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AIP FOUNDATION
MAKING ROADS SAFE

Quarterly Progress Report

Head Safe. Helmet On.

September – November 2014



December 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 3 under Grant No. AID-OAA-F-14-00012.

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This report is made possible by the generous support of the American People. The contents of this report are the sole responsibility of the Asia Injury Prevention Foundation and do not necessarily reflect the views of the United States Agency for International Development or the United States Government.

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Acronyms

ADB	Asian Development Bank
AIP	Asia Injury Prevention
BCC	Behavior Change Communication
CDC	Centers for Disease Control and Prevention
DoEYS	Department of Education, Youth and Sport
EEC	Enabling Environment Campaign
GS-NRSC	General Secretariat of the National Road Safety Committee
HSHO	Head Safe. Helmet On.
IEC	Information, Education, and Communication
M&E	Monitoring and Evaluation
NRSC	National Road Safety Committee
OoEYS	Office of Education, Youth and Sport
RFP	Request for Proposal
SBP	School-Based Program
USAID – DIV	USAID Development Innovation Ventures

1. Executive Summary

This quarterly progress report covers activities supported by the “Head Safe. Helmet On.” (HSHO) project in Cambodia through the United States Agency for International Development’s Development Innovation Ventures (USAID-DIV) Grant No. AID-OAA-F-15-00012 to Asia Injury Prevention (AIP) Foundation. HSHO is a two year program with an overall objective of preventing thousands of unnecessary road crash injuries and fatalities and saving Cambodia millions of dollars otherwise lost. Activities will be targeted towards motorcycle passengers aged 15-44 years of age in three Cambodian provinces: Phnom Penh, Kampong Speu and Kandal. The period of the project is June 1, 2014 to June 1, 2016.

During the reporting period of September 1 to November 30, 2014, the AIP Foundation continued its efforts to effectively implement HSHO activities for each of its three main components:

- HSHO’s **School-Based Program (SBP)** aims to 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.
 - During this quarter, AIP Foundation continued to meet with government officials and school representatives to review and coordinate school implementation plans and activities. The SBP team is also organizing helmet handover ceremonies to be held at each target primary school in December 2014 when over 16,000 helmets will be handed out to primary school students and teachers. Preparation has also started for helmet use posters and billboards to be distributed and put on display starting in December 2014, and for road safety activities for students in early 2015.
- The behavior change campaign, called **Behavior Change Communications (BCC)**, will improve passenger helmet use behavior through mass media, and street- and commune-based campaigns.
 - The BCC and Communications teams have begun the design and production of BCC materials, including a television and radio commercial, and printed materials. Initial preparation and helmet production have also begun for the street-based campaign days and commune-wide activities to be held in early 2015.
- The third component, **Enabling Environment Campaign (EEC)**, will enhance the Cambodian government’s commitment to approving the draft passenger helmet law and, upon its passage, improve enforcement by engaging key stakeholders in a series of meetings, workshops and study tours.
 - Six district-wide stakeholder workshops and four of the six planned commune-wide meetings were held to identify roles and responsibilities of different actors and to reinforce awareness of helmet use. AIP Foundation also continued to meet with senior government officials and international development partners to spread awareness and gain support for HSHO’s key objectives. An enforcement study tour of Cambodian government officials to Vietnam and Singapore in December 2014 is currently being organized.

Throughout the quarter, AIP Foundation witnessed several accomplishments within each of the three

components of HSHO.

- **School-Based Program**
 - The SBP team, in collaboration with its subsidiary helmet company Protec, designed, produced, and shipped 16,405 helmets from Vietnam to Cambodia that will be donated to students at ceremonies at all target schools over the coming quarter.
 - Teachers from all 18 target schools attended training workshops which conveyed important information relating to road safety and correct helmet use. The SBP team reported that teacher engagement and contribution was high, with profound experiences shared by various participants on the need for heightened awareness from their students and communities about helmet use and road safety.

- **Behavior Change Communications**
 - AIP Foundation's baseline survey produced some meaningful results concerning community members' knowledge, attitude, and practice relating to motorcycle helmet use. The BCC team was able to use the survey results to put together a comprehensive request for proposal (RFP) in order to contract a creative agency to support the development of the BCC concept, commercials, and other campaign materials. AIP Foundation is currently in negotiations with a creative agency.
 - Through the commune-wide meetings, the BCC team was able to obtain in-principle agreements from some Commune representatives to allocate funds for road safety awareness activities in 2015 and 2016.

- **Enabling Environment Campaign**
 - AIP Foundation successfully met with several international development partners, including the World Bank and the Asian Development Bank, to give an overview of the project, gain in-principle commitment to influence the passage of the passenger helmet law and to urge the need to prioritize road safety in their development strategies and budgets.
 - District-wide and commune-wide workshops were successfully held across all target provinces, gaining crucial commitment from key stakeholders, including local authorities, to support the implementation of project activities and the enforcement of the passenger helmet law once it has been approved by the Cambodian government.

2. Quarterly Progress

During the period of September 1, 2014 to November 30, 2014, AIP Foundation made solid progress towards the fulfillment 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

1.2. Project Announcement

1.3. Project Logo Development

2.2 Program Components

2.2.1. School-Based Program

- 2.1. School Selection and Planning Meetings
- 2.2. Helmet Production
- 2.3. Teacher Activities
- 2.4. Ceremonies and Events
- 2.5. Parent Activities
- 2.6. Student Activities
- 2.7. Public Awareness Activities

2.2.2. Behavior Change Communication

- 3.1. BCC Material Development
- 3.2. Street-Based Campaign
- 3.3. Commune-Based Campaign

2.2.3. Enabling Environment Campaign

- 4.1. Policy Briefs and Advocacy Meetings
- 4.2. Nation-Wide Activities
- 4.3. District-Wide Activities
- 4.4. Commune-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 Communication 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 second quarter of HSHO activities, media interviews were conducted, meetings were held with government officials and development partners, and the HSHO project logo was finalized.

1.2 Project Announcement

1.2.5. Conduct Media Interviews

From September until November 2014, AIP Foundation staff participated in two media interviews with a local radio station and news website to introduce the project to the Cambodian public. The interviews are outlined in Table 1.

Table 1 Media Interview Summaries

Date	Media Outlet	Interview Outcomes
September 4, 2014	Dap News	The AIP Foundation Cambodian Country Director explained the passenger helmet campaign, including the goal, target populations, and the key components. He also stressed the importance of properly wearing a helmet, and urged the

		Cambodian traffic police to enforce the law once passed. The interview was published as an article on the Dap News website as well as a video that was posted on YouTube and the AIP Foundation Facebook page.
October 2, 2014	Red and Green Light Show on FM 102 MHz	Audiences were informed about the importance of wearing helmets, particularly to comply with the new draft traffic law. Questions from the radio presenter and audiences covered statistics on motorcycle crash fatalities and injuries, helmet use trends, availability of high-quality helmets in Cambodia, and how AIP Foundation will reach the target 80% helmet use rates in target communes. The audience also suggested that AIP Foundation offer subsidized helmets to the general public. The interview, in Khmer, can be found at: http://www.wmc.org.kh/radio_detail/30/1318#.VHwHFTGUdqU

1.2.6. Meet with Government Officials, Ambassadors, and Leaders

In October 2014, AIP Foundation staff met with key leaders of legislative bodies and international development partners to provide a more comprehensive overview of the HSHO project, answer any questions, seek their support and guidance in project implementation, and to request that funds and technical assistance by development partners be further prioritized for road safety. Government officials in particular were encouraged to swiftly pass the draft passenger helmet law. AIP Foundation met with the following government bodies and international development partners: the Cambodian National Assembly, the Senate, the World Bank, and the Asian Development Bank.

Table 2 Meetings Summary

Date	Key Attendee(s)	Meeting Outcomes
October 27, 2014	H.E. Nin Saphon, Head of the National Assembly's Commission for Public Works, Transports, Telecommunication, Post, Industry, Mine, Energy, Commerce, Land Management, Urban Planning, and Construction	H.E. Nin Saphon commended AIP Foundation's efforts in raising awareness and advocating for strict law enforcement support once the law is passed. H.E. Nin Saphon also suggested that AIP Foundation look into other issues including helmet quality, drink driving, and speeding.
October 27, 2014	Mr. Bun Veasna, Senior Infrastructure Specialist, the World Bank	Increased commitment of investment and technical assistance to road safety projects were emphasized, and infrastructure programs by both the World Bank and other development partners were discussed.
October 28, 2014	H.E. Kong Sareach, Head of the Senate's Commission for Public Works, Transports, Telecommunication, Post, Industry, Mine, Energy, Commerce, Land Management, Urban Planning, and Construction	Participants discussed the overall HSHO project and the importance of the swift enactment of the draft law, in which motorcycle passengers including children are mandated to wear helmets.
October 28, 2014	Mr. Ouk Nida, Senior Infrastructure Project Officer, the Asian Development Bank (ADB)	Mr. Nida encouraged AIP Foundation to stay in close contact with the Ministry of Public Works and Transportation, which receives funds and loans from the ADB, for possible collaboration in road safety

		and helmet interventions.
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1.3 Project Logo Development

1.3.1. Design and Test Project Logo

In July and August 2014, AIP Foundation staff developed a series of project logos to represent the entire HSHO project. Three project logos, all representing a traffic safety theme and slogan, were tested in four focus group discussions, as described in the Milestone 2 Quarterly Progress Report, and reviewed by AIP Foundation staff. The slogan is “Head Safe. Helmet On.” in English and translates as “One Helmet. One Life.” in Khmer. In early September, AIP Foundation staff discussed the three potential project logos, with one revised logo developed by AIP Foundation’s Design & Website Specialist that incorporated feedback from the focus group discussions of including a motorcycle passenger to further reinforce the message that passengers should also wear helmets.

AIP Foundation staff discussed the logo options in early September, taking into account the project goals and objectives, target audience, target locations, key messages, and the results of the focus group discussions. Staff showed an overall preference for the revised logo with a passenger motorcycle helmet because it better portrays the message of passenger helmet use, and is simple and understandable by target populations. The Design & Website Specialist finalized the logo and produced two versions, one with the slogan beneath the motorcycle and one with the slogan next to the motorcycle, and developed the logo in different digital formats to be used in all HSHO materials.



The finalized “Head Safe. Helmet On.” project logo.

2.2. Program Components

2.2.1 School-Based Program

During the second quarter of HSHO, School-Based Program (SBP) activities were completed to organize helmet handover ceremonies at primary schools and coordinate activities for students, parents, and teachers.

2.1 School Selection and Planning Meetings

2.1.2. Receive Government Approval and Host Planning Meetings

In July 2014, AIP Foundation submitted formal letters, including project work plans and timelines, to the Ministry of Education, Youth and Sport. In late August, AIP Foundation arranged formal meetings with the provincial Departments of Education, Youth and Sport (DoEYS) in the three target provinces, and the respective Offices of Education, Youth and Sport (OoEYS) within the corresponding target districts. The

meetings with DoEYS and OoEYS officials and school representatives included an introduction to HSHO activities and goals which specifically covered the activities that would occur at the provincial schools. Representatives of the Departments and Offices warmly welcomed AIP Foundation and expressed appreciation and enthusiasm for the project. All meetings were held in September at the DoEYS office in each province. A summary of planning meetings is presented in Table 3.

Table 3 Planning Meetings

Date	Location	Participants
September 2, 2014	Roka Thom Commune, Chbar Morn District, Kampong Speu Province	Two staff members from AIP Foundation One DoEYS official One Deputy Chief of Office of Primary School Two OoEYS officials Six school representatives
September 3, 2014	Takhmao Commune, Takhmao District, Kandal Province	Two staff members from AIP Foundation Two DoEYS official Two OoEYS officials
September 4, 2014	Chrouy Chang Va Commune, Russey Keo District, Phnom Penh	Three staff members from AIP Foundation One DoEYS Official One Chief of Office of Chbar Ampov District One OoEYS Official

During the meetings, AIP Foundation asked for support from each DoEYS and OoEYS on all SBP activities in the 18 target schools by working with school principals to nominate one staff member, either a vice-principal or teacher, to be in charge of all SBP activities and to maintain open communication with AIP Foundation staff throughout the duration of the project. AIP Foundation also requested that the officials and representatives relay a request to all teachers and school principals to further reinforce HSHO objectives by reminding students to wear helmets when riding as passengers on motorcycles. Schools were also told to prepare for the School of Excellence award program that will be kicked off in February 2015.

2.1.3. Develop School Implementation Plans and Host Planning Meetings

AIP Foundation met with school administrations and teachers to develop specific project implementation plans for each school for the first year of HSHO. The plans took into account school schedules, locations, amenities and other details. Examples include student trainings on helmet use, road safety simulation corners, games, and question and answer sessions. The draft activity plans were reviewed and edited during the teacher training workshops in October as described in (2.3.1.). Staff then revised the plans based on feedback and presented them to the schools during planning meetings in November and December 2014. Plans will again be developed from August to October 2015 for the second year of HSHO.

2.2 Helmet Production

2.2.2. Design, Order, Produce and Ship Helmets

In September 2014, AIP Foundation, along with its subsidiary helmet company, Protec, a non-profit social enterprise, developed a helmet design to be used for the helmets that will be handed out to primary school students and teachers at helmet handover ceremonies in December. The helmet mock-up includes the HSHO and United Nations Decade of Action for Road Safety logos. The helmet orders were determined by size and color testings held in July at each primary school.

Protec began the production of 16,405 helmets in October 2014. In November, AIP Foundation procured and contracted with a shipping company to ship the helmets from the Protec Helmet Factory in Hanoi, Vietnam to the target schools Cambodia in early December.

2.3 Teacher Activities

2.3.1. Organize Teacher Training Workshops

In October 2014, AIP Foundation's SBP team organized teacher training workshops to introduce teachers to the project goals, objectives and activities; train them in effective methods to teach students about road safety, the importance of helmet use, and how to wear a helmet correctly; and provide them with a package of teaching aids to lead in-classroom road safety and helmet use lessons. Teachers were encouraged to include road safety awareness in their curriculums and were provided with sample lessons and other activities. The SBP team travelled to each target school to conduct the trainings, and select school coordinators.

Table 4 Teacher Training Workshops

Date	Workshop Locations	Province	Number of Participants	Percent of Total Teachers at School Trained
October 17, 2014	Tuol Svay Prey Primary School	Phnom Penh	53	98%
	Hun Neang Tuol Tumpong II	Phnom Penh	43	100%
October 20, 2014	Prek Tapeou Primary School	Kandal	27	93%
	Bun Rany Hun Sen Kropour Ha Primary School	Kandal	43	98%
	Prek Ho Primary School,	Kandal	24	80%
October 21, 2014	Kor Ki Thom Primary School,	Kandal	17	100%
	Banthey Dek Primary School	Kandal	9	82%
	Sdao Konleng Primary School	Kandal	23	85%
October 22, 2014	Hun Neang Boeung Trabaek East Primary School	Phnom Penh	34	67%
	Chba Ampov I Primary School	Phnom Penh	45	79%
October 28, 2014	Prek Eng Primary School	Phnom Penh	29	80%
	Veal Sbov Primary School	Phnom Penh	9	75%
November 3, 2014	Prey Pdao Primmary School	Kampong Speu	15	79%
	Ang Metrey Primary School,	Kampong Speu	14	78%
	Cham Bak Primary School	Kampong Speu	23	79%
November 4, 2014	Santhe Pheap Primary School	Kampong Speu	19	86%
	Ang Serey Primary School	Kampong Speu	18	95%
	Kandoul Dom Primary School	Kampong Speu	16	100%

2.3.2. Select and Meet with School Coordinators

During the teacher training workshops in October and November, coordinators in each school were selected by respective school administrators and AIP Foundation staff to assist with administering the project. School staff members were nominated by school principals and confirmed by AIP Foundation staff. The coordinators will be essential to project implementation, will support a number of school activities, and will be the main SBP contacts at each school. Their roles include encouraging students and teachers to always wear helmets, organize school activities to promote helmet use, submit monthly

progress reports about helmet use rates and activities to the DoEYS, and file road crash situation reports at the schools. AIP Foundation will provide the school coordinators with supplies to assist them in completing their assigned responsibilities, including stationary, writing supplies and other office supplies.

2.4 Ceremonies and Events Teacher Activities

2.4.1. Design, Order and Print Communication Materials

During the first year of HSHO, three large launch ceremonies to donate helmets and launch the SBP component will take place at select target schools: Tuol Svay Prey II Primary School in Phnom Penh on December 9, Sdao Konleng Primary School in Kandal on December 17, and Santhe Pheap Primary School in Kampong Speu on December 20. Smaller launch events will take place at the remaining fifteen target schools, at which local government representatives will hand out helmets to student representatives.

AIP Foundation's SBP and Communications teams identified and developed appropriate and engaging communications materials, including backdrops, displays, and hand-outs, to be used at the ceremonies. AIP Foundation will procure the services of a printing company in December, so all production of materials will be completed before the ceremonies take place.

2.4.2. Promote Attendance

AIP Foundation promoted the attendance of the December launch ceremonies through personal invitations to key stakeholders, including government officials, traffic police, project sponsors, non-governmental partners, and media members. International guests and key stakeholders were informally informed about the events in September, and were sent formal invitations in November after AIP Foundation received confirmation that the Deputy Prime Minister of Cambodia will attend. In addition, AIP Foundation wrote a press release to local and international media in order to encourage broad coverage of the ceremonies and events.

2.4.3. Prepare Ceremony and Event Activities

AIP Foundation worked closely with school coordinators in October and November to develop specific activities, including speeches, performances, and games, for the launch ceremonies. AIP Foundation also worked with local police enforcement to organize safety and security for the three large ceremonies. The activities, designed to excite students and engage the greater school communities to wear helmets, will be based on previous activities implemented by AIP Foundation at similar ceremonies and events.

2.4.4. Organize Ceremonies and Events

The ceremonies and events to launch the SBP component will take place at the 18 HSHO target schools in December 2014. In late November, the SBP team will organize ceremony set-up, including equipment, costumes and decorations, cleaning services, and refreshments. School rehearsals for the three big ceremonies, hosted by the SBP team, will take place one day before the events in December.

2.5 Parent Activities

2.5.2. Distribute Parent Commitment Letters and Flyers

Initial preparation by the SBP and Communications teams took place in November for the parent commitment letters and flyers, which will be distributed in December to parents at each school to ask

them to pledge their support to the project by signing and returning the letters. Parents will also be asked to give permission to AIP Foundation to use photographs of their children in publications. The flyers, developed by AIP Foundation’s Communications team, will have key road safety and helmet use messages. Both the flyers and letters will be finalized in December.

2.6 Student Activities

2.6.1. Organize Student Activities to Promote Road Safety

AIP Foundation will work with the school coordinators to organize student activities to promote road safety in both school years at each target school. The activities, taking place in April and May, will be developed specifically for each school and will include a variety of events and games. During the teacher training workshops, AIP Foundation trained the school coordinators in how to coordinate these activities. In November, AIP Foundation identified student activity days with each target school coordinator.

2.7 Public Awareness Activities

2.7.1. Install and Display Helmet Use Billboards

AIP Foundation’s SBP and Communications teams developed the content and design of four helmet use and road safety murals in September and October 2014. AIP Foundation contracted with a painting company in November 2014 to paint the murals at the entrance gate or on prominent walls or fences of each target school in December. Project logos will be printed on paper and attached to walls or fences. The murals consist of a design that promotes helmet use, with basic steps on how to correctly wear a helmet, and pedestrian safety. The murals will serve as daily reminders to the school and general community of the need to wear a helmet on each trip to and from school until the end of the HSHO project in June 2016. Each school will get the following four murals.





Four helmet use and road safety murals

2.7.2. Hang and Display Helmet Use Posters

In October 2014, AIP Foundation’s SBP and communication team developed the content for helmet use posters. The posters, which depict a fragile human head as an egg, were positively received and clearly understood by a majority of a test group of 100 students, grades 2 to 6 at Tuol Svay Prey II Primary School and Hun Neang Tuol Tumpong II Primary School in Chamka Morn District, Phnom Penh, on October 30. Similar to the helmet fittings during Quarter 1, approximately six student representatives, three boys and three girls, were chosen from each grade to participate in the poster testing. Due to budget and time constraints, no other test groups were conducted.

Over 1,000 posters will be produced and distributed to each of the schools. A printing company will be identified and procured in December 2014. The posters will be distributed and posted in every classroom of each 18 target schools before the helmet handover ceremonies to be held in December 2014. The posters will also be posted in hallways, common areas, and handed out to parents.

2.2.2. Behavior Change Communication

From September until November, the Behavior Change Communication (BCC) team began preparation for the production of BCC materials, and for the organization of campaign days and commune-wide activities.

3.1. BCC Materials Development

3.1.1. Design and Produce BCC Materials

AIP Foundation is currently in negotiation with a creative agency to produce BCC materials, including a BCC concept and a television and radio commercial. The BCC concept is a research-driven intervention around which the BCC campaign will be designed, consisting of a framework with a core message, an execution plan on how content and design will work together to deliver the message, and a defined tone of the program. The concept will apply to all commercials, billboards, banners, motorcycle taxi panels and other training material. Using information gleaned from the BCC baseline survey conducted in July and August, the BCC concept will promote passenger helmet use through culturally-appropriate and stimulating taglines, photos, and multimedia.

AIP Foundation and the creative agency will collaboratively develop the concept, content, and images

in December for display and airing from approximately April to July 2015. Billboard production will be handled by AIP Foundation's Communications team for use in April. AIP Foundation will host a consultative stakeholder meeting in January 2015 to incorporate relevant stakeholder feedback into the final production of the materials.

3.3. Street-Based Campaign

3.3.1. Organize Campaign Days with Flyers and Helmet Vouchers

AIP Foundation started initial preparations, including obtaining approval from provincial and district authorities to implement the activities, for a street-based campaign in the communes to be held from February to July 2015. Volunteers and traffic police will work in each of the six target districts to stop all passing motorcycles with un-helmeted passengers, pass out vouchers for subsidized helmets which can be redeemed at local police stations, and explain to them the importance of helmet use and compliance with the new passenger helmet law that is expected to pass by early 2015.

Approximately 20,000 helmets will be ordered from AIP Foundation's helmet factory, Protec, in Hanoi, Vietnam in January 2015. The helmets will have the same design as the SBP helmets for primary school students: red color with the HSHO and UN Decade of Action logos. AIP Foundation will work with a shipping company in January 2015 to ship the helmets to Cambodia in time for the campaign days.

3.4. Commune-Wide Activities

3.4.1. Organize Commune-Wide Activities

During the EEC commune-wide meetings as described in (4.4.1.), the BCC team discussed the creation of working groups for commune-based road safety activities made up of commune council members and relevant community members such as commune police and teachers. The working groups will become the official commune mechanism to deal with all road safety issues within the commune. The participants developed commune-wide activity budgets and plans for several events per year in each target commune to promote passenger helmet use. With technical support from AIP Foundation and the Cambodian government, the working groups discussed and planned activities that respond to communities' individual needs. AIP Foundation will guide and oversee the development of each commune's activity plans, but will ultimately allow each group to build its capacity and take ownership of their activities. To promote sustainability of the road safety events and activities, AIP Foundation also discussed with commune councils how to integrate road safety issues into annual commune plans called the Commune Investment Program. Additionally, some Commune representatives gave in-principle agreements to AIP Foundation that they would allocate funds for road safety awareness activities through 2016.

2.2.3. Enabling Environment Campaign

During the second three months of HSHO, EEC activities were completed to disseminate policy briefs at meetings with high-level government officials and development partners, organize an enforcement study tour with national representatives and to host district- and commune-level workshops and meetings.

4.1 Policy Briefs and Advocacy Meetings

4.1.1. Disseminate Policy Briefs

During meetings with government legislative bodies and development partners in October 2014, AIP

Foundation disseminated the first policy brief that was developed in July as well as key information from the recently finalized second policy brief. The first policy brief includes information about the potential costs and lives saved from the passage of the law, legislative actions already undertaken, and the importance of swift passage of the law with full enforcement throughout Cambodia. The second policy brief, slightly delayed due to internal deadlines and competing priorities, is for international development partners and ambassadors. It will build support for passing the draft law, ask for an increase in regular and effective enforcement of traffic laws by authority groups, and seek the establishment of a model culture of proper motorcycle passenger helmet use by all partners. The policy brief will be disseminated at meetings with key development partners and ambassadors in early December 2014.

Table 5 Policy Brief Distribution

Date	Key Recipients	No. of Recipients
October 27, 2014	H.E. Nin Saphon, Head of 9 th Commission of National Assembly	2
October 27, 2014	Mr. Bun Veasna, World Bank	1
October 28, 2014	H.E. Kong Sareach, Head of 9 th Commission of Senate	3
October 28, 2014	Mr. Ouk Nida, Asian Development Bank	1

In January 2015, AIP Foundation will issue a third policy brief that will focus on information regarding full enforcement of the law once it is passed. The audience will be traffic police and relevant government officials. Information will cover how to enforce the law and the significance of enforcement. Development of the new policy brief began in late November and is expected to be finalized before 2015.

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

Because the draft passenger helmet law has been approved by the Council of Ministers and is expected to be approved by the Nation Assembly in December 2014 and signed into law by King Norodom Sihamoni of Cambodia in early 2015, AIP Foundation did not continue to request that government officials sign a letter to demonstrate their support for the HSHO project. However, until the law is passed, AIP Foundation will continue to work collaboratively with stakeholders to encourage the legislative bodies to swiftly pass the law.

4.2 Nation-Wide Activities

4.2.2. Organize Enforcement Study Tour with National Representatives

From December 15 to 19, AIP Foundation will host an enforcement study tour to Ho Chi Minh City, Vietnam and Singapore. Participants will include two senior representatives from the Order Department of General Commissariat of National Police, one representative from the National Road Safety Committee of Cambodia, and the EEC program manager and program assistant from AIP Foundation. The participants were independently chosen by the National Police and National Road Safety Committee.

The dates and location, originally planned for Malaysia and Vietnam in October, were changed due to time and logistical reasons, as explained in 4. Changes to Project Plan. Participants will learn about the

successes and challenges of enforcing helmet laws, and will fill out pre-departure and closing surveys. AIP Foundation is in the process of coordinating activities with law enforcement and road safety partners in Vietnam and Singapore, including the Ho Chi Minh City Traffic Safety Committee and the Traffic Police Department of the Singapore Police Force.

The confirmed participants are:

- General Ty Long, Deputy Director of the Order Department of General Commissariat of National Police, Ministry of Interior, and Deputy Secretary-General of the National Road Safety Committee
- Major They Visal, Chief of Procedure Office of Order Department of General Commissariat of National Police, Ministry of Interior
- Mr. Prum Vantha, Head of Communication Office of the National Road Safety Committee

4.3 District-Wide Activities

4.3.1. Host District-Wide Stakeholder Workshops

In September and October 2014, AIP Foundation’s EEC team hosted the first three rounds of district-wide stakeholder workshops to introduce the project and define stakeholder roles and responsibilities. A total of six workshops were held in each of the six districts, two per province. Each workshop consisted of approximately 30 participants, including district-level government officials and traffic police, target district- and commune-level government officials, commune leaders, target school representatives, and other key stakeholders. Media members were also invited to inform the public about the project and its progress. Each workshop consisted of opening remarks from AIP Foundation’s Cambodia Country Director or another organization representative, and speeches by honorary guests, followed by a brief presentation on the HSHO project, a question and answer session, and small group discussions on the following questions:

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

A press release was distributed to media outlets during the workshops to further introduce the project to broader audiences.

Table 6 District-Wide Stakeholder Workshops

Date	Location	Participants	Workshop Highlights
September 18, 2014	Chamka Morn District, Phnom Penh	36 participants including 19 government officials, 9 private sector representatives, and 3 media outlets	Participants discussed their roles and responsibilities, including conducting awareness activities at schools and public places and integrating road safety into the five-year commune development plans. They also suggested that AIP Foundation implement more road safety activities at schools and to initiate a way to check quality of all helmet imports.
September 30, 2014	Chba Ampov District, Phnom Penh	38 participants including 26 government officials, 6 private sector representatives, 1 individual each from the	Participants encouraged AIP Foundation to expand its social media presence on platforms that are popular in Cambodia.

		and the Cambodian Red Cross, and 2 media outlets	
October 21, 2014	Chbar Mon District, Kampong Speu Province	45 participants including 33 government officials, 6 private sector representatives, and 1 media outlet	The Deputy of Police Commissioner of Kampong Speu highlighted the importance of not only the role of police in enforcing law, but also to save lives. He issued a special plea for law enforcement to do their job adequately and to cooperate with stakeholders and community members. A question was asked about the use of helmets when using motorcycle taxis, and it was decided that it is the responsibility of motorcycle taxi drivers to provide helmets.
October 22, 2014	Samroang Torng District, Kampong Speu Province	45 participants, including 32 government officials, 1 private sector representative	During the group discussion, it was suggested that AIP Foundation provide additional documents and resources, and to work closely with local authorities and community role models to conduct awareness trainings in underprivileged communities.
October 27, 2014	Kien Svay District, Kandal Province	45 participants, including 39 government officials, 4 private sector representatives, 1 individual from the Cambodian Red Cross, and 1 media outlet	The Deputy of Police Commissioner of Kandal spoke about the challenges of working in road safety when compared with other public health burdens that often are highlighted and receive donor money, including AIDS and landmines in Cambodia.
October 31, 2014	Takhmao District, Kandal Province	45 participants, including 32 government officials, 4 private sector representatives, 1 individual from the Cambodian Red Cross and 1 media outlet.	The Deputy Governor of Kandal province acknowledged the steadily rising number of traffic fatalities and injuries and spoke about the importance of raising awareness of motorcycle helmet use to combat rising use of Cambodian roads.

The second and third round of workshops will be held in July 2015 to provide mid-term progress updates and receive critical feedback, and in April 2016 at the project completion to summarize achievements, gather lessons learned, and prepare for the next stage.

4.4 Commune-Wide Activities

4.3.1. Host Commune-Wide Meetings

AIP Foundation hosted four commune-wide meetings in two of HSHO's target provinces in November 2014. Two meetings to be held in Phnom Penh will take place in early December and will be reported on in the next Quarterly Progress Report. Future rounds will take place in April and May 2015, September 2015, and March and April 2016. Participants in each meeting came from three target communes within the same district. During the meetings, commune representatives were introduced and provided with updates on the project, discussed the establishment and responsibilities of Commune Road Safety Committees, and developed master action plans for law enforcement that will be funded by AIP Foundation and the respective communes. The Committees will consist of community members who will play roles in developing and overseeing road-safety related activities in the communes.

Table 7 Commune-Wide Meetings

Date	Location	Number of Participants	Meeting Outcomes
November 13, 2014	Chbar Morn District, Kampong Speu Province	59 participants, including 27 commune representatives, 5 private sector representatives, 8 teachers and supporters, 6 district officials	Commune representatives all agreed that road safety activities should be prioritized in master plans, and that developing action plans are integral to fatality and injury reductions in communes.
November 14, 2014	Somroang Tong District, Kampong Speu Province	49 participants, including 37 commune representatives, 2 private sector representatives, 8 school teachers and supporters, and 2 district officials	District and commune representatives all expressed support for the HSHO project and for increased road safety activities.
November 19, 2014	Takhmao District, Kandal Province	48 participants, including 29 commune representatives, 7 private sector representatives, 6 school representatives, 3 district officials	All participants agreed that cooperation among all levels of law enforcement and the entire community is vital to accomplishing the activities and objectives of the Commune Road Safety Committees.
November 20, 2014	Kien Svay District, Kandal Province	56 participants, including 38 commune representatives, 5 private sector representatives, 10 school representatives, 4 district officials	All council and community members were urged to work with AIP Foundation to develop effective and sustainable work plans to improve road safety.

Table 8 Committee Members and Activities

Province	District	Commune	Number of Members	Number of Activities Developed in Action Plan
Kampong Speu	Somroang Torng	Roliang Kreul	9	18
		Trapiang Korng	7	16
		Vorsar	7	16
	Chbar Morn	Kanduol Dom	9	17
		Roka Thom	9	16
		Sopoar Tep	7	19
Kien Svay		Bantheay Daek	9	17
		Dei Edth	7	18

Kandal		Korki Thom	7	16
	Takhmao	Doeum Mean	9	18
		Prek Ho	7	17
		Prek Russey	7	18

2.2. Cross-Cutting Activities

2.3.1. Monitoring and Evaluation

5.1 School-Based Program M&E

5.1.1 Conduct School Helmet Observations

In November 2014, AIP Foundation conducted pre-intervention helmet observations using a filming method to collect data on helmet use among students who commute to and from school on motorcycles and bicycles at the 18 target schools, as well as six control schools.

Staff and trained volunteers conducted the pre-intervention helmet observation two to three weeks prior to the ceremony or event at each school where students and teachers will receive their helmets (2.4.4). The pre-intervention observations were originally expected to take place only one week prior to the ceremony or event at each school but were rescheduled to ensure the results would be available for the Milestone #3 reports. AIP Foundation’s experience with other helmet safety school-based programs indicates that this slight change should not materially affect the results.

Across all 24 schools, average student helmet use rates were observed at 0.48 percent, which is in line with the estimates provided by school principals in the school selection survey (2.1.1) in July 2014. The methods and detailed results of the pre-intervention helmet observation are included in the supplemental Behavior Change Communications and School-Based Program Baseline Report.

The first post-intervention helmet observation will be conducted within one week following the ceremony or event at each school. Finally, staff will conduct the second post-intervention observation 10-12 weeks after the ceremony or event at each school.

5.1.2 Conduct Crash Monitoring

In November 2014, AIP Foundation trained coordinators at each of the 18 target schools to monitor traffic crashes involving students or teachers at targeted schools. These trainings were separate from the teacher trainings. The training covered how to report crash occurrences by filling out a Crash Notification Form, sending monthly reports to AIP Foundation, and, in the case of serious crashes, informing AIP Foundation immediately to prompt further investigation on the cause and consequences of the crash.

5.1.3 Conduct School-Based Evaluations

The supplemental Behavior Change Communications and School-Based Program Baseline Report summarizes the methods and results of the school-based baseline survey, which includes the school selection survey in June and July 2014 (2.1.1) and rates of motorcycle and bicycle helmet use among students before the intervention.

5.2 Behavior Change Communications M&E

5.2.1 Conduct Baseline Survey

In September 2014, AIP Foundation and a contracted research agency, Indochina Research Ltd., finalized a report of the baseline findings, which has since informed the design of the BCC campaign component of HSHO. The methods and detailed results of the baseline survey are included in the Behavior Change Communications and School-Based Program Baseline Report.

AIP Foundation included the baseline findings on target age groups, effective information channels, effective messages, and logo testing in the request for proposals from advertising agencies to develop the campaign materials.

The findings on respondents' reported behavior, awareness, and attitude toward helmet use will set the baseline for measuring the progress of intermediate and short-term outcomes.

5.2.2 Conduct Product Testing

In October, AIP Foundation issued an RFP to creative agencies to develop a BCC concept design and to produce TV and radio commercials. AIP Foundation will begin the process of selecting a research agency to test the TV and radio commercial storyboards and messages with the target audience in December.

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. In this quarter, AIP Foundation monitored key outputs of material distribution (2.7.2 & 2.7.1), parent information sessions (2.5.2), teacher trainings (2.3.1), and planning meetings (2.1.3) at SBP target schools, as well as consultative meetings (3.1.2), district stakeholder workshops (4.3.1), commune-wide meetings (4.4.1). For routine monitoring, program staff collect basic information on output indicators, including measurements of people, objects, and occurrences.

Program staff enter the collected data into AIP Foundation's monitoring database, where it is checked by the M&E team in Vietnam and extracted for reporting.

5.4.2 Conduct Project-Wide Helmet Observations

In October 2014, Handicap International, the research agency contracted to collect data on motorcycle helmet use rates through quarterly-filmed helmet observations, submitted the August summary report and field report with the dataset.

They found that 61.8 percent drivers and 10.3 percent passengers wore a helmet in 24 communes of three provinces. Using this data as a baseline, AIP Foundation will analyze how motorcycle helmet use rates change over time and how they differ between targeted and control communes. This evidence will be used to track the outcomes of HSHO interventions and to support the development of advocacy strategies. The methods and detailed results of this baseline observation are included in the Behavior Change Communications and School-Based Program Baseline Report.

In November 2014, Handicap International collected data for the second helmet observations. They will submit another quarterly summary report and field report with the dataset in December.

5.4.3 Coordinate with Local Agency for Injury and Fatality Data Extraction

AIP Foundation is finalizing a contract with the Statistics and Road Safety Division of General Secretariat of the National Road Safety Committee to extract data from the Road Crash and Victim Information System 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.

AIP Foundation sent the scope of work for the data extraction to NRSC on August 4. The delay in signing the contract is explained in 3.1. Challenges. It is expected to be signed the first week of December and the detailed data extraction plan will be sent to AIP Foundation as the first deliverable shortly after.

5.4.4 Consult with Technical Consultant

In October 2014, AIP Foundation signed a contract with the CDC Foundation to act as a short-term technical consultant for the HSHO project. The CDC Foundation will provide technical assistance for the monitoring and evaluation of HSHO. CDC Foundation submitted the detailed two year consultant plan, including input on M&E design and implementation, report development and review, and results dissemination, as the first deliverable in October.

2.3.1. Materials Development

AIP Foundation developed Information, Education, and Communication (IEC) materials to support project activities during the second quarter, as shown in Table 9.

Table 9 IEC Materials Summary

Activity	IEC Materials	Target Audience
1.3 Project Logo Development	Project logo	Cambodian population aged 15-44
2.2 Helmet Production	Helmet design mock-up	Children and teachers in target schools
2.3 Teacher Activities	Teaching aids, hand-outs	Target school teachers
2.4 Ceremonies and Events	Backdrops, displays, hand-outs	Government officials, primary school students, media members
2.5 Parent Activities	Commitment letters, flyers	Parents of target primary school students
2.7 Public Awareness Activities	Helmet-use billboards, helmet-use posters	Children, teachers and parents in target schools
4.1 Policy Briefs and Advocacy Meetings	Policy briefs	Government officials and development partner representatives
4.3 District-Wide Activities	Backdrop, displays, hand-outs	District-level government officials, traffic police, influential provincial leaders, media members, other key stakeholders
4.4 Commune-Wide Activities	Backdrop, displays, hand-outs	Commune-level officials, traffic police, influential leaders, media members, other key stakeholders

2.3.3. Procurement

During the second 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 completed, pending, and planned procurements are presented in Tables 10 and 11.

Table 10 Completed Procurements

Activity	Procurements	Provider	Funding Source
2.2 Helmet Production	Helmets	Protec	Cost-Share
2.2 Helmet Production	Helmet Shipment	SCL Global Company Limited	Cost-Share
5.2 Behavior Change Communications M&E	Baseline Survey	Indochina Research	USAID
5.4 Project Wide M&E	Technical Consultant	CDC Foundation	USAID

Table 11 Pending Procurements

Activity	Procurements	Provider	Funding Source
2.7 Public Awareness Activities	Painting Company	Veng Artists	USAID
3.1 BCC Materials Development	BCC concept, television commercial, radio commercial	To be determined	USAID
5.4. Project Wide M&E	Local Agency for Injury and Fatality Data Extraction	Statistics and Road Safety Division of National Road Safety Committee	USAID

3. Challenges and Opportunities

3.1. Challenges

Over the reporting quarter, program implementers encountered a number of challenges to learn from and to monitor across the three project components.

School Based Program

Coordination and scheduling of SBP launch ceremonies initially created difficulties for the SBP team due to the busy schedules of the Cambodian Government Officials who have been invited to preside over events, particularly the Deputy Prime Minister. Competing priorities within the government has made it problematic for the team to lock in the dates of the launch ceremonies. However, the SBP team was able

to confirm dates and attendance by honorary guests and the ceremonies will go ahead as scheduled in December.

An additional concern was observed in relation to the development and implementation of road safety plans at the target schools. It has been highlighted to the team that due to the tight schedule of the school curriculum, only 3 days per month are allocated to extra-curricular activities, like road safety awareness. While the team has gained in-principle commitment from the schools to implement their road safety plans, the team cannot make road safety awareness a compulsory component of the school curriculum. However, the SBP team will continue to work closely with the school coordinators, over the coming quarter, to ensure that activities in the plan are made a priority.

Enabling Environments Campaign

The EEC team had trouble organizing the Malaysian portion of the enforcement study tour (4.2.2.) to Malaysia and Vietnam. Malaysia was originally chosen because of its high helmet usage rates and good traffic law enforcement practices. However, there was lackluster interest from the Malaysian delegation so AIP Foundation reconsidered and decided that Singapore authorities with the Traffic Police Department of the Singapore Police Force would be better suited for a study tour due to their expressed interest and infrastructure. Additionally, the contrast of law enforcement and helmet use in Singapore and Vietnam will create a more comprehensive and enriching study tour. The study tour will now take place in Vietnam and Singapore in mid-December. More information is in 4. Changes to Project Plan.

Behavior Change Communication

Identifying and contracting a creative agency to design and develop the BCC concept and materials produced a number of challenges for the BCC team. Seeking out Cambodian agencies that have the necessary expertise proved problematic due to the complexity and scope of the campaign as there are few agencies in Cambodia that have sufficient capacity to complete what was set out in the AIP Foundation's RFP. Additionally, the budget assigned for this activity has proved to be inadequate when all three responding agencies submitted proposals significantly over budget. Face-to-face meetings between AIP Foundation senior management and all three agencies as well as internal meetings resulted in an understanding that what AIP Foundation requested in the RFP is intricate, requiring numerous resources and teams to ensure that sustainable behavior change results from the campaign. However, AIP Foundation found one suitable agency and are in the process of finalizing a contract with them after negotiations on finances, timelines, and other logistics. To ensure quality and achieve the expected results, AIP Foundation will partly contribute to the budget allocated for the BCC concept and commercials.

Monitoring and Evaluation

AIP Foundation encountered some difficulties in negotiating a contract with the Statistics and Road Safety Division of the General Secretariat of the National Road Safety Committee (GS-NRSC). This was due to limitations in capacity to develop a proposal in response to AIP Foundation's RFP, bureaucratic differences, and the language barrier. AIP Foundation is working with the GS-NRSC to have the contract finalized and signed during the first week of December to avoid further delays in monitoring and evaluation activities for HSHO.

3.2. Opportunities

In September, AIP Foundation's CEO, Mirjam Sidik, joined the Clinton Global Initiative in New York

City. During this event, she met with cost-share partners from FIA Foundation and the UPS Foundation, as well as Dr. Bella Dinh-Zahr who is acting as a US-based pro-bono advisor for the HSHO project. Ms. Sidik delivered updates about the HSHO project and further bolstered the relationship with these partners and others in the global development community.

AIP Foundation's *Helmets for Kids* program was featured in [Science Magazine](#) in September as a contributing factor to the passage of the Vietnam Helmet Law in 2007. These efforts were noted to be a proven, highly-successful global health intervention. The approach will be included as a case study in the upcoming publication of *Millions Saved, 3rd edition*.

In October, AIP Foundation's CEO also attended the 20th meeting of the UN Road Safety Collaboration, whose members are committed to road safety efforts. The Collaboration facilitates international cooperation and works to strengthen global and regional coordination among UN agencies and other partners to implement UN General Assembly Resolutions and recommendations of the WHO's *World Report on Road Traffic Injury Prevention*. AIP Foundation used this meeting as an occasion to further highlight the efforts that are being made in Cambodia in relation to improving road safety, with a particular focus on the passage and subsequent enforcement of the passenger helmet law.

AIP Foundation's Cambodian County Director was invited to present at the National Assembly Parliamentary Consultative Workshop on the "Law on Road Traffic" in Phnom Penh. He presented AIP Foundation's analysis study on "Cost and lives savings analysis if the passenger helmet law is passed and enforced in 2014," and how the HSHO project will support the draft law to over 200 participants, including Members of Parliament, Senate, government bodies and civil society representatives and affiliates of youth groups. The workshop discussed the draft road traffic law, which includes the amendment that would see motorcycle passengers, including children, mandated to wear helmets. AIP Foundation was encouraged by concluding remarks of the workshop, which saw overwhelming support for the passage of the law.

To support the enforcement of the Cambodian draft traffic law, this quarter AIP Foundation coordinated meetings between Cambodian and Vietnamese senior government officials in Hanoi. Officials discussed and shared experiences on road safety management, quality helmet standards, and helmet use enforcement. Additionally, Cambodian officials visited AIP Foundation's Protec Tropical Helmet Factory and testing laboratory in Hanoi as well as the Vietnamese government helmet testing center, with the primary objective for Cambodian officials to learn about the establishment and maintenance of helmet testing centers in Vietnam in order to determine the feasibility of building a similar facility in Cambodia. AIP Foundation recognizes that a helmet laboratory in Cambodia would be imperative to help curtail the low-quality helmet use within the country, and understands that the Cambodian Government has a vital role to play in the establishment of this factory.

The BCC team continued to propel its global internet campaign to collect pledges in support of the motorcycle passenger helmet law in Cambodia through a series of presentations at universities and high schools. The presentations provided an overview of the Cambodian road situation, some background about the passenger helmet law, and then talked participants through the steps of how to make an online pledge in support of the law. The campaign is one of a series of "Safe Roads. Safe Communities." advocacy activities aimed at lobbying the Cambodian government to quickly enact the draft road traffic law.

Lastly, several AIP Foundation staff attended USAID training workshops in November in Bangkok, hosted by InsideNGO, on USAID Rules and Regulations and Proposal Development. These trainings will enable AIP Foundation to strengthen internal capacity. A short-term compliance consultant was also hired

in September to review and streamline USAID and AIP Foundation compliance policies.

4. Changes to Project Plan

The Enforcement Study Tour with National Representatives (4.2.2.) was originally planned for Vietnam and Malaysia in October. However, the tour was postponed to December to move the tour closer to the date of the passage of the law by the Cambodian government legislative bodies. AIP Foundation also received a formal request from the police to postpone the tour until after a previously-arranged meeting of the national police with senior officials of Vietnam’s National Traffic Safety Committee. As explained in 3.1. Challenges, AIP Foundation modified the work plan by changing one of the tour locations, from Malaysia to Singapore. Malaysia was originally chosen because of its high helmet usage rates and good traffic law enforcement practices. However, AIP Foundation senior management decided that Singapore was a better fit for the tour due to pre-existing strong relationships with the Traffic Police Department of the Singapore Police Force and their high helmet wearing rates and strong law enforcement.

5. Next Quarter Activities

The following activities, as shown in Table 12, will be completed in the next reporting quarter, December 1, 2014 through February 28, 2015.

Table 12 Next Quarter Activities

Date	Activity
December 2014	1.2.6. Meet with Government Officials, Ambassadors, and Development Partners: Meet with ambassadors and development partners
December 2014	2.1.3. Develop School Implementation Plans and Host Planning Meetings: Present implementation plans to each school
December 2014	2.2.2. Design, Order, Produce, and Ship Helmets: Coordinate delivery of helmets to Cambodian primary schools
December 2014	2.4.1. Design, Order, Print Communication Materials: Finalize and receive communication materials from printer
December 2014	2.4.2. Promote Attendance: Distribute and post ceremony press release on AIP Foundation’s website and social media platforms
December 2014	2.4.3. Prepare Ceremony and Event Activities: Finalize and host all ceremonies at primary schools
January – February 2015	2.5.2. Organize Parent Information Sessions: Develop and conduct parent information sessions
December 2014 – February 2015	2.6.1. Organize Student Activities to Promote Road Safety: Develop activities with each school and draft press release
December 2014 – February 2015	2.7.1. Install and Display Helmet Use Billboards: Finalize and follow-up with schools about promoting billboard messages
December 2014 – February 2015	2.7.2. Hang and Display Helmet Use Posters: Contract with company to print posters, distribute, and follow-up with schools about promoting messages
December 2014 – February 2015	3.1.1. Design and Produce BCC Materials: Work with creative agency to design BCC concept and commercials
December 2014 – January 2015	3.1.2. Host Consultative Stakeholder Meeting to Review BCC Materials: Coordinate and host meeting
January – February 2015	3.2.2. Coordinate Public Relations Campaign: Advertise on social media and draft press release and news article

December 2014 – February 2015	3.2.3. Air Television Commercial: Procure media agency to air commercial
December 2014 – February 2015	3.2.4. Produce and Air Televised Roundtable Discussions: Procure television station to air discussions
December 2014 – February 2015	3.2.5. Air Radio Commercial: Procure media agency to air commercial
January – February 2015	3.2.6. Produce and Air Radio Talk Shows: Produce radio talk shows
December 2014 – February 2015	3.2.7. Install and Display Billboards: Procure billboard company to post billboard
January – February 2015	3.2.8. Hang and Display Long Banners: Design and finalize banner and contract with property owners to display banners
January – February 2015	3.2.9. Post and Display Tuk Panels: Design panels and contract with tuk drivers to display panels
December 2014 – February 2015	3.3.1. Organize Campaign Days with Flyers and Helmet Vouchers: Design flyers, coordinate police activities and training materials, and ship helmets to Cambodia
December 2014 – February 2015	3.4.1. Organize Commune-Wide Activities: Design commune-wide activities with commune leaders
February 2015	3.4.2. Promote Campaign through Loudspeakers: Contract with agency to promote loudspeaker announcements
February 2015	3.4.3. Organize Door-to-Door Campaign: Recruit volunteers and finalize volunteer training materials
January – February 2015	3.4.4. Distribute Flyers in Common Areas: Design and finalize flyers
December 2014 – February 2015	4.1.1. Disseminate Policy Briefs: Disseminate policy briefs at meetings with development partners and workshops
December 2014	4.1.2. Meet with Government Officials, Ambassadors, and Leaders: Meet with development partners
Decembers 2014	4.2.2. Organize Enforcement Study Tour with National Representatives: Organize and Host study tour to Vietnam and Singapore
January – February 2015	4.2.3. Host National Passenger Helmet Enforcement Action Plan Workshops: Organize and host workshops
December 2014 – February 2015	4.2.4. Develop National Passenger Helmet Enforcement Action Plan: Develop plans at workshops and support government with implementation
December 2014 – February 2015	4.3.2. Organize Enforcement Study Tour with District Representatives: Organize and host study tour to Vietnam
December 2014 – February 2015	4.3.3. Host District Passenger Helmet Enforcement Action Plan Workshop: Coordinate and host workshop

Annex I. Press Coverage

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Annex I. Press Coverage

Publish Date	Author	Title	Type of Coverage*	Link
August 19, 2014	Ministry of Industry and Handicraft	His Excellency Senior Minister Cham Prasidh met with President of AIP Foundation	News Article (Khmer)	http://www.mih.gov.kh/File/UploadedFiles/10_24_2014_1_27_15_058-2014%20Asia%20Injury%20Prevention%20Foundation.pdf
September 1, 2014	AIP Foundation	AIP Foundation holds stakeholder workshop to discuss “Head Safe. Helmet On.” project	Press Release	http://asiainjury.org/wp-content/uploads/2014/05/PR-USAID-workshop18Sep.pdf
September 10, 2014	Dap News	“One Helmet. One Life” project to contribute save many Cambodian lives	News Article (Khmer)	http://www.dap-news.com/2011-06-14-02-39-55/94806--1-r-.html
September 29, 2014	Embassy of the United States of America, Cambodia	Remarks by Charge d’Affaires, a.i. Julie Chung at The U.S.-Singapore Third Country Training Program (TCTP) Roads Management Workshop (September 29, 2014)	News Article	http://cambodia.usembassy.gov/a092914_sp.html
October 2, 2014	Ambassador William E. Todd, Embassy of the United States of America, Cambodia	Improving Road Safety in Cambodia	Blog Entry	http://blogs.usembassy.gov/todd/improving-road-safety-in-cambodia/
October 27, 2014	AIP Foundation	President of AIP Foundation meets with Cambodian senior members of legislative bodies and development partners	News Article	http://asiainjury.org/news/president-of-aip-foundation-meets-with-cambodian-senior-members-of-legislative-bodies-and-development-partners/
November 13, 2014	AIP Foundation	AIP Foundation hosts commune-wide meetings to deepen the discussion of the “Head Safe. Helmet On.” project	News Article	http://asiainjury.org/news/aip-foundation-hosts-commune-wide-meetings-to-deepen-the-discussion-of-the-head-safe-helmet-on-project/
November 21, 2014	Dap News	AIP Foundation hosts commune-wide meetings to deepen the discussion of the	News Article (Khmer)	http://www.dap-news.com/2011-06-

		“Head Safe. Helmet On.” project		14-02-39-55/99455-aip----- .html
November 21, 2014	AIP Foundation	AIP Foundation hosts commune-wide meetings to deepen the discussion of the “Head Safe. Helmet On.” project	News Article	http://www.saferoads.org.kh/?page=detail&iid=683&lg=en
November 21, 2014	AIP Foundation	AIP Foundation hosts commune-wide meetings to deepen the discussion of the “Head Safe. Helmet On.” project	News Article (Khmer)	http://www.saferoads.org.kh/?page=detail&iid=683&lg=kh

*Coverage is in English unless otherwise noted.

Table 2 Social Media

Social Media Outlet	Followers	Link
Facebook- Global account	953 followers	https://www.facebook.com/aipfoundation
Facebook- Greig Craft	81 followers	https://www.facebook.com/PublicFigure.GreigCraft?fref=ts
Facebook- Cambodia account	25,604 followers	https://www.facebook.com/aipfoundationcambodia?fref=photo
Twitter account	556 followers	https://twitter.com/aipfoundation
LinkedIn- Global account	118 followers	https://www.linkedin.com/company/aipfoundation
LinkedIn- Greig Craft account	500+ connections	https://vn.linkedin.com/in/greigcraft



USAID
FROM THE AMERICAN PEOPLE



Behavior Change Communications and School-Based Program Baseline Surveys Report

Head Safe. Helmet On.

September – November 2014



December 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.

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Head Safe, Helmet On.

September – November 2014

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

December 2014



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This report is made possible by the generous support of the American People. The contents of this report are the sole responsibility of the Asia Injury Prevention Foundation and do not necessarily reflect the views of the United States Agency for International Development or the United States Government.

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Acronyms

AIP	Asia Injury Prevention Foundation
BCC	Behavior Change Communications
EEC	Enabling Environment Campaign
HSHO	Head Safe. Helmet On.
PMEP	Project Monitoring and Evaluation Plan
SBP	School-Based Program
USAID	United States Agency for International Development
USAID-DIV	USAID Development Innovation Ventures

1. Introduction

This report summarizes the methods, findings, and implications of the Behavior Change Communications (BCC) and School-Based Program (SBP) baseline surveys, as well as the baseline street-based helmet observations, which apply to all components of the “Head Safe. Helmet On.” (HSHO) project.

2. Key Findings

In this section, the key findings of the baseline studies will be highlighted according to the indicators and outcomes hierarchy in the July 2014 Project Monitoring and Evaluation Plan (PMEP) and Framework (see Annex II).

2.1. Street-based Helmet Observations

The long-term outcome of the HSHO project is increased motorcycle passenger helmet use in target areas, measured through street-based helmet observations. In August 2014, 10 percent of motorcycle passengers were observed wearing helmets in target communes and nearly 12 percent in control communes.

2.2. Behavior Change Communications Baseline Survey

The intermediate outcome of the BCC campaign is that more motorcycle passengers in target areas report wearing helmets, measured through a knowledge, attitude, and behavior survey. In August 2014, only 11 percent of respondents in target communes and nine percent in control communes reported always wearing helmets as passengers in the previous month.

The survey also set the baseline for the short-term outcome that motorcycle passengers in target areas have improved awareness of the need to wear a helmet. The baseline finding was 46 percent of people surveyed in target communes and 43 percent in control communes were aware of the importance of passenger helmet use.

Lastly, the survey measured the short-term outcome of the BCC campaign that motorcycle passengers in target areas have improved attitude toward helmet use. Interestingly, 86 percent of people surveyed in target communes and 90 percent in control communes said they intend to wear helmets as passengers.

2.3. School-Based Program Baseline Survey

The SBP intermediate outcome is that more children at target schools wear helmets when travelling by motorcycle and bicycle, measured through school-based helmet observations. In November 2014, an average of 0.47 percent of students across 18 target schools and 0.48 percent of students across six control schools were observed wearing helmets.

3. Project Overview

Road traffic crashes are a growing public health problem in Cambodia. In 2013, road crashes reportedly caused 14,161 injuries and 1,950 fatalities, of whom 69 percent were motorcyclists.¹ Many motorcycle-related fatalities could be prevented if motorcycle drivers and passengers in Cambodia wore helmets consistently and correctly, which has been shown to reduce the risk of death by 42 percent and head injury by 69 percent in a crash.² Cambodian law mandates helmet use for motorcycle drivers, but not passengers, resulting in helmet wearing rates in 2010 of 65 percent among drivers and 9 percent among passengers.³⁴

To address the need to increase passenger helmet use in order to prevent thousands of unnecessary road crash injuries and fatalities, the United States Agency for International Development's Development Innovation Ventures (USAID-DIV) funded the Asia Injury Prevention (AIP) Foundation's two-year project HSHO. The project is designed to build on AIP Foundation's established efforts promoting helmet wearing throughout Cambodia.

From June 1, 2014 to June 1, 2016, the project will be implemented in 18 target communes in Cambodia, with activities targeting the community and one primary school in each. The communes are located in six different districts, two from each Phnom Penh, Kandal, and Kampong Speu provinces. The project comprises three simultaneous components with the following objectives:

- **School-Based Program:** Increase helmet use at project schools by offering free helmets and helmet safety education to all students and teachers
- **Behavior Change Communications:** Improve passenger helmet use behavior in target communes and districts through messaging on mass media channels, on the street, at public events, and in distributed materials
- **Enabling Environment Campaign:** Enhance commitment to approve the passenger helmet law and, upon its passage, improve enforcement at the commune, district, provincial, and national levels by holding a series of stakeholder workshops and enforcement study tours, and by creating national and district-level enforcement action plans

The primary goal of the HSHO project is to increase passenger helmet use in target communes and districts where the project will be implemented. Reaching this goal will lead to the longer-term impact of a decreased rate of road crash head injuries and fatalities within the targeted areas.

4. Street-Based Helmet Observations

4.1. Context

¹ Cambodia National Road Safety Committee Road Crash and Victim Information System, *2013 Annual Report: Road Crashes and Casualties in Cambodia*.

² Liu et al., "Helmets for Preventing Injury in Motorcycle Riders."

³ World Health Organization, *Global Status Report on Road Safety 2013*.

⁴ According to Handicap International, *Final Report on Helmet Use Observational Studies*, helmet use dropped from 2010 to 2012, when rates were 55 percent of drivers and 7 percent of passengers.

In August 2014, Handicap International conducted street-based helmet observations as a baseline of how motorcycle helmet use rates change over time and how they differ between target and control locations in Phnom Penh, Kandal, and Kampong Speu provinces. Quarterly observations will track the long-term outcome of HSHO interventions against this baseline.

4.2. Objectives

The baseline street-based helmet observations were designed to answer the following key research questions:

- What are the current rates of helmet use among motorcycle drivers and passengers, including children?
- How do the current rates of helmet use among motorcycle drivers and passengers, including children, vary across target and control areas?
- What are the current rates of correct helmet use (defined as wearing a helmet with the strap buckled) among motorcycle drivers and passengers, including children?

4.3. Methodology

The street-based helmet observations (see Annex III) are conducted every quarter, starting from August 2014 until May 2016 in 18 target communes and six control communes in Phnom Penh, Kandal, and Kampong Speu provinces.

Each site is observed in two shifts during weekdays with normal conditions and weather, avoiding special days such as public holidays and weekends. Observations are recorded, and videos are reviewed to count the number of motorcycles, direction of motorcycles, number of drivers and passengers, including children, wearing helmets, and buckled chin straps. The data is processed and analyzed in an Excel database.

4.4. Findings

Findings (see Annex IV) demonstrated helmet use in the target and control communes to be in line with expectations, based on 2010 helmet use rates of 65 percent among drivers and 9 percent among passengers.⁵⁶

4.4.1. Helmet Use among Motorcycle Drivers and Passengers

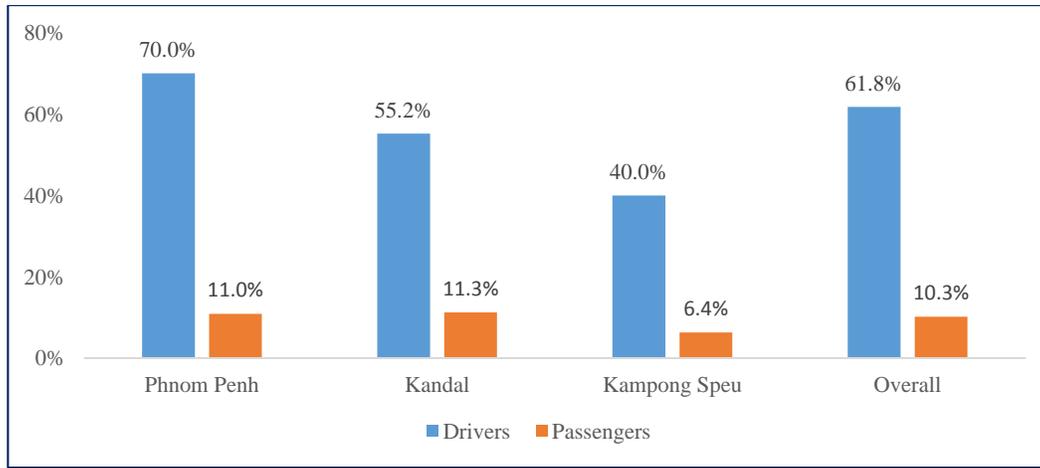
Overall, 61.8 percent of drivers and 10.3 percent of passengers wore helmets in 24 communes at the time of observation. Specifically, helmet wearing rates among drivers were highest in Phnom Penh

⁵ World Health Organization, *Global Status Report on Road Safety 2013*.

⁶ According to Handicap International, *Final Report on Helmet Use Observational Studies.*, helmet use dropped from 2010 to 2012, when rates were 55 percent of drivers and 7 percent of passengers.

(70 percent) and among passengers in Kandal (11.3 percent). Rates were lowest among both drivers (40 percent) and passengers (6.4 percent) in Kampong Speu.

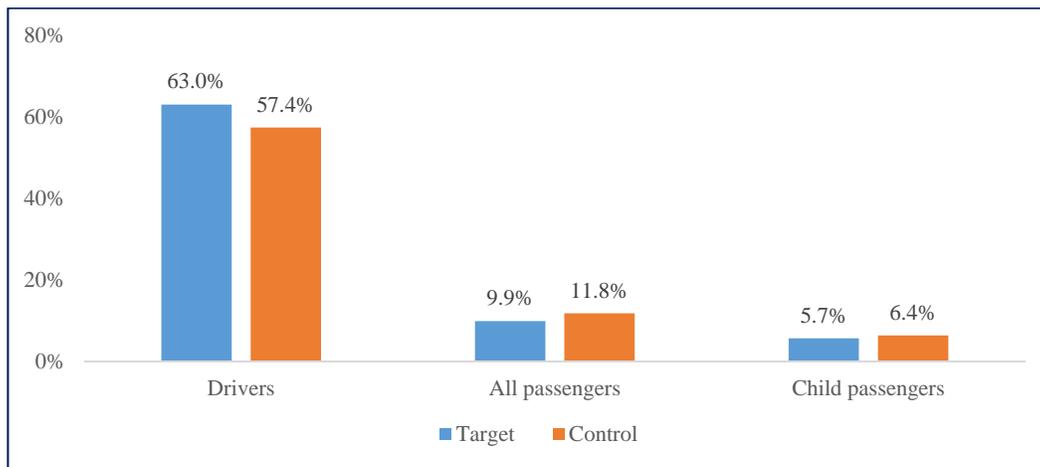
Figure 1 Motorcycle driver and passenger helmet use in three provinces



4.4.2. Helmet Use in Target versus Control Communes

In target communes, 63 percent of drivers and 9.9 percent of passengers wore helmets, and in control communes, 57.4 percent and 11.8 percent, respectively. Helmet use among child passengers in target and control communes were 5.7 percent and 6.4 percent, respectively.

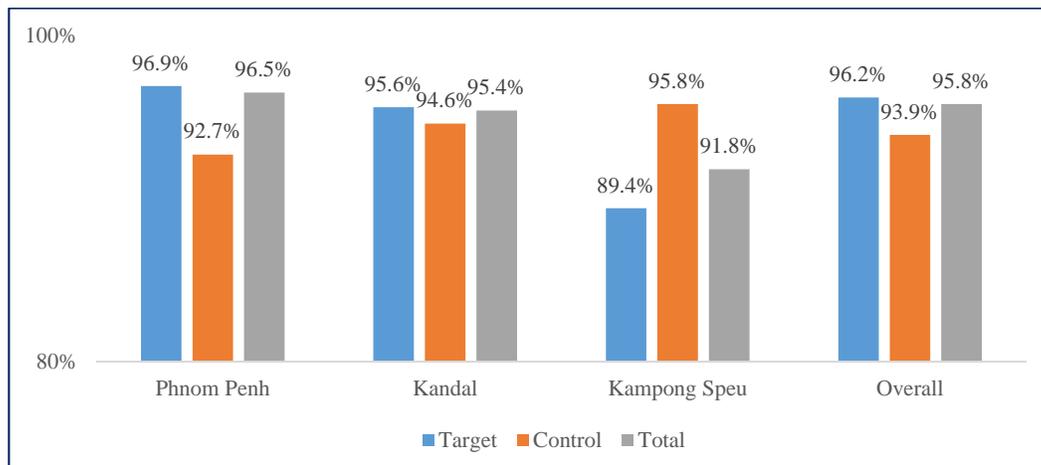
Figure 2 Motorcycle driver, passenger, and child helmet use at target and control communes



4.4.3. Rates of Correct Helmet Use

More than 95 percent of drivers and passengers wearing helmets wore them correctly (defined for observation purposes as wearing a helmet with the strap buckled).

Figure 3 Motorcycle driver, passenger, and child buckle status at target and control communes



5. Behavior Change Communications Baseline Survey

5.1. Context

In August 2014, Indochina Research, Ltd., contracted by AIP Foundation, conducted a baseline survey to gather qualitative and quantitative evidence for the design, implementation, and evaluation of the BCC campaign component of the HSHO project.

The survey was conducted in 18 target communes and six control communes in Phnom Penh, Kandal, and Kampong Speu provinces.

5.2. Objectives

The BCC 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 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?

5.3. Methodology

The survey included 400 interviews (see Annex V), four focus group discussions (see Annex VI), and analysis at both the target and control levels (see Annex VII).

5.4. Findings

5.4.1. Respondent Demographics

Respondents were from 18 – 55 years of age. An overwhelming majority (84 percent) of respondents had not completed secondary school.

5.4.2. Helmet Ownership

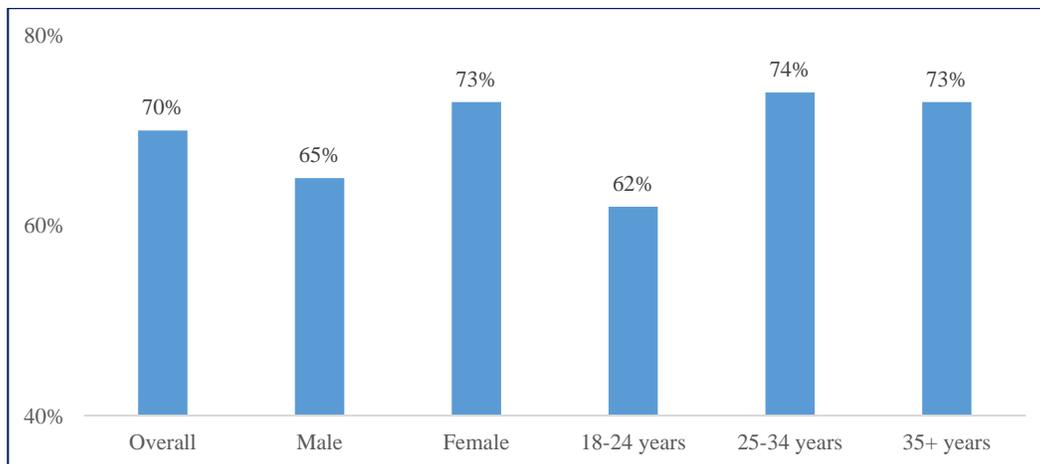
Two-thirds (68 percent) of respondents report owning a helmet. Urban-dwelling respondents were more likely than those from rural areas to own a helmet, 72 percent and 60 percent respectively. Most (40 percent) purchased their helmet from a street seller/market. Of those who had purchased their own helmet, 73 percent spent between US\$ 10-20. The average price was US\$12.80.

5.4.3. Attitude toward Helmet Use

Respondents were aware of the importance of wearing a helmet in general but reported a higher importance for drivers (75 percent rated it as very important) than passengers (45 percent). Interestingly, 86 percent of people surveyed in target communes and 90 percent in control communes said they intend to wear helmets as passengers.

Nearly 70 percent of respondents reported that they know about the draft passenger helmet mandate. A higher percentage of those aged 25 or older (73 percent) and women (73 percent), were more likely to know about the law.

Figure 4 Respondents' knowledge of the draft passenger helmet mandate by gender and age



Respondents perceive police enforcement for not wearing a helmet to be much stronger for drivers than passengers. 79 percent said they were very likely to be pulled over as a helmet-less driver, but only two percent as a helmet-less passenger.

5.4.4. Reported Behavior

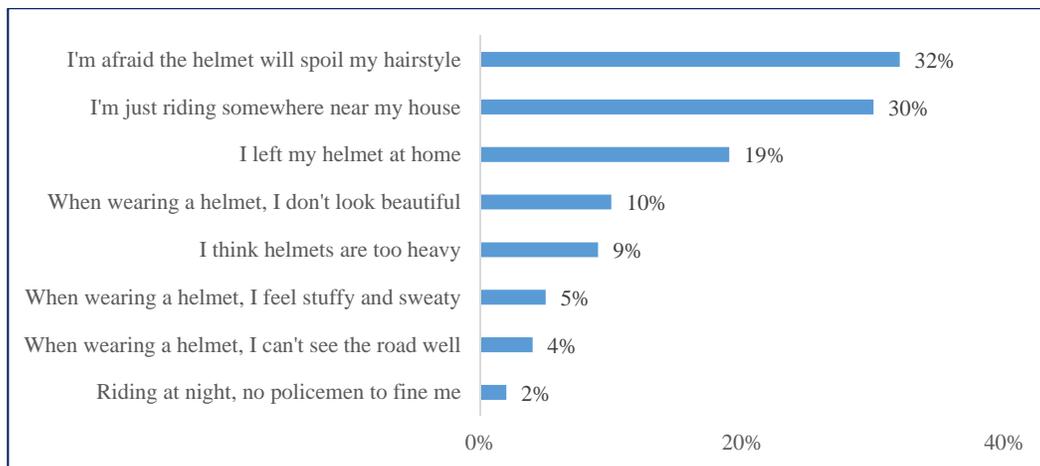
Only 10 percent of respondents reported always wearing helmets as passengers, compared to 30 percent as drivers. Forty-three percent of respondents reported never wearing helmets as passengers.

Thirty-seven percent of respondents reported that they had been in a crash as a motorcycle driver, 27 percent as a passenger. Of those, few reported wearing a helmet at the time of the crash – 48 percent as drivers and only 18 percent as passengers. However, 65 percent reported wearing a helmet more often after the crash.

5.4.5. Barriers to Helmet Use

Concern the helmet will spoil their hairstyle was the most commonly reported reason for not wearing a helmet, followed by short distance and leaving their helmet at home. Interestingly, respondents reported that if people wear a helmet to ride as a driver or passenger for a short distance, they will be mocked and discouraged from wearing the helmet.

Figure 5 Respondents' reasons for not wearing a helmet as passengers



The majority of respondents reported that if they do not wear helmets, they will be shamed by their family (85 percent) and friends (56 percent).

Common reasons not to put helmets on children included: perception of safety of the child's position in the middle of two adults, the expense of buying a helmet for a child who will quickly grow out of it, and the child's preference not to wear a helmet. Parents and teachers were suggested as being able to influence children to wear helmets.

5.4.6. Communications

Respondents perceived the main target age groups for a passenger helmet wearing campaign to be the general population (18-55 years). The most effective information channels were reported to be television (Hang Meas channel) and radio (FM 107.5) from 8:00-9:00AM and 8:00-9:00PM.

Respondents suggested guilt/remorse, grief/sadness, and fear/anxiety as the most effective messages for the campaign. The commonality between these messages would be the misfortune of losing or injuring a loved one because they were not wearing a helmet during a crash.

5.4.7. Logo Testing

The focus group discussion participants were asked to consider three possible project logos (see Annex VIII). Logo 2 “Helmet and motorcycle” was perceived as the best logo for the campaign, for its easiness to remember and understand and its consistency with the slogan “One Helmet. One Life.” The key characteristic of the logo was perceived to be “safe and protective.”

Interestingly, logo 1 “Thumbs up” was perceived as a better fit in urban Phnom Penh, compared to the rural provinces. Respondents associated this logo with the quality of the helmet.

6. School-Based Program Baseline Survey

6.1. Context

AIP Foundation staff conducted the SBP baseline survey from July to November, including school selection and helmet observations. School selection, which took place in July, was designed to gather basic information about school location and size and supporting and hindering factors. In November 2014, baseline helmet wearing rates were measured at all selected schools. In December 2014, knowledge tests will assess target school students’ knowledge of helmet safety. Data from selected schools sets the baseline for key outcome indicators and provides evidence for SBP implementation.

6.2. Objectives

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

- Do the schools meet the basic criteria for intervention, including location, size, means of transport, helmet wearing rates, and administration commitment?
- What are the current helmet wearing rates among students travelling to school by motorcycle and bicycle?
- What are the students’ current level of understanding about helmet safety?

6.3. Methodology

6.3.1. School Selection Survey

Within each target and control commune, one primary school was selected (see Annex IX) in consultation with the local authorities. The schools must be located along the national highways or main streets with high density of traffic and the majority of students must commute to school by motorcycle or bicycle.

Program staff visited short-listed schools to meet with each school’s principal and general supervisor to check the school’s conditions and confirm that it meets the project requirements, and to meet with the principal about the program’s activities, opportunities, and challenges for the school.

6.3.2. Helmet Observation

School-based helmet observations (see Annex X) were conducted to assess the helmet wearing rate among students on bicycles and motorcycles before intervention. Observations took place at school gates in both intervention and control schools, using filming methodology.

6.4. Findings

6.4.1. School Selection Survey

The 18 schools selected for the SBP have low estimated helmet wearing rates (0.4%), and the majority of students (73.4%) ride a motorcycle or a bicycle to and from school. 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).

Table 1 Target Schools Summary

District	Primary School	No. of Teachers and School Staff	No. of Students	Estimated % Students Who Ride Motorcycles	Estimated % Students Who Ride Bicycle
<i>Phnom Penh</i>					
Chamka Morn	Hun Neang Boeung Trabaek East Primary School	51	1,460	60%	30%
	Hun Neang Toul Tompong II Primary School	43	876	40%	40%
	Toul Svay Prey Primary School	54	848	30%	60%
Chba Ampov	Chbar Ampov I Primary School	57	1,883	30%	30%
	Prek Eng Primary School	36	1,068	50%	30%
	Veal Sbov Primary School	12	264	10%	45%
<i>Kandal</i>					
Takhmao	Bun Rany Hun Sen Kropour Ha Primary School	44	1,006	15%	80%
	Prek Ho Primary School	30	1,120	20%	60%
	Prek Tapeou Primary School	28	932	15%	40%
Kien Svay	Banthey Daek Primary School	11	850	10%	60%
	Kor Ki Thom Primary School	16	637	5%	40%
	Sdao Konleng Primary School	27	968	10%	50%
<i>Kampong Speu</i>					
Chbar Morn	Ang Serey Primary School	19	534	20%	60%
	Kandoul Dom Primary School	16	557	10%	60%
	Santhe Pheap Primary School	19	639	30%	65%
Somroang Torng	Ang Metrey Primary School	20	602	15%	50%
	Cham Bak Primary School	25	923	10%	70%
	Prey Pdao Primary School	19	711	10%	60%
Total		527	15,878	21.7%	51.7%

The six control schools also have low helmet wearing rates and high rates of motorcycle (28 percent) and bicycle (47 percent) use.

Table 2 Control Schools Summary

District	Primary School	No. of Teachers and School Staff	No. of Students	Estimated % Students Who Ride Motorcycles	Estimated % Students Who Ride Bicycle
<i>Phnom Penh</i>					
Chamka Morn	Chey Chumneas Primary School	65	1,017	65%	15%
Chba Ampov	York Bat Primary School	29	726	20%	50%
<i>Kandal</i>					
Takhmao	Takmau Primary School	82	952	30%	40%
Kien Svay	Phum Thom Primary School	8	366	15%	45%
<i>Kampong Speu</i>					
Chbar Morn	Mrom Chherng Primary School	24	804	30%	60%
Somroang Torng	Prey Cheuk Primary School	7	296	5%	70%
Total		215	4,161	28%	47%

6.4.2. School-Based Helmet Observations

Overall, 0.47 percent of students at target schools and 0.48 percent at control schools wore helmets at the time of observation. There were minimal differences in helmet wearing rates by geography, vehicle type, or gender. An average of 19 percent of motorcycle drivers observed wore helmets.

Table 3 School-Based Helmet Observation Summary

Site	% students wearing helmets	% drivers wearing helmets
Intervention	0.47%	19.02%
<i>Phnom Penh</i>		
Chbar Ampov I Primary School	0.00%	30.36%
Prek Eng Primary School	0.00%	25.00%
Hun Neang Toul Tompong II Primary School	2.62%	41.18%
Veal Sbov Primary School	2.44%	Unavailable ⁷
Hun Neang Boeung Trabaek East Primary School	2.37%	53.29%
Toul Svay Prey Primary School	1.12%	46.15%
<i>Kandal</i>		
Banthey Daek Primary School	0.00%	0.00%
Kor Ki Thom Primary School	0.00%	15.38%
Bun Rany Hun Sen Kroupeur Ha Primary School	0.00%	19.64%
Prek Ho Primary School	0.00%	7.69%
Prek Tapeou Primary School	0.00%	4.35%
Sdao Konleng Primary School	0.00%	9.09%

⁷ Sample size too small to include

	<i>Kampong Speu</i>	0.00%	11.88%
Ang Metrey Primary School		0.00%	7.94%
Ang Serey Primary School		0.00%	6.98%
Cham Bak Primary School		0.00%	13.33%
Kandoul Dom Primary School		0.00%	15.38%
Prey Pdao Primary School		0.00%	15.15%
Santhe Pheap Primary School		0.00%	12.50%
Control		0.48%	25.55%
	<i>Phnom Penh</i>	1.16%	16.76%
Chey Chumneas Primary School		0.00%	33.52%
York Bat Primary School		2.31%	0.00%
	<i>Kandal</i>	0.00%	25.73%
Phum Thom		0.00%	27.27%
Takmau Primary School		0.00%	24.19%
	<i>Kampong Speu</i>	0.29%	8.33%
Mrom Chherng Primary School		0.59%	8.33%
Prey Cheuk Primary School		0.00%	Unavailable ⁸
Total		0.48%	18.94%

7. Conclusion

The findings of the baseline street-based helmet observations, as well as the Behavior Change Communications and School-Based Program baseline surveys, have demonstrated that the knowledge, attitude, and behavior regarding passenger, including child, helmet use in Cambodia are in line with the expectations upon which the HSHO project was designed. The results of the baseline studies have been used to inform project implementation and campaign development. Over the course of the project, these findings will be used to track progress toward the outcomes and impact of the HSHO project, namely increased passenger, including child, helmet use in the target areas.

⁸ Sample size too small to include

Annex II. USAID HSHO Monitoring and Evaluation Framework

Annex III. Helmet Observation Study Protocol

Annex IV. Helmet Observation Study Summary Report

Annex V. Knowledge, Attitude, and Reported Behavior
Questionnaire

Annex VI. Focus Group Discussion Guide

Annex VII. BCC Baseline Survey Summary Report

Annex VIII. Logo Concepts and Descriptions

Annex IX. School Selection Survey Data Collection Form

Annex X. School-Based Helmet Observation Methodology

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Annex II. USAID HSHO Monitoring and Evaluation Framework

Monitoring and Evaluation Framework Indicators Report: Dec, 2014

Indicators	Baseline	Target		Frequency
		Year 1	Year 2	
Impact indicator				
1. Per capita motorcycle-related head injuries and fatalities in Cambodia	TBD	TBD	TBD	Every six months
Long -term outcome indicators	Baseline	Year 1	Year 2	Frequency
2. Percentage of motorcycle passengers observed wearing helmets in target communes and districts				Every six months
<i>Target communes</i>	10%	30%	80%	
<i>Target districts</i>	10%*	25%	60%	
Intermediate outcome indicators	Baseline	Year 1	Year 2	Frequency
3. Percentage of students observed wearing helmets at target schools	<1%	75%	>80%	Every six months
4. Percentage of people surveyed in targeted communes reported always wearing helmet in the last month as passengers	11%	TBD	TBD	Annually
5. Number of fines given by the police to passengers for not wearing helmets	0	TBD	TBD	Every six months
Short-term outcome indicators	Baseline	Year 1	Year 2	Frequency
6. Average score of students at target schools on knowledge test	TBD	TBD	TBD	Annually
7. Percentage of people surveyed in target areas who are aware of benefits of passenger helmet use	46%	TBD	TBD	Annually
8. Percentage of people surveyed in target areas who intend to wear helmet as passengers	86%	TBD	TBD	Annually

9. Submission of comprehensive passenger helmet law to National Assembly	No	Yes	N/A	Once
10. Percentage of government partners who apply what they learned in study tours to develop enforcement action plans	0	TBD	TBD	Annually

School-Based Program output indicators	Baseline	Year 1	Year 2	Frequency
11. Number of schools selected for intervention	0	18	18	Annually
12. Number of trainees educated on the safety value of a helmet	0			Annually
<i>Number of students</i>	0	15,881	4,050	
<i>Number of teachers</i>	0	542	N/A	
13. Number of participants at the ceremonies and events	0	TBD	TBD	Annually
14. Number of helmets distributed to targeted schools	0	15,881	4,050	Annually
15. Percentage of parent commitment letters signed and returned	0	100%	100%	Annually
16. Number of students who participated in road safety activities	0	15,881	4,050	Annually
17. Number of IEC materials distributed to targeted schools				
<i>Number of hand-outs/flyers</i>	0	15,881	4,050	Annually
<i>Number of helmet use billboards</i>	0	18	N/A	Annually
<i>Number of helmet use posters</i>	0	1,008	N/A	Annually

Behavior Change Communications output indicators	Baseline	Year 1	Year 2	Frequency
18. Number of participants in consultative meetings	0	30	30	Annually
19. Number of participants attended press conferences	0	120	120	Annually
20. Percentage of people surveyed in targeted communes who have been exposed to the campaign message by different channels	TBD	TBD	TBD	Annually
21. Estimated number of people nationwide exposed to campaign message by different channels	TBD	TBD	TBD	Annually
22. Number of times the communications message aired on mass media channels				
<i>Number of times television commercial aired</i>	0	1,000		Annually
<i>Number of times televised roundtable discussion aired</i>	0	14		Annually
<i>Number of times radio commercial aired</i>	0	440		Annually
<i>Number of times radio talk shows aired</i>	0	16		Annually
23. Number of motorcycle passengers reached by street-based activities	0	31,200		Annually
24. Number of participants at commune-based activities	0	60,000		Annually
25. Number of IEC materials distributed				
<i>Number of billboards</i>	0	12		Annually
<i>Number of long banners</i>	0	72		Annually
<i>Number of tuk tuk panels</i>	0	120		Annually
<i>Number of flyers</i>	0	160,000		Annually
<i>Number posters</i>	0	5,000		Annually
26. Number of times project featured in media	0	TBD		Annually
Enabling Environment Campaign output indicators	Baseline	Year 1	Year 2	Frequency
27. Number of senior-level officials who received co-signed letters	0	10	N/A	Annually
28. Number of policy briefings conducted	0	15	5	Annually
29. Number of participants at stakeholder workshops	0	1260		Annually
30. Number of study tour participants	0	11	0	Once
31. Number of government officials and traffic police who participated in the action plan training workshops	0	175	0	Once

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*unweighted



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Annex III. Helmet Observation Study Protocol

STUDY PROTOCOL
ON
HELMET OBSERVATIONAL STUDIES
FOR
PROJECT: 'HEAD SAFE. HELMET ON.'

(AUGUST 2014 – MAY 2016)

August 2014

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1. Background

Motorcycles have quickly become the principal means of navigating Cambodia's roads. Since 2005, the number of registered vehicles in Cambodia rose by 278% from 574,829 in 2005 to 2,175,418 in 2012, a trend that has put their users at particular risk of road injury.¹ Among all road traffic fatalities, more than 60% were motorcycle riders.² Many of Cambodia's motorcycle related fatalities could be averted if motorcycle drivers and passengers wore helmets consistently and correctly. However, in 2012, only 28% of motorcycle drivers and 7% of passengers (including children) injured or killed in a road crash were wearing helmets.³

The project comprises three key components:

- **School-Based Campaign:** Aims to increase helmet use among students and parents through a range of activities including road safety classroom lessons, extracurricular activities, helmet provision and parent/teacher training at target schools to increase helmet use.
- **Behavior Change Campaign:** Aims to improve passenger helmet use in the target areas through mass media, social media and other communication activities. These activities will include street-based campaigns and commune based campaigns that will energize commune residents to wear helmets through events and the distribution of literature.
- **Enabling Environments Campaign:** Focuses activities on the approval, implementation and enforcement of the draft passenger helmet law. This includes increasing enforcement at the commune, district, provincial, and national levels through a series of stakeholder workshops, enforcement study tours, and the creation of national and district-level enforcement action plans.

2. Purpose of the street based helmet observation

The purpose of the study is to provide evidence of motorcycle helmet use rates, including how these rates change over time and how they differ between control and intervention locations. This evidence will be used to track the outcomes of 'Head Safe. Helmet On.' interventions and support the development of advocacy strategies.

3. Study objectives and questions

The study will observe motorcycle helmet use rates in target and control areas in the three provinces of Phnom Penh, Kandal and Kampong Speu.

The study will answer the following key research questions:

- What are the rates of helmet use among motorcycle drivers, passengers and child passengers, and how do these rates change over time?

¹ Ibid.

² Ibid.

³ Ibid.

- How do the 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 the helmet with the chin strap buckled) for drivers and passengers?

4. Study Methodology

4.1. Location

24 communes, including 3 intervention communes and 1 control commune per district, are selected in Phnom Penh, Kandal and Kampong Speu provinces for the observations (Annex A).

4.2. Frequency

Helmet observations will be conducted 8 times over a period of 2 years (once every 3 months). Data will be collected through 2 shifts (6.30 to 7.30 am and 11.30 am to 12.30 pm).

The observations will be conducted during the 3rd and 4th week of the selected month. The first observation will start from August 2014, and the next ones will continue every 3 months until May 2016.

4.3. Preliminary arrangements

Prior to launching the observations, research approval will be sought from the General Secretariat of the National Road Safety Committee. AIP Foundation contracted the Handicap International team to implement this helmet observation task conduct data collection and analysis.

4.4. Data Collection

The methodology applied will involve observing helmet use based on video filming. As such, all motorbikes will be recorded, which will enable to collect more accurate data. The possibility of error recording will thus be reduced. The team of data collectors will be trained on this specific methodology by the AIP Foundation and will benefit from this refresher training before every next observation study takes place.

The following data will be collected: direction of motorbikes, drivers and passengers wearing helmet, number of passengers, use of chin strap, gender of riders, and identification of children below 15 years old (limited to the children who are able to sit on the motorbike, not the baby).

Data collection through filming could occur during the 3rd and 4th week of the month, every 3 months. The data collection team will include 4 data collectors and 1 team leader. One data collector will be based at each site of the observation and will post 1 camera on one side of the road. One team leader will supervise the field team in Phnom Penh, Kandal, and Kampong Speu. The research officer will be in charge of overseeing the data collectors and organizing all logistical arrangements, with the support of the Research, Monitoring and Evaluation Project Manager.

The observations will be conducted in 4 sites per day with 1 camera at each site. All 24 sites will be covered over a period of 6 days. Cameras will rotate from one day to the other.

The observations will be conducted during weekdays with normal condition and weather by avoiding special days such as weekends and public holidays, and rainy days as the special days will affect the number of vehicles travelling on the roads. 'Raining' is considered as 'the level of raining that the riders need to wear raincoats', so if there is a light raining that the raincoats are not needed for the riders, the observations can be conducted as normal.

Before the data collection, each data collector will be given a key guidance (Annex B), a map of the location, a fieldwork form (Annex C), a camera with memory card, battery, charger and tripod, raincoat/umbrella if needed, a reflective vest, and a copy of approval letter of the study. During the data collection time, the data collectors need to set up the camera at the selected position at least 10 minutes before recording, start recording on time and end recording when the time record on the camera shows 60 minutes. The fieldwork form should be filled in for each time shift.

4.5. Data Entry and reporting

Handicap International team will screen the videos and conduct the data entry under close supervision by the team leader, and random checks will be done by the Research, Monitoring, and Evaluation (RME) Officer. The data will be entered into an MS Excel database by selected service providers, checked by RME officer, and cleaned by RME manager.

Each video will be screened three times to record the needed information. The first time will focus on the direction 'From commune out: turn right' and 'From main road: go straight'; the second time on 'From commune out: turn left or go straight'; the third time on 'From commune in: turn left or go straight' and 'From commune in: turn right'.

The data entry will be processed through a period of 10 working days following the observation. Then, it will be analyzed in an MS Excel database focusing mainly on descriptive statistics. The data together with a short summary report will be submitted to the AIP Foundation within 2 weeks after data entry (Please refer to annex E for Summary report format). Videos will be burned on CD-ROMs.

4.6. Coordination and dissemination of findings

Presentations of the findings will be organized in different stakeholders' meetings as needed, using PowerPoint presentations. The production of publications can also be supported.

5. Human Resources

A team composed of a Research, Monitoring and Evaluation project manager and a project officer will provide support in terms of data quality checks and in overseeing the overall implementation of the project. 4 data collectors, 3 data encoders and 1 team leader will complete the team.

6. Ethical principles

Ethical approval will be issued by NRSC.

8. Annexes

Annex A: List of intervention and control communes and districts

Province	District	Nature of Implementation	Commune names	
Phnom Penh (12 districts)	Chamka Morn (12 communes)	Intervention	Tuol Tumpong II	
			Tuol Svay Prey II	
			Beoung Trabek	
	Chba Ampov (8 communes)	Control	Boeung Keng Kang III	
			Intervention	Chba Ampov I
				Veal Sbov
Prek Eng				
Kandal (11 districts)	Takhmao District (6 communes)	Intervention	Doeum Mean	
			Prek Russey	
			Prek Ho	
	Kien Svay (8 communes)	Control	Takhmao	
			Intervention	Dei Edth
				Bantheay Daek
Kor Ki Thom				
Kampong Speu (8 districts)	Chbar Morn (5 communes)	Intervention	Roka Thom	
			Sopoar Tep	
			Kanduol Dom	
	Somrong Torng (15 communes)	Control	Chbar Morn	
			Intervention	Vor Sar
				Trapiang Korng
Roliang Kreul				
Sen Dei				

Note: A few of the above communes would be modified if necessary.

Annex B: Key Guidance for Data Collectors

Before data collection

Pick up all needed materials and equipment from the team leader:

- This key guidance

- A map of the location
- A fieldwork form
- A copy of approval letter of the study
- A reflective vest
- A camera with memory card, battery, charger and tripod
- Raincoat/umbrella if needed

Data collection

- Bring all needed materials and equipment above
- Make sure the camera has a memory card inside, the battery is fully charged, and the default function is not changed
- Install camera position: 10-15 meters from the corners with clear view
- Data collectors should arrive at the location about 15 minutes before the recording time, and make sure the camera is well set up about 10 minutes before recording
- After setting up the camera, put on Camera mode and take a shot of the position on the camera, then change the camera to Video mode and wait to record at exact time
- Respect the recording time shifts (6.30 – 7.30 AM, and 11.30 AM – 12.30 PM), start exactly on time and stop when it runs for 60 minutes, be sure that you have a watch or phone to see the time
- No interruption during recording time (No pause, No stop, No change position)
- Any issues regarding the blockage of view, weather, and other conditions, refer to your team leader for solution/decision
- Do not leave the camera unattended
- Fill out the fieldwork form
- After each observation, bring all materials and equipment back to HI office

Safety Procedure

- Your safety is extremely important
- Stay out of ways of the traffic
- Wear the reflective vest all the time during the data collection
- Be visible to the traffic
- Do not step off into the way of incoming traffic when you cannot see the vehicles clearly
- Take care of yourself: observe cars and trucks coming to ensure you are safe

Annex C: Fieldwork Form

Province: _____ District: _____ Commune: _____

Date: _____ Time Shift: _____

Data collector: _____ Signature _____

Camera Set Up Note: _____

Field Condition Note: _____

Annex D: Helmet Observation Form

Province: _____ District: _____ Commune: _____

Date: _____ Start time: _____ End time: _____

Data collector: _____ Signature _____

No	Direction	Driver	Passenger 1	Passenger 2	Passenger 3
1	<input type="checkbox"/> 1. Out: Turn left or go straight <input type="checkbox"/> 2. Out: Turn right <input type="checkbox"/> 3. In: Turn left or go straight <input type="checkbox"/> 4. In: Turn right <input type="checkbox"/> 5. Main road: Go straight	Helmet wearing: <input type="checkbox"/> Y-S <input type="checkbox"/> Y-U <input type="checkbox"/> Y-DK <input type="checkbox"/> No Gender: <input type="checkbox"/> M <input type="checkbox"/> F Number of Passengers: _____	Helmet wearing: <input type="checkbox"/> Y-S <input type="checkbox"/> Y-U <input type="checkbox"/> Y-DK <input type="checkbox"/> No Gender: <input type="checkbox"/> M <input type="checkbox"/> F Child <15: <input type="checkbox"/> Yes <input type="checkbox"/> No	Helmet wearing: <input type="checkbox"/> Y-S <input type="checkbox"/> Y-U <input type="checkbox"/> Y-DK <input type="checkbox"/> No Gender: <input type="checkbox"/> M <input type="checkbox"/> F Child <15: <input type="checkbox"/> Yes <input type="checkbox"/> No	Helmet wearing: <input type="checkbox"/> Y-S <input type="checkbox"/> Y-U <input type="checkbox"/> Y-DK <input type="checkbox"/> No Gender: <input type="checkbox"/> M <input type="checkbox"/> F Child <15: <input type="checkbox"/> Yes <input type="checkbox"/> No
2	<input type="checkbox"/> 1. Out: Turn left or go straight <input type="checkbox"/> 2. Out: Turn right <input type="checkbox"/> 3. In: Turn left or go straight <input type="checkbox"/> 4. In: Turn right <input type="checkbox"/> 5. Main road: Go straight	Helmet wearing: <input type="checkbox"/> Y-S <input type="checkbox"/> Y-U <input type="checkbox"/> Y-DK <input type="checkbox"/> No Gender: <input type="checkbox"/> M <input type="checkbox"/> F Number of Passengers: _____	Helmet wearing: <input type="checkbox"/> Y-S <input type="checkbox"/> Y-U <input type="checkbox"/> Y-DK <input type="checkbox"/> No Gender: <input type="checkbox"/> M <input type="checkbox"/> F Child <15: <input type="checkbox"/> Yes <input type="checkbox"/> No	Helmet wearing: <input type="checkbox"/> Y-S <input type="checkbox"/> Y-U <input type="checkbox"/> Y-DK <input type="checkbox"/> No Gender: <input type="checkbox"/> M <input type="checkbox"/> F Child <15: <input type="checkbox"/> Yes <input type="checkbox"/> No	Helmet wearing: <input type="checkbox"/> Y-S <input type="checkbox"/> Y-U <input type="checkbox"/> Y-DK <input type="checkbox"/> No Gender: <input type="checkbox"/> M <input type="checkbox"/> F Child <15: <input type="checkbox"/> Yes <input type="checkbox"/> No
3	<input type="checkbox"/> 1. Out: Turn left or go straight <input type="checkbox"/> 2. Out: Turn right <input type="checkbox"/> 3. In: Turn left or go straight <input type="checkbox"/> 4. In: Turn right <input type="checkbox"/> 5. Main road: Go straight	Helmet wearing: <input type="checkbox"/> Y-S <input type="checkbox"/> Y-U <input type="checkbox"/> Y-DK <input type="checkbox"/> No Gender: <input type="checkbox"/> M <input type="checkbox"/> F Number of Passengers: _____	Helmet wearing: <input type="checkbox"/> Y-S <input type="checkbox"/> Y-U <input type="checkbox"/> Y-DK <input type="checkbox"/> No Gender: <input type="checkbox"/> M <input type="checkbox"/> F Child <15: <input type="checkbox"/> Yes <input type="checkbox"/> No	Helmet wearing: <input type="checkbox"/> Y-S <input type="checkbox"/> Y-U <input type="checkbox"/> Y-DK <input type="checkbox"/> No Gender: <input type="checkbox"/> M <input type="checkbox"/> F Child <15: <input type="checkbox"/> Yes <input type="checkbox"/> No	Helmet wearing: <input type="checkbox"/> Y-S <input type="checkbox"/> Y-U <input type="checkbox"/> Y-DK <input type="checkbox"/> No Gender: <input type="checkbox"/> M <input type="checkbox"/> F Child <15: <input type="checkbox"/> Yes <input type="checkbox"/> No
4	<input type="checkbox"/> 1. Out: Turn left or go straight <input type="checkbox"/> 2. Out: Turn right <input type="checkbox"/> 3. In: Turn left or go straight <input type="checkbox"/> 4. In: Turn right <input type="checkbox"/> 5. Main road: Go straight	Helmet wearing: <input type="checkbox"/> Y-S <input type="checkbox"/> Y-U <input type="checkbox"/> Y-DK <input type="checkbox"/> No Gender: <input type="checkbox"/> M <input type="checkbox"/> F Number of Passengers: _____	Helmet wearing: <input type="checkbox"/> Y-S <input type="checkbox"/> Y-U <input type="checkbox"/> Y-DK <input type="checkbox"/> No Gender: <input type="checkbox"/> M <input type="checkbox"/> F Child <15: <input type="checkbox"/> Yes <input type="checkbox"/> No	Helmet wearing: <input type="checkbox"/> Y-S <input type="checkbox"/> Y-U <input type="checkbox"/> Y-DK <input type="checkbox"/> No Gender: <input type="checkbox"/> M <input type="checkbox"/> F Child <15: <input type="checkbox"/> Yes <input type="checkbox"/> No	Helmet wearing: <input type="checkbox"/> Y-S <input type="checkbox"/> Y-U <input type="checkbox"/> Y-DK <input type="checkbox"/> No Gender: <input type="checkbox"/> M <input type="checkbox"/> F Child <15: <input type="checkbox"/> Yes <input type="checkbox"/> No

5	<input type="checkbox"/> 1. Out: Turn left or go straight <input type="checkbox"/> 2. Out: Turn right <input type="checkbox"/> 3. In: Turn left or go straight <input type="checkbox"/> 4. In: Turn right <input type="checkbox"/> 5. Main road: Go straight	Helmet wearing: <input type="checkbox"/> Y-S <input type="checkbox"/> Y-U <input type="checkbox"/> Y-DK <input type="checkbox"/> No Gender: <input type="checkbox"/> M <input type="checkbox"/> F Number of Passengers: _____	Helmet wearing: <input type="checkbox"/> Y-S <input type="checkbox"/> Y-U <input type="checkbox"/> Y-DK <input type="checkbox"/> No Gender: <input type="checkbox"/> M <input type="checkbox"/> F Child <15: <input type="checkbox"/> Yes <input type="checkbox"/> No	Helmet wearing: <input type="checkbox"/> Y-S <input type="checkbox"/> Y-U <input type="checkbox"/> Y-DK <input type="checkbox"/> No Gender: <input type="checkbox"/> M <input type="checkbox"/> F Child <15: <input type="checkbox"/> Yes <input type="checkbox"/> No	Helmet wearing: <input type="checkbox"/> Y-S <input type="checkbox"/> Y-U <input type="checkbox"/> Y-DK <input type="checkbox"/> No Gender: <input type="checkbox"/> M <input type="checkbox"/> F Child <15: <input type="checkbox"/> Yes <input type="checkbox"/> No
---	--	---	---	---	---

Note: • Y-S: Yes with chin-strap; Y-U: Yes with chin-unstrapped; Y-DK: Yes, but don't know chin-strap status
• M: Male; F: Female

Annex E: Summary report format

Date

- 1- Main results of helmet observation
 - a. Helmet wearing rates from different directions at intervention and control sites
 - b. Helmet wearing rates among drivers at intervention and control sites
 - c. Helmet wearing rates among passengers at intervention and control sites
 - d. Helmet wearing rates according to gender at intervention and control sites
 - e. Helmet wearing rates among children passengers at intervention and control sites
 - f. Chin-strap status among helmet wearing riders at intervention and control sites

- 2- Data collection process

Sum up of challenges faced, if any

- 3- Film screening and data entry process

Sum up of challenges faced, if any



Annex IV. Helmet Observation Study Summary Report

SUMMARY REPORT
ON
HELMET OBSERVATIONAL STUDIES
(AUGUST 2014) FOR
PROJECT: 'HEAD SAFE. HELMET ON.'

By
Handicap International

Submitted to
Asia Injury Prevention Foundation

October 2014

1. Main results of helmet observation

a. Helmet wearing rates among drivers at intervention and control sites

In Phnom Penh and Kampong Speu, the helmet wearing rates among drivers at the control sites were 65.45% and 36.97% respectively, which were lower than the rates at the intervention sites (70.98%, 40.93% respectively). However, the rates between the intervention and control sites in Kandal were similar (about 55%). Phnom Penh had the highest helmet wearing rates, followed by Kandal and Kampong Speu (See Table 1).

b. Helmet wearing rates among passengers at intervention and control sites

Overall, the helmet wearing rates among passengers in the 3 provinces varied from 5.77% to 13.38%. Phnom Penh and Kandal had higher helmet wearing rates at the control sites than at the intervention sites, while Kampong Speu had similar rates between control and intervention sites (See Table 2).

c. Helmet wearing rates according to gender at intervention and control sites

Among drivers, the helmet wearing rates among female drivers in Phnom Penh were greater than among male drivers, while the rates among female drivers in Kampong Speu were lower. Kandal had similar wearing rates between male and female drivers. Among passengers, in all the 3 provinces, female passengers had higher helmet wearing rates than male (See Table 3).

d. Helmet wearing rates among child passengers at intervention and control sites

Child passengers are referred to the children who are able to sit on the motorbike, excluding babies. The helmet wearing rates among child passengers at intervention and control sites were quite low, less than 10%. The control sites had a higher helmet wearing rate among child passengers than the intervention sites in the 3 provinces. Phnom Penh had the highest wearing rate of child passengers (7-9%), followed by Kandal (4-5%), and Kampong Speu (1-2%) (See Table 4).

e. Chin-strap status among helmet wearing riders at intervention and control sites

Identifying whether or not the riders wore helmet with chin-strap buckled is challenging and data encoders are not always in capacity to see whether a person has buckled his helmet. In order to compare the rates of helmet wearing with chin-strap buckled and unbuckled, the unknown status has been considered as a missing value, so an additional table has been developed with only chin-strap buckled and unbuckled (See Tables 5 and 6).

Based on table 6, about 90% or more of helmet wearing riders wore helmet with chinstrap buckled. In Phnom Penh, the rates of helmet wearing riders with status of chin-strap buckled at intervention sites were higher than those at control sites, while the rates at intervention and

control sites were similar in Kandal. However, the rates in Kampong Speu at the intervention site were lower than at the control sites.

2. Data collection process Data Collection

The observation has been conducted at 4 locations per day with 4 data collectors at each location. A data collector placed a camera at a corner of the intersection and recorded the traffic at the intersection. Because the camera could not record for the whole hour, the data collectors needed to press record once the camera automatically turned off to continue recording. The data were collected at 2 time shifts (6.30 – 7.30 AM and 11.30 AM to 12.30 PM).

Challenges during data collection

As this was the first observation, many unexpected challenges have occurred during data collection:

- Use of camera: According to the study protocol, the video needed to be recorded without any interruption during the whole hour. However, all the cameras stopped unexpectedly and automatically after recording for some time (varying from 15 to 30 minutes). The methodology has been adapted to the situation by recording multiple videos respecting the time shifts. The provided memory cards were expected to have enough space for the 2 hours of observation. Unfortunately, the more videos were recorded per hour, the more space they took on the memory cards, so the provided memory cards did not have enough space for some locations that recorded with too many videos. To solve the problem, after the first time shift, all the videos of the 4 locations were transferred on a laptop, which was a long process. Likewise, the battery that supposed to be enough for the whole 2 hours was not able to use for the whole 2 hours due to multiple videos. Therefore, we tried to charge the battery after the first time shift wherever it was possible to plug the charger.

- Characteristics of each location: At some locations, especially those along national roads, the space between the roads and households was wide, and people usually drove on this space too. The camera needed to be put inside to capture those people who turned right out of commune or turned left into commune and could not zoom too much, thus not providing much visibility on the people coming from the main road. In addition to the wide space, at Vor Sar and Trapiang Korng specifically, there was a small road along the national road that people drove into and out of the commune, so the views from that small road and national road were quite small. The two locations also had problem with contrast of sun rise, especially Trapiang Korng resulting in blur of view and a needed change of position. Since many selected locations for the observation were business places (markets, stores along the road, taxi picking up customers...) and the intersections selected had many goods vehicles passing by, there were some blockages from the pedestrians, vehicle parking, big vehicles passing by, and so on although our data collectors tried to ask them not to block the camera. At Prek Eng, the position where we were supposed to put the camera was a market. To avoid blockage from people coming for shopping, the camera was

put on the other corner instead. In Phnom Penh, the traffic was very busy, especially in the morning. When we put the camera on the sidewalk very close to the traffic road, the camera could be hit by the road users, so data collectors needed to put high attention on the camera. The AIP Foundation requested for two intersection locations in Phnom Penh to be changed. At Tuol Svay Prey II, the intersection between street 245 and 205 was changed to the one between street 245 and 199 due to construction. At Chbar Ampov I, we were asked to change the intersection between national road number 1 and street 628, to the intersection between national road number 1 and street 367 in the morning, and to the intersection between national road number 1 and street 369 in the afternoon.

3. Film screening and data entry Film screening and data entry

Data encoders who screened the film watched each video 3 times to cover 2 directions of coming into the commune, 2 directions of going out of the commune and 1 direction on the main road. For the locations where the traffic was not busy, all directions were screened at the same time. The data was recorded on paper before entering in Ms Excel with the template form.

Challenges during film screening and data entry

During film screening, many issues have been identified. As mentioned concerning the small view of the national road, it was difficult to see whether some of riders wore helmet with chin-strap buckled or not and also hard to identify the gender of some of them, especially for the passengers who were hidden by the drivers. Although we could pause the video, the picture blurred because they drove fast. Likewise, for those who turned their back to the camera, it was not possible to identify well their chin-strap status and gender. For children passengers, because mostly they sat between adults or in the front of the drivers, we could not see clearly their gender. For the locations that have been affected by the sun rise, the quality of view was not good because the contrast light made the view dark. For the locations where the traffic was very busy, especially in Phnom Penh in the morning time, it was difficult to capture all the motorbikes.

The film screening and data entry took much longer than we expected (about 6 data encoders for about 22 working days). One reason was we needed to screen 5 directions of traffic flow at the intersection and capture all motorbikes including tuk tuk and motorbikes with trailers. Moreover, the data encoders needed to watch each video at least three times for the locations that had busy traffic to cover all the directions. In addition, due to the small view of some directions, the data encoders needed to pause many times by trying to identify chin-strap status and gender when the picture was not clear.

There is a discrepancy between the proposal and the latest version of the protocol. Indeed, in the proposal, it is mentioned that only 1 traffic direction will be recorded and the relevant resources have been allocated accordingly. In the last version of the protocol (not yet

validated by HI) records of 5 directions of the traffic have been included, affected the time of filming screening and data entry as well as the necessary resources.

Suggestions for the next observations

- Because of unclear view of some motorbikes, for the next observations, the screening should focus only on those motorbikes that can be seen clearly.
- Due to the increase of number of directions, the number of data encoders and number of days for encoding was insufficient, thus affecting the timeframe and capacity to submit the report within 4 weeks after the observation. Therefore, we would suggest two options: ○ focus only on 1 direction of the traffic as mentioned in the proposal ○ or collect data for all directions (5 directions) and provide the necessary resources for data encoding thus increasing the budget.

4. Annexes

Table 1: Helmet wearing rates among drivers at intervention and control sites

Locations	Driver		
	Yes	Total	%
Phnom Penh Control Sites			
Boeung Keng Kang III	4048	6046	66.95%
Kbal Koh	1725	2774	62.18%
Total	5773	8820	65.45%
Invention Sites			
Tuol Tumpong II	7518	10865	69.19%
Tuol Svay Prey II	5648	8219	68.72%
Beoung Trabek	6336	8742	72.48%
Chba Ampov I	6228	8262	75.38%
Veal Sbov	1890	2613	72.33%
Prek Eng	1824	2780	65.61%
Total	29444	41481	70.98%
Kandal Control Sites			
Takhmao	2404	4442	54.12%
Phum Thom	1182	1989	59.43%
Total	3586	6431	55.76%
Invention Sites			
Doeum Mean	3902	6308	61.86%
Prek Russey	1560	3017	51.71%

Prek Ho	2088	3850	54.23%
Dei Edth	677	1353	50.04%
Bantheay Daek	404	799	50.56%
Kor Ki Thom	185	707	26.17%
Total	8816	16034	54.98%
Kampong Speu Control Sites			
Chbar Mon	923	2405	38.38%
Sen Dei	158	519	30.44%
Total	1081	2924	36.97%
Invention Sites			
Roka Thom	1113	2543	43.77%
Sopoar Tep	694	1629	42.60%
Kanduol Dom	339	783	43.30%
Vor Sar	681	1554	43.82%
Trapiang Korng	671	1671	40.16%
Roliang Kreul	207	873	23.71%
Total	3705	9053	40.93%

Table 2: Helmet wearing rates among passengers at intervention and control sites

Locations	All Passengers		
	Yes	Total	%
Phnom Penh Control Sites			
Boeung Keng Kang III	177	1673	10.58%

Kbal Koh	175	1000	17.50%
Total	352	2673	13.17%
Invention Sites			
Tuol Tumpong II	329	3476	9.46%
Tuol Svay Prey II	215	2372	9.06%
Beoung Trabek	269	2480	10.85%
Chba Ampov I	326	2930	11.13%
Veal Sbov	126	920	13.70%
Prek Eng	127	1006	12.62%
Total	1392	13184	10.56%
Kandal Control Sites			
Takhmao	228	1832	12.45%
Phum Thom	118	753	15.67%
Total	346	2585	13.38%
Invention Sites			
Doeum Mean	283	2506	11.29%
Prek Russey	125	1319	9.48%
Prek Ho	171	1711	9.99%
Dei Edth	61	522	11.69%
Bantheay Daek	39	323	12.07%
Kor Ki Thom	14	257	5.45%
Total	693	6638	10.44%

Kampong Speu Control Sites			
Chbar Mon	59	980	6.02%
Sen Dei	13	268	4.85%
Total	72	1248	5.77%
Invention Sites			
Roka Thom	77	1025	7.51%
Sopoar Tep	51	671	7.60%
Kanduol Dom	17	313	5.43%
Vor Sar	48	610	7.87%
Trapiang Korng	40	751	5.33%
Roliang Kreul	8	311	2.57%
Total	241	3681	6.55%

Table 3: Helmet wearing rates according to gender among drivers and passengers at intervention and control sites

Locations	Drivers						Passengers					
	Male			Female			Male			Female		
	Yes	Total	%	Yes	Total	%	Yes	Total	%	Yes	Total	%
Phnom Penh												
Control Sites												
Boeung Keng Kang III	3316	5073	65.37%	731	972	75.21%	51	652	7.82%	121	993	12.19%
Kbal Koh	1490	2361	63.11%	233	410	56.83%	62	454	13.66%	100	498	20.08%
Total	4806	7434	64.65%	964	1382	69.75%	113	1106	10.22%	221	1491	14.82%
Invention Sites												
Tuol Tumpong II	6181	9120	67.77%	1337	1744	76.66%	115	1590	7.23%	201	1829	10.99%
Tuol Svay Prey II	4531	6779	66.84%	1116	1438	77.61%	67	981	6.83%	146	1341	10.89%
Beoung Trabek	5205	7335	70.96%	1129	1402	80.53%	74	1038	7.13%	189	1399	13.51%
Chba Ampov I	5189	6997	74.16%	1039	1265	82.13%	102	1234	8.27%	215	1658	12.97%
Veal Sbov	1653	2271	72.79%	237	342	69.30%	38	387	9.82%	86	490	17.55%
Prek Eng	1630	2431	67.05%	189	341	55.43%	37	425	8.71%	88	533	16.32%
Total	24389	34933	69.82%	5047	6532	77.27%	433	5655	7.66%	925	7250	12.76%

Kandal												
Control Sites												
Takhmao	2036	3801	53.56%	367	637	57.61%	61	701	8.70%	163	1071	15.22%
Phum Thom	1060	1768	59.95%	122	221	55.20%	48	306	15.69%	66	424	15.57%
Total	3096	5569	55.59%	489	858	56.99%	109	1007	10.82%	229	1495	15.32%
Invention Sites												
Doeum Mean	3316	5366	61.80%	585	941	62.17%	83	938	8.85%	191	1480	12.91%
Prek Russey	1306	2493	52.39%	254	524	48.47%	35	468	7.48%	87	819	10.62%
Prek Ho	1839	3315	55.48%	245	530	46.23%	74	720	10.28%	95	953	9.97%
Dei Edth	621	1183	52.49%	56	170	32.94%	20	227	8.81%	33	262	12.60%
Bantheay Daek	388	726	53.44%	15	72	20.83%	16	137	11.68%	20	168	11.90%
Kor Ki Thom	180	634	28.39%	5	73	6.85%	6	112	5.36%	7	121	5.79%
Total	7650	13717	55.77%	1160	2310	50.22%	234	2602	8.99%	433	3803	11.39%
Kampong Speu												
Control Sites												
Chbar Mon	825	2146	38.44%	95	255	37.25%	19	451	4.21%	32	482	6.64%
Sen Dei	148	432	34.26%	10	87	11.49%	8	77	10.39%	3	176	1.70%
Total	973	2578	37.74%	105	342	30.70%	27	528	5.11%	35	658	5.32%
Invention Sites												
Roka Thom	992	2235	44.38%	120	307	39.09%	21	376	5.59%	55	629	8.74%
Sopoar Tep	603	1390	43.38%	91	239	38.08%	18	252	7.14%	30	381	7.87%
Kanduol Dom	315	693	45.45%	24	90	26.67%	6	119	5.04%	10	188	5.32%
Vor Sar	600	1363	44.02%	40	130	30.77%	16	127	12.60%	4	208	1.92%
Trapiang Korng	610	1483	41.13%	49	157	31.21%	17	205	8.29%	12	409	2.93%
Roliang Kreul	199	774	25.71%	8	99	8.08%	5	143	3.50%	3	158	1.90%
Total	3319	7938	41.81%	332	1022	32.49%	83	1222	6.79%	114	1973	5.78%

Table 4: Helmet wearing rates among child passengers at intervention and control sites

Locations	Yes	Total	%
Phnom Penh Control Sites			
Boeung Keng Kang III	31	277	11.19%
Kbal Koh	9	150	6.00%
Total	40	427	9.37%
Invention Sites			
Tuol Tumpong II	52	650	8.00%

Tuol Svay Prey II	32	409	7.82%
Beoung Trabek	21	336	6.25%
Chba Ampov I	48	380	12.63%
Veal Sbov	5	138	3.62%
Prek Eng	3	159	1.89%
Total	161	2072	7.77%
Kandal Control Sites			
Takhmao	26	421	6.18%
Phum Thom	1	91	1.10%
Total	27	512	5.27%
Invention Sites			
Doeum Mean	28	512	5.47%
Prek Russey	16	340	4.71%
Prek Ho	13	336	3.87%
Dei Edth	2	101	1.98%
Bantheay Daek	0	70	0.00%
Kor Ki Thom	3	78	3.85%
Total	62	1437	4.31%
Kampong Speu Control Sites			
Chbar Mon	3	122	2.46%
Sen Dei	0	27	0.00%

Total	3	149	2.01%
Invention Sites			
Roka Thom	3	130	2.31%
Sopoar Tep	1	100	1.00%
Kanduol Dom	1	51	1.96%
Vor Sar	1	69	1.45%
Trapiang Korng	0	72	0.00%
Roliang Kreul	0	68	0.00%
Total	6	490	1.22%

Table 5: Chin-strap status among helmet-wearing riders at intervention and control sites							
Locations	Y-S		Y-U		Y-DK		Total
	N	%	N	%	N	%	
Phnom Penh Control Sites							
Boeung Keng Kang III	1633	38.65%	189	4.47%	2403	56.88%	4225
Kbal Koh	834	43.89%	6	0.32%	1060	55.79%	1900
Total	2467	40.28%	195	3.18%	3463	56.54%	6125
Invention Sites							
Tuol Tumpung II	5463	69.62%	258	3.29%	2126	27.09%	7847
Tuol Svay Prey II	4776	81.46%	91	1.55%	996	16.99%	5863
Beoung Trabek	4132	62.56%	233	3.53%	2240	33.91%	6605
Chba Ampov I	6476	98.81%	38	0.58%	40	0.61%	6554
Veal Sbov	585	29.02%	50	2.48%	1381	68.50%	2016
Prek Eng	303	15.53%	20	1.03%	1628	83.44%	1951
Total	21735	70.49%	690	2.24%	8411	27.28%	30836
Kandal Control Sites							
Takhmao	1157	43.96%	110	4.18%	1365	51.86%	2632
Phum Thom	1219	93.77%	25	1.92%	56	4.31%	1300

Total	2376	60.43%	135	3.43%	1421	36.14%	3932
Invention Sites							
Doeum Mean	3943	94.22%	192	4.59%	50	1.19%	4185
Prek Russey	1439	85.40%	67	3.98%	179	10.62%	1685
Prek Ho	2007	88.84%	100	4.43%	152	6.73%	2259
Dei Edth	557	75.47%	22	2.98%	159	21.54%	738
Bantheay Daek	419	94.58%	6	1.35%	18	4.06%	443
Kor Ki Thom	144	72.36%	8	4.02%	47	23.62%	199
Total	8509	89.48%	395	4.15%	605	6.36%	9509
Kampong Speu							
Control Sites							
Chbar Mon	720	73.32%	29	2.95%	233	23.73%	982
Sen Dei	120	70.18%	8	4.68%	43	25.15%	171
Total	840	72.85%	37	3.21%	276	23.94%	1153
Invention Sites							
Roka Thom	256	21.51%	63	5.29%	871	73.19%	1190
Sopoar Tep	629	84.43%	26	3.49%	90	12.08%	745
Kanduol Dom	190	53.37%	33	9.27%	133	37.36%	356
Vor Sar	117	16.05%	13	1.78%	599	82.17%	729
Trapiang Korng	129	18.14%	17	2.39%	565	79.47%	711
Roliang Kreul	167	77.67%	20	9.30%	28	13.02%	215
Total	1488	37.71%	172	4.36%	2286	57.93%	3946

Table 6: Chin-strap status among helmet-wearing riders at intervention and control sites					
Locations	Y-S		Y-U		Total
	N	%	N	%	
Phnom Penh					
Control Sites					
Boeung Keng Kang III	1633	38.65%	189	4.47%	1822
Kbal Koh	834	43.89%	6	0.32%	840
Total	2467	92.67%	195	7.33%	2662
Invention Sites					
Tuol Tumpong II	5463	69.62%	258	3.29%	5721
Tuol Svay Prey II	4776	81.46%	91	1.55%	4867
Beoung Trabek	4132	62.56%	233	3.53%	4365

Chba Ampov I	6476	98.81%	38	0.58%	6514
Veal Sbov	585	29.02%	50	2.48%	635
Prek Eng	303	15.53%	20	1.03%	323
Total	21735	96.92%	690	3.08%	22425
Kandal					
Control Sites					
Takhmao	1157	43.96%	110	4.18%	1267
Phum Thom	1219	93.77%	25	1.92%	1244
Total	2376	94.62%	135	5.38%	2511
Invention Sites					
Doeum Mean	3943	94.22%	192	4.59%	4135
Prek Russey	1439	85.40%	67	3.98%	1506
Prek Ho	2007	88.84%	100	4.43%	2107
Dei Edth	557	75.47%	22	2.98%	579
Bantheay Daek	419	94.58%	6	1.35%	425
Kor Ki Thom	144	72.36%	8	4.02%	152
Total	8509	95.56%	395	4.44%	8904
Kampong Speu					
Control Sites					
Chbar Mon	720	73.32%	29	2.95%	749
Sen Dei	120	70.18%	8	4.68%	128
Total	840	95.78%	37	4.22%	877
Invention Sites					
Roka Thom	256	21.51%	63	5.29%	319
Sopoar Tep	629	84.43%	26	3.49%	655
Kanduol Dom	190	53.37%	33	9.27%	223
Vor Sar	117	16.05%	13	1.78%	130
Trapiang Korng	129	18.14%	17	2.39%	146
Roliang Kreul	167	77.67%	20	9.30%	187
Total	1488	89.64%	172	10.36%	1660

PROJECT: BCC

Job No.		CH:
	(1) (2) (3) (4) (5) (6)	CO:
Interview No.	1 / / / / / /	DC:
Interviewer Name		
Interviewer No.		
Date of Interview	/ / 2014	
Interview Length	Fr: To:	

Respondent's Name: _____ (7)

Address: House: _____ Street: _____ Village/Sangkat: _____ Commune: _____ (8)

District/Khan: _____ Province/City: _____ **Spot:** _____

Tel. Number: _____ (9)

- A 1 Location** Phnom Penh 12 (10) Kampong Speu 05 Kandal 08
- A 2 Geog. Location** Urban 1 Rural 3 (11)
- A 3 Survey Type** Control 1 Intervention 2 (12)

A: Screening / Recruitment

Good morning/afternoon. We are carrying out a household survey on helmet usage and we would be grateful if you could spare some times to answer some questions ?

WRITE IN THE AGE OF EACH MEMBER IN THE TABLE BELOW STARTING FROM THE OLDEST (Only Those 18-55). DRAW A LINE ACROSS FOR THE AGE OF THE YOUNGEST MEMBER. THEN DRAW A LINE DOWN FROM THE NUMBER CIRCLED IN YOUR Q'AIRE THE NUMBER WHERE THE TWO LINES MEET WILL GIVE YOU THE HOUSEHOLD MEMBER YOU HAVE TO INTERVIEW.

NO.	FAMILY MEMBER		AGE	HOUSEHOLD MEMBER										
	NAME	M		F	1	2	3	4	5	6	7	8	9	0
1		1	2	1	1	1	1	1	1	1	1	1	1	1
2		1	2	2	1	1	2	1	2	2	1	2	1	
3		1	2	3	2	1	2	1	3	1	3	2	3	
4		1	2	4	1	2	3	3	4	1	2	4	2	
5		1	2	5	4	3	1	2	2	3	4	5	1	
6		1	2	6	5	1	2	4	3	1	4	5	6	
7		1	2	7	1	4	3	6	2	5	3	1	2	
8		1	2	3	4	5	7	2	3	6	8	8	7	
9		1	2	5	9	3	1	6	7	2	4	8	9	
10		1	2	4	2	6	9	7	8	10	4	5	1	

- A 4 Record Gender
- | | |
|--------------|---|
| Male | 1 |
| Female | 2 |

A 5 a Please tell me your age ? *Record real age*

--	--

- A 5 b Interviewer code
- | | | |
|--------------------|---|------------------|
| Less than 18 | 1 | <i>Terminate</i> |
| <hr/> | | |
| 18-24 years | 2 | |
| 25-29 years | 3 | |
| 30-34 years | 4 | |
| 35 - 39 years..... | 5 | |
| 40 - 50 years..... | 6 | |
| 51-55 years | 7 | |
| <hr/> | | |
| Over 55 years..... | 8 | <i>Terminate</i> |

- A 6 a How often are you as passenger on a motorbike?
- | | | |
|----------------------------|---|------------------|
| Every day | 1 | |
| A few times per.week..... | 2 | |
| At least once a.week..... | 3 | |
| Less than once a.week..... | 4 | <i>Terminate</i> |
| Never | 5 | <i>Terminate</i> |

- A 6 b How often do you drive a motorbike?
- | | |
|----------------------------|---|
| Every day | 1 |
| A few times per.week..... | 2 |
| At least once a.week..... | 3 |
| Less than once a.week..... | 4 |
| Never | 5 |

- A 7 Have you ever participated in any market research interview in the past 6 months? SA
- | | | |
|-----------|---|------------------|
| Yes | 1 | <i>Terminate</i> |
| No | 2 | |

SHOWCARD

- A 8 Are you or any member of your family currently in any of these occupations? MA.
- | | | |
|---|----------|------------------|
| Advertising..... | 1 | <i>Terminate</i> |
| Marketing..... | 2 | <i>Terminate</i> |
| Media..... | 3 | <i>Terminate</i> |
| Public relations..... | 4 | <i>Terminate</i> |
| Road safety or crash prevention..... | 5 | <i>Terminate</i> |
| Manufacturing or selling motorbike helmets..... | 6 | <i>Terminate</i> |
| <hr/> | | |
| None of above | 7 | Continues |

B - Helmet usage

- B 1 Do you have your own helmet? SA
- Yes 1
- No 2 *Skip to B4*

SHOWCARD

- B 2 Where did you get your helmet from? SA.
- Bought from motorcycle/helmet specific shop 1
- Bought from general store /shopping mall 2
- Bought from a street market / seller 3
- Bought from a friend, colleague, or acquaintance 4
- Bought from family member / relative 5
- I didn't buy it - I was given the helmet 6 *Skip to B4*
- I didn't buy it - I found the helmet on the street 7 *Skip to B4*
- Other (describe): _____

- B 3 How much did the helmet cost? \$
- Less than US \$5 1
- US \$5 to less than US \$10 2
- US \$10 to less than US \$20 3
- US \$20 to less than US \$30 4
- US \$30 to less than US \$40 5
- US \$40 or more 6
- Don't know 98

- B 4 Can you use another person helmet - for example, do you share a helmet in your family? SA
- Yes 1
- No 2

SHOWCARD

If answer of A6b=5 skip to B9

- B 5 In the past 30 days (one month), how often did you wear a helmet when you were a driver on a motorcycle? SA.
- Always 1
- Nearly always 2
- Sometimes 3
- Not very often 4
- Never 5

- B 6 In the past 30 days (one month), when you were a driver, had you ever driven children on your motorbike? SA.
- Yes 1
- No 2 *Skip to B8*

SHOWCARD

B 7 If yes, how often did the children wear helmets?

- Always 1
- Nearly.always 2
- Sometimes..... 3
- Not very.often..... 4
- Never..... 5

SHOWCARD

B 8 As a driver, how often do you encourage your passengers to wear helmet?

- Always 1
- Nearly.always 2
- Sometimes..... 3
- Not very.often..... 4
- Never..... 5

SHOWCARD

B 9 How often do children wear helmet when your friends drive them on the motorbike?

- Always 1
- Nearly.always 2
- Sometimes..... 3
- Not very.often..... 4
- Never..... 5
- N/A 97
- Don't.know..... 98

SHOWCARD

B 10 In the past 30 days (one month), how often did you wear a helmet when you were a passenger on a motorcycle? SA.

- Always 1 **Skip to B13**
- Nearly.always 2
- Sometimes..... 3
- Not very.often..... 4
- Never..... 5

B 11 If B5=5 (ask as driver) or B10= 5 (ask as passenger), then ask do you intent to wear helmet in the future?

- | | As driver | As passenger |
|----------|-----------|--------------|
| Yes..... | 1 | 1 |
| No | 2 | 2 |

B 12 Thinking about the last time you did not wear a helmet as a passenger, can you tell me why this was?

B 13 Why do you think other people do not wear helmets?

SHOWCARD

B 14 How important is it to you to wear a helmet as a motor driver? SA.

- Very important 1
- Quite important 2
- Not very important 3
- Not important at all 4

SHOWCARD

B 15 How important is it to you to wear a helmet as a passenger on a motorbike? SA.

- Very important 1
- Quite important 2
- Not very important 3
- Not important at all 4

B 16 Do you know if there is a law that requires drivers to wear a helmet while they are driving a motorcycle? SA.

- Yes 1
- No 2

B 17 Do you know if there is a law that requires passengers to wear a helmet while they are on a ride? SA.

- Yes 1
- No 2

SHOWCARD

B 18 As a driver, how likely are you stopped by police if you do not wear helmet?

As a passenger, how likely are you stopped by police if you do not wear helmet?

- | | As Dirver | As Passenger |
|------------------|------------------|---------------------|
| Very likely..... | 1 | 1 |
| Likey..... | 2 | 2 |
| Unlikely..... | 3 | 3 |

SHOWCARD

If answer of B5=5 and B10=5 skip to B20

B 19 To what extent are you satisfied with your helmet in term of providing good protection in case of crash? SA.

- Very satisfied..... 1
- Satisfied 2
- Somewhat satisfied..... 3
- Dissatisfied..... 4
- Not satisfied at all..... 5

SHOWCARD

B 20 How do you feel about the following statements? SA

	Strongly agree	Agree	Disagree	Strongly disagree
Helmets are not cool.....	1	2	3	4
Wearing a helmet is not comfortable.....	1	2	3	4
Wearing a helmet is not beautiful.....	1	2	3	4
Wearing a helmet does not affect my road safety.....	1	2	3	4
If I do not wear a helmet, my friends will blame me.....	1	2	3	4
If I do not wear a helmet, my family will blame me.....	1	2	3	4
My parents always wear a helmet on the motorbike, so do I.....	1	2	3	4
Wearing a helmet as a driver is more important than as a passenger....	1	2	3	4

C - Road safety awareness

- C 1 What do you think about the statement, "More lives would be saved if more Cambodians wore helmets every time they rode a motorcycle"?

Agree..... 1
Disagree..... 2
Don't know..... 98

- C 2 What do you think is the primary cause of road crashes in Cambodia? MA
OPEN

- C 3 Have you ever been involved in a motor crash either when as a driver or a passenger?

a *As a driver*

Yes 1
No 2 **Skip C4**

b *As a passenger*

Yes 1
No 2 **Skip C5**

- C 4 Thinking about the last time you had a crash while driving a motorbike, can you tell me if you were wearing a helmet at the time? SA

Yes 1
No 2
Not sure 98

- C 5 Thinking about the last time you had a crash as a passenger on a motorbike, can you tell me if you were wearing a helmet at the time? SA

Yes 1
No 2
Not sure 98

If C3a = 2 and C3b = 2 skip to C7

- C 6 Since your crash, do you wear a helmet more often, less often or the same? SA

More often 1
The same 2
Less often 3

- C 7 a If I say the term 'Road Safety' what comes to your mind? OPEN (spontaneous answers)

- C 7 b Anything else? OPEN

D - Communications awareness and attitudes

D 1 Thinking again about 'Road Safety' - have you seen, heard or read anything about it recently? SA

Yes	1	
No	2	} <i>Skip to D3</i>
Not sure	98	

D 2 Can you tell me how you saw, heard or read something about Road Safety? MA

	#1	#2	Others
Newspaper/Magazine	1	1	1
Long banners	2	2	2
Billboard	3	3	3
Information leaflet	4	4	4
Poster on the roads	5	5	5
Poster on a Tuk Tuk	6	6	6
Educational Campaign at streets	7	7	7
Door to door campaign	8	8	8
TV	9	9	9
Internet - general websites	10	10	10
Internet - email	11	11	11
Internet - social media e.g. Facebook	12	12	12
Radio	13	13	13
Mobile phone	14	14	14
From friends/colleagues	15	15	15
From family	16	16	16
From teachers or someone else at school	17	17	17
From local authorities (police/commune council)	18	18	18
From volunteer in community	19	19	19
Other (specify) _____			
Not sure	98	98	98

Showcard

- D 3 a Could you tell me what are the 3 most effective ways for people in getting information of road safety campaign in the future?
- D 3 b Could you tell me 3 most preferable channels you would like to receive road safety campaign? (MA)

	D3a	D3b
	3 most effective	3 most Preferable
	(General)	(Personal)
Newspaper/Magazine.....	1	1
Long banners.....	2	2
Billboard.....	3	3
Information leaflet.....	4	4
Poster on the roads.....	5	5
Poster on a Tuk.Tuk.....	6	6
Educational Campaign at streets.....	7	7
Door to door campaign.....	8	8
TV.....	9	9
Internet - general websites.....	10	10
Internet - email.....	11	11
Internet - social media e.g. Facebook.....	12	12
Radio.....	13	13
Mobile phone.....	14	14
From friends/colleagues.....	15	15
From family.....	16	16
From teachers or someone else at school.....	17	17
From local authorities (police/commune council).....	18	18
From volunteer in community.....	19	19
Other (specify).....	<input type="text"/>	<input type="text"/>
Not sure.....	98	98

Showcard

- D 4 Which TV station do you watch most often?

Record SA

	#1	#2	#3	
Municipal TV (TV3).....	1	1	1	
Khemarak Phomin TV (TV5).....	2	2	2	
National TV (TVK).....	3	3	3	
Khmer TV (CTV9).....	4	4	4	
Apsara TV (TV11).....	5	5	5	
Bayon TV (TV27).....	6	6	6	
CTN (TV21).....	7	7	7	
MyTV.....	8	8	8	
SEA TV.....	9	9	9	
BTV.....	10	10	10	
Hang Meas (TV46).....	11	11	11	
CNC.....	12	12	12	
CTV8.....	13	13	13	
ETV.....	14	14	14	
NTV.....	15	15	15	
Cambodia Cable TV (CCTV).....	16	16	16	>>> _____
Phnom Penh Cable TV (PPCTV).....	17	17	17	>>> _____
Satellite TV.....	18	18	18	>>> _____
Local Cable TV.....	19	19	19	>>> _____
DTV.....	20	20	20	>>> _____
One TV.....	21	21	21	>>> _____
Don't watch TV.....	98	98	98	

Code 16,17,18,19 , 20 & 21 Specify channel

D 5 What time do you usually watch television? Please specify channel watched for every time slots

			TV3	TV5	TVK	TV9	Apsara	Bayon	CTN	MyTV	SEA TV	BTV	Hang Meas	CNC	CTV8	ETV	Others	Record MA
1	05:01-05:30	AM	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
2	05:31-06:00	AM	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	
3	06:01-06:30	AM	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
4	06:31-07:00	AM	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
5	07:01-07:30	AM	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
6	07:31-08:00	AM	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	
7	08:01-08:30	AM	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	
8	08:31-09:00	AM	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	
9	09:01-09:30	AM	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	
10	09:31-10:00	AM	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	
11	10:01-10:30	AM	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	
12	10:31-11:00	AM	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	
13	11:01-11:30	AM	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	
14	11:31-12:00	AM	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	
15	12:01-12:30	PM	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	
16	12:31-01:00	PM	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	
17	01:01-01:30	PM	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	
18	01:31-02:00	PM	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	
19	02:01-02:30	PM	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	
20	02:31-03:00	PM	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	
21	03:01-03:30	PM	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	
22	03:31-04:00	PM	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	
23	04:01-04:30	PM	23	23	23	23	23	23	23	23	23	23	23	23	23	23	23	
24	04:31-05:00	PM	24	24	24	24	24	24	24	24	24	24	24	24	24	24	24	
25	05:01-05:30	PM	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	
26	05:31-06:00	PM	26	26	26	26	26	26	26	26	26	26	26	26	26	26	26	
27	06:01-06:30	PM	27	27	27	27	27	27	27	27	27	27	27	27	27	27	27	
28	06:31-07:00	PM	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	
29	07:01-07:30	PM	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	
30	07:31-08:00	PM	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
31	08:01-08:30	PM	31	31	31	31	31	31	31	31	31	31	31	31	31	31	31	
32	08:31-09:00	PM	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32	
33	09:01-09:30	PM	33	33	33	33	33	33	33	33	33	33	33	33	33	33	33	
34	09:31-10:00	PM	34	34	34	34	34	34	34	34	34	34	34	34	34	34	34	
35	10:01-10:30	PM	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	
36	10:31-11:00	PM	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36	
37	11:01-11:30	PM	37	37	37	37	37	37	37	37	37	37	37	37	37	37	37	
38	11:31-12:00	PM	38	38	38	38	38	38	38	38	38	38	38	38	38	38	38	
39	12:01-12:30	PM	39	39	39	39	39	39	39	39	39	39	39	39	39	39	39	
40	12:31-01:00	AM	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	
41	01:01-01:30	AM	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	
42	01:31-02:00	AM	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	
43	02:01-02:30	AM	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	
44	02:31-03:00	AM	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	
45	03:01-03:30	AM	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	
46	03:31-04:00	AM	46	46	46	46	46	46	46	46	46	46	46	46	46	46	46	
47	04:01-04:30	AM	47	47	47	47	47	47	47	47	47	47	47	47	47	47	47	
48	04:31-05:00	AM	48	48	48	48	48	48	48	48	48	48	48	48	48	48	48	

Showcard

D 6 Which Radio station do you listen most often? Record SA

	#1	#2	#3
National Radi0 (AM 918)	1	1	1
FM 88 Sweet FM	2	2	2
FM 90.5 Ta Phrom	3	3	3
FM 95 Bayon Radio	4	4	4
FM 97.5 Love Radio	5	5	5
FM 98 Khemarak Phomin Radio	6	6	6
FM 102 WMC Radio	7	7	7
FM 102.5 Tonle Radio	8	8	8
FM 103 Municipal Radio	9	9	9
FM 105 Sambok Khmum Radio	10	10	10
FM 106.5 Sarika	11	11	11
FM 107 Khmer Radio	12	12	12
FM 107.5 ABC Kampuchea	13	13	13
Voice of America (VOA)	14	14	14
Radio Free Asia (RFA)	15	15	15
FM 89 NRG	16	16	16
Other (specify) _____	<input type="text"/>	<input type="text"/>	<input type="text"/>
Don't listen to radio	98	98	98

D 7 What time do you usually listen to the radio ? Please specify stations you listened to for every time slots **Record MA**

			<i>Insert radio station>>></i>															
			National Radio (AM 918)	FM 88 Sweet FM	FM 90.5 Ta Phrom	FM 95 Bayon Radio	FM 97.5 Love Radio	FM 98 Khemarak Phomin Radic	FM 102 WMC Radio	FM 102.5 Tonle Radio	FM 103 Municipal Radio	FM 105 Sambok Khmum Radio	FM 106.5 Sarika	FM 107 Khmer Radio	FM 107.5 ABC Kampuchea	Voice of America (VOA)	Radio Free Asia (RFA)	FM 89 NRG
1	05:01-05:30	AM	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
2	05:31-06:00	AM	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
3	06:01-06:30	AM	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
4	06:31-07:00	AM	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
5	07:01-07:30	AM	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
6	07:31-08:00	AM	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6
7	08:01-08:30	AM	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7
8	08:31-09:00	AM	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8
9	09:01-09:30	AM	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9
10	09:31-10:00	AM	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
11	10:01-10:30	AM	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11
12	10:31-11:00	AM	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12
13	11:01-11:30	AM	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13
14	11:31-12:00	AM	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14
15	12:01-12:30	PM	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
16	12:31-01:00	PM	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16
17	01:01-01:30	PM	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17
18	01:31-02:00	PM	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18
19	02:01-02:30	PM	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19
20	02:31-03:00	PM	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
21	03:01-03:30	PM	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21
22	03:31-04:00	PM	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22
23	04:01-04:30	PM	23	23	23	23	23	23	23	23	23	23	23	23	23	23	23	23
24	04:31-05:00	PM	24	24	24	24	24	24	24	24	24	24	24	24	24	24	24	24
25	05:01-05:30	PM	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25
26	05:31-06:00	PM	26	26	26	26	26	26	26	26	26	26	26	26	26	26	26	26
27	06:01-06:30	PM	27	27	27	27	27	27	27	27	27	27	27	27	27	27	27	27
28	06:31-07:00	PM	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28
29	07:01-07:30	PM	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29
30	07:31-08:00	PM	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
31	08:01-08:30	PM	31	31	31	31	31	31	31	31	31	31	31	31	31	31	31	31
32	08:31-09:00	PM	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32
33	09:01-09:30	PM	33	33	33	33	33	33	33	33	33	33	33	33	33	33	33	33
34	09:31-10:00	PM	34	34	34	34	34	34	34	34	34	34	34	34	34	34	34	34
35	10:01-10:30	PM	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35
36	10:31-11:00	PM	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36
37	11:01-11:30	PM	37	37	37	37	37	37	37	37	37	37	37	37	37	37	37	37
38	11:31-12:00	PM	38	38	38	38	38	38	38	38	38	38	38	38	38	38	38	38
39	12:01-12:30	PM	39	39	39	39	39	39	39	39	39	39	39	39	39	39	39	39
40	12:31-01:00	AM	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40
41	01:01-01:30	AM	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41
42	01:31-02:00	AM	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42
43	02:01-02:30	AM	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43
44	02:31-03:00	AM	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44
45	03:01-03:30	AM	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45	45
46	03:31-04:00	AM	46	46	46	46	46	46	46	46	46	46	46	46	46	46	46	46
47	04:01-04:30	AM	47	47	47	47	47	47	47	47	47	47	47	47	47	47	47	47
48	04:31-05:00	AM	48	48	48	48	48	48	48	48	48	48	48	48	48	48	48	48

Showcard D8

D 8 Based on your opinion, could you please tell me the most appropriate target group that should be focused on in promoting passenger helmet usage when travelling on motorbike? **SA**

- General population (18-55 years)..... 1
- Youth (.15-25 years)..... 2
- Children (.5-14 Years)..... 3
- Government officers..... 4
- Other (specify) _____
- Not sure 98 *Skip Age Group*

Showcard "Content of campaign" D9

D 9 In your opinion, which does following helmet wearing communication campaign's content/style have **strong influence** on your decision to put helmets on as passenger?

Please choose 3 responses by ranking from 1 to 3 (1= the most influential)

(interviewer write down the ranking number in the box of selected statements)

	Ranking
Sadness/grief	
Guilt or remorse	
Surprise	
Anger	
Fear/Anxiety	
Shame/Embarrassment	
Acceptance/Warmth/Love	
Peace of mind/Relief	
Other (Specify) _____	

SHOWCARD D10

D 10 Who do you think you would like to hear campaign/ information about road safety from first? SA.

- Government leader..... 1
- Commune chief..... 2
- Other commune council member..... 3
- Village chief..... 4
- Other village council member..... 5
- Village or commune police..... 6
- Traffic police..... 7
- Parents / older relatives..... 8
- Other family member..... 9
- Teacher/School Management Teams..... 10

Celebrity,..... 11	>>> Specify (name + profession):

- Monk..... 12
- Friends..... 13
- Other (specify): _____
- Not sure 98

E - Final classification

SHOWCARD E1

E 1 Which of these best describes your current occupation? SA.

Employed or self employed	1	<i>Continue</i>
Unemployed/Looking for work	2	} <i>Skip to E3</i> Dependent but not student
Home Maker	3	
Student	4	
Dependant	5	
Retired/ Other Income	6	
Other/Specify	<input style="width: 20px; height: 15px;" type="text"/>	

SHOWCARD E2

E 2 And which of these best describes your employment status? SA.

Employer	1	
Paid Employee	2	<i>(Wage Labour)</i>
Own Account Worker	3	<i>(Owners of farms/businesses)</i>
Unpaid Family Worker	4	<i>(Those who work without pay on own family operated farm or business)</i>

E 3 What is your marital status? SA

Single	1
Married with children	2
Married without children	3
Divorced	4
Widowed	5
Refused	99

SHOWCARD E4

E 4 What is your highest educational status? SA.

No formal schooling	1
Primary School (K1-6)	2
Lower Secondary (G7-G9)	3
Upper Secondary (G10-G12)	4
Technical / Vocational	5
University (Undergraduate)	6
Post Graduate	7
Other	<input style="width: 20px; height: 15px;" type="text"/>
Don't Know	98
Refused	99

E 5 How many people live at your house? (Include all those sleeping in the dwelling for at least 3 of last 12 months including children, adult relatives and domestic servants for whom you have a financial responsibility)

OPEN NUMERIC

--	--

 persons

E 6 How many children do you have? SA

- None..... 1 **Skip to QE8**
- 1 2
- 2 3
- 3 4
- 4 5
- 5 6
- More than 5..... 7

E 7 For each child can you tell me their age and also if they have their own helmet for when they are riding a motorbike?

CHILD	Age (in years)	OWN HELMET				
		Yes	No	DK		
1 _____	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> years			1	2	98
2 _____	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> years			1	2	98
3 _____	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> years			1	2	98
4 _____	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> years			1	2	98
5 _____	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> years			1	2	98
6 _____	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> years			1	2	98

SHOWCARD E8

E 8 Could you please tell me which category best describes your monthly household income? SA.

- SEC A (. More than 500.USD)..... 1
- SEC B (351-500.USD)..... 2
- SEC C (200-350.USD)..... 3
- SEC D & E (. Less than 200.USD.)..... 4
- Don't Know..... 98
- Refused..... 99

E 9 For each of the items listed on this card can you please tell me how many of each item does your household own?

	MA	OPEN NUMERIC		
Television.....	1	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table>		
Personal computer/Laptop.....	2	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table>		
Fixed line Telephone.....	3	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table>		
Mobile Telephone - smartphone.....	4	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table>		
Mobile Telephone - basic phone.....	5	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table>		
Bicycle.....	6	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table>		
Motorcycle.....	7	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table>		
Car.....	8	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table>		
Radio set.....	9	<table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table>		

SHOWCARD E10

E 10 How often, if at all do you use the internet? SA.

- Every day..... 1
- A couple of times a week..... 2
- About once a week..... 3
- A couple of times a month..... 4
- About once a month..... 5
- Less than once a month..... 6
- Rarely or never..... 7 *Terminate*

SHOWCARD E11

E 11 How do you connect to the internet most often? SA.

- On a mobile phone..... 1
- On a tablet..... 2
- On a laptop..... 3
- On a computer..... 4

Thank Respondent for Co-operation & Close

Annex VI. Focus Group Discussion Guide

Project: Behavior Communication Change (BCC)
Client: Asia Injury Prevention Foundation (AIP)
Locations: Phnom Penh, and Kompong Speu

Section One: Warm Up (10 minutes):

Note: Moderator and Note-taker should be present at the FGD venue when the participants start arriving. The purpose of this presence is to build up rapport among the participants that could make the group discussion run smoothly. The moderator can start by walking about the entry room, saying “hello,” and introducing themselves

Moderator – Introduction guide:

- Moderator to introduce the roles of moderator, note-taker and observers
- *Introduce the objective of the study:* The purpose of today’s discussion is to understand what you think and feel about aspects of road safety, and in particular what you think about wearing helmets.
Your honest thoughts and opinions are very helpful for us ○ I would like to reassure you once again that the discussion will be kept confidential and we will only consolidate the common understandings of our discussion.
 - There are no right or wrong answers, we would like to hear your opinions and negative and positive comments are welcome.
- *Tell the duration of FGD:* The discussion will last approximately of 2 hours. We have refreshment here, therefore, please relax and enjoy with us. I am sure that you will find the session very interesting.
- *Explain to participants the purpose of voice recording/camera:* We are making tape to help us remember what was said and cover the full conversation. Please remember that our conversation is confidential. Please speak loudly so we can your voice on the tape. One speaker at a time –so it will make sense on the tape and remember that each person has the right to make an opinion.
 - ***Moderator’s note: it is an ethical requirement that people to be told they are being recorded and observed – this is mandatory.***
 - ***Ask for permission to start the group discussion***

1. Could you introduce yourself by telling a bit about yourself in terms of name (nick name), whether you are married and how many children you have and their ages?
2. What types of transportation do you use nowadays? What about when you are...
 - ...going to work?
 - ...meeting friends?
 - ...out and about at night time?
3. And thinking about when you are riding a motorbike, do you usually drive or are you the passenger, or both? What about when you are...
 - ...going to work?
 - ...meeting friends?
 - ...out and about at night time?
4. When you are the passenger on a motorbike who is usually your driver?

Section Two: Helmet Usage and Attitudes towards Role of Helmets (35 minutes)

1. Do you currently own your own helmet?
 - If yes... ○ How long have you owned it? Where did you get it from? How much did you pay? Is there anything you like or dislike about your helmet?
 - If no... ○ Do you share a helmet with others? If so who, and why do you not own your own?
2. How often do you wear a helmet when you are driving a motorbike?
3. How often do you wear a helmet when you are a passenger on a motorbike?

Reason of Passenger helmet use:

4. What are the main reasons why you wear a helmet as a passenger? Probe: Any other reasons
 - *Probe to see how they respond to suggestions of rule compliance, prevention of accidents, protection of skin complexion etc)*
5. What are the reasons why you sometimes do not wear a helmet as a passenger? Probe: Any other reasons?
 - *(For those that do not own one, please ask them to imagine that they do own one but why they would choose to wear and why would they not choose to wear)*

6. Why do you think other people do not wear a helmet as a passenger? Why many people drive motorbike wear a helmet but when they are passengers, they do not wear a helmet? Any other reasons? Any difficulties/barriers that affect you to wear a helmet? Probe: anything else?
7. Are there any specific circumstances when you might be more likely to wear a helmet as passenger and any specific circumstances when you would be less likely to wear a helmet as passenger? Probe: any things else?
 - *Probe to ask about time of day, whether going to work or meeting friends, whether it is difficult to store a helmet, whether there is a risk of them being stolen in certain places, short distances, no police enforcements.... etc* **Helmet use- Children as passengers:**
8. Do you ever drive a motorbike with children/your children as your passengers?
 - a. If Yes, How often do you drive them?
 - b. Do they have their own helmets? If Yes, why? If no, why not? *Probe any other reasons?(Moderator to check if any respondent looks like they do not like this question and try to reassure them that they are just like many people in Cambodia and honest answers are very important)*
 - c. How often do children/your children wear helmets when they are passengers with you?
 - d. In your opinion, what are the reasons some parents do not regularly put helmets on their children? Probe any other reasons?

Approach to encourage passenger to use helmet:

9. Please read this statement. (*Moderator to show on screen*): "More lives would be saved if more Cambodians, including children wore helmets every time they drive a motorbike or ride motorbike as a passenger"
 - What do you think about this statement? Do you agree or disagree? Why do you say this? anything else
10. In your opinion, what could be effective ways to increase helmet usage among motorbike drivers in Cambodia?
 - And what about increasing helmet usage for people who are passengers, **when driving with children as passengers?**
 - *Probe on what approaches are the effective ways in the opinion of respondents, and what approaches are NOT.*

Section Three: Communication Development (50 minutes)

Moderator: We are working with an organization who wants to help encourage more people to wear helmets when they are driving or riding **as a passenger** on a motorbike. We will help them develop some communication materials and would like your ideas and thoughts on how to do this.

1. Do you have any ideas for what information would help encourage people to wear a helmet **as passenger**?

- What messages do you think would change people's behaviour?
- What style of advertising?
- Where do you think this advertising could be?
- Who do you think would be a good person to encourage people to wear helmets? Probe (Commune chief, local police, school teachers, celebrity, parents, siblings, monks....etc)
- Do you think there are certain groups of people that need the most encouragement to wear helmets more often? Probe (Commune chief, local police, school teachers, children, teenagers, old people....etc)

Now, I have some examples of different approaches talking to people about why they should wear a helmet especially for passengers. Please have a look at each one and then we will discuss them.

MODERATOR TO GIVE EACH RESPONDENT A SHOW CARD WITH THE DIFFERENT COMMUNICATION CONCEPTS AND ASK THEM TO READ FOR ABOUT 2/3 MINUTES (CONCEPT DESCRIPTIONS ON SAME PAGE OR ON DIFFERENT PAGES DEPENDING ON FINAL CONCEPTS PROVIDED BY AIP)

Now we will discuss each one in turn. For each one, please can we discuss the advantages and disadvantages? For each one let us also think about who it might work for and who it might not work for.

- *(For each concept probe on appropriate target audience and location/media channel. Please see suggested record sheet for information provided about each concept in appendix)*

2. Which of these do you think is MOST likely to influence people to wear a helmet? And why do you say that?
 - Which one do you think would impact your own likelihood to wear a helmet?
3. Which of these do you think is LEAST likely to influence people to wear a helmet? And why do you say that?
4. Overall, where do you think it would be a good idea to put communication about the importance of wearing helmets?
5. Where do you think people will see it? Where would they go if they wanted more information?
 - If they say on the internet then probe which website
 - If they say TV then prove which channel, what time of day
 - If they say radio, then probe station, what time of day
 - Etc.
6. In general, can you think of any ways to help encourage parents to make sure their children wear helmets when they are passengers? This can be communications or other practical measures to help them.

Section Four: Logo testing (15 minutes)

MODERATOR TO SHOW each of LOGOs.

First of all I would like to show you a picture and please tell me what you see?

Show Logo 1: Helmet shape with a thumb up hand.

What do you see?

Moderator: let them look at the logo for 5 seconds, cover it, and ask them to repeat the tagline.

- After seeing this logo, what do you like about it? Why? What don't you like about it? Why? on the logo such as shapes, colors, letters, and meaning (safe, progressive, caring, protective, and confident.....) Moderator: Select a handful of different characteristics or all from the list and ask the group to select **three characteristics** they feel when looking at the logo. (safe, protective, strong, progressive, caring, confident...)
- Based on your opinion, what is the key message do you think this logo wants to convey? Probe: anything else? Can you explain more?

Show Logo 2: Helmet and motorcycle

- After seeing this logo, what do you like about it? Why? What don't you like about it? Why? Probe on some characteristics on the logo such as shapes, colors, letters, and meaning (safe,

strong, caring, protective, and confident.....) Moderator: Select a handful of different characteristics or all from the list and ask the group to **select three characteristics they** feel when looking at the logo.

- Based on your opinion, what is the key message do you think this logo wants to convey?
Probe: anything else? Can you explain more?

Show Logo 3: Red Heart Shape logo

Do you recognize this logo? Where have you seen it? What do you see?

Moderator: let them look at the logo for 5 seconds, cover it, and ask them to repeat the tagline.

- After seeing this logo, what do you like about it? Why? What don't you like about it? Why?
Probe on some characteristics on the logo such as shapes, colors, letters, and meaning .
Moderator: Select a handful of different characteristics or all from the list and ask the group to **select three characteristics they** feel when looking at the logo.

Moderator: show the three logos together again

- Which one of these three logos do you think is **the best logo** that is easy to remember and understand the helmet use messages/campaign? Why do you say that? Why not? Any other reasons? **Any Suggestion for improvement of this logo?** Probe on some characteristics on the logo such as shapes, colors, letters, picture, and meaning

Section Five: Wrap Up (5 minutes)

- This discussion has now almost come to an end. Thank you very much for your input. Before we close is there anything else you would like to say about any of the topics of discussion today?
- In particular, have any of the topics today changed how you feel about wearing helmets on a motorbike? If so what and how?
- Thank all respondents for their time. Ask if they enjoyed the discussion and what did they find most interesting?
- Provide incentive to them as a gift for their participation.

APPENDIX: RECORD SHEET FOR CONCEPT DISCUSSION

	CONCEPT	Advantages	Disadvantages	Target audience	Media locations /time slots
1	Sadness/grief – at the loss or serious injury of a loved one. <i>Ex. Sadness due to your wife’s injury or death</i>				

2	<p>Guilt or remorse – at having unintentionally caused the loss or serious injury of a loved one.</p> <p><i>Ex. Feeling of regret when accidentally causing death or injury for your children because you ignored prevention advice</i></p>				
3	<p>Surprise—the close relationship between helmet usage and injury, the relationship between helmet wearing and distance traveled in a moments distraction</p> <p><i>Ex. Surprise at information about the real dangers of riding without wearing a helmet</i></p>				
4	<p>Anger – at the irresponsible behaviors or attitudes of drivers (mainly not wearing helmet)</p> <p><i>Ex. Anger at the irresponsible behaviors or attitudes of those who don't wear helmet and don't put helmets on their children</i></p>				
5	<p>Fear of and anxiety about accidental consequences of the loss and suffering if your loved ones such as children are injured or dead</p>				
6	<p>Shame/Embarrassment – being caught for any offence, but particularly for a socially despised offence</p> <p><i>Ex. Embarrassment and confusion caused by violating the law and others' criticism of your lack of care for your children</i></p>				
7	<p>Acceptance/Warmth/Love –Warm feelings generated from your compliance to safety regulations to protect passengers <i>including family member</i></p>				
8	<p>Feeling of relief and peace of mind when you don't have to worry due to your full compliance with safety regulations</p>				



Behavior Change Communications

Top-Line Report

August 2014



INDOCHINA RESEARCH

Vietnam – Cambodia – Laos
www.indochinaresearch.com

Contents

- 1. Background and Objective**
- 2. Customer Profile**
- 3. Helmet Usage Attitude and Behaviour**
- 4. Road Safety Awareness**
- 5. Communication**
- 6. Logo Testing**

Background

 The Asia Injury Prevention Foundation (AIP Foundation) is working in collaboration with the Cambodian government, private sector and non-government organizations to encourage more people to wear helmets in Cambodia, thus reducing the numbers of serious injuries and fatalities caused by accidents

 AIP Foundation wants to conduct a study on the Behaviour Change Campaign, in order to collect and analyse data as part of the evaluation and monitoring of the intervention, as well as provide information and insight with which to guide communications development

Main Objectives

 The overall objectives of the study are to:

1. Collect data with which to enable on-going measurement of the impact of the BCC
2. Gather insight into behaviour, attitudes and knowledge with which to inform communications development
 1. Strategic – i.e. what behaviours and attitudes need to change
 2. Creative – i.e. what tone of voice, imagery, copy should be used to influence the desired behaviour change

Detail Objectives

 Specifically, the research should provide information and insight to help understand the following:

- Current behaviours, attitudes and levels of knowledge regarding helmet use
- Claimed reasons for drivers and passengers for wearing or not wearing helmets (themselves or their children)
- Rates of helmet ownership and where helmets are purchased
- Social, cultural and environmental drivers and barriers to using helmets
- Awareness and understanding of road safety issues and where they see, hear or read about road safety
- Media consumption behaviour and perceptions of different media/information sources

Research Approach (1/2)

Research stage 1

Quantitative interviews
across 3 target
provinces-400 samples

*To measure existing
behaviour, attitudes and
knowledge in the target
intervention and control
groups*



Research stage 2

Qualitative Focus Group
Discussions- 4FGDs (2
FGDs in Phnom Penh &
2 FGDs in Kg. Spue)

*To help contextualise survey
findings and allow for in-depth
discussion and feedback on
communications materials /
ideas*



Research stage 3

Analysis and
interpretation of
information and
creation of reports

*Delivery of data and key
findings presented in
PowerPoint*



Research Approach (2/2)

QUANTITATIVE (F2F Interview)

- ☐ Random Household Selection and Random Respondent Selection (using Kish Grid)
- ☐ All respondents to be aged 18-55yrs

QUALITATIVE (Focus Group Discussion)

☐ Kampong Spue

- ☐ Group 1= Rural, 6 male, aged 18-44 yrs (2 persons=age 18-24, 2 persons=age 25-34, 2 persons=age 35-44), 3 participants have children and experienced to drive them as passengers, intervention
- ☐ Group 2 = 6 females, aged 18-44 years (2 persons=age 18-24, 2 persons=age 25-34, 2 persons=age 35-44 yrs), 3 participants have children and experienced to drive them as passengers

☐ Phnom Penh

- ☐ Group 3 = 6 females, aged 18-44 years (2 persons=age 18-24, 2 persons=age 25-34, 2 persons=age 35-44) , 3 participants have children and experienced to drive them as passengers, Intervention
- ☐ Group 4 = 6 males, aged 18-44 years (2 persons=age 18-24, 2 persons=age 25-34, 2 persons=age 35-44), 3 participants have children and experienced to drive them as passengers



Key Findings

Summary (1/4)

- ☞ It clearly shows that people wear helmet more when they are drivers (Drivers are 3 times as likely as passengers to wear helmets) and seldom wear helmet when they are passengers on motorbike.
- ☞ Only 1 in 10 passengers always wears a helmet while about 40% of them never wears helmet when they are passengers on motorbike.
- ☞ The most common reasons (for both personal and general people) for not wearing a helmet are “Just riding short distance” (less than 3 km) such as **within village**, to market, to nearby school or nearby house, followed by not having a helmet.
 - ☞ It is also interesting to find out that if people are riding as either driver or passenger with helmet for a short distance or to some places within the village, they will be mocked by other villagers and discouraged from wearing a helmet.
 - ☞ Afraid of destroying hairstyle (especially for women who want to join party, wedding) is also an important reason for not wearing a helmet.

Summary (2/4)

- ☰ People are aware of the importance of wearing a helmet for both as driver and passenger but they think wearing helmet as a driver is more crucial than that as passenger.
- ☰ The common price of helmet that people prefer to buy is between 10\$ to 20\$. Within this price, most of them are satisfied with their helmet quality for protecting them if there is a crash.
- ☰ For children, they usually don't wear a helmet as passengers on motorbike (from observation and FGDs result).
 - ☰ There are some common reasons for not putting helmets on children: Safe perception towards the child (sitting in the middle), wasting money for child's helmet (as it no longer fits for children as they grow up), and the child's refusal to wear a helmet (child is usually very active and does not like wearing a helmet).
 - ☰ It is suggested that, to increase number of children wearing helmet, parents and teachers at school have most potential to influence them.

Summary (3/4)

- ☰ In overall, the main target audience that AIP should focus on in promoting helmet wearing as passengers are perceived to be general population (18-55 yrs) and Youth group (15-25 yrs).
- ☰ The most effective ways to communicate with these people are through TV (Hang Meas as the 1st TV channel for people to watch most often) and Radio (FM 107.5 ABC Kampuchea as the most popular radio station) with the highest view/listen rate at 8:01-9:00 AM and 8:01-9:00 PM.
- ☰ To influence the behavior of people, the most effective message to communicate, especially for motorbike passengers, is thought to be **“guilt/remorse followed by sadness/grief and fear/anxiety”**.
- ☰ These three emotions share similar influential factors: afraid of that bad story happening to himself/herself by losing or injuring the loved ones because they were not wearing a helmet during a motor crash.

Summary (4/4)

- ☞ **Logo 2 “Helmet and Motorbike”** is perceived to be the best logo for AIP to use for communication with people.
- ☞ This logo mainly chosen due to its easiness to remember and understand the meaning especially it is consistent to the tag line message (tag line, **“One Helmet, One Life”**, is highly accepted by all groups regardless of any logo)
- ☞ Moreover, this logo is recommended to modify on some designs such as adding mirrors on motorbike, plate number, adding one driver, one passenger with helmets on (two helmets for these two people) to make it comply with the traffic law for motorbike required materials and also to line with the key message of AIP that want all people to wear helmet not only driver but also including passenger.
- ☞ Indochina Research also would recommend to add one more child with helmet on in addition to above suggestion on logo 2 to show another important message of putting helmet on children as passengers.
- ☞ The key concept/ characteristics of logo 2 are thought to be **“Safe and Protective”**.

Respondent Profile (1/2)

		TOTAL	
		N	%
Location	Kampong Speu	108	27%
	Kandal	152	38%
	Phnom Penh	140	35%
Survey Type	Control	200	50%
	Intervention	200	50%
Geog. Location	Urban	269	67%
	Rural	131	33%
Gender	Male	196	49%
	Female	204	51%
Age group	18-24 years	162	41%
	25-34 years	104	26%
	35+ years	134	34%

Respondent Profile (2/2)

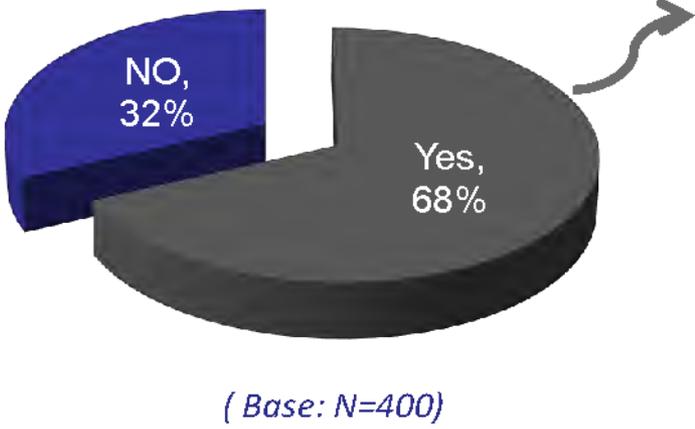
		TOTAL	
		N	%
Educational Level	Net: Up to secondary	337	84%
	Net: Above secondary	59	15%
	Technical / Vocational	4	1%
Occupation	Employer	29	12%
	Paid Employee	120	50%
	Own Account Worker	82	34%
	Unpaid Family Worker	11	5%
SEC	SEC A (More than 500 USD)	73	18%
	SEC B (351-500 USD)	123	31%
	SEC C (200-350 USD)	154	39%
	SEC D &E (Less than 200 USD)	46	12%
	Don't Know	4	1%
Family Member	<= 2 persons	33	8%
	3 - 5 persons	204	51%
	More than 5 persons	163	41%
Total (N=400)		400	100%



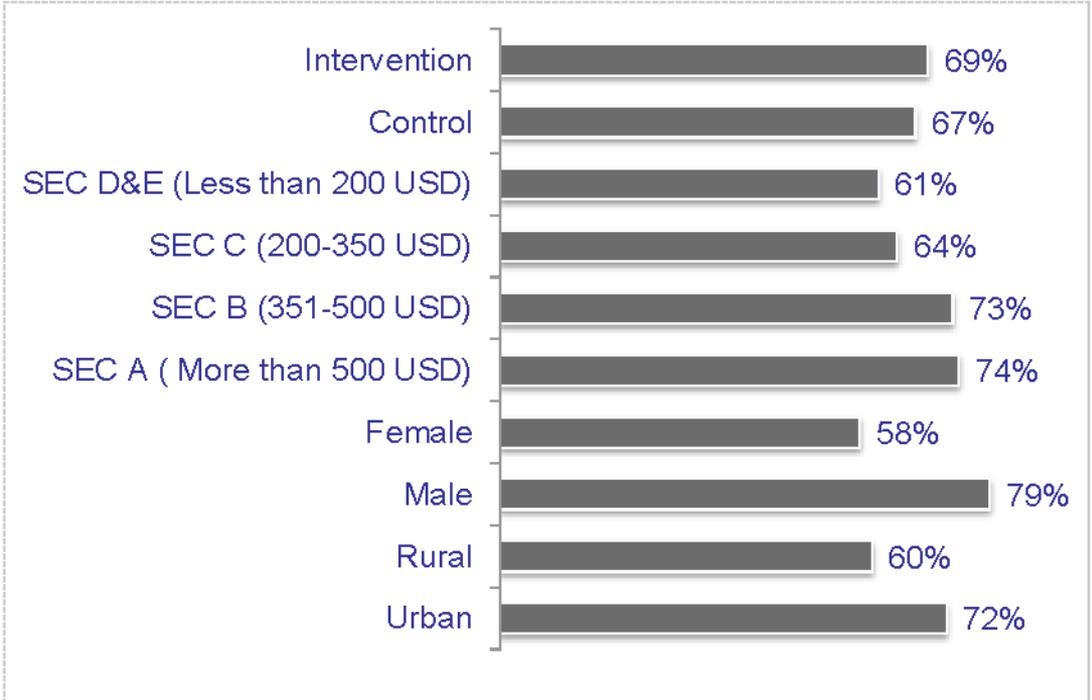
Helmet Usage Attitude

Helmet Ownership

Helmet Ownership



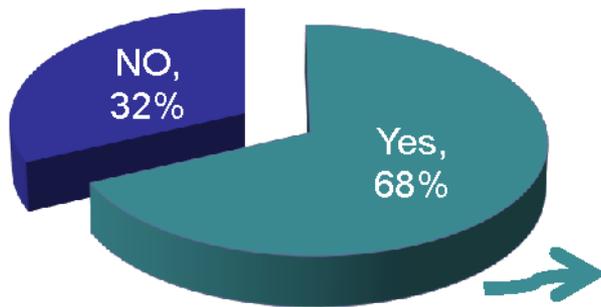
Helmet Owners' Profile



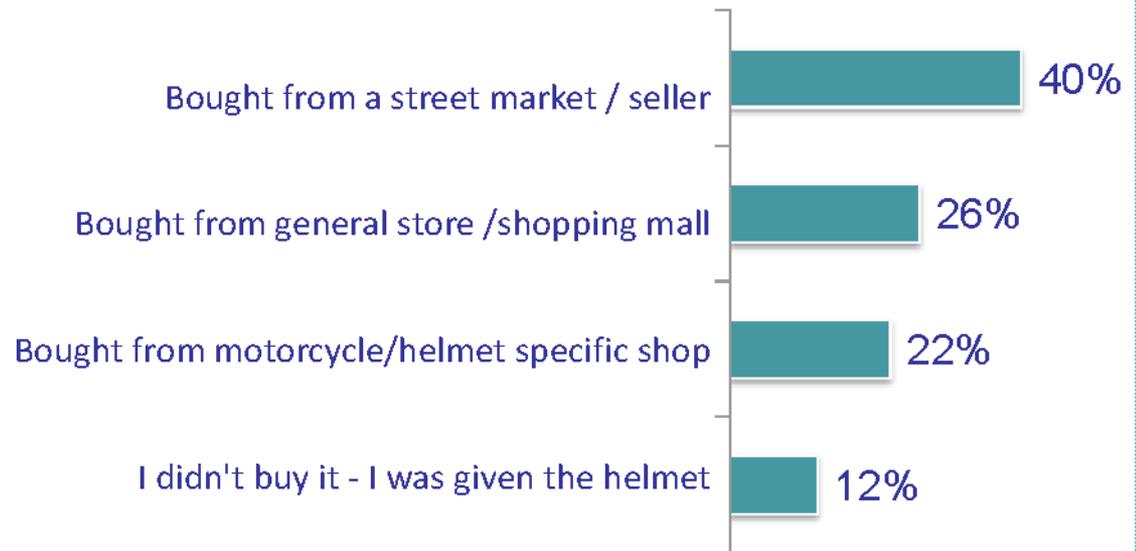
📊 About 7 in 10 own a helmet and male has higher percentage of helmet ownership than female .

Places to buy helmet

Helmet Ownership



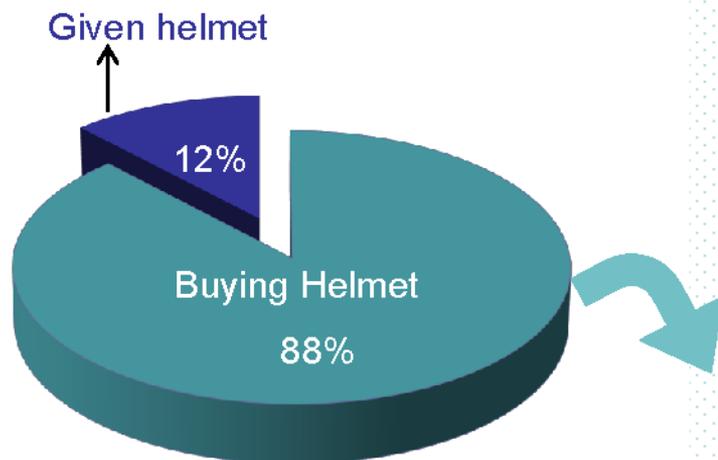
Buying Place



 The most popular place for buying helmet is the street market followed by general store/shopping mall and helmet specific shop.

Cost of Helmet

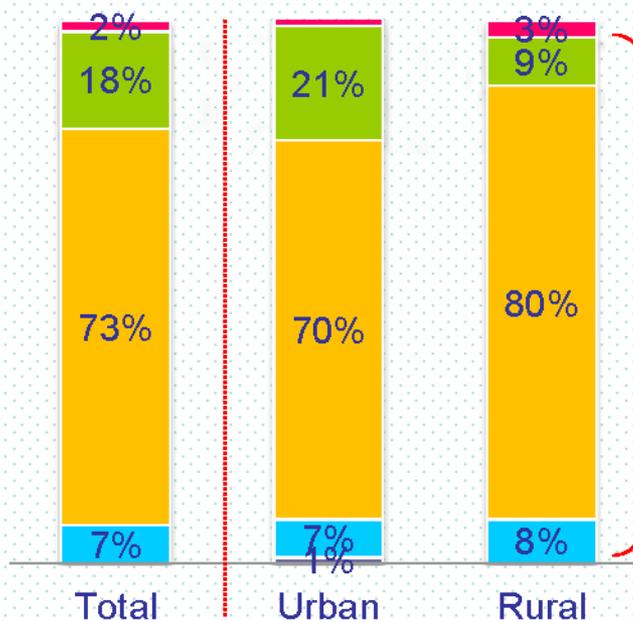
How did you get your helmet
(N=272) ?



Overall, more than 70% of people prefer to buy a helmet pricing 10\$ to 20\$ with the average price 12.8\$.

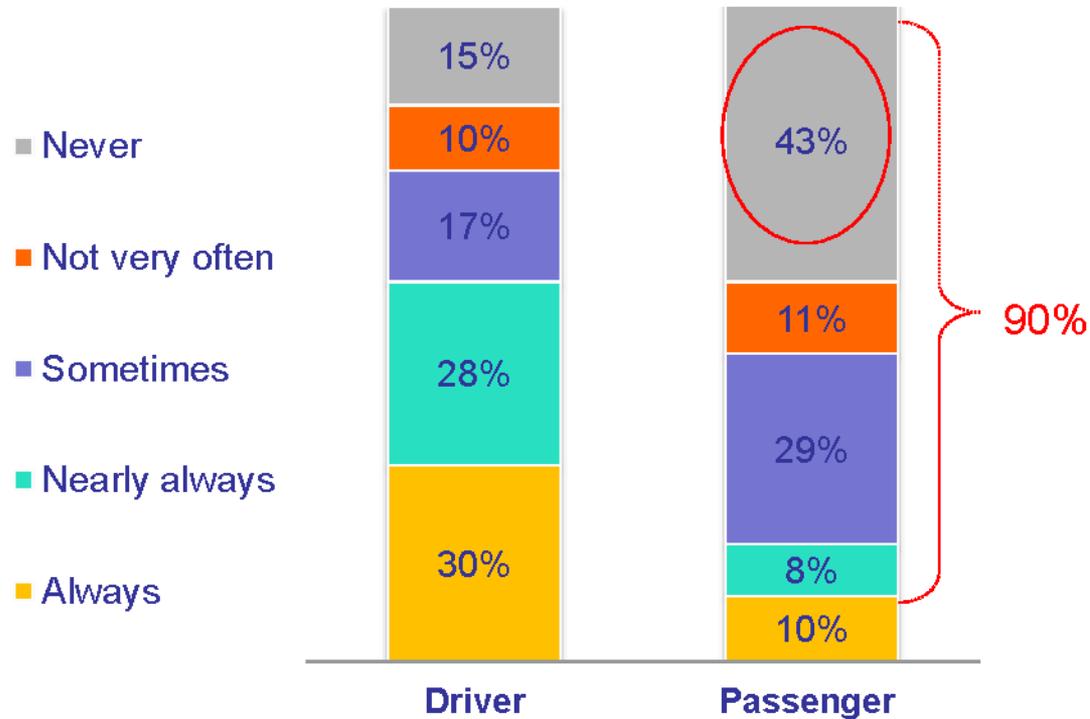
Helmet Cost

- US \$30 to less than US \$40
- US \$20 to less than US \$30
- US \$10 to less than US \$20
- US \$5 to less than US \$10
- Less than US \$ 5



Average Cost/Helmet:
12.81 USD

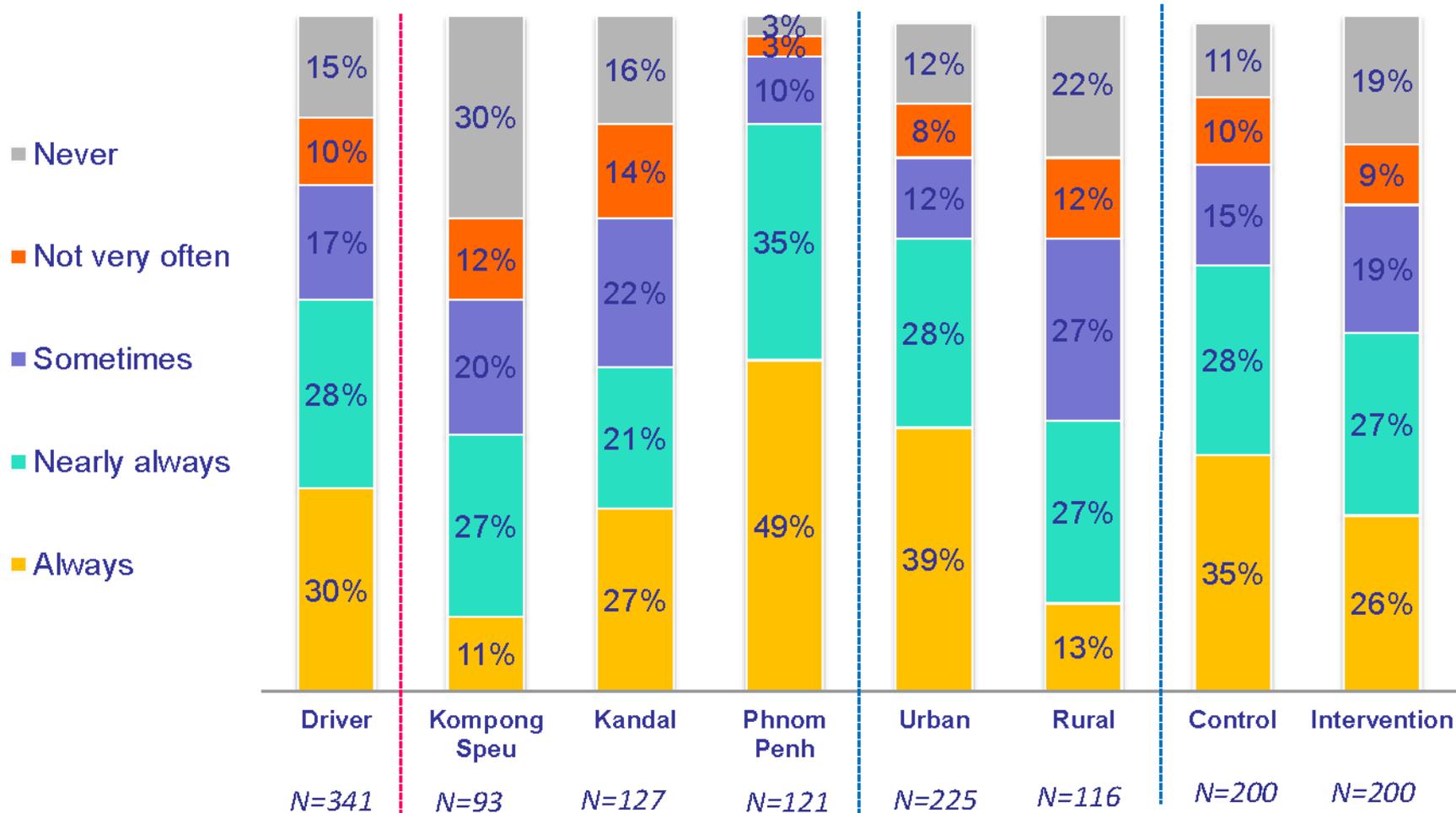
Helmet Wearing Habit



- Surprisingly, there is only 10% of people who always wears a helmet as passengers which is 3 times less compared to drivers
- Moreover, about 2 in 5 of people never wear it at all when they are on motorbike as passengers while there is 15% of drivers who never wear a helmet.

Helmet Wearing Habit as Driver

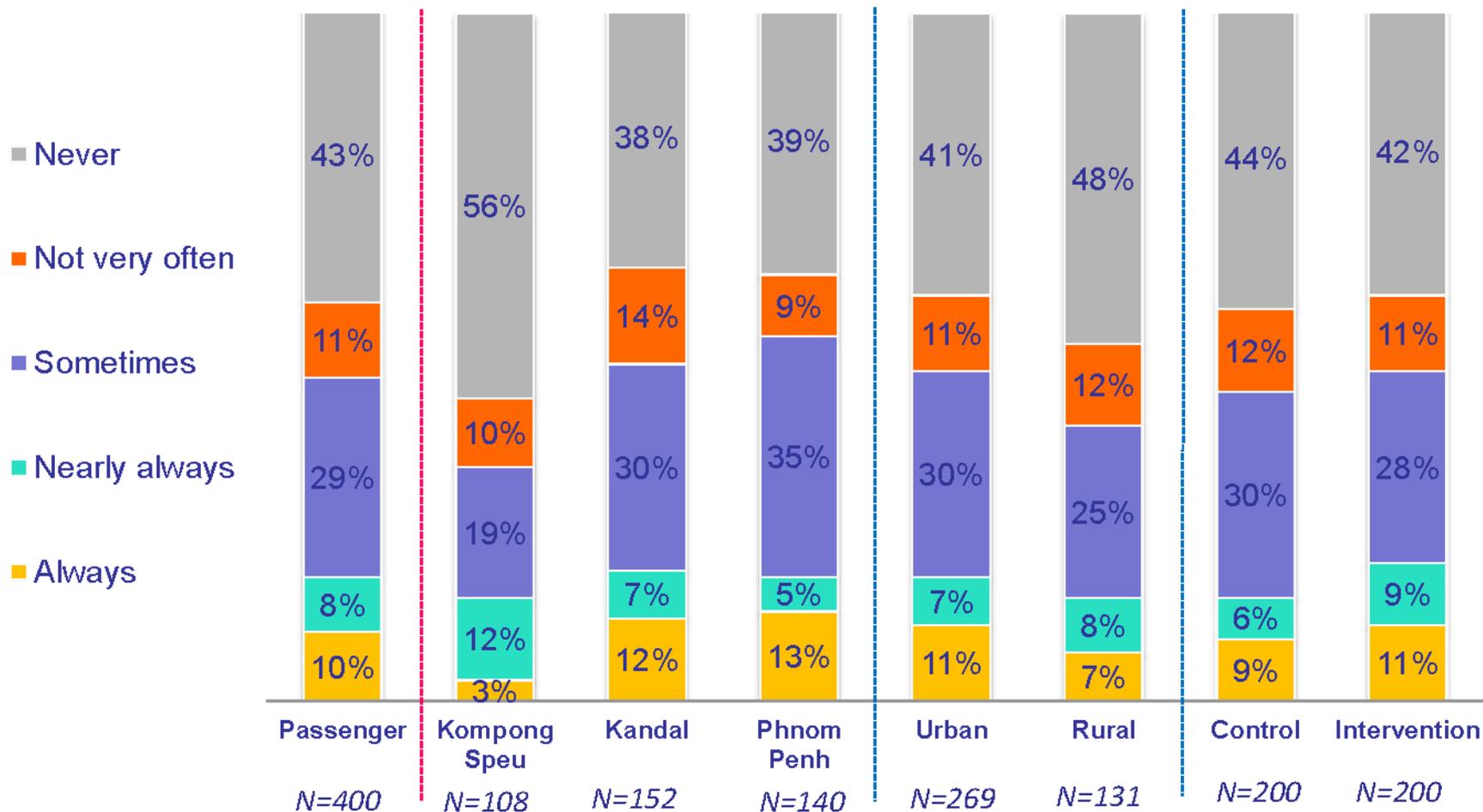
By Segment



B5, B10. In the past 30 days (one month), how often did you wear a helmet when you were ...
A driver (base: N=341); A passenger (base: N=341)

Helmet Wearing Habit as Passenger

By Segment



B5, B10. In the past 30 days (one month), how often did you wear a helmet when you were ...
A driver (base: N=341); A passenger (base: N=400)

Key reasons not wearing helmet as passenger

Just ride to somewhere near my house 68%

Don't have a helmet 18%

When traveling as a passenger, I didn't bring a helmet with 8%

I think helmet is too heavy 5%

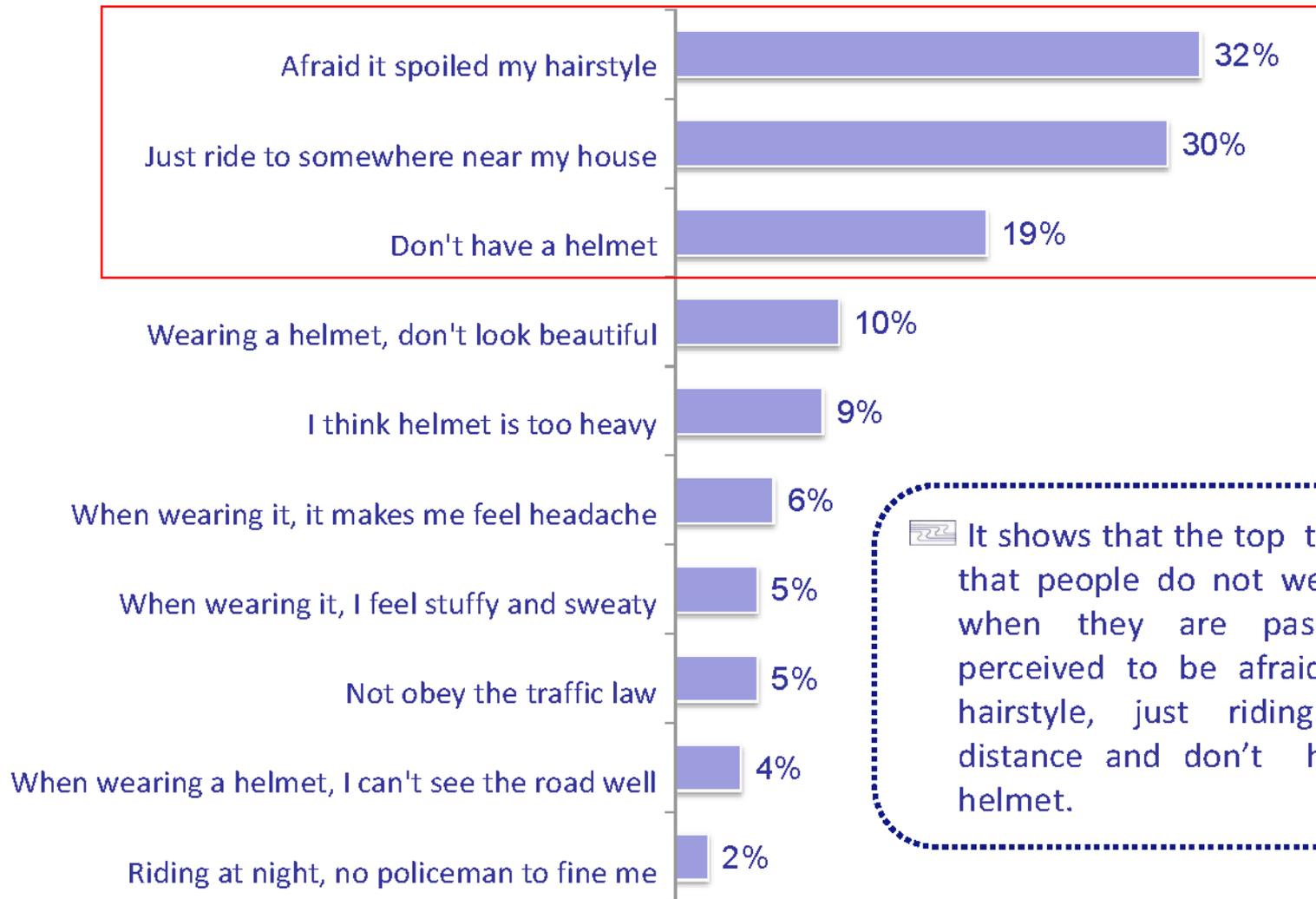
When wearing it, it makes me feel headache 5%

Have only one helmet 4%

B12. Thinking about the last time you did not wear a helmet as a passenger, can you tell me why this was?

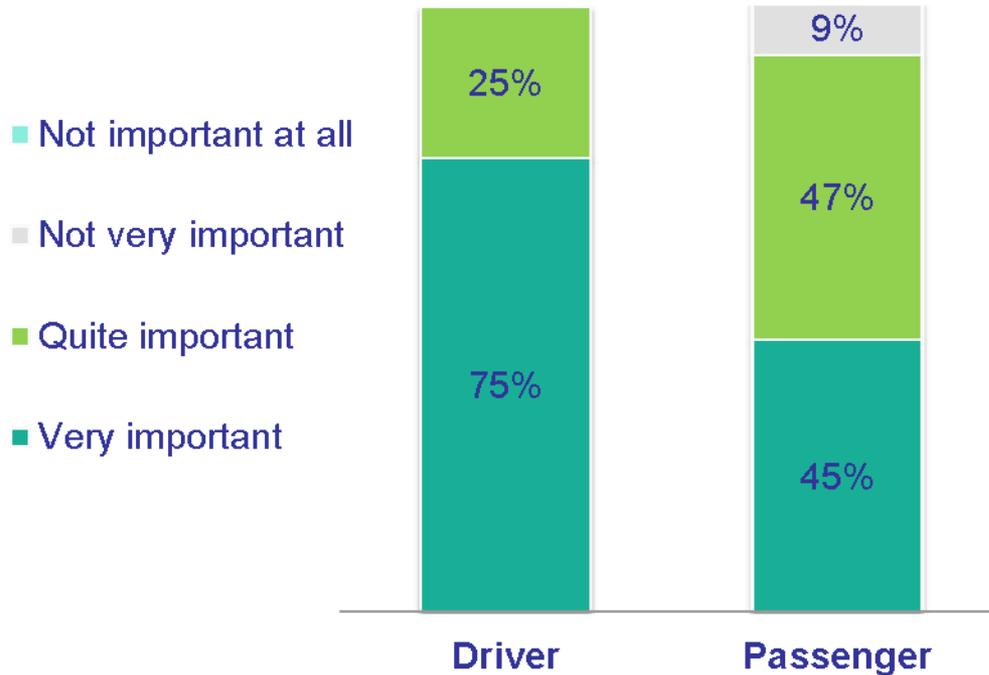
Base : N= 361

Perception towards helmet wearing as passenger for general people



It shows that the top three reasons that people do not wear a helmet when they are passengers are perceived to be afraid of spoiling hairstyle, just riding for short distance and don't have enough helmet.

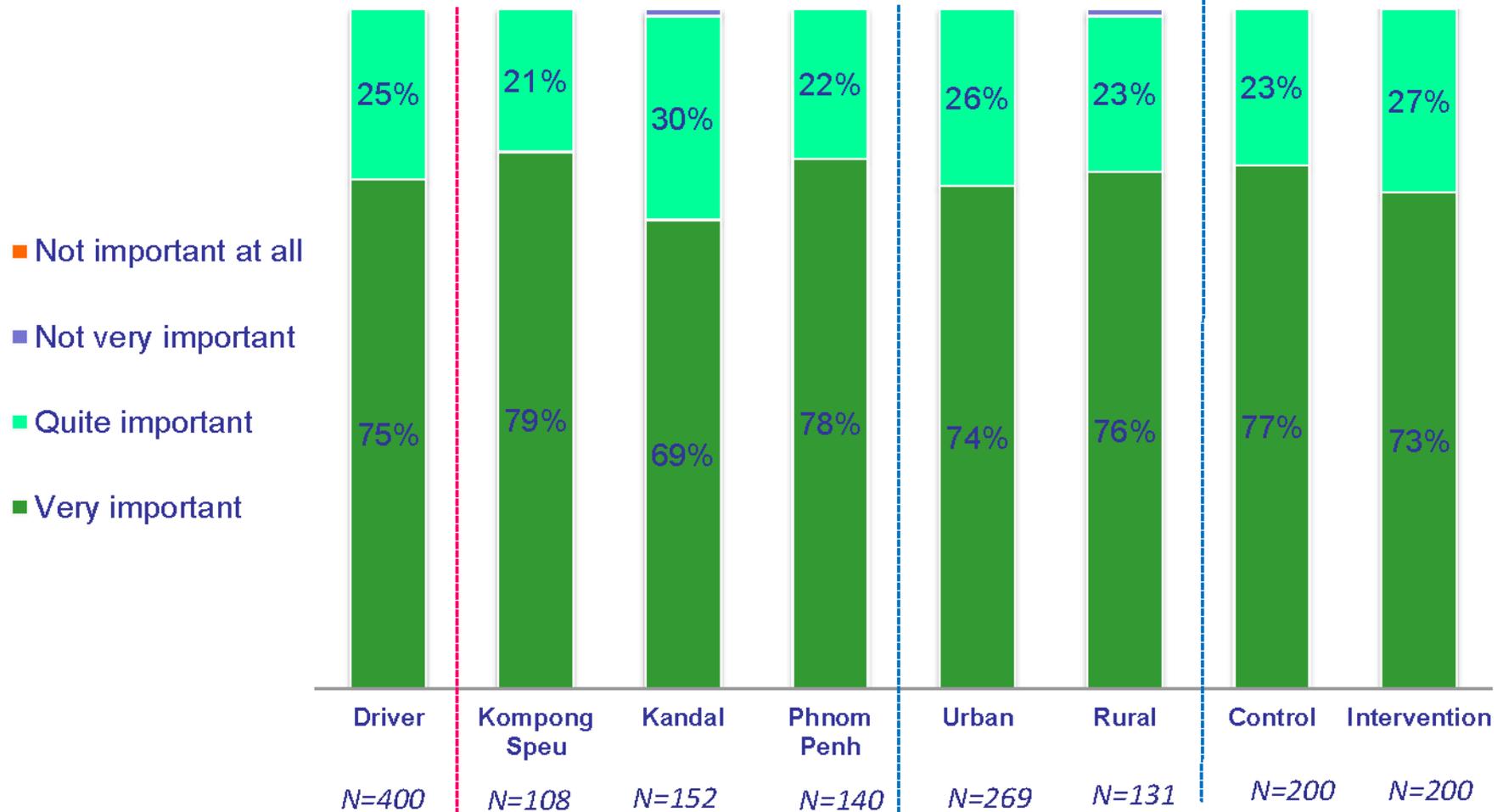
Importance of Helmet Wearing Habit



- Generally, people know the importance or advantages of helmet wearing for both as driver and as passenger.
- However, it demonstrates that passenger think wearing helmet is less necessary than those as drivers.

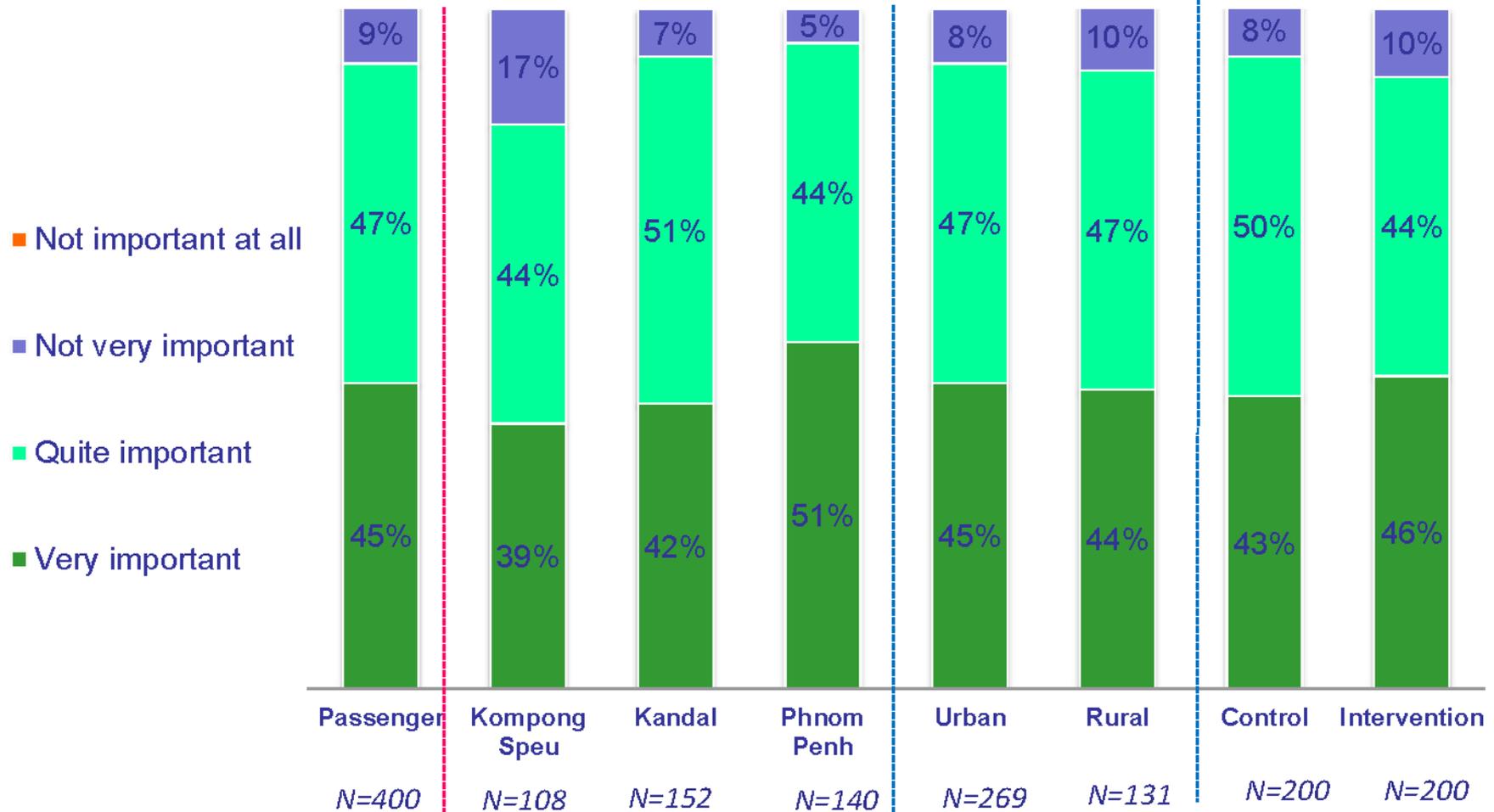
Importance of Helmet Wearing Habit as Driver

By Segment



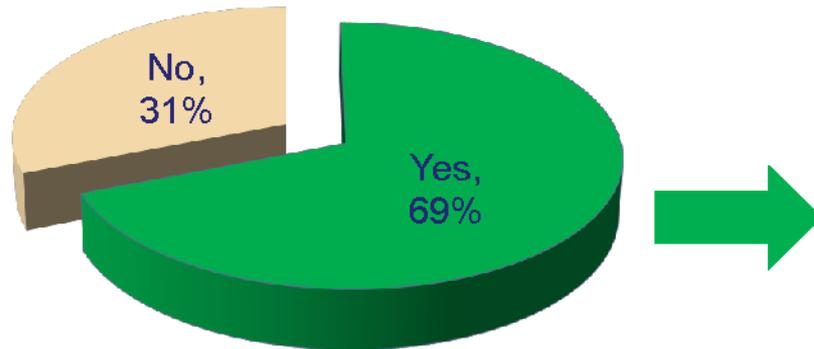
Importance of Helmet Wearing Habit as Passenger

By Segment



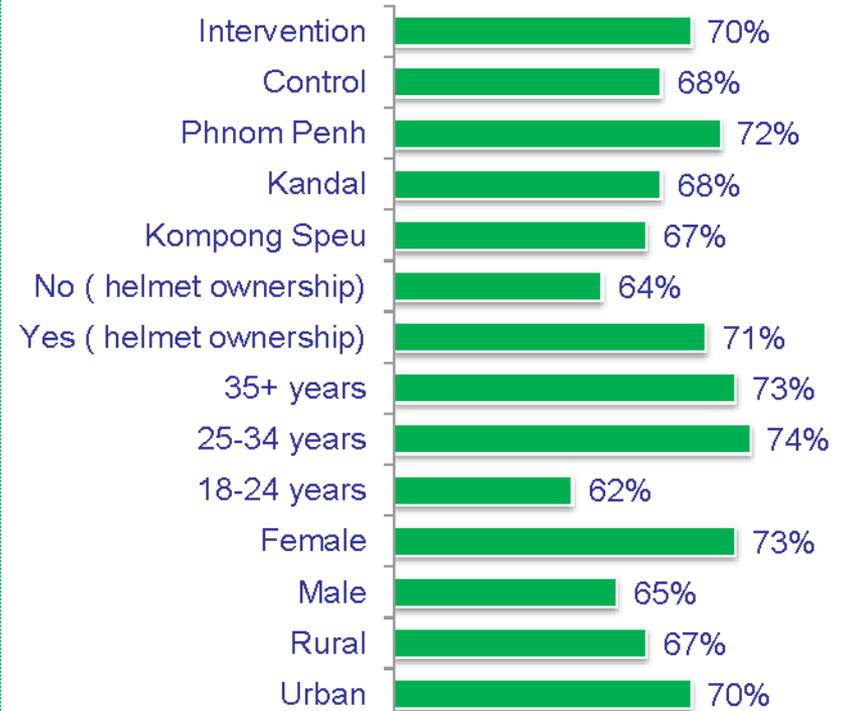
Knowledge of Draft of Traffic Law on Passenger Helmet Wearing

Have Knowledge of draft of traffic law on passenger's helmet wearing?



It shows that about 70% of people said they know the draft of traffic law on helmet wearing for passengers. Older people (above 25 yrs) and female know about this law more than male.

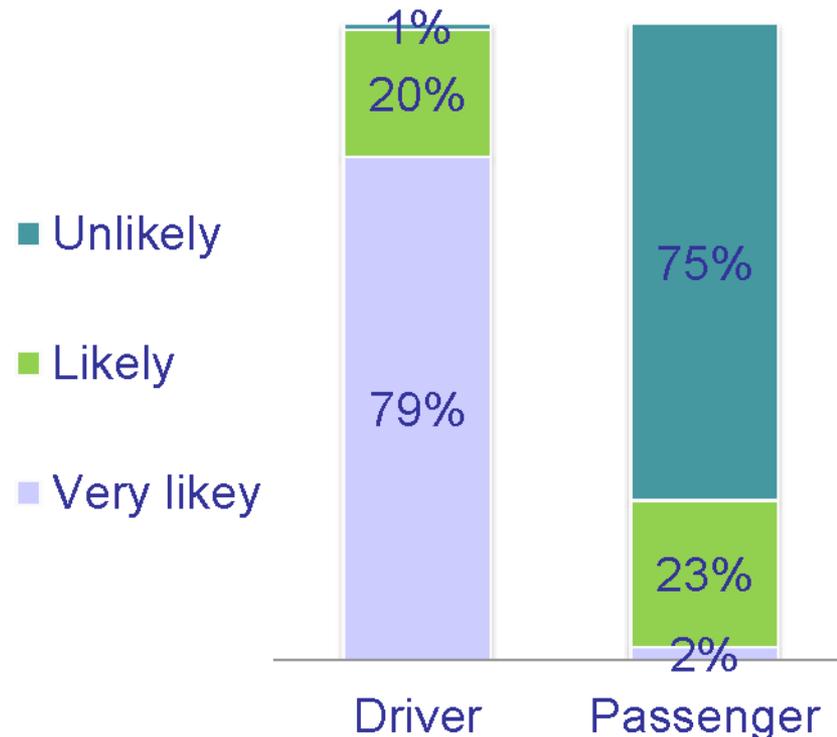
Profile of People Knowing Draft of Traffic Law



B17. Do you know if there is a law that requires passengers to wear a helmet while they are on a ride? Base: N=400
 Intervention: N= 200, Control: N=200, PP: N=140, Kg. Speu: N=108, Kandal N=152, 35+ yrs: N=98, 25-34 yrs: N=77, 18-24 yrs: N=101, Helmet owner (yes): N=272, Helmet Owner (No): N=128, Female: N=204, Male: N=196, Rural: N=131, Urban: N=269

Perception towards traffic law enforcement for driver and Passenger

How likely will be stopped by traffic police if not wearing helmet?



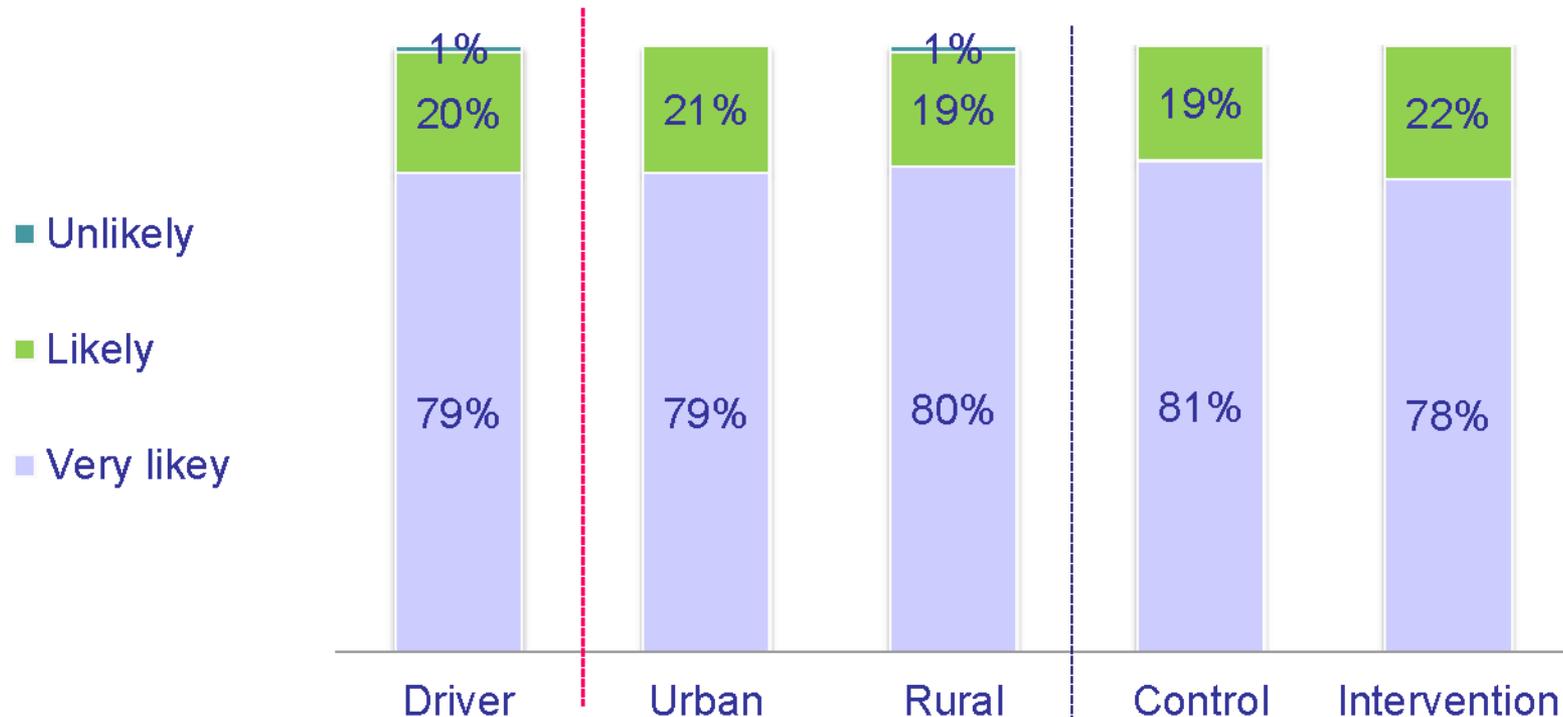
As driver, almost of them view as strong law enforcement. Hence, wearing helmet is considered quite important to avoid being stopped by traffic police.

However, only 25% of them think traffic police will stop them if they don't wear a helmet when they are passengers.

Perception towards traffic law enforcement for Driver

By Segment

As driver, how likely will be stopped by traffic police if not wearing helmet?

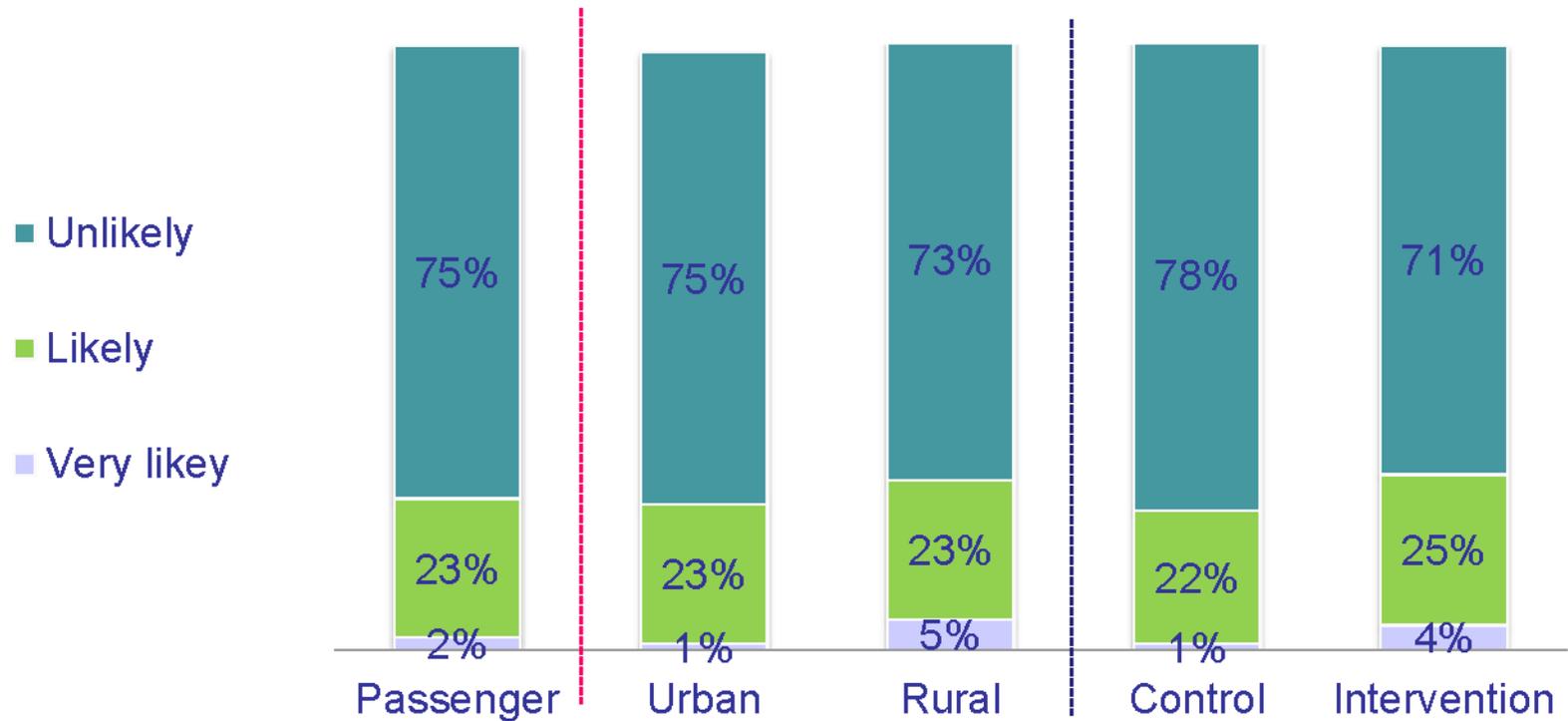


B18a. As a driver, how likely are you stopped by police if you do not wear helmet? Base: N=400
Urban: N=269, Rural: N=131, Control: N=200, Intervention: N=200

Perception towards traffic law enforcement for passenger

By Segment

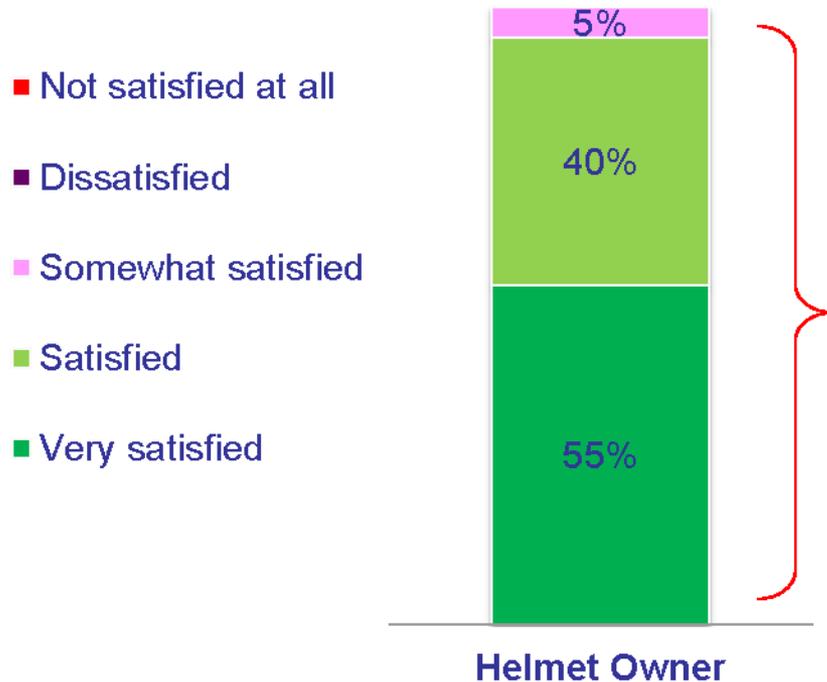
As passenger, how likely will be stopped by traffic police if not wearing helmet?



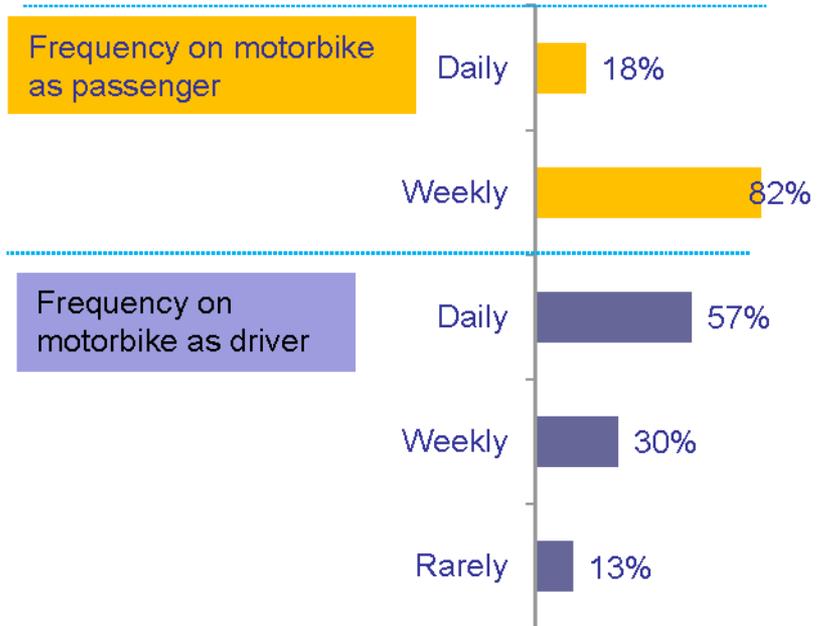
B18b. As a passenger, how likely are you stopped by police if you do not wear helmet? Base: N=400
Urban: N=269, Rural: N=131, Control: N=200, Intervention: N=200

Satisfaction with Helmet Quality (in terms of Crash)

Satisfaction with Helmet Quality



Frequency on motorbike



 Majority of helmet owners (more than 90%) are quite happy with the quality of their helmet in terms of protection during crashing.

Perception on helmet statements

Note: Recode **Agree**= Strongly agree+ Agree
 Recode **Disagree**= Strongly disagree+ Disagree

Statement	Agree	Disagree
Helmets are not cool	36%	64%
Wearing a helmet is not comfortable	20%	81%
Wearing a helmet is not beautiful	29%	71%
Wearing a helmet does not affect my road safety	19%	81%
If I do not wear a helmet, my friends will blame me	56%	44%
If I do not wear a helmet, my family will blame me	85%	15%
My parents always wear a helmet on the motorbike, so do I	85%	15%
Wearing a helmet as a driver is more important than as a passenger	66%	34%

In overall, people seem feel good with helmet wearing and it also demonstrates that encouragement/advice from family members/ friends to wear helmet has strong influence on helmet wearing behavior.

Helmet Usage- Children as Passenger (1/2)

FGDs

 Almost everyone said their children don't wear helmet (only one female in group 3 mentioned her child wore a helmet as passenger).

Key Common Reasons for not putting helmet on Children

Safety Perception: Children are safe even when there is no helmet on because they are usually put in between the driver and another passenger (Parents feel their child is safe in that way).

Price issue: It is viewed as wasting money to buy a helmet for a child since the child will grow fast then the helmet may not fit for him/her in short time so it will not be used again (Average cost per helmet that people mostly buy is around 12 USD).

Children don't feel like wearing helmet : It's heavy to wear and they may take it off while being on motorbike which can cause an accident if they are not careful enough.

Helmet Usage- Children as Passenger (2/2)

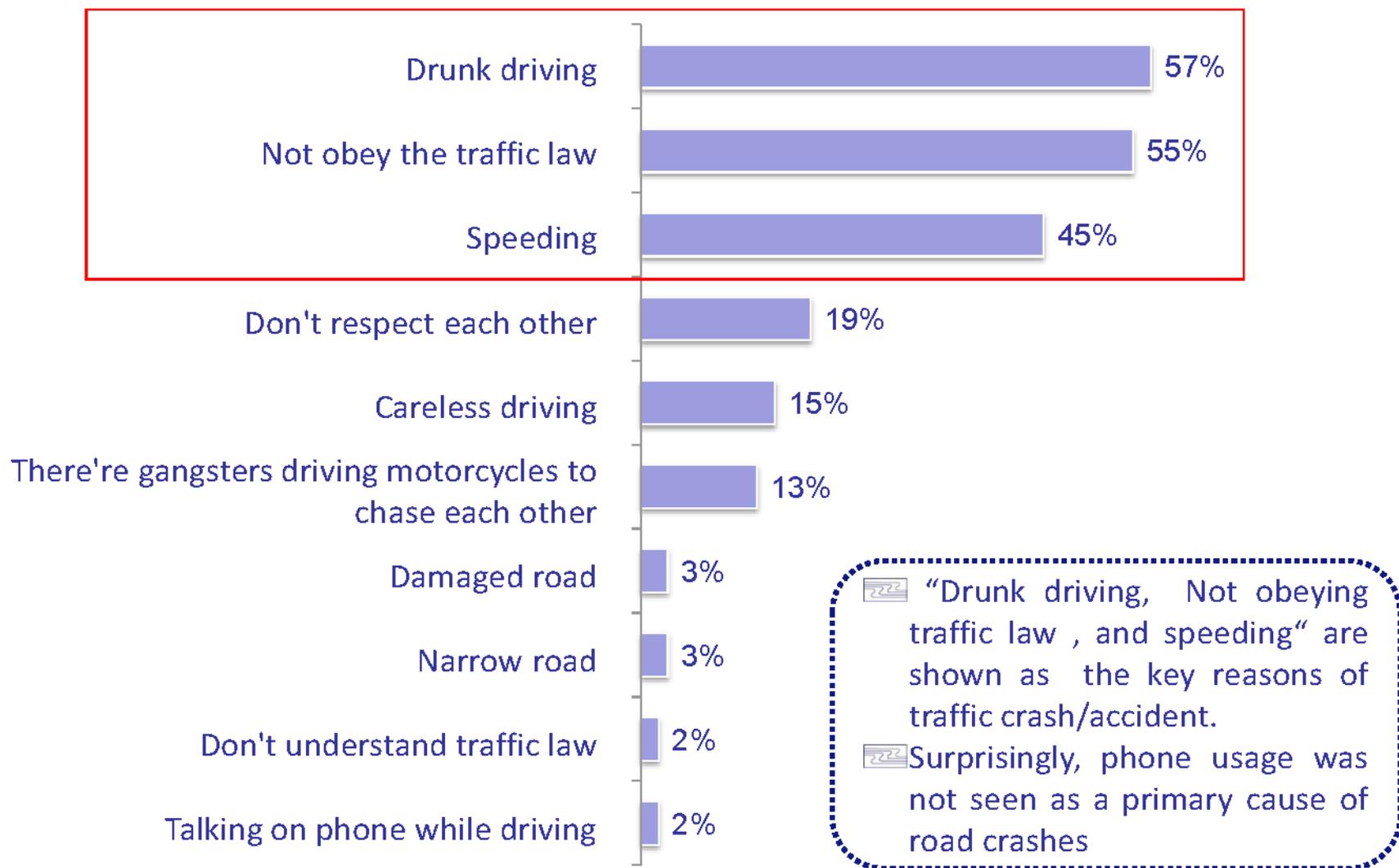
FGDs

- ☞ To increase helmet wearing among children, there are some solutions raised (mainly from group 1, Group 3 and Group 4):
 - ☞ The main focus is to change parents their behavior to put a helmet on their children.
 - ☞ Educating parents to know the advantages of putting a helmet on their children and danger of not wearing a helmet that children can face.
 - ☞ Advice parents to teach children to wear helmet (Children usually follow their parents)
 - ☞ Educating children at school (by teacher), so children can learn to wear it and understand the importance of helmet wearing.
 - ☞ Make helmet wearing become a habit for children (Strong participation from parents): This can help them like wearing it every time when they are on a motorbike.



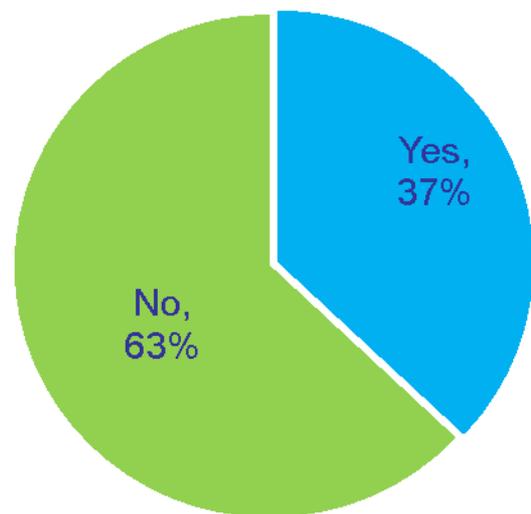
Road Safety Awareness

Primary cause of road crashes

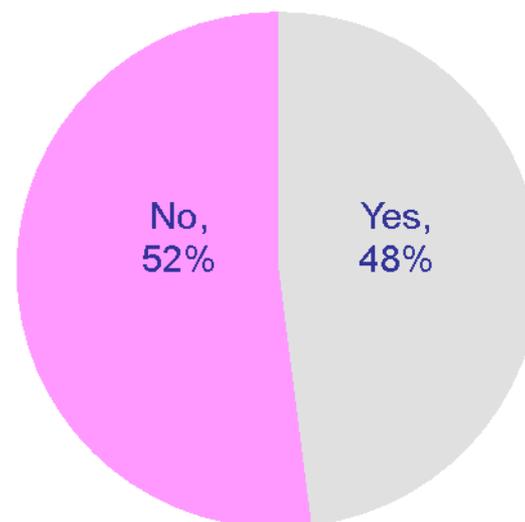


Experience of motor crash and Helmet Wearing (Driver)

Experience of motor crash as Driver



Wearing Helmet at the time of Motor crash?

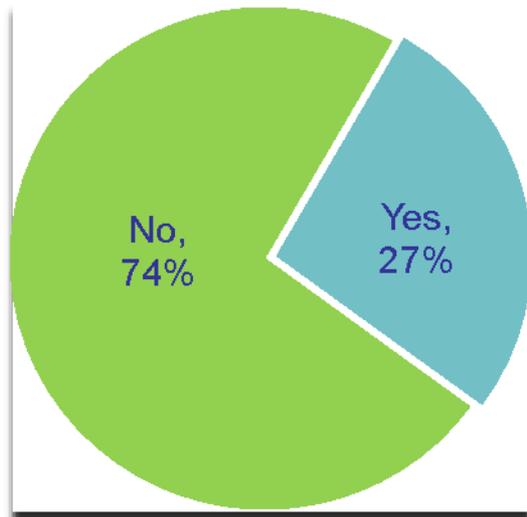


 Less than 40% of motor drivers used to have motor crash experience and only about half of them wore a helmet during that crash.

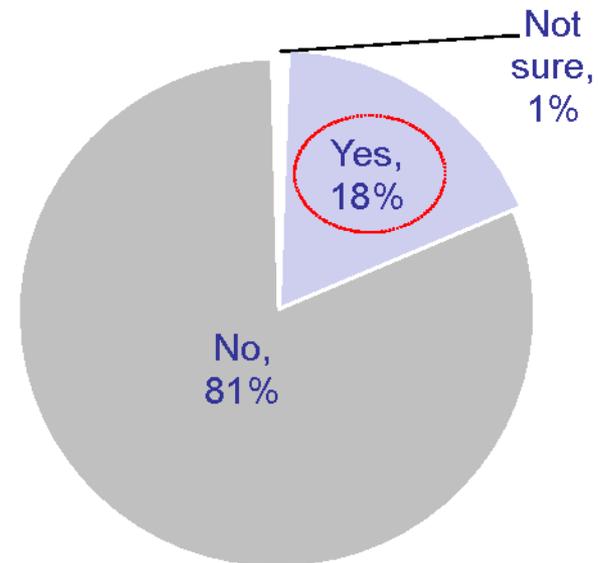
C3a, C3b. Have you ever been involved in a motor crash either when as a driver or a passenger? Base: N=400
C4. Thinking about the last time you had a crash while driving a motorbike, can you tell me if you were wearing a helmet at the time? Base: N=147

Experience of motor crash and Helmet Wearing (Passenger)

Experience of motor crash as Passenger



Wearing Helmet at the time of Motor crash?



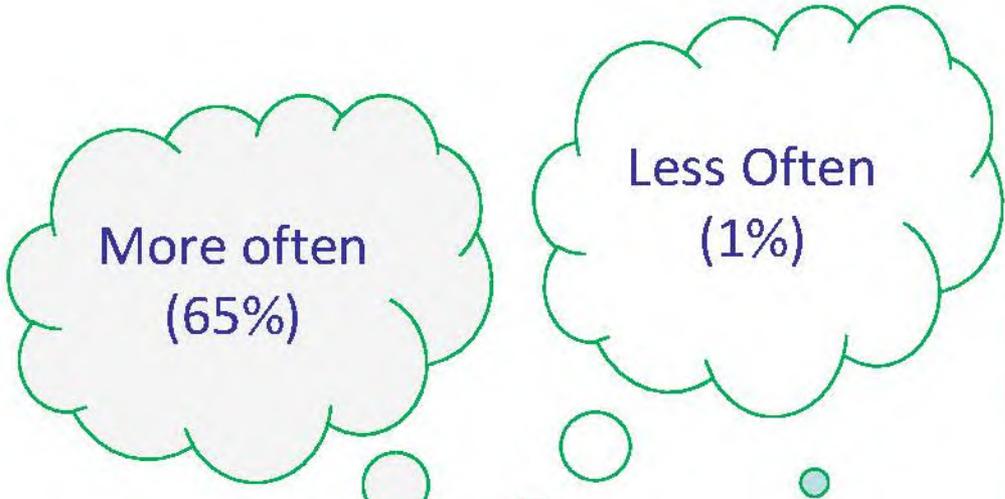
📊 About 30% of motorbike passengers ever had motor crash and surprisingly it shows that only less than 20% of them wore a helmet during that crash.

C3a, C3b. Have you ever been involved in a motor crash either when as a driver or a passenger? **Base: N=400**

C4. Thinking about the last time you had a crash while driving a motorbike, can you tell me if you were wearing a helmet at the time?

Base: N=106

Behavior Change for Helmet Wearing after Crashing Experience



Profile of Respondents
(Those not change behavior of helmet wearing after crashing)





Communications Awareness and Attitudes

Media Consumptions (1/2)

Current source of road safety information

	Overall	Urban	Rural
1 st Source	TV	TV	TV
2 nd Source	Radio	Radio	Radio
Others	Newspaper/Magazine/ Billboard	Newspaper/Magazine/ Billboard	From friends/colleagues
	Internet - social media e.g. Facebook	Internet - social media e.g. Facebook	Billboard
	Educational Campaign at streets/ From friends/colleagues	Educational Campaign at streets	Educational Campaign at streets/Newspaper/Magazine

☞ Currently, TV and Radio are playing an important role in providing information of road safety information.

☞ Internet is very likely to become more important in the future, as internet usage in Cambodia is rapidly increasing

D2. Can you tell me how you saw, heard or read something about Road Safety?
Base N=338

Media Consumptions (2/2)

Media for Future Communication

D3a. The 3 most effective ways for people in getting information of road safety campaign in the future?

D3b. The 3 most preferable channels you would like to receive road safety campaign?

3 Most Effective (General People)

Overall	Urban	Rural
TV	TV	TV
Radio	Radio	Radio
Newspaper/ Magazine	Newspaper/ Magazine	Newspaper/ Magazine

3 Most Preferable (Personal)

Overall	Urban	Rural
TV	TV	TV
Radio	Radio	Radio
Internet - social media e.g. Facebook	Internet - social media e.g. Facebook	Billboard/Door to door campaign

TV, Radio and Newspaper/Magazine are considered to be the three most effective ways for communication with general people in the future.

Personally, respondents prefer TV, radio and internet (social media such as facebook) as the communication source for connecting to road safety information.

Besides, educating people at village by volunteers, NGOs, Village chief, and commune chief (raised by FGDs mainly Group 1 and Group 2) also can spread this information.

TV Channel and Timeslot

By overall

TV Channels (Watch most often)	TV Logo	Top Time Slots (for Each Channel)
1 st Channel: Hang Meas (TV46)		8:01 AM-09:30 AM
2 nd Channel: CTN (TV21)		06:31 PM-08:30 PM
3 rd Channel: Khemarak Phomin TV (TV5)		07:01 PM-09:00 PM

Among TV channels, Hang Meas (TV46) is perceived to be the first channel that people watch most often and the most frequent habit of this channel watching is from 8: 01 AM to 09:30 AM followed by CTN (TV21) at 06:31 PM-08:30 PM and TV5 at 07:01 PM- 09:00PM.

TV Channel and Timeslot

By Location

Urban		Rural	
TV Channels (Watch most often)	Top Time Slots (for Each Channel)	TV Channels (Watch most often)	Top Time Slots (for Each Channel)
1 st Channel: Hang Meas (TV46)	8:01 AM-09:30 AM	1 st Channel: Hang Meas (TV46)	8:01 AM-09:30 AM
2 nd Channel: CTN (TV21)	06:31 PM-08:30 PM	2 nd Channel: CTN (TV21)	06:01 PM-08:00 PM
3 rd Channel: Khemarak Phomin TV (TV5)	07:01 PM-09:00 PM	3 rd Channel: Khemarak Phomin TV (TV5)	06:31 PM-08:30 PM

Radio Station and Time slot

By Overall

Radio Station (Listening most often)	Radio Station Logo	Top Time Slots (for Each Station)
1 st Station: FM 107.5 ABC Kampuchea		7:31 PM-09:00 PM
2 nd Station: FM 105 Sambok Khmum Radio		08:01 PM-09:30 PM
3 rd Station: FM 102.5 Tonle Radio		08:01 PM-09:30 PM

 The most popular radio station is FM 107.5 ABC Kampuchea accompanying by FM 105 Sambok Khmum, and FM 102.5 Tonle and the most available time slot for people listening to these stations is in the evening from 7:31 PM to 09:30 PM.

Radio Station and Time slot By Location

Urban		Rural	
Radio Station (Listening most often)	Top Time Slots (for Each Station)	Radio Station (Listening most often)	Top Time Slots (for Each Station)
1st Station: FM 107.5 ABC Kampuchea	8:01 PM-09:00 PM 7:31 AM- 8:30 AM	1st Station: FM 107.5 ABC Kampuchea	7:31 PM-09:00 PM 9:01 AM-10:00 AM
2nd Station: FM 105 Sambok Khmum Radio	08:01 PM-09:30 PM	2nd Station: FM 105 Sambok Khmum Radio	08:01 PM-09:00 PM
3rd Station: FM 102.5 Tonle Radio	08:01 PM-09:30 PM	3rd Station: FM 102 WMC Radio	07:01 PM-07:00 PM

Most often Watching/Listening Channel and Timeslot

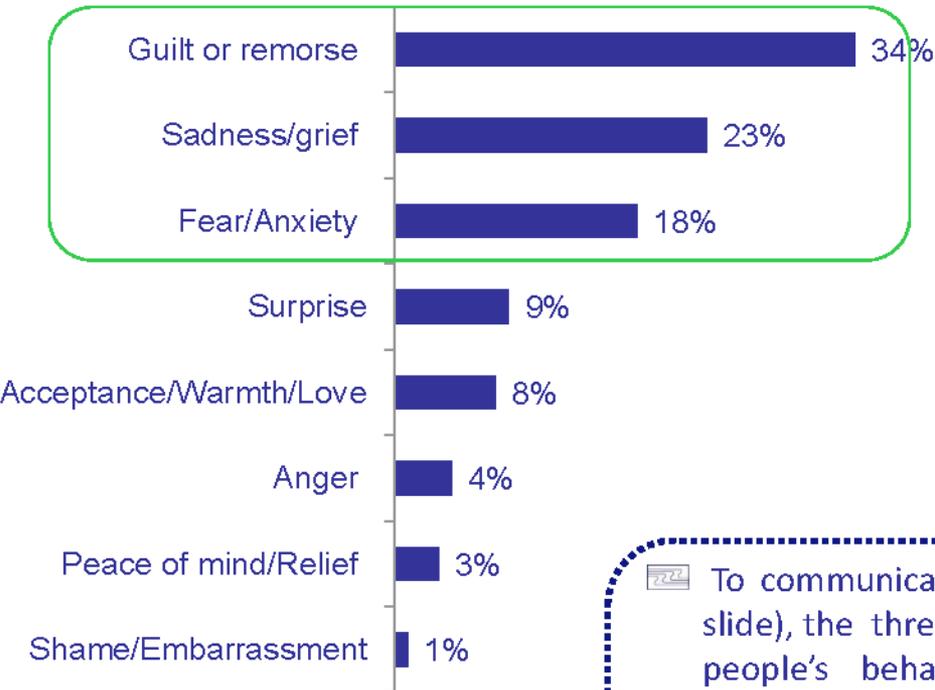
Summary

	Only the Most often Watching Time Slot		
TV Channel	Overall	Urban	Rural
Hong Meas	08:01-08:30AM	08:01-08:30AM	08:01-08:30AM
CTN (TV21)	07:01-07:30PM	07:01-07:30PM	06:31-07:00PM
Khemarak Phomin TV (TV5)	07:31-08:00PM	07:31-08:00PM	07:01-07:30PM

	Only the Most often Listening Time Slot		
Radio Station	Overall	Urban	Rural
FM 107.5 ABC Kampuchea	08:01-08:30PM	08:31-09:00PM	08:01-08:30PM
FM 105 Sambok Khmum Radio	08:31-09:00PM	08:31-09:00PM	08:31-09:00PM
FM 102.5 Tonle Radio	09:01-09:30PM	09:01-09:30PM	01:01-01:30PM
FM 102 WMC Radio	07:31-08:00AM	07:31-08:00AM	07:01-07:30PM

Campaign Content/Style

Quantitative Result



Qualitative Result

Discussion Group	Most influential Content	Least Influential Content
Group 1	Guilt or remorse	Surprise
Group 2	Fear of and anxiety	Shame/Embarrassment
Group 3	Fear of and anxiety	No response
Group 4	Sadness/grief	Relief / peace of mind

 To communicate effectively with the target audience (in previous slide), the three most influential campaign contents that can change people's behaviour in helmet wearing as passengers from quantitative study are **guilt or remorse, sadness/grief, and fear/anxiety** . Similar finding for the influential content styles (Guilt or Remorse, Fear and Anxiety, and Sadness/Grief) is also found in Focus Group Discussions (Qualitative). Respondents prefer a focus on these negative elements,

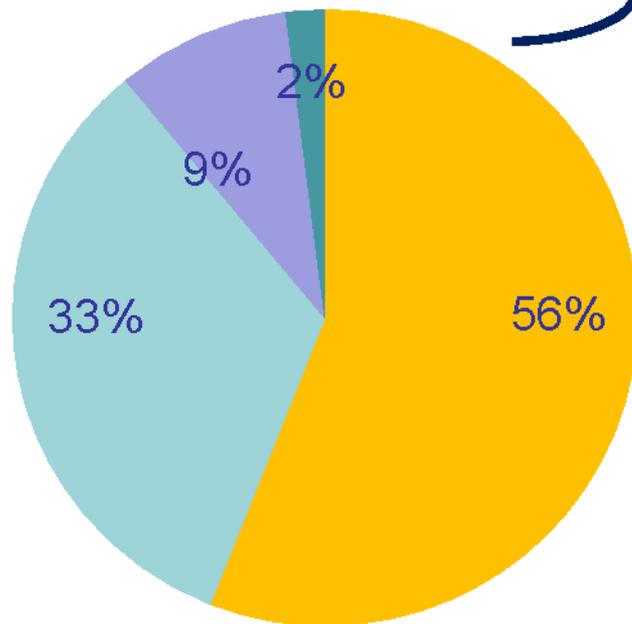
D9. In your opinion, which does following helmet wearing communication campaign's content/style have strong influence on your decision to put helmets on as passenger? Base N=400

Reasons of Campaign Content/Style Selection

Best Content Style	Main Reasons
Guilt or remorse	<ul style="list-style-type: none">• Make people draw attention to the danger of not wearing helmet as passengers.• Mainly, it makes <u>people feel afraid</u> and don't want this story to happen to themselves or family members (lost or serious injury of the loved people).• Group 4 believed this content can change people's behavior and perception substantially from not wearing helmet to consider on helmet wearing mainly for passengers.
Sadness/grief	<ul style="list-style-type: none">• Similar to the sadness/ grief content, this content is considered to be effective in changing people's behavior as it shows the <u>sadness of losing the love ones</u>.• It's considered to attract people's attention to not only wear a helmet by themselves but also <u>advise the loved ones to wear a helmet too</u>.
Fear of and anxiety	<ul style="list-style-type: none">• In overall, it can send the <u>message in advance to people to protect their loved ones by putting a helmet on them</u>- children, husband/wife/parents/relatives

Target Audience for BCC Campaign

- General population (18-55 years)
- Youth (15-25 years)
- Children (5-14Years)
- 5-70 years old



☞ About 9 in 10 consider general population (18-55 years) and Youth (15-25 years) the main target audience that passenger's helmet wearing campaign should focus on.

☞ In addition to this finding, FGDs result also include a common audience which is "Everyone".

☞ "Everyone" is also supported by G2&G3 as an appropriate audience for three influential campaign contents: guilt or remorse / Sadness or grief/ and Fear/anxiety

LOGO TESTING



Contents



Logo 1 : Helmet shape with a thumb up hand (1/2)



**ម្នាក់សុវត្ថិភាពមួយ
ជួយជីវិតបានម្នាក់**

Impression on Logo 1:

Spontaneous Answers:

 For the first impression of respondents of this logo is the attractiveness of “Thump up” sign which implies as the number one and goodness. It is also noticed that the logo is easy to remember. Combining helmet with the Thump Up sign, it make people understand it as the good quality of helmet.

 Most respondents also remember the tag line easily.

Added Response:

 In general, discussion groups seem happy with the design including letters, shape and color. So, there is no comment for improvement on that logo.

Logo 1 : Helmet shape with a thumb up hand (2/2)

☰ Main characteristics:



ម្នាក់សុវត្ថិភាពមួយ
ជួយជីវិតបានម្នាក់

Easy to recognize as
helmet shape and safe
concept (Thump up sign)

☰ **Minor Issue:** There is a minor problem with this logo as group 4 (male group in Phnom Penh) said it can be confused with Medico Trademark as Thump up sign is widely used as Medico Trademark.

☰ **Main Message:** As overall, all groups are positive with the tag line message “ One helmet, One life” and provide similar spontaneous slogan as the most important concept of logo 1 in each group as following:

☰ **Group 1:** “ One helmet, One life”

☰ **Group 2 and 4:** “One helmet can protect only one life”

☰ **Group 3:** “ Protecting life, everyone must wear helmet”

Logo 2 : Helmet and Motorbike (1/2)



Impression on Logo 2:

Spontaneous Answers:

- All discussion groups raise similar impression on this logo as it is easy to recognize and understand by showing motorbike and helmet.
- The tag line is best match with the logo.
- However, this logo is just to send the message for driver to wear helmet only not for passenger (raised by group 2 in Kg. Speu) and the motorbike is not complied with the traffic law enough (said by group 4 in Phnom Penh)

Added Response:

- The letters and color are fine.

Logo 2 : Helmet and Motorbike (2/2)

Main characteristics:



មូកសុវត្ថិភាពមួយ
ជួយជីវិតបានម្នាក់

Easy to remember and
interpret, protective and safe
(driving)

 **Comments:** Group 2 and Group 4 have some comments on the logo design to increase the effectiveness and acceptability of this logo as below:

 Add mirrors and plate number to the motorbike (complied with the law)

 Add one more helmet and two people wearing those helmets (one driver and one passenger) to send strong message to not only driver but also passenger to wear helmet while driving motor bike.

 **Main Message:** “One helmet, One life” is strongly supported. They also provide similar spontaneous slogan as the most important concept of logo 2 in each group as following:

 **Group 1 &2:** “Every time on motorbike, you must wear helmet”

 **Group 3:** “ To be safe, wearing helmet.”

 **Group 4:** “ Travelling by motorbike, wearing helmet”

Logo 3 : Red Heart Shape Logo (1/2)



មូលនិធិការពារមនុស្ស
ជាតិ

Impression on Logo 3:

Spontaneous Answers:

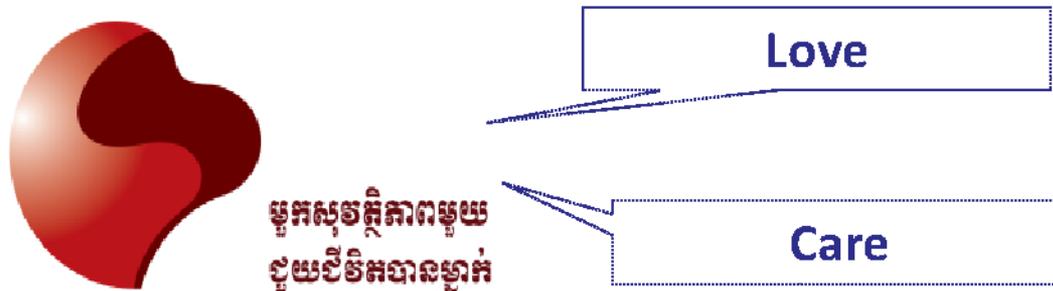
- The first impression of this logo is the shape of it as heart- not noticed as helmet as the first time-- and the color is like blood (bloody color is mentioned by group 2).
- Group 1 and Group 2 (in Kg. Speu) said it embeds with the meaning of love and care while group 3 and Group 4 don't want to mention much about it as they don't like it.

Added Response:

- It is difficult to recognize this logo as helmet for the first look and only after seeing the tag line that help them to recognize it as helmet (said by most respondents in each group)

Logo 3 : Red Heart Shape Logo (2/2)

Main characteristics:



 **Issue:** The color is like blood and one of respondent in group 2 (Kg. Speu) show scary face to this logo when she said the color is bloody (through observation).

 **Main Message:** They provide spontaneous slogan as the most important concept of logo 2 in each group as following:

 **Group 1 &2:** “Love your life, love helmet”

 **Group 3 & 4:** Don't want to share opinion for this logo concept, just said they don't like it.

Best Logo Selection

Discussion Group	 មូលនិធិការពារមួយ ជួយជីវិតបានម្នាក់	 មូលនិធិការពារមួយ ជួយជីវិតបានម្នាក់	 មូលនិធិការពារមួយ ជួយជីវិតបានម្នាក់
Group 1	1	5	0
Group 2	0	6	0
Group 3	5	1	0
Group 4	0	6	0
Total	6	18	0

Among the three logos, logo 2 “Helmet and Motorbike” is chosen (by 18 respondents from all discussion groups) as the best logo while Logo1 is considered as the second choice (chosen by only 6 respondents – one from group 1 and 5 from group 3). The reason may be logo 1 doesn’t convey enough message comparing to that of logo 2. Surprisingly, there is no one in each group preferring logo 3.

Thank you!

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Annex VIII. Logo Concepts and Descriptions

Head Safe. Helmet On.

Project logo concepts and descriptions

LOGO 1: Helmet shape with a thumbs up hand.



Head Safe. Helmet On.

Logo's meaning:

Message: With a helmet on, you're "okay" to ride.

Characteristics: safe, progressive, caring, protective, and confident

The helmet shape represents safety while the thumbs up hand represents approval, confidence and progression. The connection of the two subjects' important relationship is represented by using the common space.

Visual language and its functions:

Visual system: is built on curves and round shapes to bring a caring and safe feeling.

Font: bold, round, simple => safe, firm, caring, consistent with logo's shape

Direction: up, left to right -> moving forwards -> progressive, confident.



LOGO 2: Helmet and motorcycle



Logo's meaning:

Message: Helmets and motorcycles always go together. Characteristics: safe, protective, strong, and progressive

The helmet and motorcycle create a left-right arrow shape in the white space, expressing movement and progression.



Visual language and its functions:

Visual system: is built on curves and shapes to represent progression and safety

Font: bold, round, simple => safe, firm, caring, consistent with logo's shape

Direction: left to right -> progressive



Color:

The blue and orange is a pair of strong complementary colors on the color chart. They support each other visually and aesthetically.

This color scheme expresses a feeling of strength in combination with safety and confidence.

Orange: Eye catching and vibrant, orange symbolizes energy, vitality, cheer, excitement, adventure, warmth, and good health.

Dark blue: Blue is the color of trust and responsibility. It is the helper, the rescuer, the friend in need. Blue is conservative and predictable, a safe and non-threatening color, and the most universally favored color of all.

Annex IX. School Selection Survey Data Collection Form

Data Collection Form

School selection survey

Database : Helmets for Kids

Activity : School selection survey

Partner :

Project :

Start Date :

End Date :

Type of school: New school (year 1)
 Top-off school (year >1) Intervention

year: Year 1

Year 2

Year 3

Year 4

Year 5

Year 6

Year 7

Year 8

Year 9

Year 10

Selected?: Selected

Not selected

Reasons for selection: Proximity to crowded/dangerous road environment

Low-income district

Majority commute by motorcycle or bicycle

Serious commitment to road safety

Strong parent involvement in school activities

Low helmet wearing rates

Majority wear sub-standard helmets

Suitable for number of helmets available

Experienced recent road crashes

Other (specify in comments)

School shift(s): All day

One morning shift, one afternoon shift

Morning only

Afternoon only

Other (specify in comments)

Surrounding environment: On a provincial/national highway

On a main road

On a side/small street

In a residential area

Near a hospital

Near a market

Near an industrial zone

Near other schools

Traffic level: Low

Medium

Heavy

- How do students leave school?: Orderly
 Disorderly
 It varies between grades
 Other (specify in comments)
- Helmet storage: Classrooms already have hat racks/cabinets
 There is space to build hat racks/cabinets
 There is no space to build hat racks/cabinets
 Parents keep the helmets for their children
- Classroom facilities: Computer(s)
 Projector
 TV
 DVD player
 Sound system
 Other (specify in comments)
- Existing road safety education: Education department program
 Sponsored by company/org (specify in comments)
 None
- Primary cause of crashes: Four-wheeled vehicles (cars, trucks, etc.)
 Two-wheeled vehicles (motorcycles, bicycles, etc.)
 Other (specify in comments)
- Stakeholders who are committed to road safety education: Principal (explain evidence in the comments)
 Teachers (explain evidence in the comments)
 Parents (explain evidence in the comments)
 Local authorities (explain evidence in the comments)
 Other (specify in comments) Person-in-charge of
- road safety education: School coordinator
 Principal or other administrator
 Local authority
 Teacher(s)
 No one
 Other (specify in comments) Ways to promote helmet use: School rules
 Parent outreach
 Fun, educational activities
 Celebrity involvement
 Competition
 Other (specify in comments)

Location

Province :

District :

Indicator	Valeur	Units
Total number of classes		classes
Total number of teachers and school staff		teachers
Number of teachers		teachers
Number of school administrators and staff		staff
Total number of students		students
Number of male students		students
Number of female students		students
Total number of parents		parents
Estimated percentage of students who wear helmets		%
Kindergarten (pre-grade 1)		
Indicator	Valeur	Units
Number of kindergarten (pre-grade 1) classes		classes
Number of kindergarten (pre-grade 1) teachers		teachers
Number of kindergarten (pre-grade 1) students		students

Territoire :

Secteur:

Groupement:

Zone de Sante:

Aire de Sante:

Localite :

Axe :

Indicators

Grade 1

Indicator	Valeur	Units
Number of grade 1 classes		classes
Number of grade 1 teachers		teachers
Number of grade 1 students		students

Grade 2

Indicator	Valeur	Units
Number of grade 2 classes		classes
Number of grade 2 teachers		teachers
Number of grade 2 students		students

Grade 3

Indicator	Valeur	Units
Number of grade 3 classes		classes
Number of grade 3 teachers		teachers
Number of grade 3 students		students

Grade 4

Indicator	Valeur	Units
Number of grade 4 classes		classes
Number of grade 4 teachers		teachers
Number of grade 4 students		students

Grade 5

Indicator	Valeur	Units
Number of grade 5 classes		classes
Number of grade 5 teachers		teachers
Number of grade 5 students		students

Grade 6

Indicator	Valeur	Units
Number of grade 6 classes		classes
Number of grade 6 teachers		teachers
Number of grade 6 students		students

Means to school

Indicator	Valeur	Units

Estimated percentage of students who ride a motorcycle		%
Estimated percentage of students who ride a bicycle		%
Estimated percentage of students who walk		%
Estimated percentage of students who use other means		%

Annex X. School-Based Helmet Observation Methodology

Objective: To assess the helmet wearing rate among students on bicycles, motorcycles, or motorcycle related vehicles.

Use of instructions: The instructions for the helmet observation must be understood as general, which need to be adjusted to the actual context of the school. Therefore, thorough preparation and documentation of the conduction are absolutely crucial to assure consistency between all observations.

Mode: Video recorded observation

Points of measure:

The school must be informed in the beginning of the program that several helmet observations will be conducted over the course of the intervention. However, the actual observations will be conducted without further notice to the school.

The observations encompass at least one daily point of measure, when students are released. In case students are taught in shifts (e.g. different students in the morning than afternoon), observations need to be conducted for each shift.

- | | |
|--------------------------------|--|
| 1. Pre-helmet distribution | Within two weeks before the helmet distribution |
| 2. Post-helmet distribution I | Within two school days after the handover ceremony |
| 3. Post-helmet distribution II | 10 to 12 weeks after handover ceremony |

The observation must not be conducted right before or after a school holiday. In case the time window fully coincides with school holidays, the observation can be conducted before the holidays with a time deviation of no more than one week. This must be clearly noted in the documentation.

- | | |
|---------------------------------|------------------------------------|
| 4. Post-helmet distribution III | Towards the end of the school year |
|---------------------------------|------------------------------------|

Optional

Note: All observations should be conducted under similar weather conditions and on similar week days; the first and last day of a school week should be avoided.

Duration: Duration refers to the time observed on the video recording. The recording should capture time ahead and after the observed time span. Off the recording the collection of information starts when the students are released until most students have left.

The recording should capture as many students as possible with a minimum of 100 students. If 100 hundred students are not captured, the observations must be repeated the following day.

The timeframe observed on the recording can be adjusted allowing to capture a minimum of 100 students but must be held consistent in all observations.

Position of Camera: The camera must be positioned so that all students and drivers on respective vehicles coming towards the camera are captured.

The recording can be limited to one direction and school gate. However, additional recordings must be taken if:

- A sample size of 100 cannot be achieved with one recording and this does not cover all students on bicycle, motorcycles and motorcycle-related vehicles.
- The observers feel that students leaving in different directions or different school gates differ in their helmet wearing behavior or with respect to the observed variables. Such cases can be: one exit leads to a major road with a higher driving speed and higher likelihood of police controls or students on bicycles leave through a different gate.

Subjects of observation: Students who leave school on bicycles, motorcycles or in motorcycle-related vehicles carrying students leaving the school.

Subject information: For each subject the following information will be collected:

- Student helmet wearing status: Student helmet type: HFK helmet/ Other
- Student gender: Male/ Female
- Student vehicle type: Bicycle/ Motorcycle or motorcycle related vehicle
Among students riding on a motorcycle or motorcycle related vehicle:
- Driver helmet wearing status: Not wearing/ Wearing

Information collection: Information will be collected from the video recording(s). All information above will be counted off the recordings three times. For each variable the average of the three counts will be taken down as final value.

Preparation and documentation:

Each observer needs to be trained in these methods. To identify the best camera location/ perspective, the situation must be assessed ahead of the actual observation. It is strongly recommended to examine the actual situation on a day before the day of observation, but not the day before. To secure consistency between observations key factors, such as location/ perspective of camera, observed time period, whether conditions, must be documented. This documentation will also include possible issues within each observation.

Data is to be collected with [data collection form] and entered into the [data entry form], within one week after the observation. All forms and video recording must be store at least three years.