The Global Helmet Vaccine Initiative

A project of AIP Foundation
Helmet = Vaccine

Likelihood of Fatality from Road Traffic Crash

With Helmet: 42% decrease
Without Helmet

Likelihood of Severe Head Injury from Road Traffic Crash

With Helmet: 72% decrease
Without Helmet
A Proven Model

1. **Technical Assistance, Advocacy, Capacity Building**
   - Creating helmet standards
   - Establishing testing labs
   - Outlawing fake or low quality helmets

2. **School-based Programs**
   - *Helmets for Kids*
   - Safe Routes to School
   - Click on Safety e-Learning
   - Safe Kids Walk This Way

3. **Public Awareness Education**
   - Using mass media campaigns to disseminate culturally-appropriate messages

4. **Helmet Provision**
   - Building non-profit helmet factories that employ the physically disabled

5. **Research, Monitoring, & Evaluation**
   - Conducting baseline research
   - Collecting data to ensure programs’ efficiency
Replicable Results from the Vietnam Helmet Model

Adult Helmet Use Rates
- 2007: 10%
- 2008: 98%
- 800% increase

Severe Head Injuries Due to Road Traffic Crashes
- 2007: 20%
- 2008: 4%
- 24% decrease

Road Traffic Crash Fatalities
- 2007: 4%
- 2008: 3%
- 12% decrease
By the end of 2011, the financial gain for Vietnam:

- 1.2 billion USD* saved by the government in social and medical costs
- 10,000 fatalities* prevented
- 250,000 injuries* avoided

*Asian Development Bank, VicRoads International Project, NTSC data sources used for calculations by M. Florian (AIP Foundation)
Decade of Action for Road Safety

“A significant coordinated effort of this kind has the potential to save five million lives and to prevent fifty million serious injuries by 2020.”

UN Secretary-General Ban Ki-Moon and Road Safety Ambassador Michelle Yeoh
GHVI In Africa

**Senegal**
Working with local NGO partner **LASER**:
- Building partnerships with the government and private sector
- Safe Routes to School
- Public events promoting helmet use and safe driving
- Official delegation to Vietnam

**Nigeria**
- Helmet distributions with **Arrive Alive**
- Government outreach for helmet standards
- Proposal for new national helmet standard

**Tanzania**

**Helmet Vaccine Initiative - Tanzania**
- Senior government support
- Prime Minister and Inspector General of Police visit to Vietnam
- Helmet standard under evaluation
GHVI in Asia and the Mid-East

India
- Collaboration with the Western Indian Automobile Association
- Links with Safe Kids India
- Helmets for Kids

China
- AIP Foundation launching pilot child pedestrian safety program in Sichuan province with Chevron
- 2012 implementation start-up

Lebanon
Collaboration with local NGO Kunhadi, including:
- Proposal for new national helmet standard
- Helmets for Kids
- 1,200 helmets donated to F&B delivery motorcyclists
- 850 helmets donated to Internal Security Forces
GHVI in Latin America

Scoping missions completed to Cuba, Colombia, Paraguay, Uruguay and Nicaragua

Nicaragua
Ongoing collaboration with FIA Club and National Police:
• Proposal for new national helmet standard
• Helmets for Kids
• 1,000 helmets donated to the National Police
• Donation of 15 radar detectors

Uruguay
Collaboration with Fundacion Gonzalo Rodriguez
• Proposal for new national helmet standard
• Assessments of helmet wearing
• Hospital assessments of child injuries from motorbike crashes
GHVI in Europe

Greece

• 300 helmets donated to the Special Olympics bicycle team in Athens in June 2011

• Support of the Make Roads Safe Hellas campaign, ‘On the Head and Strapped On!’, in Crete.

Serbia
Vietnam Helmet Vaccine Initiative

• “Children also need a helmet”

• Stakeholder collaboration: NTSC, MoET, National Traffic Police, WHO

• Correcting misconceptions: flyer campaigns

• Workshops with teachers, parents, hospital staff

• Family Day’s interactive approach

• A television ad in development

A flyer explaining correct helmet use
Cambodia Helmet Vaccine Initiative

• Passenger helmet campaign launched in May 2010

• In 2011 “Always care. Always wear a helmet.” launched with partners NRSC, MoI, CDC, HIB

• TV, radio, billboards, posters, flyers:
  o TVC reached 23.5% of the population (3,382,286 people)
  o Radio ad reached 10.7% of the population (1,544,070)

• Stakeholder collaboration: inclusion of children in draft passenger helmet law

• Street-based awareness campaign
Thailand Helmet Vaccine Initiative

- 2011 “Year of the Crash Helmet” - GHVI supports government to achieve 2020 100% helmet compliance

- Memorandum of Understanding signed with Department of Disaster Prevention and Mitigation (Ministry of Interior)

- Child helmet campaign under development:
  - Target areas: Ayutthaya, Chonburi, Prachinburi, Lumpoon
  - Components: *Helmets for Kids*, Click on Safety e-Learning, parent education, social marketing campaign, and police training and enforcement

- Appointed member of the sub-committee under the National Road Safety Directing Center
Uganda Helmet Vaccine Initiative

- Stakeholder collaboration: AIP Foundation, CDC, Total, Automobile Association Uganda (AAU)
- Radio campaigns, helmet donations and workshops disseminating information on helmet use and road safety skills to motorcycle drivers (boda-boda)
- CDC assessing helmet compliance rates among boda-boda throughout the campaign:
  - Pre-donation: 42%
  - 3 days post-donation: 61%
  - 2 months post-donation: 97%
- New helmet standard adopted by Ugandan Bureau of Standards and approved by Ugandan National Standards Council
- Government delegation to Vietnam in planning stages
Where We’ve Been

- Vietnam
- Cambodia
- Thailand
- India
- Tanzania
- Senegal
- Lebanon
- Nicaragua
- Greece
- Serbia
- China
- Uruguay
- Nigeria
- India
- Uganda
- Tunisia
- Cambodia
- Vietnam
- Nicaragua
Thank you!

HELMET = VACCINE