was to direct and strategic plan for implementing the programme in Viet Nam. The fact that the programme was coordinated by the lead agency for road safety in Viet Nam was instrumental for the program to be aligned with national road safety objectives with outcomes and procedures, ensuring sustainability and contributing to the ongoing national response for road safety in Viet Nam.

Current structure of the National Traffic Safety Committee (NTSC)

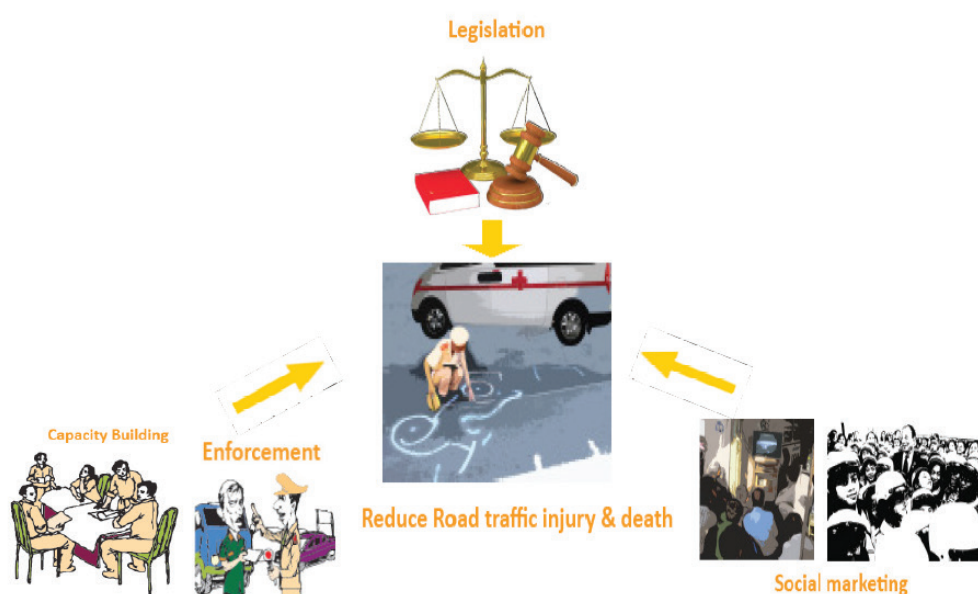


Source: NTSC

This phase, the project targeted the loopholes in the implementation of the helmet law, building capacity for road safety officials, as well as scaling up interventions and advocacy for strict drink driving control in Viet Nam.

The following figure describes the intervention model for this phase.

Figure 1. Intervention model



©WHO

Interventions in this phase focused on development of strong legislative framework to support drink driving prevention as well as closing loopholes in the helmet law. The legislative development process was coupled with strong public awareness campaigns, enforcement and capacity building of national road safety officials.

In total, the project covered over 8 million people of 8 provinces/cities., and indirectly benefit the national population of people in Viet Nam through programme outcomes and process that were later reflected into national road safety policy.

One notable example of the national scale up of project's result is on drink driving prevention. The project, through the coordination of WHO, was the first agency to identify drink driving as another major risk factor for road safety in Viet Nam from mid-2007. Since then, demonstration projects were designed to raise the public's awareness on harms and consequences of drink driving; enhance police's capacity to do enforcement and the implementation of actual enhanced enforcement. Demonstration projects showed positive results in the deterrence of drink drivers and received strong support from leaders of NTSC and the Traffic Police as well as the public. The drink driving control effort was culminated by the Decision 530 by the Deputy Prime Minister approving the national action plan to curb drink driving up to 2020 using national funding.

Improving road safety legislation

At the commencement of the project, WHO undertook a review of road safety legislation for motorcycle helmets and drink—driving, identifying loopholes and making specific recommendations for revision.

To effectively provide technical assistance for development of road safety legislations, the project undertook careful study of the legislative process in Viet Nam so that appropriate and timely interventions can be made.

The legislative support process involved technical briefings for legislators. However, when direct briefings for legislators was not possible, i.e. when the draft legislations is being reviewed at a legislature, the project have also developed factsheets, technical reference booklets and sent to responsible members of Parliament as a reference guide. Under the overall coordination of WHO for road safety legislative works in Viet Nam, a strong partnership was developed for the advocacy works in Viet Nam. National and International NGOs in conjunction with the Bloomberg Advocacy Incubator (BAI) have been providing effective and targeted interventions for specific road safety risk factors in Viet Nam.

Whilst the development of legislation in Viet Nam is very much an internal process, through strong partnerships, technical submissions from WHO were requested by the legislation drafting committees with much of this input reflected in the final promulgated version of legislation.

Child helmet wearing in Viet Nam

With the introduction of the helmet law in 2007 and strict enforcement, the helmet wearing rate in Viet Nam has increased from less than 30% to more than 90%, and this rate has been maintained since then. The situation of helmet wearing among children, however, is a different story. Despite Viet Nam's helmet law not specifying any exceptions or exemptions, the helmet wearing among children is far below that of adults at less than 40%.

Recognising this problem, WHO has been working closely with the Ministry of Transport, the National traffic safety Committee (NTSC) and other International partners since 2008 to systematically identify and address gaps in the implementation of the helmet law.

There are many factors behind the low wearing of helmets among children, including the misguided belief by adults and parents that the weight of helmets could harm a child's neck. To counter this myths, in 2009, WHO convened an expert consultation, bringing together leading experts in the fields of biomechanics, paediatrics, and biomedical engineering to present scientific evidence to the leaders of the Ministry of Transport on the unequivocal safety benefits of wearing helmets compared to unsubstantiated myths on dangers. These proceedings resulted in the passage of Decree 34 in April 2010 requiring children from 6 years of age to wear helmets when travelling on motorcycles and gave police authority to penalise the adults who allow children on motorcycles without a helmet.

The passage of Decree 34 leads to the emergence of another challenge that with children having no proof of age, the ability of police to enforce the mandatory helmet wearing requirement of children from age 6, is limited. In response, WHO supported the implementation of an alternative enforcement strategy, where school uniforms were used as an indicator of children being in the age range requiring helmet wearing.

WHO works continuously on the promotion of helmet wearing in children with national and International partners. A national child helmet campaign launched by the NTSC in 2014 including sustained social marketing campaigns coupled with stringent school based enforcement has helped increase child helmet wearing in Da Nang to 72% in May 2015 from 27% in 2011[9].

Technical and other support provided by the project have contributed to the following legislative changes:

Year	Road Safety Legislative outcomes associated by the programme
2009-2010	<ul style="list-style-type: none"> ◆ Decree 34 <ul style="list-style-type: none"> • Mandated motorcycle helmet wearing for children ≥ 6 years of age and introduced a mechanism for adults carrying children to be legally and financially responsible when children under their care were not wearing a helmet • Increased fines and introduced mandatory 30-60 day license suspensions for all vehicle drivers with a BAC 0.05-0.08g/dl • Increased fines, introduced mandatory 30-60 day license suspensions and a 10 day vehicle impoundment for motorcycle riders with a BAC $>0.08\text{g/dl}$
2012	<ul style="list-style-type: none"> ◆ Decree 71 <ul style="list-style-type: none"> • Further increased fines and introduced mandatory 10 day vehicle impoundment for all vehicle drivers with a BAC 0.05-0.08g/dl (effectively removing riders over the legal limit from the road) • Further increased fines for motorcycle riders with a BAC $>0.08\text{g/dl}$
2013	<ul style="list-style-type: none"> ◆ Decree 171 <ul style="list-style-type: none"> • Defined a motorcycle helmet as one meeting the national QCVN-2 quality standard and clarified that wearing a substandard helmet akin to not wearing a helmet at all and riders and passengers would be penalized accordingly (100,000-200,000 VND) • Reduced vehicle impoundment period to 7 days for all vehicle drivers with BAC $>0.05\text{g/dl}$ ◆ Circular 06 dated 28th February 2013 issued by 4 Ministries of Science & Technology; Trade & Industry; Transport; and Public Security <ul style="list-style-type: none"> • Outlined specific requirements for local helmet manufactures and importers on the utilization of quality assurance stamps, and trading in qualified products. ◆ Directive 04 dated 8th March 2013 issued by the Deputy Prime Minister <ul style="list-style-type: none"> • Outlined specific measures for production, trading and utilization of helmets.

Year	Road Safety Legislative outcomes associated by the programme
2014	<ul style="list-style-type: none"> ◆ Technical document 2329 dated 6 June 2014 issued by the General Department of Police <ul style="list-style-type: none"> • Introduced new national drink driving enforcement procedure to greater increase the efficiency and effectiveness of roadside testing.
2015-2016	<ul style="list-style-type: none"> ◆ Decree 46 dated 26 May 2016 issued by the Prime Minister <ul style="list-style-type: none"> • Increased financial penalty for car drivers up to 18 million VND and license withdrawal up to 6 months. • Required seatbelts to be worn in all seats where it's available. • Increased financial penalty for motorcycle riders up to 4 million VND and license withdrawal up to 5 months. ◆ Decree No 87/2016/ND-CP dated 1/7/2016 issued by the Prime Minister <ul style="list-style-type: none"> • Strengthened the regulations on the production and trading of quality helmets. This Decree required businesses to meet specific standards in production and trading of helmets. This is in addition to meeting National Technical Standards for helmets.

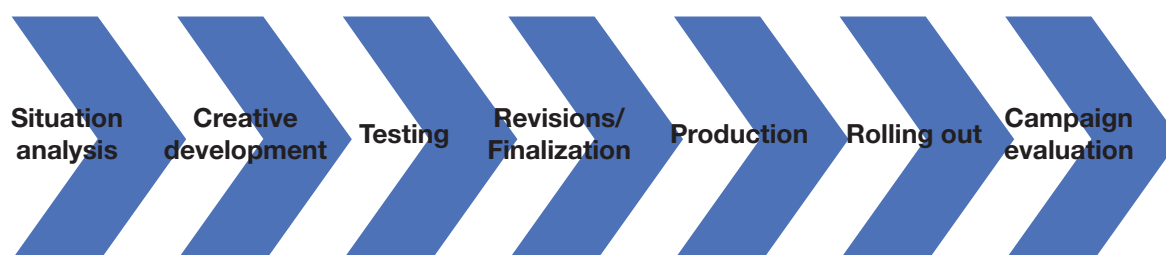
Social marketing and public awareness campaigns

The project employed an advanced approach in the development and roll out of public awareness campaigns for key road safety risk factors including helmet quality and drink driving. Each campaign was designed with clear Single Overarching Communication Objective (SOCO) followed by a 7Cs approach[10]:

- 1. Command attention**
- 2. Clarifying the issue**
- 3. Consistency**
- 4. Communicate a benefit or consequences if doing otherwise**
- 5. Cater to the Heart and Mind**
- 6. Create trust**
- 7. Call to action**

National counterparts were closely involved in every step of campaign development to ensure ownership and leveraging support for national roll out of campaigns. National ownership of these campaigns also facilitated the dissemination and broadcasting through official government public service channels.

Figure 2. The campaign development process



In total, 8 TV commercials (TVCs) were produced and aired on national and provincial TV stations (2 TVCs on helmet quality and 6 TVCs on consequences of drink driving). Over the life of the project more than 5,600 TV segments were broadcasted at national and provincial levels. Media tracking estimated television reach of the campaign (number of people watched at least once the TVC) at 28.4 million people in 2010, 37.4 million in 2011, 49.5 million in 2012, 66.6 million in 2013 and 32.1 million in 2014. In addition, campaign materials were streamed on the internet during the FIFA World Cup in 2014 which resulted in 20.4 million unique visits[11]. Media tracking service was provided by an independent agency with data from TNS – an Internationally known media services agency. As part of the national road

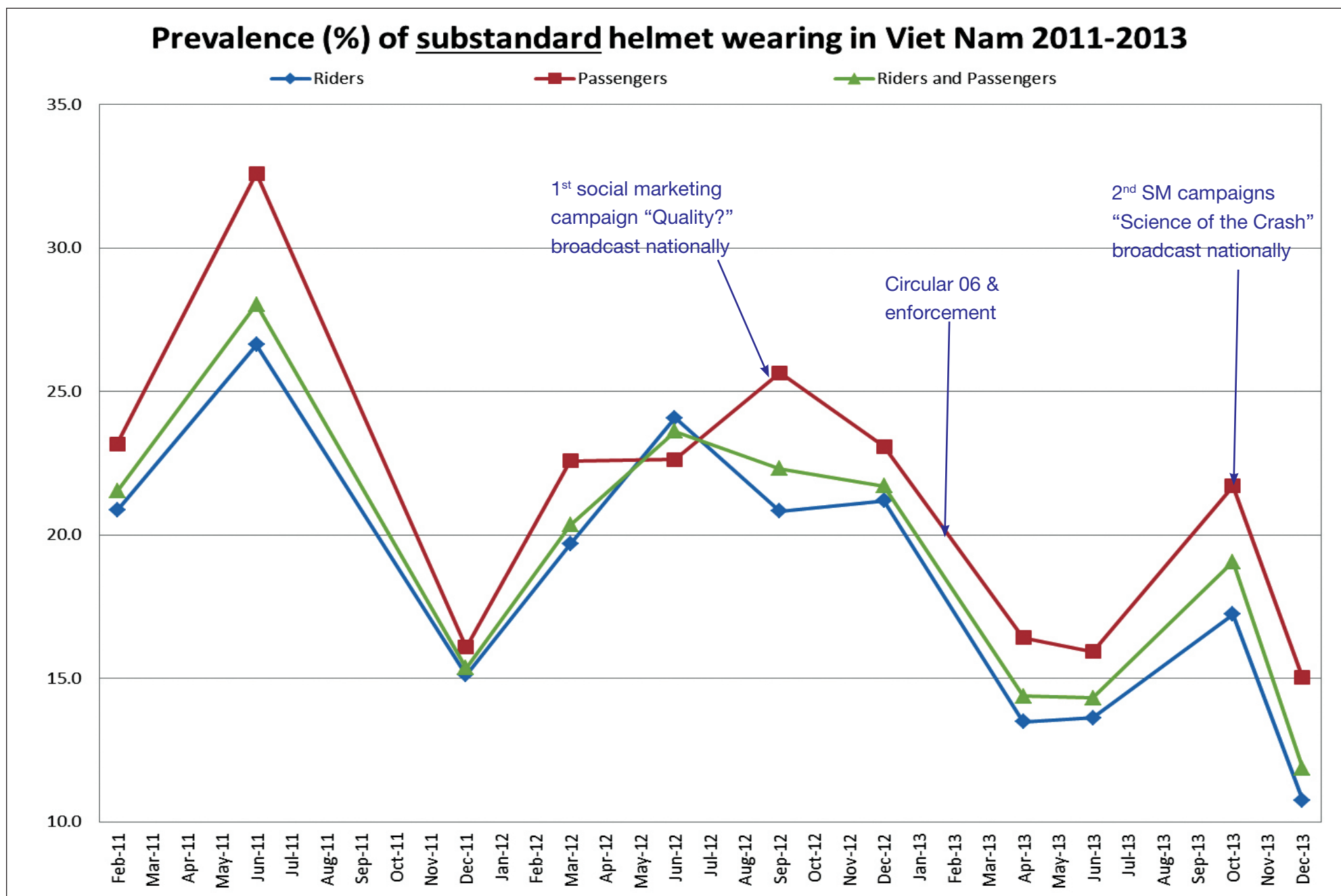
safety programme, NTSC also shared campaign materials with provincial counterparts in all 63 provinces, for broadcasting utilizing their own local budgets, further expanding the reach. The following table displays results of our campaigns as reported by media tracking service.

Table 1. Campaign reach

	Estimated population reached				
Year	2010	2011	2012	2013	2014
Campaign on TV (national & provincial)	28,459,567	37,411,444	49,455,253	66,613,125	32,101,353
Campaign on Internet (appearance)					65,967,859
Campaign on Internet (Unique visits)					20,427,998

The publicity campaigns were timed to coincide with Government's enforcement program to maximize the impact. Monitoring results from JHU and HSPH showed positive changes in people's knowledge and practice of drink driving and use of substandard helmets. The following graph provides an example:

Graph 2. Reduced trends in the use of substandard helmets.



In addition to the production of TV commercials, the project has produced 3 poster/leaflet and 4 billboard designs on consequences of drink driving and promotion of use of quality helmets. The project provided seed funding for rolling out communication materials in provinces. Local authorities used own resources for multiplication to expand the reach of campaigns. Details on public awareness campaigns can be found at Annex 2.

Capacity building and enforcement

Sustainability was at the heart of the Bloomberg Initiative's support for road safety in Viet Nam. In support of local ownership for road safety action, the programme has also prioritized the development of capacity of national counterparts. This program was implemented mainly by the Global Road Safety Partnership (GRSP). WHO has, however, provided selected trainings for road safety officials as well.

Since 2008, in total, GRSP and WHO has provided training on road safety policy development, social marketing campaign development and enhanced enforcement of drink driving and helmet quality for 7,585 transport, road safety officials and traffic police in Viet Nam [GRSP, WHO 2016].

Table 2. Training for road safety officials

Types of training	Trainees	Quantity
Training on development and implementation of social marketing campaigns	NTSC, Provincial Traffic Safety Committee (PTSC) staff, journalists, communicators	681
Training on strategies for drink driving prevention	Drivers & Managers of transportation enterprises	1,299
Training on drink driving enforcement	C67, NTSC, PTSC staff	4,395
Training on helmet quality	C67. Journalists, PTSC staff	986
Training on road safety policy development	NTSC, PTSC staff	224

Source: GRSP, WHO 2016

Through the capacity building program for enhanced drink driving enforcement, the traffic police were put in an extensive training program with technical support from senior International policing consultants. The traffic police in Viet Nam went through detailed process in collecting intelligence, resources planning and developing enforcement plans. The traffic police were also trained in methods for setting up safe check point operations to ensure safety for officers as well as road users. Throughout the program, no injuries were reported in check point operations.



© GRSP



To support the traffic police in conducting drink driving enforcement campaigns, over the last 10 years of the program, WHO procured seed equipment and consumables for drink driving prevention activities in Viet Nam. WHO also provided training and periodical maintenance for equipment provided. Details of equipment procured are listed in the following table.

Table 3. Number of helmets, breathalyzers and consumables procured

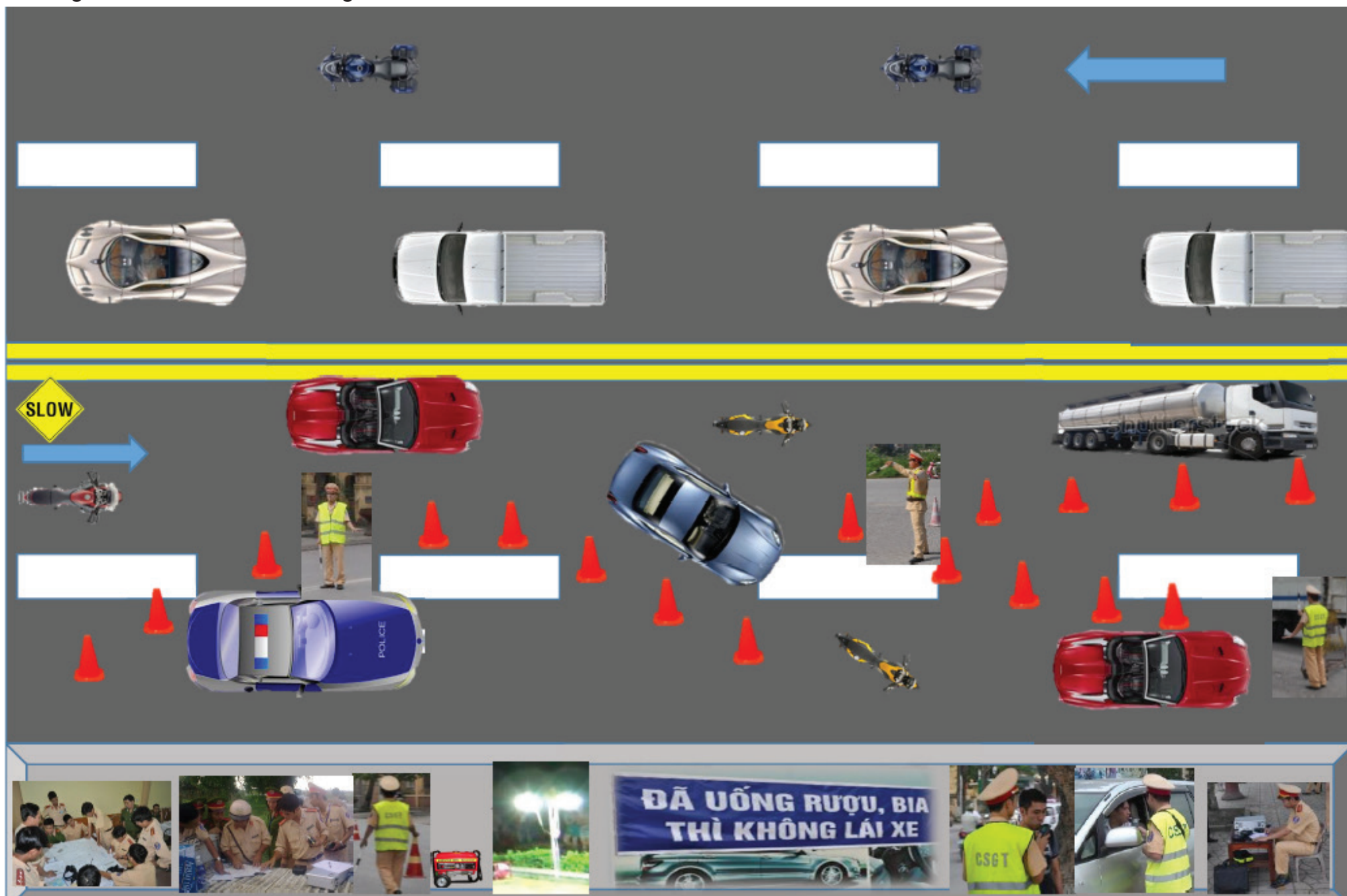
			Distribution								
	Items	Total	Yen Bai	Da Nang	Binh Duong	Bac Ninh	Vinh Phuc	Quang Ninh	Ha Nam	Ninh Binh	C67
1	Breathalyzers*	160	12	12	12	20	20	30	20	20	11
2	Mouthpieces	271,000	13,000	13,000	13,000	30,000	30,000	50,000	52,000	49,000	21,000
3	Printer rolls	3,200	200	200	200	200	200	400	700	700	400
4	Printer ribbons	1,000				200	100	300	100	200	100
5	Helmets	8,542									

* 3 breathalyzers were kept by Vietnam Metrology institute (for product registration); and WHO

Enhanced enforcement model for drink driving was introduced for implementation in 5 targeted provinces. The traffic police were trained in setting up safe check points, as well as implementing a rapid screening procedures for drivers and riders. The new enforcement model has three major advantages:

- **High visibility**
- **Safe for police officers/road users, and**
- **High efficiency**

Figure 3. Enhanced drink driving enforcement model



In addition, the new enforcement model also received high degree of acceptance from the public. A driver in Quang Ninh province when pulled over for breath alcohol test said: *“I fully support this model of operation as it’s very quick and convenient for traffic participants.”* The enhanced enforcement model also sent a strong deterrence message to the general public about the Government’s efforts in combating the drink driving problem in the country.

The enhanced drink driving enforcement has also significantly improved in the efficiency of police’s check point operation by at least 15 times compared with the traditional enforcement procedures. The pilot in Quang Ninh province in 2013 has clearly shown this marked improvement in comparison with the remaining project provinces where traditional practice was applied.

Recognizing the high efficiency and safety of the enhanced drink driving enforcement model, in June 2014, the General Department of Police for Administrative Management of Social Safety & Order issued Technical document #2329 to introduce new drink driving enforcement procedures for national application.

The following table shows the enforcement results in 2013 & 2014 reported by 5 project provinces, compared with virtually none if using tradition methods.

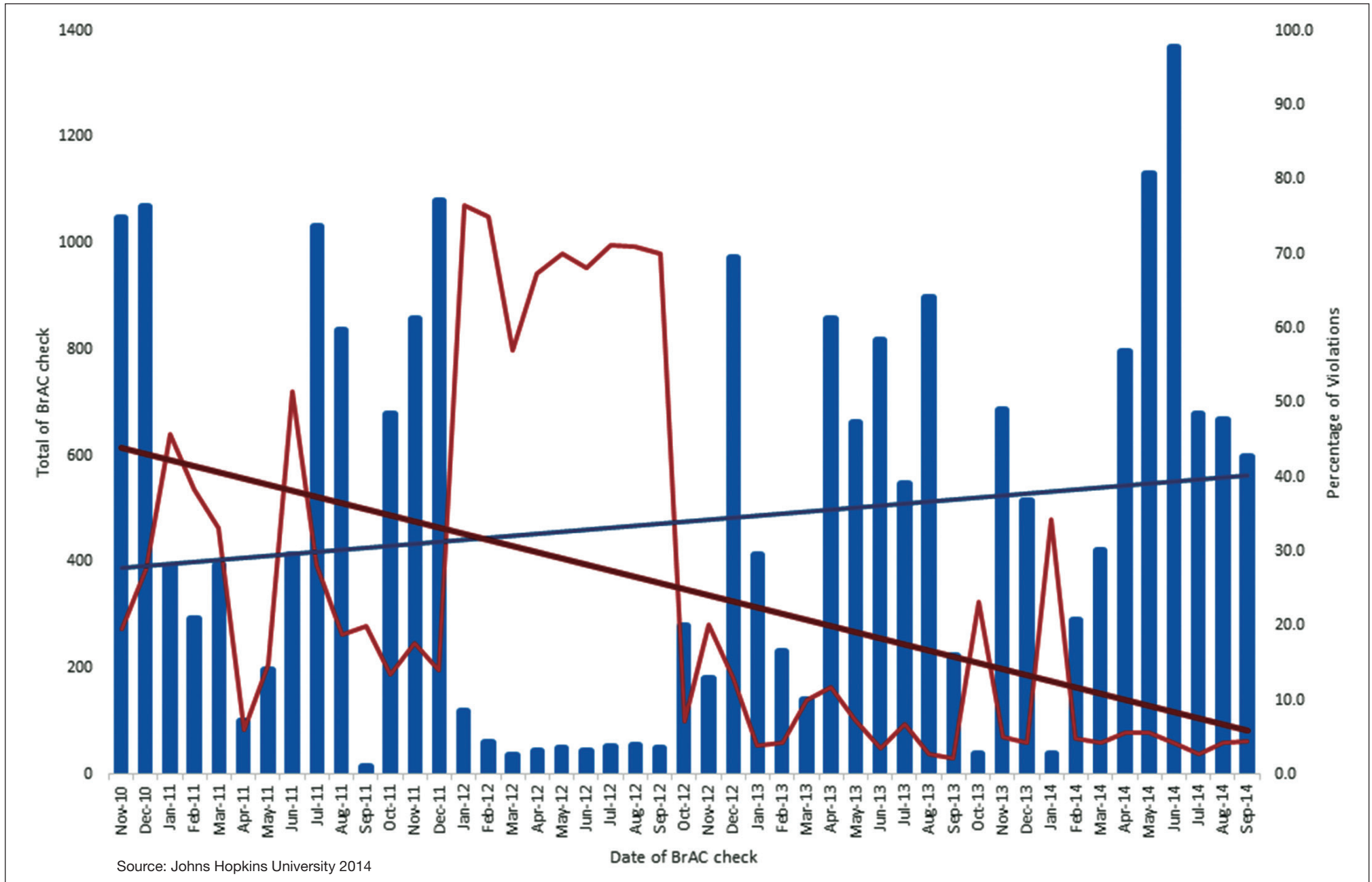
Table 4. Number of drivers tested for breath alcohol concentration (BrAC) by traffic police

No	Province	Total tested 2013	Total tested 2014	Tested cases with DD violations (2014)	Penalty (thousand VND)	Revocation of driving licences	Temporary revocation of vehicles	
							Automobile	Motorcycle
1	Bac Ninh	4,163	6,488	16	41,000	16	11	5
2	Ha Nam	3,479	6,957	60	419,500	60	48	12
3	Ninh Binh	4,550	4,397	170	557,000	162	128	31
4	Vinh Phuc	5,603	5,848	697	2,469,925	575	304	271
5	Quang Ninh	93,634	15,162	1,466	7,779,800	1,372	1,116	358
	Total	111,429	38,852	2,409	11,267,225	2,185	1,607	677

Source: GRSP 2014

During the life of the project, the prevalence of drink driving was monitored through collection of data from police checkpoints where BrAC checks were performed at random locations in Ha Nam and Ninh Binh. Data were collected on BrAC for drivers at these checkpoints with a total of 10,812 police stops in Ha Nam and 15,531 police stops in Ninh Binh during the period. Among all drivers stopped at checkpoints, 53% were cars, 36% were motorbikes and 11% were trucks or buses of varying sizes. There was a two-month break in data collection (February 2011-March 2011) in Ha Nam due to logistical issues relating to police enforcement in the province. Generally, the proportion of violations at BrAC checkpoints fell between 2010 and 2014 and is shown in Graph 3 [12].

Graph 3. Declined proportion of violations at checkpoints versus number of breath tests given by police by month

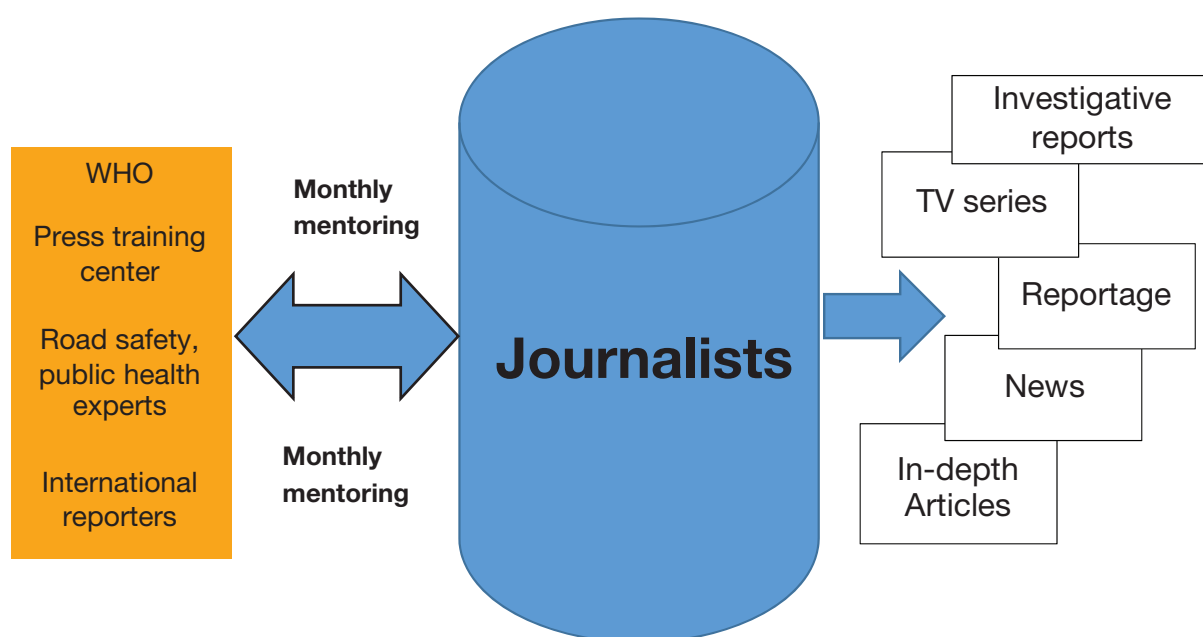


Working with the journalists

WHO has, since June 2013, collaborated with the Press Training Center (PTC) of the Viet Nam Journalist Association on the development and implementation of a training program for print and television journalists on effective road safety reporting. A mentoring program was established involving senior journalists from major newspapers in Viet Nam.

Throughout the program, various road safety experts, public health professionals were invited to provide in-depth technical information for reporters. In addition, the PTC organized a monthly journalism technical briefing for reporters of the program to review the approximately 50 articles written each month and provide specific feedback to each journalists on how to be more comprehensive in their reporting on the factors contributing to road trauma and how it can be prevented, rather than just focusing on the details of a specific crash.

Figure 4. Building capacity for enhanced reporting on road safety



The followings are some examples of changes in the ways of reporting road safety by reporters participated in the journalism mentoring program.

Tai nạn liên hoàn, 1 người chết, hơn 10 người bị thương

Khoảng 13g ngày 1-5, tại quốc lộ 1A, đoạn qua thị xã Ninh Hòa (Khánh Hòa) xảy ra vụ tai nạn giao thông liên hoàn giữa một ô tô khách, ba ô tô con và một xe gắn máy khiến 1 người chết, hơn 10 người bị thương.



Ngoài nạn nhân đi xe gắn máy từ vong tại chỗ thì hơn 10 người đi xe khách và xe con bị thương.

Theo thông tin ban đầu, xe khách mang biển số 77B - 00361 đang chạy hướng Nam - Bắc thì mất lái tông liên tiếp vào ba xe ô tô con chạy cùng chiều và ngược chiều, tông tiếp vào một người đang chạy xe gắn máy, rồi lật ngược nằm chắn ngang quốc lộ.

Vụ tai nạn khiến quốc lộ 1A bị ách tắc kéo dài hơn 10km, các xe đều bị hư hỏng nặng. Công an tỉnh Khánh Hòa phải huy động lực lượng đến giải quyết tình trạng ách tắc vì tai nạn đúng dịp lễ.

Serial crash, 1 death, 10 injured.

Tuoi Tre, 1 May 2013

Báo Quảng Ninh

An toàn giao thông

An toàn giao thông là không tai nạn

Kiểm tra nồng độ cồn theo quy trình mới: Nâng cao nhận thức - Giảm TNGT

Cập nhật lúc 05:23, Thứ Năm, 28/11/2013 (GMT+7)

Ngày 11-11-2013, lực lượng chức năng của tỉnh đã bắt đầu triển khai kiểm tra nồng độ cồn theo quy trình mới. Đây là quy trình được áp dụng theo tiêu chuẩn quốc tế và Quảng Ninh cũng là tỉnh đầu tiên trong cả nước triển khai thí điểm. Mặc dù, mới thực hiện 15 ngày, song quy trình này đã cho thấy hiệu quả tích cực từ cả hai phía, người thực thi công vụ và người vi phạm, góp phần nâng cao nhận thức, ngăn ngừa vi phạm, hạn chế TNGT liên quan đến rượu bia khi tham gia giao thông.

Từ sự hỗ trợ của dự án

Xử lý nồng độ cồn theo mô hình quốc tế là một trong những nội dung thuộc Dự án Phòng chống rượu bia và lái xe (PIS-10-VN) do Quỹ Bloomberg tài trợ thông qua Tổ chức Y tế thế giới, Hiệp hội ATGT đường bộ toàn cầu (GRSP), Trường Đại học Johns Hopkins. Dự án này được triển khai tại Việt Nam từ năm 2009 với sự tham gia thí điểm của 4 tỉnh phía Bắc, gồm: Hà Nam, Ninh Bình, Lạng Sơn, Bắc Giang. Đến tháng 2-2012, dự án triển khai ở 3 tỉnh mới là: Bắc Ninh, Vĩnh Phúc và Quảng Ninh. Sau 3 năm triển khai, Quảng Ninh đã được dự án hỗ trợ thông qua việc tổ chức các lớp tập huấn về phòng chống lạm dụng rượu, bia cho lái xe; tổ chức tập huấn và thực hành cưỡng chế kiểm tra nồng độ cồn theo mô hình quốc tế cho lực lượng CSGT dưới sự hướng dẫn của ông Raymond Neil Shuey, chuyên gia ATGT của Hiệp hội ATGT đường bộ toàn cầu; trang bị máy đo nồng độ cồn... Thượng tá Lê Đức Hiền, Phó Phòng CSGT đường bộ - đường sắt, Công an tỉnh Ninh Bình: "Pha trộn mới kiểm tra nồng độ cồn nhưng với quy trình kiểm tra như thế này thật là đơn giản và dễ dàng".



Kiểm tra nồng độ cồn theo quy trình mới đã mang lại hiệu quả tích cực cho cả người thực thi công vụ và người tham gia giao thông.

Giảm TNGT từ cấm uống rượu bia là cuộc chiến dài

01/10/2013 | 17:12:00



Trên hành trình đo nồng độ cồn với lái xe. (Ảnh: ITXVN)

Theo nhận định của đại diện các cơ quan chức năng, Việt Nam thuộc "top" đứng đầu các nước sử dụng chất kích thích (rượu, bia) khi tham gia giao thông. Uống rượu, bia là một trong những nguyên nhân hàng đầu dẫn thương tích đường bộ Việt Nam.

Thiếu tướng Nguyễn Văn Tuyên, Cục trưởng Cục cảnh sát giao thông đường bộ - đường sắt (C67) cho biết: "Cuộc chiến với lái xe uống bia, rượu còn khó khăn hơn rất nhiều so với quy định đội mũ bảo hiểm khi tham gia giao thông bởi những đồ uống này vốn ăn sâu vào tập quán, thói quen người dân."

Thông tin trên được đưa ra tại Lễ phát động Chiến dịch tuyên truyền và tuần tra kiểm soát xử lý vi phạm quy định nồng độ cồn đối với người điều khiển phương tiện cơ giới đường bộ, diễn ra vào hôm nay (1/10), tại Hà Nội.

New drink-driving enforcement practice enhances public awareness and reduces traffic crashes.

Quang Ninh Daily, 11 Nov 2013

Reducing alcohol related road traffic crashes – a long war

Vietnam+, 1 Oct. 2013

Table 5: Journalists trained by the program

	2013	2014	2015	2016	Total
Ha Nam	7				7
Ninh Binh	7				7
Bac Ninh	7				7
Vinh Phuc	7				7
Quang Ninh	7				7
Representatives from national newspapers	40	10	26	73	149
National/provincial TV reporters		35	172		207
Total	75	45	198	73	391

The journalists training program has created a pool of reporters with enhanced skills in reporting road safety in Viet Nam. In addition, the capacity of the Viet Nam Journalist Association has also been strengthened for future trainings of Vietnamese journalists on modern journalism as well as effective road safety reporting.

Lessons learnt and future road safety priorities

Overall, the implementation of this program has been highly successful in Viet Nam. Whilst there were some challenges associated with the workload, limited staff and inability to receive funds from external sources of the National Traffic Safety Committee, the coordination of the program by the lead agency for road safety in Viet Nam was overwhelming positive and will greatly contribute to the mainstreaming of programme elements and processes as part of the ongoing national road safety programme.

The greatest achievement has been the mainstreaming of this internationally supported project into the wider implementation of the national road safety programme which has ensured adoption and scale up to national implementation on some elements such as the social marketing campaigns and enhanced enforcement models and the sustainability of utilization of new good practice approaches and processes.

Viet Nam has made significant progress in improving road safety in the country in the last 10 years. However, in order to sustain the achievements and effectively deal with rising challenges, Viet Nam will need to put extra efforts towards implementation of the comprehensive road safety strategy. In addition to the development of road networks, priorities must also be given to development of public transport systems as well as non-motorized transport. A good public transport system will encourage more people to walk and cycle, thus reducing congestion, air pollution and promoting physical activities to prevent NCDs which are claiming more than 73% of total deaths in Viet Nam.

In September 2015, Viet Nam joined other world leaders at the United Nations to endorse a global plan of action for peace and prosperity that aims to leave no one behind.

That plan is called “Transforming our World: the 2030 Agenda for Sustainable Development” and encompasses the 17 Sustainable Development Goals. This plan has set targets numbered #3.6 to halve road traffic deaths and injuries by 2020, and #11.2, which aims to provide, by 2030, access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons.

The National Traffic Safety Committee of Viet Nam has repeatedly affirmed its commitment to meet the target of halving road traffic deaths and injuries by 2020.

In order to achieve such ambitious goals, a strong legislative framework for road safety must be put in place to address key road safety risk factors including: non-use of quality helmets, drink driving, speeding, non-use of seatbelts and child restraints. On the other hand, effective implementation of road safety legislations will be the key to ensure effectiveness of policies.

Implementing proactive prevention measures is key to reducing road traffic crashes, deaths and injuries. However, if crash does happen, an effective trauma care system must be available to respond to ensure quick and quality response to victims. This could range from setting up a national/regional emergency coordinating center with universally accessible phone number. A network of responders must be established, trained and adequately resourced to provide immediate care to victims before referral to formal trauma care centers.

Ongoing road safety improvements will require all these elements being put together and implemented by the whole Government as well as the whole society, and many thousand lives and serious injuries could be saved on Viet Nam's roads.

References

1. National traffic safety committee
2. General Department of Traffic police (C67), 2016
3. Traffic Injury Prevention, 2013
4. Ministry of Health, STEPS survey for NCD risk factors 2015
5. Decision 1586 dated 24th October 2012 approving the National road safety strategy by 2020 with a vision to 2030.
6. Ministry of Transport, 5 year review of National road safety strategy by 2020 with a vision to 2030, 2016
7. National traffic safety committee, National report on the situation of Traffic safety and order in 2007, 24th January 2008.
8. Decision 145 dated 11 May 2010 approving the establishment of the steering group (PSG) and the technical working group (TWG) for road safety project in Vietnam (RS10-VN) funded by Bloomberg Philanthropies
9. AIP Foundation, monitoring of the implementation of national child helmet wearing action plan, 2015.
10. WHO, Department of Communication, 2012
11. TV plus 2014
12. Johns Hopkins University, Global Road Safety Program – Final project evaluation report: Viet Nam 2015.

Annex 1. Key changes to Decrees governing administrative sanctions

Decree 71, September 19, 2012	Decree 171, 13 November, 2013	Decree 46 (26th May 2016) effective 1 Aug 2016
Article 8. Penalty Settlement to driver(s), person(s) sitting on the automobiles and other types of automobile-like vehicles who violate road traffic rules	Article 5. Penalty Settlement to driver(s), person(s) sitting on the automobiles and other types of automobile-like vehicles who violate road traffic rules	Article 5. Penalty Settlement to driver of automobiles and other types of automobile-like vehicles who violate road traffic rules
		<p>1. Pecuniary fine from VND100,000 – VND200,000 for vehicle drivers committing any of the violation acts below:</p> <p>k. Operators or occupants on vehicle who does not use seat belt where seat belt is equipped while vehicle is running.</p> <p>l. Transporting people sitting on vehicle who does not use seat belt where seat belt is equipped.</p>
		<p>3. Pecuniary fine from VND600,000 – VND800,000 for vehicle drivers committing any of the violation acts below:</p> <p>l. Use of mobile phone (by hand) while operating vehicle.</p>
5. Pecuniary fine from 2,000,000VND to 3,000,000VND for vehicle drivers committing any of the violation acts below:	5. Pecuniary fine from 2,000,000VND to 3,000,000VND for vehicle drivers committing any of the violation acts below:	<p>6. Pecuniary fine from 2,000,000VND to 3,000,000VND for vehicle drivers committing any of the violation acts below:</p> <p>Drive vehicles with alcoholic concentration in blood or breath but not exceeding 50mg/100ml, or 0.25mg/L. (<i>license 1-3 months; 2-4 months if causing accident; imp.7d</i>)</p>

Decree 71, September 19, 2012	Decree 171, 13 November, 2013	Decree 46 (26th May 2016) effective 1 Aug 2016
b. Drive vehicles on the way with alcoholic concentration in blood or breath but not to the violation level defined in point b of item 1, point a of item 8 of this Article. <i>(license 30days ; imp.10d)</i>	b. Drive vehicles on the way with alcoholic concentration in blood or breath but not to the violation level defined in point b of item 7, point a of item 8 of this Article. <i>(license 30days, 2 years if causing serious accident; imp.7d)</i>	
7. Pecuniary fine from 8,000,000VND to 10,000,000VND for vehicle drivers committing any of the violation acts below	7. Pecuniary fine from 7,000,000VND to 8,000,000VND for vehicle drivers committing any of the violation acts below	8. Pecuniary fine from 7,000,000VND to 8,000,000VND for vehicle drivers committing any of the violation acts below Drive vehicles in the status of having alcoholic concentration exceeding 50mg to 80mg/100ml of blood or exceeding 0.25mg to 0.4mg/l of breath. <i>(license 3-5months; imp.7d)</i>
b) Drive vehicles in the status of having alcoholic concentration exceeding 50mg to 80mg/100ml of blood or exceeding 0.25mg to 0.4mg/l of breath <i>(license 60days; imp.10d)</i>	b) Drive vehicles in the status of having alcoholic concentration exceeding 50mg to 80mg/100ml of blood or exceeding 0.25mg to 0.4mg/l of breath <i>(license 60days (2 years if causing serious accident); imp.7d)</i>	

Decree 71, September 19, 2012	Decree 171, 13 November, 2013	Decree 46 (26th May 2016) effective 1 Aug 2016
<p>8. Pecuniary fine from 10,000,000VND to 15,000,000VND for vehicle drivers committing any of the violation acts below:</p> <p>a) Drive vehicles in the status of having alcoholic concentration exceeding 80mg/100ml of blood or exceeding 0.4mg/l of breath</p> <p>b) Fail to comply with request for testing of narcotics, alcohol concentration by traffic management or competent authorities on duties. (impoundment 10d; license 60days)</p>	<p>8. Pecuniary fine from 10,000,000VND to 15,000,000VND for vehicle drivers committing any of the violation acts below:</p> <p>a) Drive vehicles in the status of having alcoholic concentration exceeding 80mg/100ml of blood or exceeding 0.4mg/l of breath</p> <p>b) Fail to comply with request for testing of narcotics, alcohol concentration by traffic management or competent authorities on duties. (impoundment 7d; license 60days, (2 years if causing serious accident))</p>	<p>9. Pecuniary fine from 16,000,000VND to 18,000,000VND for vehicle drivers committing any of the violation acts below:</p> <p>a) Drive vehicles in the status of having alcoholic concentration exceeding 80mg/100ml of blood or exceeding 0.4mg/l of breath. (license 4-6months; imp.7d)</p> <p>b) Fail to comply with request for testing of alcohol concentration by traffic management or competent authorities on duties. (impoundment 7d; 4-6months)</p>
<p>Article 9. Penalty Settlement on driver(s), person(s) sitting on the motorbike(s), mopeds (including electric motorcycles), and other types of motorbike-like vehicles, moped-like vehicles who violate road traffic rules</p>	<p>Article 6. Penalty Settlement on driver(s), person(s) sitting on the motorbike(s), mopeds (including electric motorcycles), and other types of motorbike-like vehicles, moped-like vehicles who violate road traffic rules</p>	<p>Article 6. Penalty Settlement on riders of motorbike(s), mopeds (including electric mopeds), and other types of motorbike-like vehicles, moped-like vehicles who violate road traffic rules as follows:</p>

Decree 71, September 19, 2012	Decree 171, 13 November, 2013	Decree 46 (26th May 2016) effective 1 Aug 2016
3. Pecuniary fine from 100,000VND to 200,000VND for any of the violation acts below	3. Pecuniary fine from 100,000VND to 200,000VND for any of the violation acts below	3. Pecuniary fine from 100,000VND to 200,000VND for any of the violation acts below:
i) The driver, person sitting on the vehicle do not wear helmet(s) or wear helmet(s) without fastening its chin-strap properly while participating in traffic	i) The driver, person sitting on the vehicle do not wear helmet for motorcyclists or wear helmet(s) without fastening its chin-strap properly while participating in traffic	i. The riders who “do not wear helmet for motorcyclists” or wear helmet(s) without fastening its chin-strap properly while participating in traffic.
k) Carry a person sitting the vehicle without wearing helmet or wearing helmet without fastening its chin-strap properly, except the circumstances of carrying the person to emergency treatment, carrying an under-6 child or escorting the person with law violation act	k) Carry a person sitting the vehicle without wearing helmet for motorcyclists or wearing helmet without fastening its chin-strap properly, except the circumstances of carrying the person to emergency treatment, carrying an under-6 child or escorting the person with law violation act	k. The riders carrying passenger who “do not wear helmet for motorcyclists” or wear helmet(s) without fastening its chin-strap properly (except the circumstances of carrying the person to emergency treatment, carrying an under-6 child or escorting the person with law violation act) while participating in traffic. o. the rider using umbrella, cell phone, audio devices except hearing aids.
5. Pecuniary fine from 500,000VND to 1,000,000VND for the vehicle drivers committing any of the violation acts below	5. Pecuniary fine from 500,000VND to 1,000,000VND for the vehicle drivers committing any of the violation acts below	6. Pecuniary fine from 1,000,000VND to 2,000,000VND for the vehicle Riders in the status of having alcoholic concentration exceeding 50mg to 80mg/100ml of blood or exceeding 0.25mg to 0.4mg/l of breath (license 1-3 months. 7d)






Decree 71, September 19, 2012	Decree 171, 13 November, 2013	Decree 46 (26th May 2016) effective 1 Aug 2016
b) Drive vehicles in the status of having alcoholic concentration exceeding 50mg to 80mg/100ml of blood or exceeding 0.25mg to 0.4mg/l of breath (<i>license 30days; imp.10d</i>)	b) Drive vehicles in the status of having alcoholic concentration exceeding 50mg to 80mg/100ml of blood or exceeding 0.25mg to 0.4mg/l of breath (<i>license 30days (2 years if causing serious accident); imp.7d</i>)	
6. Pecuniary fine from 2,000,000VND to 3,000,000VND for the vehicle drivers committing any of the violation acts below	6. Pecuniary fine from 2,000,000VND to 3,000,000VND for the vehicle drivers committing any of the violation acts below	8. Pecuniary fine from 3,000,000VND to 4,000,000VND for the vehicle drivers committing any of the violation acts below
e) Drive vehicles in the status of having alcoholic concentration exceeding 80mg/100ml of blood or exceeding 0.4mg/l of breath-out air. (<i>license 60days; imp.10d</i>) g) Fail to comply with request for testing of narcotics, alcohol concentration by traffic management or competent authorities on duties (<i>license 60days; imp.10d</i>)	e) Drive vehicles in the status of having alcoholic concentration exceeding 80mg/100ml of blood or exceeding 0.4mg/l of breath-out air. (<i>license 60days (2 years if causing serious accident); imp.7d</i>) b) <i>Fail to comply with request for testing of narcotics, alcohol concentration by traffic management or competent authorities on duties</i> (<i>license 60days (2 years if causing serious accident); imp.7d</i>)	c. Drive vehicles in the status of having alcoholic concentration exceeding 80mg/100ml of blood or exceeding 0.4mg/l of air. (<i>license 3-5 months; imp.7d</i>) b. Failure to comply with request for testing of narcotics, alcohol concentration by traffic management or competent authorities on duties (<i>license 3-5 months; imp.7d</i>)




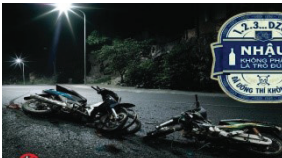

Decree 71, September 19, 2012	Decree 171, 13 November, 2013	Decree 46 (26th May 2016) effective 1 Aug 2016
Article 10. Penalty Settlement on tractor driver(s), specialized motor vehicle operator(s) who violate road traffic rules (34)		Article 7. Penalty Settlement on tractor driver(s), specialized motor vehicle operator(s) who violate road traffic rules as follows:
4. Pecuniary fine from 400,000VND to 600,000VND for any of the violation acts below:		4. Pecuniary fine from 400,000VND to 600,000VND for any of the violation acts below:
d) Drive vehicles on the way with alcoholic concentration in blood or breath but not to the violation level defined in point a of item 6, point a of item 7 of this Article; <i>(license 30days; imp.10d)</i>	No change	c) Drive vehicles on the way with alcoholic concentration in blood or breath but not exceeding 50mg/100ml, or 0.25mg/L; <i>(license 1-3 months; imp.7d)</i>
6. Pecuniary fine from 1,000,000VND to 3,000,000VND for any of the violation acts below: a) Drive vehicles in the status of having alcoholic concentration exceeding 50mg to 80mg/100ml of blood or exceeding 0.25mg to 0.4mg/l of breath; <i>(license 30days; imp.10d)</i>	No change	6. Pecuniary fine from 2,000,000VND to 3,000,000VND for any of the violation acts below: a) Drive vehicles in the status of having alcoholic concentration exceeding 50mg to 80mg/100ml of blood or exceeding 0.25mg to 0.4mg/l of breath; <i>(license 2-4 months; imp.7d)</i>

Decree 71, September 19, 2012	Decree 171, 13 November, 2013	Decree 46 (26th May 2016) effective 1 Aug 2016
<p>7. Pecuniary fine from 3,000,000VND to 5,000,000VND for any of the violation acts below:</p> <p>a) Drive vehicles in the status of having alcoholic concentration exceeding 80mg/100ml of blood or exceeding 0.4mg/l of breath; <i>license 60days, imp.10d</i></p>	<p>7. Pecuniary fine from 3,000,000VND to 5,000,000VND for any of the violation acts below:</p> <p>a) Drive vehicles in the status of having alcoholic concentration exceeding 80mg/100ml of blood or exceeding 0.4mg/l of breath; <i>license 60days (2 years if causing serious accident), imp.7d</i></p>	<p>7. Pecuniary fine from 5,000,000VND to 7,000,000VND for any of the violation acts below:</p> <p>a) Drive vehicles in the status of having alcoholic concentration exceeding 80mg/100ml of blood or exceeding 0.4mg/l of breath; <i>license 2-4 months, imp.7d</i></p> <p>b. Failure to comply with request for testing of narcotics, alcohol concentration by traffic management or competent authorities on duties <i>license 2-4 months, imp.7d</i></p>
Article 11. Penalty Settlement on rider(s), person(s) sitting on bicycles, mopeds, operators of other non-motorised vehicles who violate road traffic rules	No change	Article 8. Penalty Settlement on rider of bicycles, ebikes, operators of other non-motorised vehicles who violate road traffic rules as follows:
		<p>1. Warning or financial penalty from 50,000VND to 60,000VND for each violation as follows:</p> <p>h. riders of, people sitting on bicycle or e-bicycle use umbrella or mobile phone;</p>
		<p>4. financial penalty from 100,000VND to 200,000VND for each violation as follows:</p> <p>d. The riders, people sitting on ebikes who “do not wear helmet for motorcyclists” or wear helmet(s) without fastening its chin-strap properly while participating in traffic.</p>


Decree 71, September 19, 2012	Decree 171, 13 November, 2013	Decree 46 (26th May 2016) effective 1 Aug 2016
		dd. Carrying people on ebikes who “do not wear helmet for motorcyclists” or wear helmet(s) without fastening its chin-strap properly while participating in traffic (except the circumstances of carrying the person to emergency treatment, carrying an under-6 child or escorting the person with law violation act).

Annex 2. Social marketing campaigns for drink driving and motorcycle helmets 2008-2014

No.	Product	Distribution					
		2008-2009	2010	2011	2012	2013	2014
1	TVC 1– Think of those you could leave behind (Drink driving) 	578	Broadcast 526 times provincially and nationally between September 2010 and March 2011				
2	TVC2-Warning signs (car drivers) Drink driving prevention 			227			98
3	TVC3-Hard working trader (motorcycle riders) Drink driving prevention 			147			137
4	TVC-Glasses (motorcycle riders) Drink driving prevention 			66			
5	TVC4-Loss of Life Drink driving prevention 				351		

No.	Product	Distribution					
		2008-2009	2010	2011	2012	2013	2014
6	TVC5-Beer Mug Drink driving prevention 					1153	
7	TVC6-Quality? (Helmet quality) 				269		
8	TVC7- Science of a Crash (Helmet quality) 					1591	414
9	Billboard (4m x 6m) (Drink driving) 	42	60				
10	Billboard(4m x 6m) (Drink driving) 			4	10		

No.	Product	Distribution					
		2008-2009	2010	2011	2012	2013	2014
11	Billboard(4m x 6m) (Drink driving) 			4	10		
12	Billboard(4m x 6m) (Drink driving) 					11	
13	Billboard(4m x 6m) (Helmet quality) 					11	
14	Poster –“Drinking Game” (Drink driving) 	75,000	10,100				
15	Poster “Standard Drinks” (Drink driving) 		10,100				10,000

No.	Product	Distribution					
		2008-2009	2010	2011	2012	2013	2014
16	Poster “Plus” (Drink driving) 						10,000
17	Leaflet (Drink driving) 	93,000	202,000				80,200

