Saving Lives: The Journey From Passage To Enforcement Of A National Helmet Law

Pagna Kim, Cambodia Country Director

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Bangkok, Thailand
March 16 – 17, 2017
The Situation in Cambodia

Each day in Cambodia, at least **6 lives are lost** and **15 more are seriously injured** in road crashes, leading to **30x more deaths** than malaria, dengue fever, and landmines combined.

Even though **71%** of road fatalities in 2015 were motorcyclists, at the time of crash...

- **only 13%** of adult motorcyclists
- **...and 1%** of child passengers

were wearing a helmet.

Appropriate helmet use reduces risk of **head injury** by **69%** and risk of **fatality** by **42%**.
Head Safe. Helmet On.
GOAL
Reduce road crash head injuries and fatalities in target communes and districts.

OBJECTIVE
Increase motorcycle passenger helmet use, including among children.

TARGET GROUPS
- Primary school students and teachers
- Motorcycle passengers under 45 years old

TARGET AREAS
- Phnom Penh
- Kandal
- Kampong Speu

PROGRAM COMPONENTS
- Enabling Environment Campaign
- Behavior Change Communications
- School-based Programs
- Monitoring & Evaluation
Head Safe. Helmet On. Outputs

Legislative and Advocacy Advancements

**January 2015**
After concerted advocacy efforts by AIP Foundation and others, a motorcycle passenger helmet law is passed

**July 2015**
A sub-decree is issued that sets fines five times higher for both non-helmeted drivers and passengers

**January 2016**
Enforcement of the passenger helmet law begins

**January 2016 – June 2016**
More than 41,000 fines are issued for non-helmeted passengers in the program’s three target provinces
AIP Foundation developed an innovative video-filming methodology in consultation with the U.S. Centers for Disease Control and Prevention (US CDC).

Observations were performed quarterly in 24 communes within the 3 target provinces.

Data collected included:
- Direction of travel
- Driver, adult passenger, child passenger helmet use
- Number of passengers
- Use of chin strap
- Gender
- Time of day

Observations were conducted by trained staff from Handicap International, our research partner.
Enforcement began in January 2016, which led to a large increase in adult passenger and driver helmet use.

Child helmet use increased by over 70% in program schools.
Head Safe. Helmet On. Outcomes

Change in Non-Helmeted Deaths and Injuries
2014 to 2016

Drivers Deaths and Injuries

<table>
<thead>
<tr>
<th>Year</th>
<th>Jan - June 2014</th>
<th>Jan - June 2016</th>
<th>Reduction</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>1922</td>
<td>1430</td>
<td>25.6%</td>
</tr>
</tbody>
</table>

Passengers Deaths and Injuries

<table>
<thead>
<tr>
<th>Year</th>
<th>Jan - June 2014</th>
<th>Jan - June 2016</th>
<th>Reduction</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>990</td>
<td>793</td>
<td>19.9%</td>
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</tbody>
</table>

In the Three Target Provinces

349 adults were protected from injury, fatality, or property damage

$3,089,316 saved

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$3,089,316 saved
Moving Forward

Gaps That Remain

• Traffic police currently lack the capacity to enforce the law stringently nation-wide.

• There was public backlash to the enforcement of the new law due to the increase in monetary fines. As a result, the Prime Minister rolled-back certain elements of the law requiring licensing and registration, which mitigated enforcement efforts.

• Children were left out of the sub-decree on fines and are therefore unprotected by enforcement measures.

Addressing the Issue

Continue to advocate the government for more stringent law enforcement

Work with concerned stakeholders to ensure that children will be included and protected by enforcement measures

Continue monitoring and evaluating helmet use trends and disseminate the results

Engage additional private sector and development partners in helmet use campaigns and initiatives
Thank You!

For further information:
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