**HEADED IN THE RIGHT DIRECTION**

Between 2009 and 2011, road traffic mortality rates in the intervention districts of Ha Nam and Ninh Binh Provinces decreased 25% and 20% respectively compared to a 26% increase in the comparison province of Bac Giang.

**THE ROAD AHEAD**

In 2012–13, RS10 will help the government reach even more people as implementation of the project increases from selected districts in two provinces to five full provinces. Approximately 4.8 million people live in these provinces with an average road-traffic injury mortality rate of 23 per 100 000 people.

**A COUNTRY ON TWO WHEELS**

In Viet Nam, 75% of people who are killed on the nation’s roadways are motorcyclists. 95% of the nearly 32 million registered vehicles in Viet Nam are motorized two- and three-wheelers. Most of those who are killed are young adults. Road-traffic crashes are the leading cause of death for those aged 15 to 29 years.

In response, Viet Nam has taken important steps to address its road-crash crisis. After the country enacted a motorcycle helmet law in 2007, the helmet-wearing rate jumped from below 30% to over 95%. This change alone was estimated to have saved more than 1500 lives and prevented almost 2500 serious injuries.

Many road safety challenges still remain. Awareness of crash risks is still relatively low and enforcement of road safety laws could be improved. Loopholes in existing laws mean that many Vietnamese are not wearing adequate-quality helmets and that enforcement on key risk factors such as drink-driving is not yet fully effective.

To address these challenges, RS10 is working to help the government of Viet Nam through a combination of actions, including improving legislation, equipping and building the capacity of the police to carry out strategic and effective enforcement, and running social marketing campaigns.

**RS10 VIET NAM’S GOALS**

The overall objective goal of RS10 Viet Nam is to help the Vietnamese Government prevent death and serious injuries on Viet Nam’s roads. The focus of the project’s first phase, from 2010 to 2011, was primarily on drink-driving prevention. The second phase, from 2012 to 2014, continues to target drink-driving, with an additional focus on increasing the use of high-quality helmets that meet safety standards.
THE APPROACH

› Strengthen the capacity of partners to develop and implement mass-media social marketing campaigns.
› Increase the knowledge and skills of traffic police for strategic, intelligence-driven enforcement.
› Support long-term, random and enhanced enforcement through the use of project-procured breathalyzers.
› Monitor and evaluate the impact of interventions compared to comparison sites and baseline assessments.

REDUCE DRINK–DRIVING THROUGH:

› closing legislative loopholes on drink–driving in road safety traffic legislation;
› procuring additional breathalyzers and consumables, primarily for new intervention provinces;
› training traffic police in strategic enhanced enforcement. Trainings will take place in three new provinces as well as at new sites in two provinces where RS10 has already been active; and
› developing new national social marketing campaigns on drink–driving, with increased focus on reaching target audiences in southern provinces.

INCREASE BOTH HELMET WEARING RATES AND THE USE OF STANDARDIZED HELMETS THROUGH:

› prioritizing actions to close legislative loopholes on helmet use such as linking the existing national helmet law to the national helmet-quality standards so that all motorcycle riders and passengers are required to wear higher-quality helmets; and
› developing new national social marketing campaigns designed to increase the wearing of quality helmets.

OBSERVED HELMET WEARING BY HELMET TYPE IN SELECT PROVINCES, HA NAM AND NINH BINH, VIET NAM, 2011–2012

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NATIONAL PARTNERS:

- National Traffic Safety Committee (NTSC): Chair
- Provincial Traffic Safety Committee of Ha Nam
- Provincial Traffic Safety Committee of Ninh Binh
- Provincial Traffic Safety Committee of Quang Ninh
- Provincial Traffic Safety Committee of Bac Ninh
- Provincial Traffic Safety Committee of Vinh Phuc
- Traffic Police of the Ministry of Public Security (C67)
- Department of Traffic Safety, Ministry of Transport
- Hanoi School of Public Health
- Ministry of Education and Training
- Health Environment Management Agency, MoH

Source: Johns Hopkins International Injury Research Unit, World Health Organization and Hanoi School of Public Health; unpublished data

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