

# Quarterly Progress Report

Head Safe. Helmet On.

June- August 2014



September 2014

This report was produced for review by the United States Agency for International Development (USAID). It was prepared by the Asia Injury Prevention (AIP) Foundation for Milestone 2 under Grant No. AID-OAA-F-14-00012.



**USAID**  
FROM THE AMERICAN PEOPLE

**AIP** FOUNDATION  
MAKING ROADS SAFE

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**September 2014**



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## **Disclaimer**

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## Acronyms

AIP	Asia Injury Prevention
BCC	Behavior Change Communications
CNP	General Commissariat of the National Police
DoEYS	Department of Education, Youth, and Sport
EEC	Enabling Environment Campaign
FIA	Federation Internationale de l'Automobile
HSHO	Head Safe. Helmet On.
IEC	Information, Education, and Communication
MoI	Ministry of Interior
MoU	Memorandum of Understanding
M&E	Monitoring and Evaluation
NGO	Non-Governmental Organization
NRSC	National Road Safety Committee
SBP	School-Based Program
UPS	United Parcel Service of North America, Inc.
USAID	United States Agency for International Development
USAID-DIV	USAID's Development Innovation Ventures
US CDC	United States Centers for Disease Control and Prevention

# 1. Overview and Background

Effective June 1, 2014, the United States Agency for International Development's Development Innovation Ventures (USAID-DIV) awarded the Asia Injury Prevention (AIP) Foundation Grant No. AID-OAA-F-15-00012 to implement the "Head Safe. Helmet On." (HSHO) project.

The HSHO project aims to increase passenger helmet use in Cambodia, and in doing so, prevent thousands of unnecessary road crash injuries and fatalities and save Cambodia millions of dollars otherwise lost. The period of the project is June 1, 2014 – June 1, 2016.

To achieve the primary goal of increasing passenger helmet use, the HSHO project focuses on three mutually-reinforcing components with the following objectives:

- **School-Based Program:** Increase helmet use at target schools by providing helmets and road safety education to all students and teachers while reinforcing messages through various interactive activities
- **Behavior Change Communications:** Improve passenger helmet use behavior through mass media, and street-based and commune-based campaigns
- **Enabling Environment Campaign:** Enhance commitment to approve the draft passenger helmet law and, upon its passage, improve enforcement by engaging key stakeholders in a series of meetings, workshops, and study tours

The purpose of this report is to present progress towards HSHO project activities for the first three-month project period. The Quarterly Progress Report was prepared based on the Implementation Plan and Monitoring and Evaluation Plan submitted for Milestone 1, internal project activity reports compiled throughout this quarter, and discussions with the programs, communications, monitoring and evaluation, and accounting teams working on this project. The Quarterly Progress Report includes information on activities implemented during the period of June 1, 2014 through August 31, 2014.

To decrease the burden of road accidents, AIP Foundation works in partnership with local governments and communities in Cambodia to provide life-saving traffic safety knowledge and skills to vulnerable road users with the goal of preventing road traffic fatalities and injuries. In Cambodia, road traffic crashes are a serious and increasingly concerning public health problem. With 14,227 injuries and almost 2,000 fatalities in 2013 due to motorcycle crashes, and economic costs reaching a staggering US\$ 337 million, AIP Foundation identified a significant need for increasing helmet use and pushing for the passage, and once passed, enforcement, of a draft motorcycle passenger helmet law that is currently awaiting approval from the legislative bodies of Cambodia.

## 2. Quarterly Progress

During the period of June 1, 2014 through August 31, 2014, AIP Foundation made solid progress towards the fulfilment of the HSHO project objectives, having completed almost all the activities planned for this quarter. These activities include:

### 2.1. Initial Project Activities

#### **2.1.1. Preparation and Project Launch**

- 1.1 New Staff Recruitment
- 1.2 Project Announcement
- 1.3 Project Logo Development

### 2.2 Project components

#### **2.2.1. School-Based Program (SBP)**

- 2.1 School Selection and Planning Meetings
- 2.2 Helmet Production

#### **2.2.2. Behavior Change Communications (BCC)**

- 3.1 BCC Materials Development

#### **2.2.3. Enabling Environment Campaign (EEC)**

- 4.1 Policy Briefs and Advocacy Meetings
- 4.2 Nation-Wide Activities

### 2.3 Cross-Cutting Activities

#### **2.3.1. Monitoring and Evaluation (M&E)**

- 5.1 School-Based Program M&E
- 5.2 Behavior Change Communications M&E
- 5.4 Project-Wide M&E

#### **2.3.2. Materials Development**

#### **2.3.3. Procurement**

## 2.1. Initial Project Activities

### 2.1.1 Preparation and Project Launch

During the first three months of the project, numerous activities and tasks were completed to recruit new staff, announce the project to key stakeholders and the general public, and develop the project logo.

#### 1.1 New Staff Recruitment

##### **1.1.1 Hire and Provide Orientation for New Staff**

From May to July 2014, AIP Foundation position candidates were identified, interviewed in multiple rounds, received reference checks, engaged in negotiation, and, finally, offered positions with AIP

Foundation. All positions are now filled and all recruitment processes are finalized. For further explanation of the staff recruitment process, including a list of hired staff and their curriculum vitae, please see Annex I. Updated New Staff Recruitment Report.

All new staff members attended one- to two-week comprehensive orientations throughout July and August 2014, the timing of which depended on when they started working. Orientations featured a full review of employee policies and procedures, the global road safety challenge, the problem in the Cambodia, and best practices for interventions. It also introduced new staff to the organization's establishment, mission, expansion, structure, approach, programs, strategy, and specific work in Cambodia and other countries. After new staff gained a better understanding of AIP Foundation, the Cambodia Country Director and in some cases other experienced staff in Cambodia provided new staff with their specific job descriptions and explained their scope of work in detail. Questions from new staff were encouraged to ensure mutual understanding.

Since many of the new staff members were hired specifically to support implementation of the HSHO project, they were also oriented in all information relevant to the project, including its purpose, approach, inputs, activities, monitoring and evaluation, estimated outputs, expected outcomes, and overall impact. Some new staff involved in overall grant management were provided with more in-depth information about the grant agreement, budget, procurement, milestones, and other compliance-related topics. As AIP Foundation implements its first ever USAID-funded project, it will continue to train staff in best practices regarding project design, implementation, monitoring and evaluation, and compliance policies and procedures in order to build its capacity to implement projects of similar scale in the future.

### **1.1.2 Introduce New Staff to Stakeholders**

On July 22, 2014, AIP Foundation's new staff were announced to key stakeholders who will interact with these staff members throughout the course of the project and will likely influence the success of the project. All new staff were introduced to stakeholders in three emails sent by AIP Foundation's Country Director. The emails included a short introduction about AIP Foundation Cambodia, a brief description of the HSHO project and the role of each new staff member in the project, as well as the contact information of each new staff member. The emails closed by thanking the stakeholders for their continued support and collaboration, and by expressing interest in strengthening partnerships.

The first email was sent to government stakeholders who are actively involved in road safety, including the General Secretariat of the National Road Safety Committee (NRSC), General Commissariat of the National Police (CNP), and representatives from other relevant government ministries. The second email was sent to private sector companies, individuals, and local non-governmental organizations (NGOs) who are members of the Road Safety Network. A third email was sent to other NGO partners involved in road safety. AIP Foundation received positive responses to the emails from many of these key stakeholders.

## **1.2 Project Announcement**

### **1.2.1 Send Announcement Letter to Government Officials**

In July and August 2014, AIP Foundation distributed formal letters to the Departments of Education, Youth, and Sport (DoEYS) in Kandal, Kampong Speu, and Phnom Penh provinces to announce the launch of the HSHO project. The letters informed the DoEYS of the project sponsors, goals, objectives, and activities. The letters also requested that the DoEYS work closely with AIP Foundation to support project activities under their jurisdiction. In addition, AIP Foundation sent invitations to the nation-wide stakeholder workshop on August 8, 2014 in Phnom Penh.

Representatives from each of the three provincial-level DoEYS attended the nation-wide stakeholder workshop. Further meetings with the three DoEYS will be held in early September to further discuss the roles and responsibilities of the DoEYS in the project.

In place of an announcement letter, meetings were held with the NRSC and the CNP to introduce the project. It was more appropriate to hold meetings with these government agencies rather than send letters due to Memorandums of Understandings (MoUs) signed with each in 2012 and 2013, respectively. The meetings were held in late July and included presentations on the HSHO project (for more information, see 1.2.4).

### 1.2.2 Distribute Press Release

On August 8, 2014, a press release was issued to introduce AIP Foundation’s new partnership with USAID-DIV and other cost-share partners on the HSHO project. The press release discussed Cambodia’s road safety issues and the project’s innovative approach to solving them, provided recognition of USAID-DIV’s support, and raised awareness of AIP Foundation as the implementing organization. Further information was included on the project objectives, components, target areas, beneficiaries, implementation methods, cost-effectiveness, impact, and potential to scale-up.

The press release was uploaded to the media page on AIP Foundation’s website as well as linked to from the news page. It was also shared on three of AIP Foundation’s Facebook pages (Global, President, and Cambodia), Twitter handle (Global), and two LinkedIn accounts (Global and President). The project announcement will also be shared in AIP Foundation’s August E-newsletter, which will come out in September 2014.

In addition to social media, the project announcement was highlighted by several local and international media outlets, as shown in Table 1.

**Table 1 Press Release Dissemination and Reach**

<b>TV STATIONS</b>	<b>Position</b>	<b>Estimated Viewership</b>	<b>Aired Date</b>
Royal Armed Forces TV5	Local News	12,000	11/08/2014
Phnom Penh TV3	Local News	12,000	09/08/2014
Khmer TV 9	Local News	12,000	08/08/2014
Apsara TV	Local News	12,000	08/08/2014
Hang Meas TV	Local News	54,760	08/08/2014
Southeast Asia TV	Local News	16,607	08/08/2014
Bayon TV	Local News	74,759	08/08/2014
Cambodian Television Network	Local News	1,983,947	08/08/2014
<b>NEWSPAPERS</b>	<b>Position</b>	<b>Estimated Circulation</b>	<b>Published Date</b>
Koh Santepheap Daily	Society	40,000 copies/day	08/09/2014
Kampuchea Thmey Daily	Society	70,000 copies/day	08/010/2014
Raksmei Kampuchea Daily	Society	30,000 copies/day	08/10/2014
Khmer Daily News	Society	40,000 copies/day	09/08/2014
<b>ONLINE NEWS</b>	<b>Section</b>	<b>Estimated Viewership</b>	<b>Posted Date</b>
<a href="#">Make Road Safe</a> (English)	Home page	2,620 (Likes and 6 shares)	08/12/2014
<a href="#">FIA Foundation</a> (English)	Home page	N/A	08/12/2014
<a href="#">The Saferoads</a> (Khmer)	Home page	300	8/11/2014
<a href="#">The Saferoads</a> (English)	Home page	300	8/11/2014

<a href="#">Asia Injury prevention foundation, Cambodia Facebook Page (English)</a>	Timeline	385	8/11/2014
<a href="#">Kohsantepheapdaily (Khmer)</a>	Home page	10,000	8/9/2014
<a href="#">Bayon TV (Khmer)</a>	Home page	N/A	8/8/2014
Email from Country Director to stakeholders, IOs/NGOs and private sectors (English)	N/A	500	8/8/2014
<a href="#">Asia Injury prevention foundation, Cambodia Facebook Page (Khmer)</a>	Timeline	501	8/8/2014
<a href="#">Asia Injury prevention foundation, Cambodia Facebook Page (English)</a>	Timeline	66	8/8/2014
<a href="#">Asia Injury prevention foundation Facebook Page (English)</a>	Timeline	100	8/8/2014
<a href="#">Kohsantepheapdaily (Khmer)</a>	Home page	10,000	8/8/2014
<a href="#">DAP-News (Khmer)</a>	Homepage	100,000	8/8/2014
<a href="#">Asiainjury.org (English)</a>	Timeline	1,000	8/8/2014
<a href="#">Kampuchea Thmey Daily (Khmer)</a>	Home page	N/A	8/8/2014
<a href="#">VoD (Khmer)</a>	General	N/A	8/8/2014
<a href="#">Radio Free Asia Facebook page (Khmer)</a>	General	N/A	8/8/2014
<a href="#">Radio Free Asia (Khmer)</a>	General	N/A	8/8/2014
<a href="#">Radio France International (Khmer)</a>	Homepage	N/A	8/8/2014
<a href="#">DAP-News</a>	Homepage	100,000	8/8/2014
<a href="#">ABC Australia</a>	Home page	N/A	8/8/2014
<a href="#">DAP-News</a>	Home page	N/A	8/8/2014
<b>RADIO</b>	<b>Section</b>	<b>Estimated Listenership</b>	<b>Aired Date</b>
<a href="#">Australia Radio (ABC News)</a>	General	N/A	08/08/2014
<a href="#">Voice of Democracy</a>	General	N/A	08/08/2014
<a href="#">Radio Free Asia</a>	General	N/A	08/08/2014
<a href="#">Radio France International</a>	General	N/A	08/08/2014
<b>OTHER</b>	<b>Section</b>	<b>Estimated Viewership</b>	<b>Aired Date</b>
<a href="#">USAID – DI V’s t u mb lr</a>	Timeline	N/A	08/08/2014

### 1.2.3 Announce on Social Media

Starting August 8, 2014, the HSHO project launch was announced on AIP Foundation’s social media platforms, including its website, Facebook pages, Twitter handle, and LinkedIn accounts, as shown in Table 2.

**Table 2 Social Media Postings and Reach**

Social Media Platform	Subscribers/Followers	Post	Reach (as of August 26, 2014)
<a href="#">Website</a>	N/A	<a href="#">News article</a> and <a href="#">Media page</a> ; <a href="#">(News article links to infographic, Press release,</a>	N/A

		<a href="#">and flickr photos</a>	
Facebook- <a href="#">Global</a>	<a href="#">874 followers</a>	Linked <a href="#">News update on Facebook</a>	862 people reached, 23 likes, 3 shares, 1 comment
Facebook- <a href="#">Greig Craft</a>	77 followers	Linked <a href="#">News update on Facebook</a>	21 reached, 4 likes
Facebook- <a href="#">Cambodia</a>	10,238 followers	Linked <a href="#">News update on Facebook</a> ; <a href="#">posted two sets of stakeholder workshop photos (1) and (2)</a>	News: 17 likes, 136 people reached Photo set 1: 645 people reached, 24 likes, 1 comment, 6 shares Photo set 2: 567 people reached, 17 likes, 5 share
<a href="#">Twitter</a>	547 followers	5 tweets; Linked <a href="#">News update (1) (2) (3) (4) (5)</a>	Over 25 “tweets” and “retweets” from partners, in addition to multiple tweets from the public and new followers. @UPS_News, @UPS, and @UPS Asia Pacific, @DIVatUSAID, @FIAFdn, @Make Roads Safe, and @roadsafetyfund interacted on twitter through tweets and retweets. See Table 3 for examples.
LinkedIn- <a href="#">Global</a>	103 followers	Linked <a href="#">News update</a>	127 impressions, 3 likes
LinkedIn- <a href="#">Greig Craft</a>	500+ connections	Shared global LinkedIn’s <a href="#">News update</a>	5 likes

AIP Foundation’s communications team also engaged USAID-DIV to cross-post the press release on its [Tumblr](#) page and “tweets” on its [Twitter](#) account. In addition, the communications team coordinated with cost-share partners to amplify the reach of its social media postings via Twitter, as shown in Table 3.

AIP Foundation engaged with the following people from cost-share partners on Twitter:

- USAID-DIV
  - Kristen L. Gendron, Strategic Communications
- The UPS Foundation
  - Victoria Dunmire, Digital and Social Communications
  - Gregg Svingen, Logistics Intl PR/Comms Europe, Asia & Americas
  - Natalie Giurato, International Communications at UPS
  - Cheri Chow, Public Relations, UPS Asia Pacific Region
- FIA Foundation
  - Avi Silverman, Director of Campaigns and Communications
- US CDC
  - David Ederer, McNeal Professional Services
  - Erin Parker, Health Scientist

**Table 3 Partners Outreach on Twitter**

<p>AIP Foundation announcement “Tweets”</p>	<p><small>AP</small> <b>AIP Foundation</b> @AIPFoundation · Aug 8 In 2013, road crashes took the lives of 1,950 Cambodians. Find out how @UPS, @DIVatUSAID &amp; @AIPFoundation are helping bit.ly/1oi8eC2</p> <p><small>AP</small> <b>AIP Foundation</b> @AIPFoundation · Aug 8 @AIPFoundation, @DIVatUSAID, @FIAFdn, @roadsafetyfund, @UPS, @CDCgov partner to save Cambodia millions of dollars from road injuries &amp; deaths</p> <p><small>AP</small> <b>AIP Foundation</b> @AIPFoundation · Aug 8 @UPS supports @DIVatUSAID &amp; @AIPFoundation to save Cambodia millions of dollars. #roadsafety #roadsafetydecade bit.ly/1oi8eC2</p> <p><small>AP</small> <b>AIP Foundation</b> @AIPFoundation · Aug 8 To increase passenger helmet use in Cambodia, @DIVatUSAID &amp; @AIPFoundation today launched “Head Safe. Helmet On.” asiainjury.org/news/aip-found...</p>
<p>DIV at USAID original “Tweets”</p>	<p><small>DIV</small> <b>DIV at USAID</b> @DIVatUSAID · Aug 9 In 2013, road crashes took the lives of 1,950 Cambodians. Find out how @DIVatUSAID &amp; @AIPFoundation are helping. asiainjury.org/newsroom/news</p> <p><small>DIV</small> <b>DIV at USAID</b> @DIVatUSAID · Aug 9 .@AIPFoundation @DIVatUSAID @FIA @roadsafetyfund @UPS @CDCgov partner to save Cambodia millions of dollars from road crash injuries &amp; deaths.</p> <p><small>DIV</small> <b>DIV at USAID</b> @DIVatUSAID · Aug 12 DIV and @AIPFoundation have partnered to save Cambodia millions of dollars from road injuries &amp; deaths ow.ly/A6sc4</p> <p><b>t</b> Tumblr <b>AIP Foundation and USAID partner to save Cambodia millions of dollars</b> AIP Foundation and USAID partner to save Cambodia millions of dollars 8 August 2014 – Phnom Penh, Cambodia The nonprofit organization Asia Injury Prevention (AIP) Foundation has been awarded US\$635...</p> <p><a href="#">View on web</a></p> <p>RETWEETS 3 FAVORITE 1</p> 

UPS "Tweet" with UPS\_News "Retweeting"

 **UPS** @UPS\_News · Aug 12  
 RT @UPS: To help increase passenger helmet use in Cambodia, we've partnered with @USAID & @AIPFoundation. Read how: [bit.ly/1oYn2o3](http://bit.ly/1oYn2o3)

  2  2

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 **UPS** @UPS · Aug 12  
 To help increase passenger helmet use in Cambodia, we've partnered with @USAID & @AIPFoundation. Read how: [bit.ly/1oYn2o3](http://bit.ly/1oYn2o3)

  3  5

FIA Foundation and Saul Billingsley, Director General of the FIA Foundation, original "Tweets"

 **Saul Billingsley** @saubillingsley · Aug 9  
 Today @FIAFdn joins @AIPFoundation, @DIVatUSAID, @UPS, & @CDCgov in new partnership to save Cambodia millions of dollars from road injuries

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 **FIA Foundation** @FIAFdn · Aug 12  
 NEWS: We launch a major motorcycle helmet project in Cambodia with @AIPFoundation, @DIVatUSAID, @UPS, & @CDCgov [bit.ly/110mqwJ](http://bit.ly/110mqwJ)

  2  1

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 **FIA Foundation** @FIAFdn · Aug 13  
 Fantastic to work with @AIPFoundation, @DIVatUSAID, @UPS, & @CDCgov on the exciting 'Head Safe, Helmet On' project! [bit.ly/110mqwJ](http://bit.ly/110mqwJ)

  0  2

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 **FIA Foundation** @FIAFdn · Aug 15  
 Thanks for the RTs & support this wk @pameladagher6 @MichelMoutran @AIPFoundation @covialecuador @MichaelaHakkila @o\_merk @littlevictory!

  1  0

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 **FIA Foundation** @FIAFdn · Aug 15  
 Explore our new #roadsafety project with @USAID & @AIPFoundation #sustdev #transport [buff.ly/1otTfK](http://buff.ly/1otTfK) [pic.twitter.com/NbO2JRIZkk](http://pic.twitter.com/NbO2JRIZkk)

**The Project**

AIP Foundation has partnered with USAID in a two-year project to increase passenger helmet use rates in Cambodia.

2014 - 2016

"Head Safe, Helmet On" will benefit:

- 222,445 Cambodians directly through helmet distribution and road safety awareness.
- 1,634,555 Cambodians indirectly throughout the project's 2 years.

The project aims to increase passenger helmet use rates to 80% in target communes within 3 provinces by 2016, decreasing the rate of road crash head injuries and fatalities.

This will be accomplished through three components:

School-Based Program	Behavior Change Communications	Enabling Environment Campaign
<ul style="list-style-type: none"> <li>Helmet donations</li> <li>Helmet use reinforcement</li> <li>Road safety education</li> </ul>	<ul style="list-style-type: none"> <li>Awareness campaigns</li> <li>Mass media</li> </ul>	<ul style="list-style-type: none"> <li>Law improvement</li> <li>Enforcement</li> </ul>

Target provinces: Phnom Penh, Kampong Speu, Kampong Chhnang

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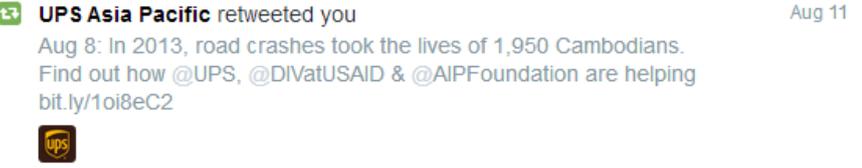
 **FIA Foundation** @FIAFdn · Aug 18  
 Explore our new #roadsafety project w/ @USAID & @AIPFoundation #sustdev #transport [buff.ly/1otTfK](http://buff.ly/1otTfK) [pic.twitter.com/NbO2JRIZkk](http://pic.twitter.com/NbO2JRIZkk)

  3  2 [View photo](#)

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 **Saul Billingsley** @saubillingsley · Aug 16  
 Great #Cambodia moving a big step closer to new #roadsafety law. @AIPFoundation a key advocate, supported by @FIAFdn. [bit.ly/1oY28WH](http://bit.ly/1oY28WH)

  6  0 [View summary](#)

<p>Examples of the many “retweets” generated from AIP Foundation’s announcement</p> <p>Note: Cost-share partners, including @roadsafetyfund, “retweeted”</p>	<div data-bbox="518 197 1380 369">  <p><b>Lyn McLennan and DIV at USAID</b> retweeted you <span style="float: right;">Aug 8</span></p> <p>Aug 8: In 2013, road crashes took the lives of 1,950 Cambodians. Find out how @UPS, @DIVatUSAID &amp; @AIPFoundation are helping <a href="http://bit.ly/1oi8eC2">bit.ly/1oi8eC2</a></p>  </div> <hr/> <div data-bbox="518 398 1380 593">  <p><b>FIA Foundation</b> retweeted you <span style="float: right;">Aug 8</span></p> <p>Aug 8: @AIPFoundation, @DIVatUSAID, @FIAFdn, @roadsafetyfund, @UPS, @CDCgov partner to save Cambodia millions of dollars from road injuries &amp; deaths</p>  </div> <hr/> <div data-bbox="518 604 1380 795">  <p><b>roadsafetyfund and FIA Foundation</b> retweeted you <span style="float: right;">Aug 9</span></p> <p>Aug 8: @AIPFoundation, @DIVatUSAID, @FIAFdn, @roadsafetyfund, @UPS, @CDCgov partner to save Cambodia millions of dollars from road injuries &amp; deaths</p>  </div> <hr/> <div data-bbox="518 806 1380 996">  <p><b>Saul Billingsley</b> retweeted a Tweet you were mentioned in <span style="float: right;">Aug 9</span></p> <p>Aug 9: In 2013, road crashes took the lives of 1,950 Cambodians. Find out how @DIVatUSAID &amp; @AIPFoundation are helping. <a href="http://asiainjury.org/newsroom/news">asiainjury.org/newsroom/news</a></p>  </div> <hr/> <div data-bbox="518 1008 1380 1176">  <p><b>UPS Asia Pacific</b> retweeted you <span style="float: right;">Aug 11</span></p> <p>Aug 8: In 2013, road crashes took the lives of 1,950 Cambodians. Find out how @UPS, @DIVatUSAID &amp; @AIPFoundation are helping <a href="http://bit.ly/1oi8eC2">bit.ly/1oi8eC2</a></p>  </div>
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### 1.2.4 Conduct Project Presentations

In July and August 2014, prior to the nation-wide stakeholder workshop held on August 8, 2014, AIP Foundation staff held presentations for road safety stakeholders in Cambodia to inform them of the HSHO project before its official launch. During the presentations, AIP Foundation asked stakeholders to support project implementation and coordinate their road safety activities with the HSHO project activities. All stakeholders offered their assistance and voiced that they would collaborate with AIP Foundation on all activities as needed. This backing from key road safety stakeholders is essential to increasing the impact of the HSHO project.

**Table 4 Project Presentations Summary**

Date	Key Attendee(s)	Meeting Outcomes
July 22, 2014	<p>H.E. General Him Yan, Director of Department of Order, CNP, Ministry of Interior (MoI)</p> <p>Mr. Sok Nop, Deputy Director of Department of Order, CNP, MoI</p>	<p>H.E. Him Yan supported project implementation and expressed hope that the project will be eventually expanded to other provinces. In addition, H.E. Him Yan advised that AIP Foundation should invite provincial police to join the study tour with the district police.</p>
July 23, 2014	<p>H.E. Peuo Maly, Secretary General, NRSC</p>	<p>H.E. Peuo Maly discussed cooperation between the NRSC and AIP Foundation on the HSHO project.</p>

		He provided updates on the progress of the draft helmet law. He also advised that AIP Foundation should conduct street-based awareness campaign when the new road traffic law is close to being enforced.
July 25, 2014	<p>Road Safety Stakeholders:</p> <ul style="list-style-type: none"> <li>• NRSC</li> <li>• MoI</li> <li>• Cambodian Red Cross</li> <li>• Handicap International</li> <li>• Coalition for Road Safety</li> <li>• Global Road Safety Partnership</li> <li>• Medical Team International</li> <li>• Sthapanachivit Organization</li> <li>• Women Media Center</li> </ul>	Participants congratulated AIP Foundation on the project and voiced their support for it. Representatives from the MoI suggested that AIP Foundation and other organizations build capacity of the police in addressing road safety problems in addition to helmets.



*Meeting on July 22, 2014 with Mrs. Khun Chanpa, Mrs. Vann Sokunthea, Mr. Sim Vibol, Mr. Kim Pagna, H.E. General Him Yan, and Mr. Sok Nop (left to right)*

### **1.2.5 Conduct Media Interviews**

AIP Foundation staff are currently in the process of arranging media interviews between the Cambodia Country Director and various media outlets, including local television, radio, newspaper, and websites, to introduce the HSHO project to the Cambodian public. While this activity was scheduled for August 2014, following the nation-wide stakeholder workshop, there has been delays in hearing back from media outlets and difficulties in finding suitable times for the Country Director and the media interviewees to meet. Interviews are expected to take place in September 2014.

### **1.2.6 Meet with Government Officials, Ambassadors, and Development Partners**

From August 18-21, 2014, AIP Foundation staff met with key government officials from six government ministries to provide a more comprehensive overview of the HSHO project, answer any questions, and seek their support in project implementation, especially endorsement of the draft passenger helmet law. AIP Foundation met with the following ministries or departments: the CNP, Ministry of Industry and Handicraft (MoIH), the Ministry of Public Work and Transportation (MoPWT), Ministry of Education, Youth and Sport (MoEYS), and Ministry of Interior. Meetings with ambassadors and development partners will take place from September to December 2014. Further information on meetings with government officials

can be found in Section 2. Meetings and Workshops, in the Enabling Environment Campaign Meetings and Policy Briefs Report.



*AIP Foundation President Mr. Greig Craft meets with H.E. Dr. Hang Chuon Naron, Minister of Education, Youth, and Sport*

**Table 5 Meetings Summary**

<b>Date</b>	<b>Key Attendee(s)</b>	<b>Meeting Outcomes</b>
August 18, 2014	H.E. General Yun Chhunhy, Deputy Commissioner General, CNP	Participants discussed cooperation on implementation of the HSHO project and the new road traffic law. H.E. General Yun Chhunhy accepted an invitation for H.E. Commissioner General of National Police to chair the SBP launch ceremony in Kandal Province in December 2014. He also signed the letter to express his support on the HSHO project implementation.
August 19, 2014	H.E. Cham Prasidh, Senior Minister of Industry and Handicraft	Participants discussed the overall HSHO project. H.E. Cham Prasidh is optimistic that the draft law will be approved by the legislative bodies in the next few months.
August 19, 2014	H.E. Tram Iv Tek, Minister of Public Works and Transportation, and Chairman of the NRSC	Participants discussed roles and responsibilities in the implementation of the HSHO project, especially those of the NRSC. H.E. Tram Iv Tek also signed the letter to express his firm support on the HSHO project implementation in Cambodia, and he hopes it will help increase the helmet wearing rate among motorcycle passengers.
August 20, 2014	H.E. Dr. Hang Chuon Naron, Minister of Education, Youth and Sport	Participants discussed cooperation on overall project activities, particularly SBP activities.
August 21, 2014	H.E. Sar Kheng, Deputy Prime Minister and Minister of Interior	AIP Foundation thanked the MoI for their support of AIP Foundation's work and for projects in the future. AIP Foundation also congratulated the MoI's effort in the progress towards the passage of the draft passenger helmet law. The Minister accepted an invitation to chair the SBP launch ceremony in Phnom Penh in December 2014.

## 1.3 Project Logo Development

### **1.3.1 Design and Test Project Logo**

In early July 2014, AIP Foundation staff met to discuss the development of the project logo, taking into account the project goals and objectives, target audience, target locations, key messages, and communication channels. The project logo will represent the entire HSHO project and will include the project title, “Head Safe. Helmet On.” as well as the Khmer language translation of “One Helmet. One Life.” The project logo will be used on all the project’s communications materials and other specific deliverables.

After the brainstorming session, AIP Foundation’s Design & Website Specialist developed six concepts depicted by one to three logos each, for a total of ten logos. The Cambodia team then discussed the logo sketches and narrowed down the possibilities to two concepts, made up of four logos. From those two concepts, two final logo sketches were ultimately chosen, and the Design & Website Specialist finalized the logos in preparation for concept testing through focus group discussions. The complementary colors orange and dark blue were chosen for the logos to represent strength, safety, and confidence.



**Head Safe. Helmet On.**

The first logo’s thumbs up message portrays that wearing a helmet when riding a motorcycle is always a good thing to do.



**Head Safe. Helmet On.**

The second logo’s message represents the strong relationship between motorcycles and helmets, and that passengers should always wear helmets when riding motorcycles.



**HEAD SAFE. HELMET ON.**

The third logo, developed by an outside advertising agency, Brand Solutions, was used in AIP Foundation’s passenger helmet use projects in Cambodia, beginning in December 2011. It represents the love, care, and protection that a helmet provides.

The three logos were tested in four focus group discussions as part of the Behavior Change Communications baseline study. The groups consisted of adults, aged 18-44, from rural areas in Kampong Speu Province and urban areas in Phnom Penh Province. Groups 1 and 2 consisted of six males and six females, respectively, from Kampong Speu. Groups 3 and 4 consisted of six females and six males, respectively, from Phnom Penh. The discussions included three main topics: factors that hinder or promote helmet use; reasons why drivers and passengers wear, or do not wear, helmets; and effective communication channels and approaches to influence passenger helmet use. Participants were initially shown the three logos individually, and then asked for first impressions of the logos, including color, shape, and meaning as well as what they thought the main message was that the logos conveyed. Finally, participants were shown the three logos simultaneously, and were asked which of the logos was easiest to remember and which best represented the slogan. Participants were also asked for suggestions to improve the meaning of the logos.

Almost 75% of participants preferred Logo 2, while 25% preferred Logo 1. Logo 2 was cited as easy to remember and a strong representation of the close relationship between helmets and motorcycles. Participants suggested that a second helmet on the motorcycle would further reinforce the message that passengers should also wear helmets. AIP Foundation's Design & Website Specialist will incorporate a second helmet into the final logo.

## 2.2. Project Components

### 2.2.1. School-Based Program

During the first quarter of the project, School-Based Program (SBP) activities were completed to conduct school selection surveys and select target schools, receive government approval for program activities, and conduct helmet fitting and color testing.

#### 2.1 School Selection and Planning Meetings

##### **2.1.1 Conduct School Selection Survey and Select Schools**

In June and July 2014, AIP Foundation staff selected 18 target schools for the HSHO project through analysis of information obtained through a school selection survey. First, the SBP Manager, Cambodia Country Director, and Regional Monitoring and Evaluation (M&E) Manager created a shortlist of schools in the target communes based on location, road environment, and rate of motorcycle and bicycle use.

After creating a shortlist of schools, the SBP team contacted each school to arrange a suitable time to visit and meet the school principal, general supervisor, and if possible, the head of the parent's association in order to conduct a school survey. Staff collected quantitative information on survey indicators, including the following:

- Total number of classes, students, teachers, school staff, and parents
- Number of classes, students, and teachers per grade
- Number of students by gender
- Estimated percentage of students who ride motorcycles or bicycles, or walk to school
- Estimated percentage of students who wear helmets

Additional categorical information was obtained, including:

- Traffic level
- If students leave school in an orderly or disorderly manner
- Available helmet storage
- Classroom facilities
- Existing road safety education
- Primary cause of crashes
- Stakeholders who are committed to road safety education
- Person in charge of road safety education
- Ways that schools already promote helmet use

All survey data and suggested selections were entered by the SBP team into a central monitoring database, ActivityInfo, where the data was checked and the selection approved by the M&E team.

For further information on the school selection survey and its results, see 5.1.3.

### **2.1.2 Receive Government Approval and Host Planning Meetings**

On July 17, 2014, AIP Foundation submitted an official letter to the Ministry of Education, Youth and Sport to request permission to conduct educational activities within the 18 target schools selected for the HSHO project. A tentative project work plan and timeline were included with the letter. On July 25, 2014, AIP Foundation received an official approval letter from the Ministry. The Ministry then sent letters to the DoEYS in the three target provinces to inform them of the HSHO project and to request their support and cooperation to work with AIP Foundation throughout the duration of the project. AIP Foundation received a copy of the letters.

On August 22 and 25, 2014, AIP Foundation submitted official letters to the DoEYS in each target province to request meetings in Kampong Speu Province on September 2, Kandal Province on September 3, and Phnom Penh Province on September 4, 2014. Officials from the respective Offices of Education, Youth, and Sport in each target district were invited to the meetings as well. The meetings will cover a full description of the two-year implementation of the HSHO project, and will include a request for support, coordination, and collaboration.

## 2.2Helmet Production

### **2.2.1 Conduct Helmet Fitting and Color Testing**

In July 2014, the SBP team conducted helmet fitting and color testing at the 18 target schools. Between six and eight students were chosen from each grade level, kindergarten through grade 6, to be class representatives for the fitting and testing. The SBP team worked with a total of 36 to 56 students, depending on if kindergarten was taught at the school. Due to a large student population, 120 student representatives were involved in the fitting and testing at Hun Neang Toul Tompong II Primary School.

For the helmet fitting, class representatives were fitted with three helmet sizes – small, medium, and large. The helmet size that appropriately fit the most student representatives per class was assigned to that class. In general, kindergarten and grades 1-2 were assigned size small, grades 3-4 were assigned size medium, and grades 5-6 were assigned size large. Arrangements will be made before the SBP launch ceremonies and events to swap helmets with students who require different helmet sizes to ensure that all students have properly fitting helmets. Teachers and staff at each school will also be provided with helmets – extra-large for men and large for women. These sizes were determined based on results of previous helmet sizes of teachers and staff at other schools.



*A girl is properly fitted for helmet at Hun Neang Toul Tompong II Primary School*

**Table 6 Helmet Fitting Results**

Students		Teachers	
Size S	6,714	Size L	349
Size M	4,827	Size XL	182
Size L	4,337		
<b>Total</b>	<b>15,878</b>		<b>531</b>

The same group of students selected for the helmet fitting were involved with the color testing. Student representatives were shown photos of nine different colored helmets and were instructed to vote for their favorite color. The first round narrowed the color options down to red, blue, and pink. The second round identified a single color per school, as shown in Table 7. Because the majority of students chose red as their favorite color, red helmets will be provided to all of the schools. Teachers and staff will receive red helmets as well.



*Students raise their hands for their favorite colore helmets*

**Table 7 Color Testing Results**

School	Province	No. of Students	Red	Blue	Pink
Prey Pdiv Primary School	Kampong Speu	48	34	0	14
Cham Bork Primary School	Kampong Speu	50	20	0	30
Ang Metrey Primary School	Kampong Speu	56	32	0	24
Ang Serey Primary School	Kampong Speu	48	15	0	33
Kandal Dom Primary School	Kampong Speu	48	13	0	35
Santhe Pheap Primary School	Kampong Speu	50	33	0	17
Kor Ki Thom Primary School	Kandal	48	18	0	30
Sdaov Konleng Primary School	Kandal	50	18	0	32
Bantheay Daek Primary School	Kandal	48	39	0	9
PreK Tapeou Primary School	Kandal	50	12	0	38

Bun Rany Hun Sen Krorpeur Ha Primary School	Kandal	48	33	0	15
Prek Ho Primary School	Kandal	40	15	25	0
Hun Neang Boeung Trabaek East Primary School	Phnom Penh	40	14	26	0
Toul Svay Prey Primary School	Phnom Penh	36	23	0	13
Hun Neang Toul Tompong II Primary School	Phnom Penh	120	83	0	37
Chbar Ampov I Primary School	Phnom Penh	50	32	0	18
Prek Eng Primary School	Phnom Penh	48	0	28	20
Veal Sbov Primary School	Phnom Penh	48	34	0	14
<b>Total</b>		<b>926</b>	<b>468</b>	<b>79</b>	<b>379</b>
<b>Percentage</b>			<b>51%</b>	<b>9%</b>	<b>40%</b>

## 2.2.2. Behavior Change Communication

In July 2014, AIP Foundation procured the services of a research agency to conduct a baseline survey in August 2014 to provide evidence and analysis for the development of the Behavior Change Communications (BCC) materials (for more information, see 5.2.1). These results will provide the basis for the BCC campaign. During the next quarter, AIP Foundation will begin the process of contracting with a creative agency to develop the campaign's concept.

## 2.2.3. Enabling Environment Campaign

During the first three months of the project, Enabling Environment Campaign (EEC) activities were completed to disseminate a policy brief, meet with key stakeholders, and host a nation-wide stakeholder workshop.

### 4.1 Policy Briefs and Advocacy Meetings

#### **4.1.1 Disseminate Policy Briefs**

In July 2014, AIP Foundation developed the first policy brief about the draft motorcycle passenger helmet law, which included information about the potential costs and lives saved from the passage of the law, legislative actions already undertaken, and importance of swift passage of the law with full enforcement throughout Cambodia. After the draft law was approved by the Council of Ministers on August 15, 2014, the content of the policy brief was shifted to focus more on the importance of passage of the law through endorsement by legislative bodies. Information on benefits of the law, including potential costs and lives saved was kept in the policy brief. A second policy brief will be developed for dissemination in meetings with ambassadors and international development partners to be held in September 2014 and December 2014.

The policy brief was circulated at several meetings with government officials in August 2014, as shown in Table 8. A total of 17 policy briefs were distributed to key stakeholders. The senior

government officials were particularly interested in the policy brief, and voiced how they consider the passenger helmet law extremely important. They also emphasized hope that the draft law will soon be approved by the National Assembly and enforced effectively once passed. Further information on the policy briefs, including text, can be found in Section 3. Policy Briefs and Dissemination, in the Enabling Environment Campaign Meetings and Policy Briefs Report.

**Table 8 Dissemination of Policy Brief Summary**

<b>Date</b>	<b>Distribution Method</b>	<b>Key Recipients</b>	<b>No. of Recipients</b>
August 18, 2014	Meeting	General Commissariat of National Police	2
August 19, 2014	Meeting	Ministry of Industry and Handicraft	3
August 19, 2014	Meeting	Ministry of Public Works and Transportation	3
August 20, 2014	Meeting	Ministry of Education, Youth and Sport	2
August 21, 2014	Meeting	Ministry of Interior	5

#### **4.1.2 Meet with Government Officials, Ambassadors, and Leaders**

Please refer to 1.2.6 for information on these meetings.

#### **4.1.3 Send Co-Signed Letters to Senior-Level Government Officials**

During meetings with government officials from August 18-21, 2014, AIP Foundation staff requested that officials sign a letter to demonstrate their support for the HSHO project. The simple, straightforward letter was carefully written by AIP Foundation’s Cambodia Country Director and EEC Manager, and was approved by the Communications Manager and CEO.

The letter was presented to high-level officials from six government ministries and agencies that AIP Foundation met with: the CNP, Ministry of Industry and Handicraft, the Ministry of Public Work and Transportation, Ministry of Education, Youth and Sport, and Ministry of Interior. The Deputy Commissioner General of National Police and the Minister of Public Works and Transportation signed the letter. Due to different ministry and agency protocols and procedures, the remaining government officials in the other four meetings were not able to sign the letter. AIP Foundation will find other opportunities from September to December 2014 to present the letter to them for their signatures.



*Mr. Greig Craft and H.E. General Yun Chhunny co-sign the letter*



*Mr. Greig Craft and H.E. Tram Iv Tek co-sign the letter*

## 4.2 Nation-Wide Activities

### **4.2.1 Host Nation-Wide Stakeholder Workshops**

The first of three nation-wide stakeholder workshops was hosted by AIP Foundation on August 8, 2014 at the Cambodiana Hotel in Phnom Penh. The purpose of the meeting was to introduce the HSHO project, define stakeholder roles and responsibilities, and seek stakeholder support for project implementation. Stakeholder workshop invitations were sent to 43 groups, including national and provincial level government ministries and agencies, international development agencies, and private sector companies one to two weeks prior to the event. NGO's were not invited because they had already been introduced to the project through the bi-monthly Road Safety Stakeholder meeting. Thirty-two individuals confirmed that they would attend the workshop.

The workshop was co-chaired by special guests H.E Peuo Maly, Secretary General, NRSC; H.E Major General Him Yan, Director of Order Department of National Police, MoI; and Mr. Kim Pagna, Cambodia Country Director, AIP Foundation. A total of 52 people attended, representing 12 national-level government Ministries, 12 provincial-level government departments, four private sector companies, and five international development agencies. There were also journalists from 15 media outlets who were invited to report on the workshop and inform the public about the project.

The workshop included opening remarks by Mr. Kim Pagna and speeches by H.E Peuo Maly and H.E. Major General Him Yan. The speeches were followed by a brief presentation on the HSHO project activities, a question and answer session, and small group discussions on the following questions:

1. Do you have any road safety-related activities in your target provinces, districts, and communes?
2. What are the roles you think you can play to support the HSHO project implementation?
3. Do you have any suggestions for the effective HSHO project implementation?

Throughout the workshop, participants demonstrated their commitment to the project and to sharing resources to further the project reach. They agreed take the HSHO project activities into account when developing action plans ranging from the national level to the local communities, to increase helmet wearing rates. All participants clearly stated that they understood their responsibilities in working with AIP Foundation to help implement the project activities and promote passenger helmet use. Further information on the nation-wide stakeholder workshop can be found in Section 2. Meetings and Workshops, in the Enabling Environment Campaign Meetings and Policy Briefs Report.

## **2.3. Cross-Cutting Activities**

### **2.3.1. Monitoring and Evaluation**

During the first quarter of the project, Monitoring and Evaluation (M&E) activities were completed to conduct the schools selection survey, BCC baseline survey, routine monitoring, and project-wide helmet observations; and to begin the process of contracting with a local agency for injury and fatality data extraction as well as with a technical consultant.

## 5.1 School-Based Program M&E

### 5.1.3 Conduct School-Based Evaluations

In June 2014, AIP Foundation began the baseline survey of the SBP, which includes school selection completed in July 2014 and helmet use rates among students to be collected one week before the kick-off ceremonies in December 2014.

School selection is crucial to the success of the project. Through the survey, AIP Foundation ascertains key information such as the commitment level of the school officials, the suitability of the school facilities, and whether or not an effective evaluation can take place. For instance:

- The selection should follow the advice of the local authorities, because they have a thorough understanding of the schools and are best placed to help choose the schools where the program will have the most success.
- It is key that the classrooms have enough space for helmet storage and the school administration commits to providing helmet storage. Lack of helmet storage creates difficulties for students who bring helmets to school and hampers the organization's efforts to encourage students to wear helmets.
- If most students live near to school and commute by foot, but may ride bicycles and motorcycles to travel elsewhere, we cannot measure the effectiveness of our project, since helmet observations at the school gate will not include pedestrians and setting up observations elsewhere would mean that we cannot differentiate between students and nonstudents.

#### *School selection survey process*

Using statistical data obtained from the district Offices of Education, Youth, and Sport, the SBP Manager, the Cambodia Country Director, and Regional M&E Manager compiled a list of potential schools in the target and control communes, which could be included in the program. Shortlisted schools met three key criteria:

- Located in one of HSHO's 18 target or 6 control communes
- Proximity to a National Road with high traffic flow and risk of traffic crashes
- Majority of students who commute to and from school by motorcycle or bicycle

In cases where communes only had one primary school, that school was shortlisted automatically. In communes that had more than one primary school that fit the three criteria, SBP staff limited shortlisted schools to ones that had large student populations and a single gate entering the school from a National Road.

Program staff visited short-listed schools to meet with each school's principal and general supervisor. The objectives of the visits were as follows:

1. To check the school's conditions and confirm that it meets the following project requirements:
  - Proximity to crowded/dangerous road environment
  - Majority of students commute by motorcycle or bicycle
  - Low helmet wearing rates
  - Serious commitment of school administration to road safety
  - Capacity of school to facilitate the project
  - Student population suitable for number of helmets available
  - Classroom space available for helmet storage
  - Schoolyard big enough for the whole school to participate in program activities

2. To meet with the principal and general supervisor, and, if possible, with the head of the parents' association, about the program's activities, opportunities, and challenges for the school. This meeting at the school site is extremely important, as the program's success is also highly dependent on the school's administration. The administration must be committed and dedicated to traffic safety and to the program, to ensure that students are engaged and that it is a strong program.

Program staff completed a school selection survey data collection form for each school. They also photographed the traffic situation around the school areas and school facilities to include in the school selection report.

After completing the visits, program staff entered the school selection survey data collected into AIP Foundation's monitoring database and recommended schools to select based on the program requirements. The regional M&E team in Vietnam checked the data, requested clarification as needed, and approved the school selection.

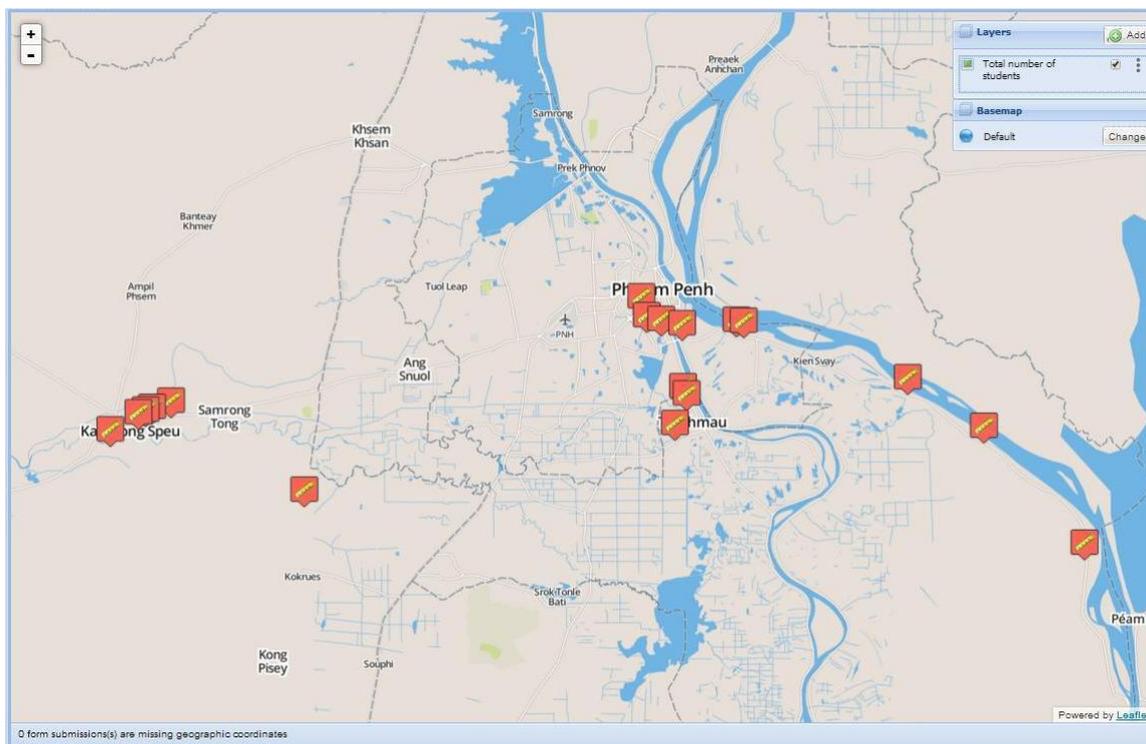
Then, an announcement letter was sent to the local authorities for their notice and support.

#### *School selection survey results*

The 18 schools selected for the SBP have low helmet wearing rates (0.4%), and the majority of students (73.4%) ride a motorcycle or a bicycle to and from school. There are a total of 531 teachers and school staff and 15,878 students at the schools. All 18 schools are located in proximity to a crowded, dangerous road environment, and 17 are on a provincial or national highway. Each school either has racks that can be used for helmet storage or the space to build helmet shelves. At most of the schools, principals educate students about road safety at weekly student assemblies (13 of 18) and/or teachers cross the road with students when they leave school (15 of 18). We estimate that the control schools have a similar helmet wearing rate to the intervention schools.

**Table 9 Target Schools Summary**

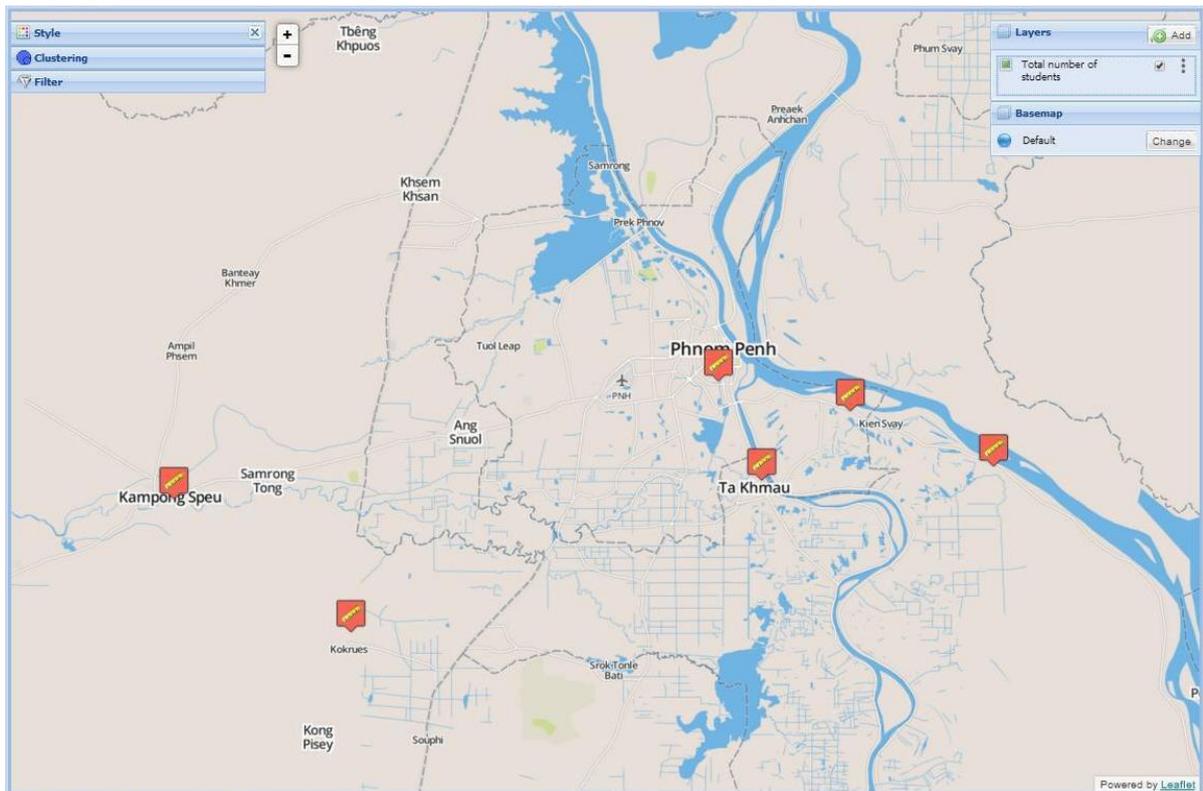
School	No. of Teachers and School Staff	No. of Students	Estimated % Students Who Wear Helmets	Estimated % Students Who Ride Motorcycles	Estimated % Students Who Ride Bicycle
Ang Metrey Primary School	20	602	0%	15%	50%
Ang Serey Primary School	19	534	0%	20%	60%
Banthey Daek Primary School	11	850	0%	10%	60%
Bun Rany Hun Sen Kropour Ha Primary School	44	1,006	0%	15%	80%
Cham Bak Primary School	25	923	0%	10%	70%
Chbar Ampov I Primary School	57	1,883	2%	30%	30%
Hun Neang Boeung Trabaek East Primary School	51	1,460	0%	60%	30%
Hun Neang Toul Tompong II Primary School	43	876	0%	40%	40%
Kandoul Dom Primary School	16	557	0%	10%	60%
Kor Ki Thom Primary School	16	637	0%	5%	40%
Prek Eng Primary School	36	1,068	0%	50%	30%
Prek Ho Primary School	30	1,120	0%	20%	60%
Prek Tapeou Primary School	28	932	0%	15%	40%
Prey Pdao Primary School	19	711	0%	10%	60%
Santhe Pheap Primary School	19	639	0%	30%	65%
Sdao Konleng Primary School	27	968	0%	10%	50%
Toul Svay Prey Primary School	54	848	1%	30%	60%
Veal Sbov Primary School	12	264	0%	10%	45%
<b>Total</b>	<b>531</b>	<b>15,878</b>	<b>0.4%</b>	<b>21.7%</b>	<b>51.7%</b>



Map of 18 target schools in Phnom Penh, Kandal, and Kampong Speu provinces

**Table 10 Control Schools Summary**

School	No. of Teachers and School Staff	No. of Students	Estimated % Students Who Ride Motorcycles	Estimated % Students Who Ride Bicycle
Chey Chumneas Primary School	65	1,017	65%	15%
Mrom Chherng Primary School	24	804	30%	60%
Phum Thom	8	366	15%	45%
Prey Cheuk Primary School	7	296	5%	70%
Takmau Primary School	82	952	30%	40%
York Bat Primary School	29	726	20%	50%
<b>Total</b>	<b>215</b>	<b>4,161</b>	<b>28%</b>	<b>47%</b>



*Map of 6 control schools in Phnom Penh, Kandal, and Kompong Speu provinces*

## 5.2 Behavior Change Communications M&E

### **5.2.1 Conduct Baseline Survey**

In July 2014, AIP Foundation contracted a research agency to conduct a baseline survey to gather qualitative and quantitative evidence for the design, implementation, and evaluation of the BCC campaign component of the HSHO project.

#### *Design*

The baseline survey was designed to answer the following key research questions:

- What are the current knowledge, attitudes, and behaviors of passengers in the selected areas regarding helmet use (including adult opinions of helmet use for child passengers)?
- What is the respondents' knowledge of helmets (helmet quality, how to wear a helmet, etc.)?
- What are the reasons that drivers and passengers give for wearing or not wearing helmets (including reasons for providing or not providing helmets for children)?
- What are the current rates of helmet ownership, and where do people purchase their helmets?
- What are the factors that hinder or promote helmet use (including social, cultural, and environmental factors)?
- What are the current road safety information sources for drivers, passengers, and children in different age groups? Which are effective communication channels and approaches to influence passenger helmet use?

The survey was conducted in 18 target communes and six control communes in six target districts. The results are currently being analysed at both the target and control levels.

#### *Implementation*

Among four research agencies that submitted proposals, AIP Foundation selected Indochina Research Ltd. (IRL) to conduct the baseline survey. A contract was signed between IRL and AIP Foundation on July 24, 2014.

On July 26, IRL provided a detailed research plan, including the methodology, sample selection technique, data collection tools, timeframe, and budget.

On August 5, the local Institutional Review Board (IRB) issued ethical approval for the survey.

From July 30-31, AIP Foundation's Regional M&E Manager visited Cambodia to work with IRL to finalize the survey questionnaire and train field data collectors.

From August 12, IRL pretested qualitative and quantitative data collection tools. After revisions to the tools, IRL collected the data, completed August 20.

AIP Foundation's Regional M&E Manager's met IRL to discuss the progress of the BCC baseline survey during his August 20-21 visit to Cambodia.

IRL submitted initial findings for project logo testing on August 22. IRL will send the draft baseline survey report to AIP Foundation by the end of August and the final version by September 12.

## 5.4 Project-Wide M&E

### **5.4.1 Conduct Routine Monitoring**

AIP Foundation conducted routine monitoring to keep track of outputs from project activities, including project presentations, helmet fitting and color testing, meetings, and the nation-wide stakeholder workshop. For routine monitoring, program staff collected basic information on output indicators, including measurements of people, objects, and occurrences.

Staff entered the collected data into AIP Foundation's monitoring database, where it was checked by the M&E team and extracted for reporting.

### **5.4.2 Conduct Project-Wide Helmet Observations**

AIP Foundation contracted with a research agency to conduct quarterly, filmed helmet observations to collect data on motorcycle helmet use rates. AIP Foundation will analyze how motorcycle helmet use rates change over time and how they differ between target and control communes. This evidence will be used to track the outcomes of the HSHO project interventions and to support the development of advocacy strategies.

#### *Design*

The observations were designed to answer the following key research questions:

- What are the rates of helmet use among motorcycle drivers and passengers, including children, and how do these rates change over time?
- How do helmet use rates differ between intervention and control areas, for both drivers and passengers?
- What are the rates of correct helmet use (defined as wearing a helmet with the chin strap buckled) for drivers and passengers?

The observations will be conducted every three months in 18 target and six control communes on the same day during two, one-hour periods at one intersection in each commune, between a local road and a main road such as national highway.

## Implementation

Among four research agencies that submitted proposals, AIP Foundation selected Handicap International to conduct the helmet observations. Handicap International and AIP Foundation signed a contract on July 25, 2014.

In consultation with AIP Foundation, Handicap International finalized a detailed research plan, including the methodology, sample selection technique, data collection tools, timeframe, and budget.

On August 4, the General Secretariat of the National Road Safety Committee (NRSC) issued research approval for the observations.

From July 30-31, AIP Foundation's Regional M&E Manager visited Cambodia to train Handicap International on the helmet observation methods.

On August 12, Handicap International pretested the methods and made necessary revisions to the tools. From August 18-26, Handicap International collected data for the first project-wide helmet observation. Within four weeks, they will submit the quarterly summary report and field report with the dataset.

### 5.4.3 Coordinate with Local Agency for Injury and Fatality Data Extraction

AIP Foundation will contract with the Statistics and Road Safety Division of General Secretariat of the National Road Safety Committee (GS-NRSC) to extract data from the Road Crash and Victim Information System (RCVIS) to guarantee continuous access to injury and fatality data and reports throughout the project period. The injury and fatality data and reports will be used to calculate the reduction in traffic crash head injuries and fatalities in the target areas, the number of lives saved, the number of injuries prevented, and the amount of money saved due to the HSHO project.

## Design

The data extraction includes the following:

- Reports delivered every six months on monthly crashes, injuries, and fatalities for three target provinces, six target districts, 18 target communes (when available), and 6 control communes (when available).

**Table 11 Target and Control Areas**

Province	District	Target/Control	Commune	
Phnom Penh (12 districts)	Chamka Morn (12 communes)	Target	Tuol Svay Prey II	
			Tuol Tumpong II	
			Beoung Trabek	
	Chba Ampov (8 communes)	Control	BKK III	
			Target	Chba Ampov I
				Veal Sbov
PreK Eng				
Kandal (11 districts)	Takhmao (6 communes)	Target	Doeum Mean	
			Kompong Samnagn	
			Prek Ho	
	Kien Svay (8 communes)	Control	Takhmao	
			Target	Phum Thom
				Dei Edth
Bantheay Daek				
	Chbar Morn (5 communes)	Control	Kor Ki Thom	
			Target	Kanduol Dom

Kompong Speu (8 districts)			Sopoar Tep	
			Roka Thom	
		Control	Chbar Morn	
	Somrong Torng (15 communes)	Target		Roliang Kreul
				Trapiang Korng
				Vorsar
	Control	Sen Dei		

- Reports delivered every 12 months on crashes, injuries, and fatalities, as well as on motorcycle user fatalities and helmet use among motorcycle fatalities

AIP Foundation sent the scope of work for the data extraction to GS-NRSC on August 4. GS-NRSC has confirmed that they will respond with their proposal by September 10.

#### 5.4.4 Consult with Technical Consultant

AIP Foundation will contract with a short-term technical consultant to provide technical assistance for the monitoring and evaluation of the HSHO project. The consultant’s advice and input will cover M&E design and implementation, report development and review, and results dissemination.

AIP Foundation sent the Request for Proposals to three agencies, but only the CDC Foundation has replied with a proposal. AIP Foundation is filed for sole-source procurement and is currently negotiating the budget with the agency. AIP Foundation expects to sign the contract in September.

### 2.3.2. Materials Development

AIP Foundation developed Information, Education, and Communication (IEC) materials to support project activities during the first quarter, as shown in Table 12.

**Table 12 IEC Materials Summary**

Activity	IEC Materials	Target audience
1.3 Project Logo Development	Project logo	Cambodian population, particularly those aged 15-44
4.1 Policy Briefs and Advocacy Meetings	Policy brief; Co-signed letter	Government officials, traffic police, ambassadors, influential leaders, media members, other key stakeholders
4.2 Nation-Wide Activities	Backdrop, displays, hand-out	National-level government officials and traffic police, influential provincial leaders, media members, other key stakeholders

AIP Foundation’s communications team also publicized project activities and achievements through various media, including press releases, new updates, and social media postings.

### 2.3.3. curement

During the first quarter, AIP Foundation procured contractual services for the HSHO project as outlined in the approved budget under the contract. All procurements were done in accordance with USAID, the government of Cambodia, and AIP Foundation regulations. A summary of procurements and their related project activities is presented in Table 13.

**Table 13 Procurement Summary**

<b>Activity</b>	<b>Procurements</b>	<b>Provider</b>
4.2 Nation-Wide Activities	Venue	• Venue: Hotel Cambodiana
5.2 Behavior Change Communications M&E	Baseline survey	• Baseline survey: Indochina Research
5.4 Project-Wide M&E	Helmet observations	• Helmet observations: Handicap International

AIP Foundation is currently negotiating with the US Centers for Disease Control and Prevention Foundation to sign a contract with them for short-term technical assistance. It is also waiting for a proposal for data extraction from the Statistics and Road Safety Division of NRSC.

## 3. Challenges and Opportunities

### 3.1. Challenges

Over this quarter, AIP Foundation encountered a number of challenges to project implementation. These challenges were addressed to mitigate and overcome potential issues; analyzed to learn how to avoid similar problems in the future; and are currently being monitored to ensure they do not negatively impact outputs and outcomes.

#### School Based Program

The SBP team reported that the school selection process was complex and took longer than expected. This was due to specificity of commune and school selection criteria that at times contradicted each other. For example, a school that fulfilled the school selection criteria did not always fulfill the commune selection criteria, and vice versa. However, support and guidance from the M&E team, which has experience selecting schools that meet all necessary criteria, allowed for appropriate communes and schools to ultimately be selected for the project.

Helmet color testing with students was also identified as an area of concern as not all students chose the same helmet color. Of the 18 student groups tested, 11 chose red, 6 liked pink, and 1 preferred blue. Red, as it received the majority of votes, was selected as the helmet color to provide students with at the SBP launch ceremonies and events in December 2014. The team is concerned that students who did not vote for red may be less inclined to wear their helmets. In order to address this potential problem, the SBP team plans to engage teachers in making helmets part of the school uniform during teacher training workshops in October and November 2014. By making helmets part of the school uniform, students will be required to wear their helmets even if they do not like the color. Staff will also inform teachers of the potential problem and work with them to come up with additional solutions.

Engagement with the DoEYS in Phnom Penh was an initial challenge. When AIP Foundation applied to USAID-DIV, it requested that DoEYS in all three target provinces send endorsement letters. The DoEYS in Kandal and Kampong Speu provinces sent endorsement letters strongly welcoming the project in their jurisdictions, however, the DoEYS in Phnom Penh did not send a letter due to the short notice of the request. Subsequently, AIP Foundation did not send a letter announcing the project to the DoEYS in Phnom Penh because local staff thought it would be inappropriate to send it when no endorsement letter was received. In order to engage the DoEYS through other means, AIP Foundation invited them to the nation-wide stakeholder workshop in Phnom Penh. Representatives agreed to attend the workshop and voiced their strong support for it. This was considered an endorsement by the DoEYS in Phnom Penh, so an announcement letter was sent in late August. Therefore, engagement with the DoEYS in Phnom Penh for implementation of project activities is no longer considered an issue. In September 2014, AIP Foundation will meet with the DoEYS in all three provinces to explain the HSHO project in more detail.

### Enabling Environments Campaign

The EEC team was challenged with political deadlock this quarter. Meetings with policymakers were difficult to set up due to political prioritization of the government and National Assembly, which has also seen various people change positions within the legislative bodies. The team is optimistic that the coming quarter will see more political stability, allowing them to meet with key policymakers on the helmet law.

An additional concern was observed in relation to media coverage of the project launch in Cambodia. Due to competing priorities in Cambodia, including workers strikes, protests, and high-level political party meetings to address the political deadlock, various established media outlets did not attend the nation-wide stakeholder workshop, which launched the project. While the project did gain some media attention, the team is setting up interviews with prominent media outlets, including TV and radio, to expose the project further in the coming quarter.

The timing of the publication of the first policy brief, in conjunction with meetings held with government representatives to discuss the contents, was problematic due to the passage of the draft helmet law. The original aim of the policy brief and meetings with government officials was not only to introduce the HSHO project, but also to put pressure on the government to pass the helmet law.

The timing of the passage meant that language of the brief had to be shifted and meeting discussion points had to be altered at the last minute to reflect this. Discussions focused on acknowledgement of and congratulations to the government for making a significant step towards passing the draft law, as well as on next steps for approving the law through endorsement by the National Assembly. The flexibility and adaptability of the team ensured that the policy brief and meetings were still useful advocacy tools and activities, respectively.

### Monitoring and Evaluation

The M&E team noted that collecting quality data on demographics, school information, and injury and fatality rates in target and control communes was an issue this quarter. While demographic and school information data are available but not systematically filed, data on road crash injury and fatality from the commune police are underreported and not always available. This impacted the data collection and on data integrity in the commune selection. However, the M&E team is currently in process of contracting the Road Crash and Victim Information System, a more complete and reliable source, for data extraction to inform the evaluations of the HSHO project.

The M&E team also identified some technological difficulties during the first project-wide helmet wearing observations. This included issues with camera battery life, lighting, and locations that were representative of the population. With technical advice and support from the M&E team, these issues were resolved in time to ensure minimal impact on the quality of the observations. The helmet

observation team had five minute breaks halfway through the hour to allow the camera battery to cool off, and umbrellas were used to keep the sun off of the camera and to provide for better lighting. Additionally, the team studied maps and visited the observation sites to map out the best intersections and viewpoints to obtain the most representative view of commune road and main road intersections.

### 3.2. Opportunities

AIP Foundation launched an internet campaign to collect 10,000 pledges in support of the motorcycle passenger helmet law in Cambodia. The campaign is part of the “Safe Roads. Safe Communities.” (SRSC) project, funded by The UPS Foundation, which implements various activities to promote motorcycle passenger helmet use. The campaign is being promoted online through AIP Foundation’s Facebook and road safety website [saferoads.org.kh](http://saferoads.org.kh). In addition, AIP Foundation will conduct presentations at universities where participants are encouraged to make pledges and share the pledging process with their networks for greater reach. The campaign will run from August 15 to October 19, 2014 and will raise essential awareness about the passenger helmet law and the impact it can have on society if endorsed by the government. The SRSC project will therefore support the HSHO project by further increasing public awareness and support for the helmet law, and by encouraging the Cambodian population to start wearing helmets as passengers.

In addition to the communications campaign, planning has commenced for two new initiatives that are also part of the SRSC project. The Commune of Excellence Awards and School of Excellence Awards aim to encourage participation, action, and innovation in communes and in schools in the creation of safer road users and communities. An announcement about the award program will be advertised over the coming months in target areas to encourage participation. Applicants will be expected to develop an action plan, and will be observed and evaluated by an awards committee on how they go about implementing the plan. Upon conclusion of their implementation, three target communes and three target schools will be declared the winner and will be offered an opportunity to extend their good practice in their school or commune through a road safety study tour in Vietnam or Thailand. These SRSC initiatives will help create an element of competition among target communes and schools to successfully implement action plans that will promote road safety and helmet wearing.

## 4. Key Accomplishments

Key achievements for the School-Based Program include:

- AIP Foundation conducted school selection surveys at a remarkably large number of schools to ensure 18 target schools and 6 control schools were successfully selected.
- AIP Foundation received an official approval letter in record time from the Ministry of Education, Youth, and Sport to roll out program activities in selected schools. This allowed AIP Foundation to conduct helmet fitting and color testing at each school on schedule, and will enable continual delivery of activities at the selected schools.

Key successes for the Enabling Environment Campaign include:

- AIP Foundation was granted high-level meetings with top government officials, including the Deputy Prime Minister, to discuss the project and the importance of the passenger helmet law.

These meetings were a significant step for AIP Foundation in gaining endorsement from government for forthcoming activity implementation.

- AIP Foundation also received signed letters to demonstrate the support from senior representatives of the National Police and Chairman of the National Road Safety Committee for implementation of the HSHO project and for passenger helmet use interventions. This will provide a strong foundation and support for project implementation.
- AIP Foundation effectively launched the project at the nation-wide stakeholder workshop on August 8, 2014 in Phnom Penh, gaining vital commitment from key stakeholders, including national government officials. The commitment established by stakeholders at this workshop will further support effective project implementation over the coming months.
- After consistent efforts by AIP Foundation and other stakeholders to advocate for the passage of the draft traffic law, the law was approved on August 15, 2014 at the Plenary Session of the Council of Ministers by the Cambodian Government. The law is now awaiting endorsement by the legislative bodies. AIP Foundation will continue its advocacy efforts in the coming quarter with legislative bodies.

Key undertakings for Monitoring and Evaluation include:

- AIP Foundation’s BCC baseline survey and first project-wide helmet observations were completed in timely and effective manners. The findings, currently in draft form, will provide vital direction for the project.

## 5. Changes to Project Plan

No substantive changes in project activities were made during this reporting quarter other than the small changes and delays noted above.

## 6. Next Quarter Activities

The following activities will be completed next reporting quarter, during the period of September 1, 2014 through November 30, 2014, as shown in Table 14.

**Table 14 Next Quarter Activities**

<b>Date</b>	<b>Activity</b>
September 2014	<b>1.2.5 Conduct Media Interviews:</b> Conduct media interviews with various media channels
September-December 2014	<b>1.2.6 Meet with Government Officials, Ambassadors, and Development Partners:</b> Meet with lawmakers, ambassadors and development partners
September 2014	<b>1.3.1 Design and Test Project Logo:</b> Finalize project logo based on focus group discussion testing
September 2014	<b>2.1.2 Receive Government Approval and Host Planning Meetings:</b> Host planning meetings with the DoEYS in each target province
September-November 2014	<b>2.1.3 Develop School Implementation Plans and Host Planning Meetings:</b> Develop project implementation plans for each school; discuss plans at teacher training workshops; revise plans

September-November 2014	<b>2.2.2 Design, Order, Produce, and Ship Helmets:</b> Develop helmet mock-up design; compile helmet order; contract with Protec to produce helmets; contract with shipping company to ship helmets
October-November 2014	<b>2.3.1 Organize Teacher Training Workshops:</b> Organize teacher training workshops at each school
October-November 2014	<b>2.3.2 Select and Meet with School Coordinators:</b> Select school coordinators; meet with school coordinators from each school
September-November 2014	<b>2.4.1 Design, Order, and Print Communications Materials:</b> Design, order, and print communications materials for SBP launch ceremonies and events
September-November 2014	<b>2.4.2 Promote Attendance:</b> Invite key stakeholders to SBP launch ceremonies and events; send press release to media about the event
October-November 2014	<b>2.4.3 Prepare Ceremony and Event Activities:</b> Develop activities for SBP launch ceremonies and events
September-November 2014	<b>2.7.1 Install and Display Helmet Use Billboards:</b> Develop content and design of helmet use billboard
November 2014	<b>2.7.2 Hang and Display Helmet Use Posters:</b> Develop content and design of helmet use poster
September-November 2014	<b>3.1.1 Design and Produce BCC Materials:</b> Contract with creative agency to develop campaign concept and produce BCC materials
September-November 2014	<b>4.1.1 Disseminate Policy Briefs:</b> Disseminate policy briefs in meetings and workshops
September-November 2014	<b>4.1.2 Meet with Government Officials, Ambassadors, and Leaders:</b> Meet with government officials, ambassadors, and leaders about the HSHO project
September-November 2014	<b>4.1.3 Send Co-Signed Letters to Senior-Level Government Officials:</b> Request key stakeholders to sign letter urging endorsement of the passenger helmet law; send letter to government officials
October 2014	<b>4.2.2 Organize Enforcement Study Tour with National Representatives:</b> Organize enforcement study tour with national representatives to Vietnam and Malaysia
November 2014	<b>4.2.3 Host National Passenger Helmet Enforcement Action Plan Workshop:</b> Host national passenger helmet enforcement action plan workshop
November 2014	<b>4.2.4 Develop National Passenger Helmet Enforcement Action Plan:</b> Coordinate efforts to develop a national passenger helmet enforcement action plan
September 2014	<b>4.3.1 Host District-Wide Stakeholder Workshops:</b> Host district-wide stakeholder workshop in each target district
October 2014	<b>4.4.1 Host Commune-Wide Meetings:</b> Host commune-wide meetings in each target district
November 2014	<b>5.1.1 Conduct School Helmet Observations:</b> Conduct pre-intervention helmet observations at target and control schools
November 2014	<b>5.1.2 Conduct Crash Monitoring:</b> Coordinate with school coordinators to report crash occurrences
September-November 2014	<b>5.4.1 Conduct Routine Monitoring:</b> Collect basic information on output indicators including measurements of people, objects, and occurrences
October-November 2014	<b>5.4.2 Conduct Project-Wide Helmet Observations:</b> Work with external M&E agency to conduct quarterly street-based helmet observations
September-November 2014	<b>5.4.3 Coordinate with Local Agency for Injury and Fatality Data Extraction:</b> Coordinate with a road safety data agency to collect data
September-November 2014	<b>5.4.4 Consult with Technical Consultant:</b> Consult with a short-term technical consultant for M&E advice and inputs

## Annex I. Updated New Staff Recruitment Report

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# Enabling Environment Campaign Meetings and Policy Briefs Report

Head Safe. Helmet On.

June - August 2014



## September 2014

This report was produced for review by the United States Agency for International Development (USAID). It was prepared by the Asia Injury Prevention (AIP) Foundation for Milestone 2 under Grant No. AID-OAA-F-14-00012.



**USAID**  
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**AIP** FOUNDATION  
MAKING ROADS SAFE

# Quarterly Progress Report

## Enabling Environment

### Campaign Meetings and

### Policy Briefs Report

Head Safe. Helmet On.  
June – August 2014

Grant No. AID-OAA-F-14-00012

**September 2014**



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## Acronyms

AIP	Asia Injury Prevention
BCC	Behavior Change Communications
CNP	Commissioner General of National Police
EEC	Enabling Environment Campaign
HSHO	Head Safe. Helmet On.
MoEYS	Ministry of Education, Youth and Sport
MoIH	Ministry of Industry and Handicraft
MoI	Ministry of Interior
MoPWT	Ministry of Public Work and Transportation
MoU	Memorandum of Understanding
SBP	School-Based Program

# 1. Context and Background

## 1.1. Draft Motorcycle Passenger Helmet Law

Cambodia experiences an increasingly concerning road safety situation. In 2013, there were almost 2,000 deaths and 15,000 injuries from road traffic crashes, costing the Cambodian government an estimated US\$ 337 million, or 2.1 percent of its GDP. Additionally, 69 percent of road crash fatalities in 2013 were motorcyclists, 62 percent of whom suffered head injuries. Only 22 percent of motorcyclists involved in these crashes wore a helmet.

The Cambodia traffic law, including a motorcycle driver helmet requirement, was passed in 2007, but not fully enforced until 2009. Helmet-wearing rates for drivers range from 47 percent at nighttime to 67 percent during the day. Because there is currently no passenger helmet law in Cambodia, rates for passengers are disturbingly low, at 4 percent at night and 7 percent during the day. Increased advocacy by AIP Foundation and awareness of this significant public health and policy gap by government officials has led to a revised draft traffic law, which includes a mandate for helmets for all passengers including children over the age of three, a reduction of speed limits, and increased severity of penalties for drunk driving. This revised law was drafted in February 2010 by an inter-ministerial Technical Working Group, made up of Government Ministries including the Ministry of Public Works and Transport, Ministry of Interior, Ministry of Justice, and Ministry of Economic and Finance.

The Royal Government of Cambodia was directly responsible for drafting the law in 2010, while AIP Foundation played a supporting role during the drafting process through supporting the National Road Safety Committee, participating as observers during the drafting meetings and raising awareness among the public. Since 2010, a number of international and local non-governmental organizations have made road safety a priority through advocating for the law to be passed, including AIP Foundation, the World Health Organization, Handicap International, Coalition for Road Safety, Cambodian Red Cross, Global Road Safety Partnership, and Women's Media Centre.

In 2010, AIP Foundation began to implement programs that focused on the importance of passengers, including children, wearing helmets. The Cambodia Helmet Vaccine Initiative was a series of advocacy projects to encourage the Royal Government to pass the draft law and increase passenger helmet rates. These projects included meetings with high-level government officials, public events with Global Road Safety Ambassador Michelle Yeoh, and the submission of a co-signed letter to the government for the specific inclusion of children who were not originally included under the passenger helmet law in October 2011. In November 2011, the Minister of Transport agreed to the inclusion of children.

AIP Foundation submitted a joint statement entitled "Motorcycle Passengers including Children must wear helmets" to the government in April 2013 with endorsement from over 100 stakeholders and 4,000 community supporters. This joint statement was mentioned in the 2013 UN Secretary General's Improving Road Safety Report. While the law remained in draft form, AIP Foundation held a press conference entitled "Cost and Life-Savings if Passenger Helmet Law is Passed" to further encourage the government to approve the law and introduce the "Head Safe. Helmet On." project to the government. From May to June 2014, AIP Foundation submitted letters to relevant ministries to ask for support and actions to have the draft law approved sooner, especially during Inter-ministerial meetings and plenary meetings of the Council of Ministers.

On August 15, 2014, the law was approved by the Council of Ministers, and is now awaiting approval from the National Assembly. From there, King Norodom Sihamoni of Cambodia will sign the law.

AIP Foundation anticipates that the draft motorcycle passenger helmet law will go through these final stages of approval by early 2015.

## 1.2. Enabling Environment Campaign

The Enabling Environment Campaign (EEC) is one of three components of the “Head Safe. Helmet On.” (HSHO) project. The objective of the campaign is to enhance commitment to approve the passenger helmet law and, upon its passage, improve enforcement by engaging key stakeholders in a series of meetings, workshops, and study tours.

The primary audience of the EEC is government officials, law makers and traffic police on the national level since they are the key decision-makers in regards to the passage of the passenger helmet law. Once the law is implemented, the EEC will focus on government officials residing or working within target provinces and districts since they are the key decision-makers in regards to enforcement of the law.

Through the EEC, AIP Foundation will work with key government officials, traffic police, and other stakeholders to not only create the appropriate environment in order to encourage passage and full enforcement of the passenger helmet law, but also to gain critical feedback and support of the campaign as well as long-term commitment to sustain passenger helmet use outcomes.

## 2. Meetings and Workshops

From August 18-21, 2014, AIP Foundation staff met with key government officials and stakeholders from six government ministries to provide a comprehensive overview of the HSHO project, answer questions, and seek their support in project implementation. Additionally, a nation-wide stakeholder workshop was held on August 8, 2014, to engage government officials, and private sector and development partners in raising awareness of, and building support for, passage of the draft motorcycle passenger helmet law.

AIP Foundation met with the following ministries or departments: the General Commissariat of National Police (CNP); Ministry of Industry and Handicraft (MoIH); Ministry of Public Works and Transportation (MoPWT); Ministry of Education, Youth and Sport (MoEYS); and Ministry of Interior (MoI). Further meetings with lawmakers will encourage them to prioritize the law approval. Additionally, meetings with ambassadors and development partners will build support for enforcement of the law once it’s passed in 2015. These meetings will take place from September to December 2014.

**Table 1 Summary of Meetings**

<b>Date</b>	<b>Key Attendees</b>	<b>Outcome</b>
August 18, 2014	H.E General Yun Chhunny, Deputy Commissioner General of National Police, and six other representatives	Participants discussed cooperation on implementation of the HSHO project and the new draft helmet law. The General stated his appreciation for the HSHO project’s strategy to engage with the people in the communities through commune-based campaigns and social media as it is well aligned with the National

		Police's Safe Village-Commune Policy. H.E. General Yun Chhunny accepted an invitation for H.E. Commissioner General of National Police to chair the SBP launch ceremony in Kandal Province in December 2014. He also signed the letter to express his support on the HSHO project implementation.
August 19, 2014	H.E Cham Prasidh, Senior Minister, Minister of Industry and Handicraft and four other representatives	Participants discussed the overall HSHO project. H.E Cham Prasidh is optimistic that the draft law will be approved by the legislative bodies in the next few months.
August 19, 2014	H.E Tram Iv Tek, Minister of Public Works and Transportation, the Chairman of the National Road Safety Committee and two other representatives	Participants discussed roles and responsibilities in implementation of the HSHO project, especially those of the NRSC. H.E Tram Iv Tek also signed the letter to express his firm support of the HSHO project implementation in Cambodia, and he hopes it will help to increase the helmet wearing rate among motorcycle passengers.
August 20, 2014	H.E. Dr. Hang Chuon Naron, Minister of Education, Youth and Sport, and three other representatives	Participants discussed cooperation on overall project activities, particularly SBP activities.
August 21, 2014	H.E Sar Kheng, Deputy Prime Minister, Minister of Interior, and five other representatives	AIP Foundation thanked the MoI for their support of AIP Foundation's work. AIP Foundation also congratulated the MoI's effort in the progress towards the passage of the draft passenger helmet law. The Minister noted that once the law is approved, firm support from partners is needed to raise awareness and build capacity of law enforcement, especially providing them with appropriate equipment. The Minister accepted an invitation to chair the SBP launch ceremony in Phnom Penh in December 2014.

**August 18, 2014**

**General Commissariat of National Police**

Senior-level staff from AIP Foundation met with senior government officials from the General Commissariat of National Police, MoI. Mr. Greig Craft, President of AIP Foundation, expressed his thanks to CNP for making road safety and helmet use a priority in Cambodia in recent years. H.E. General Yun Chhunny warmly welcomed the delegation of AIP Foundation and thanked AIP Foundation for supporting the law enforcement efforts by CNP. Mr. Craft extended an invitation to H.E. General Net Savoeun, Police General Commissioner, to the SBP launch ceremony in Kandal Province in December 2014 and H.E Yun Chhunny expressed interest in passing along the invitation. Lastly, H.E. General Yun Chhunny co-signed the advocacy letter to express law enforcement's firm support for the HSHO project.

Key attendees included:

- H.E General Yun Chhunny, Deputy Commissioner General of National Police, MoI
- H.E Lieutenant General Him Yan, Director of Order Department of National Police, MoI
- Brigadier General Norng Sophal, Deputy Director of Order of National Police, MoI
- Brigadier General Ty Long, Deputy Director of Order of National Police, MoI

- Brigadier General Srey Sam At, Deputy Director of Order of National Police, MoI
- Mr. Sok Nop, Deputy Director of Order of National Police, MoI
- One representative from Order Department of National Police, MoI

**August 19, 2014**

**Ministry of Industry and Handicraft**

AIP Foundation staff met with officials from the MoIH to introduce the HSHO project, congratulate the Royal Government on their effort to approve the draft helmet law, and disseminate a policy brief on the importance of passing the draft law. The Minister reiterated his support for AIP Foundation activities.

Key attendees included:

- H.E Cham Prasidh, Senior Minister, Minister of Industry and Handicraft
- Four other representatives from the MoIH



*Mr. Greig Craft meets with H.E Cham Prasidh, Senior Minister, Minister of Industry and Handicraft*

**August 19, 2014**

**Ministry of Public Works and Transportation**

On August 19, AIP Foundation was warmly welcomed during a meeting with officials from the MoPWT. H.E. Tram Iv Tek, Minister of Public Works and Transportation, informed AIP Foundation about the Ministry's efforts to curb road crashes, including enforcement of regulations that motorcycle retailers are required to provide quality helmets to customers with every purchase. The Minister commented that behavior change is vital to increasing helmet usage, and that AIP Foundation should continue its efforts in behavior change and communications. The Minister co-signed the letter to express his full support on the HSHO project implementation in Cambodia. A senior representative of the meeting also requested that when any meetings with lawmakers are held, AIP Foundation should encourage the legislative bodies to give high priority to approving the Road Traffic law.

Key attendees included:

- H. E Tram Iv Tek, Minister of Public Work and Transportation, and the Chairman of the National Road Safety Committee
- H. E Men Manvy, Secretary of State of Public Work and Transportation, and the Vice-Chairman of the National Road Safety Committee
- H.E. Peuo Maly, Deputy Director General of Transportation, MoPWT, and Secretary General of the National Road Safety Committee

**August 20, 2014**

**Ministry of Education, Youth and Sport**

The meeting with the MoEYS covered the implementation of the HSHO project and cooperation on related activities. After learning more about project components, H.E. Hang Chuon Naron stated that he considers youth important for behavior change programs and therefore an important audience for the HSHO project, and suggested increased use of social media and television to spread the project's messages. He also voiced his continued support in the future for the HSHO project.

Key attendees included:

- H. E Dr. Hang Chuon Naron, Minister of Education, Youth and Sport
- H.E Kem Sethany, Secretary of State of Education, Youth and Sport
- H.E Oam Sethy, Chief of Cabinet of Ministry of Education, Youth and Sport
- One other representative from the MoEYS



*Mr. Greig Craft meets with Dr. H.E. Hang Chuon Naron,  
Minister of Education, Youth and Sport*

**August 21, 2014**

**Ministry of Interior**

On August 21, AIP Foundation staff met with the MoI and congratulated the MoI's work in approving the draft law. H.E Sar Kheng, Deputy Prime Minister, extended his thanks to AIP Foundation for its hard work, including inviting police to participate in school-based program activities, and expressed concern over the road safety issue in Cambodia. He commented on the strong relationship between AIP Foundation and the Royal Government. AIP Foundation then invited the Minister to chair an SBP launch ceremony at a primary school in Phnom Penh in December 2014. The Minister accepted the invitation and reiterated support for AIP Foundation's work.

Key attendees included:

- H. E Sar Kheng, Deputy Prime Minister, Minister of MoI
- H.E Pol Lim, Secretary of State of MoI
- H.E Yun Chhun, Deputy Commissioner General of National Police, MoI
- Three other representatives from the MoI

**August 8, 2014**

### **Nation-Wide Stakeholder Workshop**

The first of three nation-wide stakeholder workshops was hosted by AIP Foundation on August 8, 2014 at the Cambodiana Hotel in Phnom Penh. The purpose of the workshop was to introduce the HSHO project, define stakeholder responsibilities, and seek support for project implantation. The stakeholder workshop invitations were sent to 43 groups, including national- and provincial-level government ministries and agencies, international development agencies, and private sector companies one to two weeks prior to the event. Non-governmental organizations were not invited because they had already been introduced to the project through the Cambodian Road Safety Network. Thirty-two individuals confirmed to the EEC Program Manager that they would attend the workshop.

On August 8, the workshop was presided over by H.E Peuo Maly, Secretary General of the National Road Safety Committee, H.E Major General Him Yan, Director of Order Department of National Police, MoI, and Mr. Kim Pagna, Cambodia Country Director of AIP Foundation. A total of 53 people attended, representing 12 national-level government Ministries, 12 provincial-level government Departments, 3 private sector companies, and 4 international development partners. Journalists from 13 media outlets also attended to ensure the public was informed about the project.

Opening remarks were given by Mr. Kim, who emphasized that an increase in passenger helmet use will decrease the rates of injury and fatality due to traffic crashes, and will also save millions of dollars for the Cambodian economy. H.E. Major General Him Yan spoke on how dire the current circumstances are in Cambodia, stating that approximately 2,000 motorcyclists were killed in 2013, and that the current nationwide passenger helmet wearing rate is only 9 percent. He concluded by saying there should be increased enforcement of the law to not only wear helmets, but also obey other traffic laws as well. H.E. Peuo Maly gave updates on the current status of the draft passenger helmet law, stating that the draft law would soon be passed by the National Assembly. He ended his speech with an appeal to the Cambodian community for increased use of helmets when riding on a motorcycle as a passenger. Lastly, a presentation was given by AIP Foundation's BCC Manager on specific activities and information on the HSHO project.



*Mr. Kim Pagna speaks at the nation-wide stakeholder workshop. On the left sits H.E Peuo Maly, Secretary General of National Road Safety Committee and in the center sits H.E Major General Him Yan, Director of Order Department of National Police, MoI.*

Two questions were posed in the following question and answer session:

1. Why does AIP Foundation believe that passenger helmet use will result in fewer deaths?
  - a. Mr. Kim Pagna addressed the first question with an explanation of how an evidence-based helmet wearing campaign successfully implemented in Vietnam and Thailand resulted in a decrease of fatalities within one or two years and that there is statistical evidence that helmets reduce the risk of death by 42 percent and the severe head injuries by 69 percent.
2. What is the government doing to address road safety in the provinces that are not part of the HSHO project?
  - a. H.E. Peuo Maly mentioned government actions including the dissemination of road safety knowledge and traffic laws, and activity through social media and websites.

Then, after a brief break, participants were broken up into six smaller groups for discussion of the following three questions:

1. Do you have any road safety related activities in your target provinces, districts, and communes?
  - a. Participants cited a variety of activities, including educational activities from their employers on road safety and traffic law; training for the general public on how to properly wear helmets; improved traffic law enforcement through administrative action; traffic law education for youth in grades seven through nine; media circulation on traffic laws; and public placement of commercial billboards on national highways with messages related to road safety, helmet use, and traffic law.
2. What are the roles you think you can play to support the HSHO project implementation?
  - a. Participants brought up ways to support project implementation, including sharing material and human resources to implement the project from national- to community-level; contributing to the dissemination of educational materials on helmet use; increasing production of high-quality helmets; improving awareness of road safety and helmet use in the community; assisting in raising funds for community-led projects complementary to the HSHO project; and working to change overall behaviors of motorcyclists.
3. Do you have any suggestions for the effective HSHO project implementation?
  - a. Participants suggested that that AIP Foundation work closely with the Royal Government of Cambodia on other road safety issues including speeding and drunk driving; collaborate with the Ministry of Telecommunication to spread awareness of passenger helmet use through text messages; and cooperate with relevant authorities to provide training to the Cambodian People to abide by all traffic laws.

Participants all showed their commitment to sharing their resources and also to develop action plans from national to local levels to increase helmet usage among drivers and passengers. Additionally, contributors voiced that they are willing to work with AIP Foundation to either implement the program components or spread awareness about appropriate helmet use on roads.



*Participants at the nation-wide stakeholder workshop on August 8, 2014*

The next nation-wide stakeholder workshops will be held at the project mid-term in August 2015, and at the project completion in May 2016. District-wide stakeholder workshops will be held in each target district in September and October 2014, July 2015, and April 2016. The district-wide stakeholder workshops will further introduce the HSHO project and identify responsibilities at the sub-national level.

Workshop participants were from the following government ministries, organizations, and media outlets:

- National-level Government Ministries: National Road Safety Committee, General Commissariat of National Police, Ministry of Interior, Ministry of Labor and Vocational Training; Ministry of Rural Development; Ministry of Industry and Handicraft; Ministry of Information; Ministry of Public Works and Transportation; Ministry of Education, Youth and Sport, Ministry of Post and Telecommunication; National Social Security Fund of Ministry of Training and Labor; and National League of Commune Councils
- Provincial-level Government of Phnom Penh Capital: Phnom Penh Capital Hall; Department of Public Works and Transportation; Department of Education, Youth and Sport; and Police Commissariat of Phnom Penh
- Provincial-level Government of Kandal Province: Kandal Provincial Hall; Department of Public Works and Transportation; Department of Education, Youth and Sport; Police Commissariat of Kandal
- Provincial-level Government of Kampong Speu Province: Provincial Hall; Department of Public Works and Transportation; Department of Education, Youth and Sport; and Police Commissariat of Kandal
- International Development Partners: World Bank; Japan International Cooperation Agency; USAID / Cambodia; and United States Centers for Disease Control and Prevention
- Private Sector: Vision Fund; Phnom Penh Premium Outdoor Advertising; and AZ Group
- Media Outlets: Kohsenepheap News; Khmer Daily; Kampuchea Thmey News; Raksmei Kampuchea News; Royal Armed Forces TV5; Hang Meas TV; Khmer TV 9; Cambodia Network Television; Bayon; Apsara TV; Voice of Democracy; Radio France International; and Australia Radio

### 3. Policy Briefs and Dissemination

In July 2014, AIP Foundation developed the first policy brief relating to the draft passenger helmet law, which included information about the potential costs and lives saved from the passage of the law, legislative actions already undertaken, and importance of swift passage of the law with full enforcement throughout Cambodia. The purpose of the policy brief is to lobby policymakers to pass the traffic law and to provide information on the benefits of passing the law among senior government bodies, including executive and legislative officials, and international development partners. A second policy brief, still under development, will be disseminated in meetings with ambassadors and international development partners to be held in September and December 2014.

The policy brief was circulated at all meetings with government officials in August, as shown in Table 2. A total of 17 policy briefs were distributed to key stakeholders. The senior government officials were particularly interested in the policy brief, and voiced that they consider the new draft passenger helmet law extremely important. They also emphasized their optimism that the draft law will be soon approved by the legislative bodies.

**Table 2 Summary of Dissemination of Policy Briefs**

<b>Date</b>	<b>Distribution Method</b>	<b>Key Recipients</b>	<b>No. of Recipients</b>
August 18, 2014	Meeting	H.E General Yun Chhun, Deputy General Commissioner of National Police	2
August 19, 2014	Meeting	H.E Cham Prasidh, Senior Minister of Industry and Handicraft	3
August 19, 2014	Meeting	H.E Tram Iv Tek, Minister of Public Works and Transportation and the Chairman of the National Road Safety Committee	3
August 20, 2014	Meeting	H.E Dr. Hang Chuon Naron, Minister of Education, Youth and Sport	2
August 21, 2014	Meeting	H.E Sar Kheng, Deputy Prime Minister, Minister of Interior	5

The policy brief will be further disseminated in meetings and workshops until the passenger helmet law is passed, which is most likely to occur in early 2015. Once passed, AIP Foundation will develop a third policy brief that will focus on information regarding full enforcement of the law. This policy brief will be circulated during the national and district passenger helmet enforcement action plan workshops in January 2014 and March 2015, respectively.

The full text of the policy brief is on pages 11 and 12.

## Cambodia's Road Crisis: The revised traffic law is needed now



### Crisis on the roads

*"I appeal to everyone to wear a helmet when they get on a motorcycle, anytime, anywhere you are going, no matter if you are the driver or the passenger."*

- Samdech Techo Hun Sen, Cambodian Prime Minister

Motorcycles are the most common form of transport in Cambodia, making users one of the most vulnerable groups on the road. Nearly 70% of road crashes involve motorcycle drivers or passengers. Disturbingly, 65% of drivers and only 9% of passengers wear helmets on Cambodia's roads.

Since 2005, annual road crash fatalities in Cambodia have doubled, and registered vehicles have more than tripled. Meanwhile, the Cambodian population grew by only 13%.

Road crashes caused economic losses of US\$337 million in 2013. These losses affect the country's productivity, health care costs, unemployment, and administrative costs. By contrast, the country only invested US\$2.5 million in road safety in that year.

Helmets are proven to reduce the risk of death by 42% and serious injury by 69%, but in Cambodia, only motorcycle drivers—not passengers or children—are legally required to wear helmets.

With legislative intervention and enforcement, this public health crisis and burden can be decreased.

### Government action

The Royal Cambodian Government has committed to reduce the increase in mortality rate by 50% to 1,600 fatalities by 2020. If the government achieves this target, they will save 7,350 lives. The approval of the National Road Safety Policy and its annex 10-Year Action Plan is evidence of this commitment. However, without legislation that supports this policy framework, there will be a limited impact on road crash reductions and corresponding economic and social burdens.

Based on current data, the Government will not be able to meet its Decade of Action for Road Safety goal without urgent, direct, and targeted action. We need the immediate passage and enforcement of the draft road traffic law, which includes compulsory helmet use for motorcycle passengers, including children.

By 2020, up to 3,200 people are predicted to die annually as a result of road crashes in Cambodia. The Council of Ministers has recently approved the new draft road traffic law, which would prevent many of these deaths. Now, only legislative approval is needed to pass it into law.

## Working together

Joint action from road safety organizations and stakeholders, including government bodies and concerned citizens, must ensure initiatives create impact.

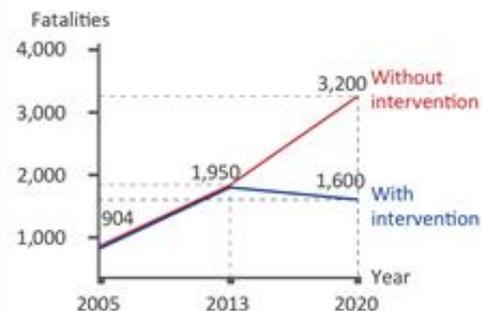
The Asia Injury Prevention (AIP) Foundation is implementing road safety projects with support from development partners that encompass education, capacity building, public awareness, and helmet provision to increase helmet use in Cambodia. The Government can influence the effectiveness of these projects and other road safety efforts by passing traffic legislations and overseeing enforcement prioritization.

### Help us stop the devastating fatality toll from road crashes

We are seeking your support and action to expedite the passage of the draft road traffic law. Each day that the law is delayed causes a significant financial and social burden on Cambodia.

If the passenger helmet law is passed in 2014 and effectively enforced by 2015, we expect passenger helmet use rates to increase from 7% to 55% in 2015 and increase by 5% each following year. By 2020, an estimated 561 fatalities will be prevented, 10,572 head injuries will be avoided, and US\$98,618,422 will be saved. However, without helmet intervention, the fatality rate is projected to increase.

### Fatality rates and 2020 projection



Cambodia National Road Safety Committee Road Crash and Victim Information System. (2014). 2013 Annual Report: Road Crashes and Casualties in Cambodia. Phnom Penh, Cambodia.

### Action that government and legislative bodies need to take now:

- Support and advocate for the passing of the draft road traffic law as a matter of urgency;
- Seek an increase in regular and effective enforcement of traffic laws by authority groups; and
- Show leadership by establishing and modeling a culture to support and practice motorcycle passenger helmet use for all.



**Your strong support is needed now to help pass the draft road traffic law, saving millions of dollars and preventing immeasurable sorrow.**

## 4. Outcomes of Activities

As one of the three re-enforcing components of AIP Foundation's HSHO project, the EEC provides pressure to quickly approve the drafted passenger helmet law and, upon passage, improve its enforcement at the commune, district, provincial, and national levels. The draft motorcycle passenger helmet law specifies that passengers, including children over the age of three, are required to wear helmets. AIP Foundation has made steady and promising progress toward this objective since the HSHO project began on June 1, 2014, including raising awareness of road safety in Cambodia among government officials and law enforcement, and pushing for the swift passage of the law. As this Enabling Environment Campaign Meetings and Policy Briefs Report shows, we have begun to see results from this work.

The nation-wide stakeholder workshop in early August was attended by a wide variety of stakeholders, from national- to provincial-level government officials, and from the private sector to development partners. The large media presence also enabled AIP Foundation's message to reach a larger population. All participants actively contributed to the group discussions, and left the workshop clearly understanding their individual roles, and the role of their organization, in working towards achieving the HSHO objectives and creating smarter road users in Cambodia.

The six meetings between senior-level AIP Foundation staff and government ministries provided a forum to improve understanding of the draft law benefits, increase awareness of road safety issues, and emphasize the importance of enforcement. All government officials warmly welcomed AIP Foundation, reiterated their support and collaboration for the HSHO project and all future activities, and expressed their strong interest in using their roles as government policymakers and community members to further prioritize the issue within the government and policymaking bodies. The use of the policy brief further highlighted the personal and economic costs to Cambodia through loss of life from traffic crashes.

The Cambodian government has made remarkable progress towards the final approval of the draft law by all appropriate government legislative bodies. AIP Foundation was very active in advocating for passenger helmet use since before the law was originally drafted, and strengthened government-level advocacy since 2010. Through meetings with senior-level government officials, distributing policy briefs and co-signed letters, and hosting stakeholder workshops with members of various national-level ministries and provincial-level departments, as well members of Cambodian law enforcement, AIP Foundation directly pressured and advocated for passage and enforcement of the draft law.

As of August 15, 2014, the law is currently awaiting approval from the National Assembly, and is projected to go through final stages of approval by early 2015. At every step, the Cambodian government has supported the HSHO project, and shown tremendous interest in reducing the wide-reaching effects of road crashes in Cambodia. For example, the Ministry of Industry and Handicraft has requested guidance from AIP Foundation regarding the possible creation of a helmet-testing laboratory to increase the availability of high-quality helmets within the country. This initiative would ensure that passengers wear high-quality helmets that are in accordance with the draft law.

Future collaboration with the Royal Government and road safety stakeholders throughout the duration of the HSHO project and future AIP Foundation projects will create safe motorcycle behaviors, save lives, and improve the Cambodian economy and quality of life for Cambodian citizens. AIP Foundation will continue to advocate for passage of the law through direct engagement with influential government stakeholders, and will continue to collaborate with the Royal Government in the future to improve road safety.

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