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MAKING ROADS SAFE

# Quarterly Progress Report

Head Safe. Helmet On.

March – May 2015



## June 2015

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

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## Head Safe. Helmet On.

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Asia Injury Prevention Foundation  
12B Ngoc Khanh, Ngoc Khanh Ward  
Ba Dinh District, Hanoi, Vietnam, 1148457  
(84-8) 3771 0700 Fax (84-8) 3771 0701  
<http://www.asiainjury.org/>

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## Acronyms

AIP	Asia Injury Prevention
CDC	United States Centers for Disease Control and Prevention
CRSC	Commune Road Safety Committee
HSHO	Head Safe. Helmet On.
IEC	Information, Education and Communications
M&E	Monitoring and Evaluation
RCVIS	Road Crash and Victim Information System
SBP	School-Based Program
USAID-DIV	United States Agency for International Development, 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 the 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 are targeted towards primary school students and teachers, and 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 March 1 to May 31, 2015, 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 organize and host parent information sessions and comprehensive student activities at each target school to promote road safety.
- The behavior change campaign, called **Behavior Change Communications (BCC)**, will improve passenger helmet use behavior through mass media, as well as street- and commune-based campaigns.
  - The BCC officially launched the first of two four-month mass media campaigns, from April to July 2015, which consists of radio and television commercials, televised roundtable discussions, radio talk shows, billboards and other media materials.
- The third component, **Enabling Environment Campaign (EEC)**, will improve enforcement of the newly-passed passenger helmet law by engaging stakeholders in a series of meetings, workshops and study tours.
  - With the recent passage of the new Road Traffic Law in Cambodia in January 2015, the EEC team continued to focus on improving the implementation actions of Cambodian law enforcement bodies through an enforcement study tour to Vietnam with district representatives, and the development of national- and district-level passenger helmet enforcement action plans.

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

- School-Based Program
  - The SBP team hosts parent trainings and student activities at all 18 target schools, with

active participation from parents, student and teachers. The second post-intervention helmet observations were held at all 18 target schools and 6 control schools.

- Behavior Change Communications
  - The BCC team kicked off their four-month mass media campaign in early April, which includes a television and radio commercial with friendly spirits, as well as billboards, radio talk shows and roundtable discussions. Street-based activities consisting of distribution of flyers and vouchers for Protec helmets have also begun in HSHO's target provinces.
- Enabling Environment Campaign
  - The much-anticipated passage of the new Road Traffic Law in Cambodia in early January 2015 kicked off the development of comprehensive national- and district-level passenger helmet enforcement action plans by government and law enforcement representatives with help from AIP Foundation.

## 2. Quarterly Progress

During the period of March 1 to May 31, 2015, 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:

### 2.2 Program Components

#### **2.2.1. School-Based Program**

- 2.2. Helmet Production
- 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. Mass Media Campaign
- 3.3. Street-Based Campaign
- 3.4. 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

### 2.3. Cross-Cutting Activities

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

- 5.1. School-Based Program M&E
- 5.2. Behavior Change Communications M&E

5.3. Enabling Environment Campaign M&E

5.4. Project-Wide M&E

**2.3.2. Materials Development**

**2.3.3. Procurement**

## 2.1. Program Components

### 2.1.1 School-Based Program

During the fourth quarter of HSHO, School-Based Program (SBP) activities included parent information sessions and road safety activities for students at each target primary school. More information on the parent information sessions, teacher training workshops and student activities can be found in the supplementary School-Based Program Activities Report.

### 2.2 Helmet Production

#### **2.2.2. Design, Order, Produce and Ship Helmets**

Because the newly-enrolled students were not accounted for in the school selection survey conducted in June and July 2014 that was used to order helmets for December's helmet-handover ceremonies, AIP Foundation ordered an additional 960 helmets: 940 helmets for kindergerten and transfer students and 20 for recently-hired teachers. The students all received training on how to properly wear helmets from their teachers, who were trained themselves at the teacher training workshops in October and November 2014. The helmets were ordered from AIP Foundation's subsidiary helmet company, Protec, in January 2015, arrived in Phnom Penh in mid-March 2015, and distributed to the 18 target schools in late March and early April 2015. The helmets were the same design and color as the helmets previously distributed to the schools: red color with HSHO and the United Nations Decade of Action for Road Safety logos.

### 2.5 Parent Activities

#### **2.5.1. Distribute Parent Commitment Letters and Flyers**

AIP Foundation's SBP and Communications teams developed and finalized parent commitment letters and flyers in October and November. The commitment letters, which ask all parents to pledge their support to the HSHO project and to ensure their children always wear helmets by signing and returning the letters, were distributed via school principals at the March 2015 parent information sessions. Parents were also asked to give permission to AIP Foundation to use photographs of their children in publications. Approximately 87% of the 16,462 letters sent out were signed and returned. The flyers, developed by AIP Foundation's Communications team, have key road safety and helmet use messages. A printing company was procured and printed 17,000 flyers in March for distribution.

#### **2.5.2. Organize Parent Information Sessions**

Parent information sessions, hosted by the SBP team, were in March 2015 at each of the 18 target schools. These sessions introduced parents to the project and sought their support for helmet use messages. The

information sessions will again be held in January and February 2016 for the second HSHO school year.

**Table 1 Parent Information Sessions Dates and Locations**

<b>Date</b>	<b>Site</b>	<b>Number of Participants</b>
March 18, 2015	Prek Eng Primary School	43
	Veal Sbov Primary School	50
	Hun Neang Boeung Trabaek East Primary School	28
	Chba Ampov I Primary School	36
March 19, 2015	Tuol Svay Prey Primary School	16
	Hun Neang Tuol Tumpong II Primary School	38
March 24, 2015	Prek Tapeou Primary School	91
	Bun Rany Hun Sen Kropour Ha Primary School	55
	Prek Ho Primary School	26
March 25, 2015	Korki Thom Primary School	100
	Sdao Konleng Primary School	120
	Bantheay Daek Primary School	89
March 26, 2015	Prey Pdao Primary School	22
	Ang Metrey Primary School	128
	Cham Bak Primary School	50
March 27, 2015	Santhe Pheap Primary School	36
	Ang Serey Primary School	38
	Kanduol Dom Primary School	31

## 2.6 Student Activities

### **2.6.1. Organize Student Activities to Promote Road Safety**

AIP Foundation collaborated with school coordinators to organize student activities to promote road safety at each HSHO target school in May 2015. The activities were specific to each school and included a variety of events and games such as road safety simulation corners, painting and drawing contests, and question and answer sessions. There were 4,971 participants, including 4,840 students and 131 teachers. During the teacher training workshops in October and November 2014, AIP Foundation trained the school coordinators in how to coordinate these activities. School principals were enlisted to encourage teachers to plan and participate in the activities. The student activities will again be held in January 2016 for the second HSHO school year.

## 2.7 Public Awareness Activities

### **2.7.1. Install and Display Helmet Use Billboards**

Four helmet use and road safety murals, developed by AIP Foundation's SBP and Communications teams, were painted on entrance gates or on prominent walls and fences of each target school in December 2014. 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, which serve as daily reminders of the need to wear a helmet on each trip to and from school, will be displayed until the end of the HSHO project in June 2016. From March to May 2015, the SBP team followed up with each school to ensure that all murals were in good condition, not obstructed, and were reinforcing all helmet use and road safety messages for students, teachers, and parents.



Four helmet use and road safety murals

**2.7.2. Hang and Display Helmet Use Posters**

Helmet use posters, which are the same design as the flyers in (2.5.1.) depicting a fragile human head as an egg, were developed in October 2014 by AIP Foundation's SBP and communication team. A printing company, which was procured in December 2014, produced and distributed 1,008 posters among the 18 target primary schools to be posted in classrooms, hallways, common areas, and were handed out to parents. The SBP team checks in regularly with the schools to ensure that the posters are in good condition, not obstructed, and are reinforcing all helmet use and road safety messages for students, teachers, and parents. The posters will be on display through the end of the school year in August 2015.

## 2.1.2. Behavior Change Communication

From March until May 2015, the Behavior Change Communication (BCC) team hosted a press conference and street-based event to officially launch the mass media campaign, a four-month campaign with television and radio commercials, radio talk shows, televised roundtable discussions, billboards and long banners.

### 3.1. BCC Materials Development

#### **3.1.1. Design and Produce BCC Materials**

In March 2015, a procured local creative agency, 17 Triggers, finalized and delivered the BCC materials to AIP Foundation, including a BCC concept, a television and radio commercial and billboard designs. The BCC concept is a research-driven intervention around which the BCC campaign is 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 commercials, shot and recorded in late February and edited throughout March, portray a spirit father and daughter, inferred to have been killed in a motorcycle crash because of not wearing a helmet, who hand helmets out to a living family who is not wearing helmets on a motorcycle. The tagline is “Protect your passengers’ lives. Make sure they wear helmets.” After receiving support and approval from the National Road Safety Committee and the National Police of Cambodia, the commercials are being aired from April to July 2015. The billboards consist of a photographic still, provided by 17 Triggers, of a helmeted family on a motorcycle holding their thumbs up with the spirit father and daughter in the background, with the campaign tagline.

### 3.2 Mass Media Campaign

#### **3.2.1. Host Press Conferences**

AIP Foundation held a press conference and BCC launch event on April 2, 2015 at the Intercontinental Hotel in Phnom Penh. There were 90 participants at the event, including representatives from national-, provincial-, and district-level governments and ministries; national-, provincial- and district-level law enforcement officers; media; private sector organizations; non-governmental partners; project sponsors; primary school students; and other road safety stakeholders. The event included a presentation on the campaign concept, as well as a preview of the new television and radio commercials. Media members were invited to report on the event and the campaign. A second press conference will be held in November 2015.

The event also included a street-based event in which the actors from the television commercial, dressed as spirits who lost their lives due to not wearing helmets, stopped motorcycle drivers on the streets and informed drivers and passengers on the importance of wearing helmets at all times.



*Actors from the television commercial, with head injuries, talk with a father and son who were pulled over during the BCC launch's street-based awareness event.*

### **3.2.2. Coordinate Public Relations Campaign**

A public relations campaign held from April to July 2015 reinforces all key BCC messages through various media outlets in Cambodia. AIP Foundation contracted with a popular website, DAP Newscenter, to display web banners and posted advertisements on social media websites, including Facebook. An estimated 80,000 to 100,000 visitors viewed the banner within 13 days of posting on the website. AIP Foundation hired the services of a social media consultant to compile campaign images and content using the same images and messages from (3.1.1.) for display on Facebook, Twitter, local websites and blogs, and other social media outlets. The television commercial has over 68,000 views on [Facebook](#) and over 2,000 views on [YouTube](#). The Facebook advertisements have reached 231,305 within one week of posting in April. Lastly, AIP Foundation also negotiated with local media to feature editorials and news releases discussing motorcycle passenger helmet issues and other public concerns in late May.

### **3.2.3. Air Television Commercial**

AIP Foundation procured a local agency to air the television and radio commercial that was produced by 17 Triggers in (3.1.1.). According to a media plan developed in March 2015, the local agency will air the 45-second commercial 188 times and the 60-second radio commercial 195 times over a four-month period from April to July 2015 on four television stations, CTN, My TV, TV5 and Hang Meas; and three radio stations, FM 102, FM 102.5, and FM 107.5. As of May 20, there were 111 television spots. As of April 30, 83% of the population in HSHO's three target provinces, approximately 2.8 million people, were exposed to the commercial on at least one of the four television stations. Additionally, 62.8% of the audience was exposed to the commercial at least three times, while the average number of views for any audience members is 6.2 times. The radio commercial was aired 387 times in May. After appropriate revisions from the second BCC Consultative Stakeholder Meeting in October 2015, the commercials will again be aired from November 2015 to February 2016. A separate procurement will be done for the second round of airing.

### **3.2.4. Produce and Air Televised Roundtable Discussions**

AIP Foundation contracted with the National Television of Cambodia to produce and broadcast televised roundtable discussions four times from April to July 2015. The discussions focus on informing Cambodian people about the recently-passed passenger helmet law, with an emphasis on the requirement for children’s helmets. Additionally, the discussions provide additional information on the importance of helmet use, the Cambodian road safety situation, and how the HSHO project supports the new law. The guest speakers are the Country Director of AIP Foundation in Cambodia, a representative from the National Police of Cambodia, and a representative from the National Road Safety Committee. The discussion was produced in late March and was aired in early April and early May. It will again be aired once each in June and July. The discussion will also be aired four times during the second round of the campaign, from November 2015 to February 2016.

### **3.2.5. Air Radio Commercial**

Please refer to (3.2.3.) for information on the commercial procurements and airing plans.

### **3.2.6. Produce and Air Radio Talk shows**

AIP Foundation contracted with a local radio station, FM102, to produce and air four live radio talk shows. Similar to (3.2.4.), the talk show informs target audiences about the new motorcycle passenger law and promotes efficient law enforcement. The first talk show, with information on the road safety situation, the new law, and the HSHO project, featured the same guest speakers as (3.2.4.). The first talk show was aired four times in April. The second talk show, with representatives from AIP Foundation, the Ministry of Education, Youth, and Sports, and a local primary school, was produced and aired in early May. The talk show focused on promoting helmet use among children, and the role that parents play. For all four talk shows, audience members are able to call in and ask questions, discuss experiences and concerns, and share knowledge. The third and the fourth talk shows are scheduled for June and July. A second round of the talk shows will be held from November 2015 until February 2016.

### **3.2.7. Install and Display Billboards**

The content and design of the billboards to promote key BCC messages were provided by AIP Foundation’s contract with a local creative agency, 17 Triggers, and features the friendly spirits with the tagline “Protect your passengers’ lives. Make sure they wear helmets.” The design is the same for (3.2.9). AIP Foundation identified one prominent billboard location in each district – two per province - on national highways with high visibility and daily viewership. It is estimated that around one million road users view the billboards every day. AIP Foundation procured two billboard companies, one for Phnom Penh and one for both Kandal and Kampong Speu, to install the billboard stands, and print and display billboards for the first of two 4-month periods, from April to July 2015 and from November 2015 to February 2016. All but one of the billboards in Kampong Speu have been installed and displayed.

### **3.2.8. Hang and Display Long Banners**

AIP Foundation identified key locations, including schools, offices and markets, and negotiated with local property owners to hang and display four banners in each target commune, 12 per district, for two 4-month periods. Seventy-two long banners were printed, with four banners distributed to each of the 18 target communes. The banners, consisting of only the BCC tagline, will be displayed from April to July 2015, and from November 2015 to February 2016. After the first period, the long banner will be reproduced based on results of the BCC mid-term evaluation in summer 2015.

### 3.2.9. Post and Display Tuk-Tuk Panels

The tuk-tuk panels will be displayed for a 4-month period, from April to July 2015. AIP Foundation identified and contracted with 10 tuk-tuk drivers in each of the 6 target districts to display and maintain the panels on their vehicles. The tuk-tuk panels will again be displayed from November 2015 to February 2016.



*Tuk-tuk panel advertisement*

### 3.3. Street-Based Campaign

#### 3.3.1. Organize Campaign Days with Flyers and Helmet Vouchers

AIP Foundation began implementing its street-based campaign in late March that disseminates information on passenger helmet use and helmet law compliance. As of late May, 41 street-based activities had been organized in all target districts. Available data shows that as of May 19, the campaign days had reached 3,587 drivers, 2,801 adult passengers, 323 child passengers. Five district police officers and ten volunteers from each district were previously trained by AIP Foundation to run the events. Police stop motorcycles with un-helmeted passengers and the volunteers provide them with flyers, which were designed by the Communications team and contain the BCC messages and statistics. Vouchers are also passed out to target commune communities to be redeemed at local police stations for subsidized helmets produced by Protec, AIP Foundations subsidiary helmet factory in Vietnam. The helmets are silver with the HSHO and UN Decade of Action logos.

### 3.4. Commune-Wide Activities

### **3.4.1. Organize Commune-Wide Activities**

With financial and technical support from AIP Foundation, the Commune Road Safety Committees (CRSC) of Tuol Tumpung II, Boeung Trabaek, Tuol Svay Prey II in Chamka Morn District, Phnom Penh Province on April 10, and Korki Thom in Kien Svay District, Kandal Province on May 9, organized commune-wide activities in April and May. During the events, community members gathered at schools to discuss information the road crash situation, the new motorcycle passenger helmet law, and the importance of helmet wearing. A total of 644 community members from the four communes participated in the activities. Then, the community members and CRSC members visited households and public places to further disseminate the information through flyers and loudspeaker announcements.

### **3.4.2. Promote Campaign through Loudspeakers**

AIP Foundation is in the process of procuring the services of a local agency to promote the campaign and BCC key messages through commune-wide loudspeaker announcements in each targeted commune. Originally planned to start in April 2015, the loudspeaker campaign has been delayed to spread out the campaign activities, and will now begin in June 2015. AIP Foundation is currently preparing scripts and identifying speakers for the activity.

### **3.4.3. Organize Door-to-Door Campaign**

AIP Foundation, commune leaders, and the CRSCs prepared implementation plans for the door-to-door campaign in which trained volunteers will speak with local people about the road safety challenges and to distribute campaign literature to commune households. As of late May, one commune, Tuol Tumpung II in Phnom Penh, organized an activity in which 10 CRSC members visited households and public places to distribute flyers and other materials. An estimated 640 community members, 459 adults and 181 children, were reached during this event. The remaining communes will host similar events from June until August 2015.

### **3.4.4. Distribute Flyers in Common Areas**

In collaboration with the CRSCs, AIP Foundation identified commune offices health centers, and schools that act as distribution centers where community members can pick up helmet-use flyers. The flyers are the same flyers used in (3.3.1.). The CRSCs are responsible for coordination of the flyer displays. The flyers will be displayed from April to July 2015, and again from November 2015 to February 2016.

## **2.1.3. Enabling Environment Campaign**

During the fourth quarter of HSHO, EEC activities were completed to disseminate policy briefs at workshops government officials, organize and host an enforcement study tour with district representatives, and to develop and finalize national- and district-level passenger helmet enforcement action plans.

## 4.1 Policy Briefs and Advocacy Meetings

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

AIP Foundation disseminated the third policy brief to law enforcement officials at the provincial-, and district-levels at the two Passenger Helmet Enforcement Action Plan Workshops in April, 2015, and to district-level participants of the enforcement study tour to Ho Chi Minh City, Vietnam in March, 2015. The third policy brief, developed in December 2014 and finalized in January 2015, is aimed at traffic police and relevant government officials and focuses on information regarding full enforcement of the recently-passed law. The brief includes information on how to enforce the law and the significance of enforcement.

**Table 2 Policy Brief Distribution**

<b>Date</b>	<b>Key Recipients</b>	<b>No. of Recipients</b>
March 16-18, 2015	Participants of Enforcement Study Tour with District Representatives	14
April 6, 2015	Participants of Kampong Speu Passenger Helmet Enforcement Action Plan Workshop	27
April 8, 2015	Participants of Phnom Penh and Kandal Passenger Helmet Enforcement Action Plan Workshop	87

## 4.2 Nation-Wide Activities

### **4.2.4. Develop National Passenger Helmet Enforcement Action Plan**

Originally developed at the National Passenger Helmet Enforcement Action Plan Workshop (4.2.3.) held on January 29, 2015, the EEC team continued to coordinate and finalize the development of the plans, in both English and Khmer, in collaboration with provincial traffic police. Three meetings were held with the Department of Order, Ministry of Interior, to discuss and finalize the action plan on May 26, 2015. AIP Foundation senior management and the short-term technical consultant procured for (4.3.3.) also provided input. The action plan was finalized during the last week of May, and will be submitted to the General Commissioner of National Police for approval in early June.

## 4.3 District-Wide Activities

### **4.3.2. Organize Enforcement Study Tour with District Representatives**

AIP Foundation hosted an enforcement study tour with district representatives to Ho Chi Minh City, Vietnam on March 16-19, 2015. The study tour was originally scheduled for January 2015, but was delayed due to passport logistics and the Vietnamese New Year. During the tour, the district-level participants learned about the successes and challenges of enforcing helmet laws in neighboring Vietnam. AIP Foundation's head office in Ho Chi Minh City helped organize the tour. The district representatives were accompanied by AIP Foundation's EEC Program Manager and EEC Program Assistant. The third policy brief was also disseminated to all participants.

The enforcement tour was attended by Major General Ty Long, Deputy Director of Order Department of General Commissariat of National Police, Ministry of Interior, and Major They Visal, Chief of Training and International Relations Office, Order Department of General Commissariat of National Police, Ministry of Interior. Additionally, the Deputy Commissioner and Chief of Traffic Police of each target province, and one Deputy Police Inspectorate of each target district participated in the study tour. Partners and law enforcement bodies involved in the study tour were the Vietnam National Traffic Safety Committee, the Ho Chi Minh City and Dong Nai Province police forces, and District Traffic Police.

Information on the study tour reports distributed to the participant after the tour ended will be included in Milestone 6.

#### **4.3.3. Host District Passenger Helmet Enforcement Action Plan Workshop**

AIP Foundation hosted two District Passenger Helmet Enforcement Action Plan Workshops, in Kampong Speu on April 6, and in Phnom Penh on April 8, 2015. The workshop in Phnom Penh was attended by representatives of both Phnom Penh and Kandal Provinces. Originally planned for February 2015, the workshops were delayed due the postponement of the study tour, and to allow study tour participants to adequately prepare for workshop presentations. The workshops began the process of developing a passenger helmet enforcement action plans for each target district.

The Kampong Speu workshop had 27 participants, including H.E. Major General Ty Long, Deputy Director of Order Department, Ministry of Interior; the Police and Deputy Police Commissioner; the Chief of Traffic Police; and provincial and district traffic police representatives. The Phnom Penh workshop had 95 participants from both Phnom Penh and Kandal Provinces: H.E. Major General Ty Long, Deputy Director of Order Department, Ministry of Interior; the Deputy Police Commissioners from both provinces, and various traffic police from the Ministry of Interior and each of the six represented districts.

Those who participated in the study tour of district representatives to Vietnam (4.3.2), presented best practices from Vietnam that can be applied to district-level action plans. The third policy brief was disseminated to all participants of both district-level workshops. Additionally, a procured road safety expert, Dr. Ray Shuey, a specialist in international road safety, road policing and strategic risk management in Australia, presented at the workshop and facilitated preparations of the action plans. During the course of the workshop, attendees began to outline the content of each district passenger helmet enforcement action plan. Media members were also invited in order to inform the public about the upcoming district passenger helmet enforcement action plans.

#### **4.3.4. Develop District Passenger Helmet Enforcement Action Plans**

The development of the six district-level passenger helmet enforcement action plans began at the two District Passenger Helmet Enforcement Action Plan Workshops, in Kampong Speu on April 6, and in Phnom Penh on April 8, 2015. The EEC team further developed the district action plans, each specific to the respective district, in both English and Khmer, and sent them to the technical consultant for further

comments and input. The action plans are set to be finalized in mid-June, and will then be submitted to the provisional Commissioners of Police for approval in early July 2015.

## 2.2. Cross-Cutting Activities

### 2.2.1. Monitoring and Evaluation

#### 5.1 School-Based Program M&E

##### 5.1.1 Conduct School Helmet Observations

In March 2015, AIP Foundation conducted the second post-intervention helmet observations at the 18 target schools, as well as 6 control schools. Staff and trained volunteers conducted the second post-intervention helmet observation approximately 10-12 weeks after the ceremony or event at each school where students and teachers received their helmets in December 2014.

The methods of the observations are included in December 2014's Behavior Change Communications and School-Based Program Baseline Surveys Report. Across the 18 project schools, average student helmet use rates increased from 0.4% in the pre-intervention observation to 85% in the second post-intervention observation. However, student helmet use rates at the six control schools remained low from 0.5% to 2.3%. Rates disaggregated by vehicle type and gender, as well as driver rates, are included in Annex III.

**Table 3 School-based Helmet Observation at Target Schools**

	Pre-intervention	Post-intervention #1	Post-intervention #2
<b>Intervention</b>	0.4%	89.2%	84.5%
<i>Phnom Penh</i>	1.2%	82.4%	82.6%
Chba Ampov I Primary School	0.0%	90.4%	82.9%
Hun Neang Boeung Trabaek East Primary School	2.4%	79.1%	87.0%
Hun Neang Tuol Tumpong II Primary School	2.6%	78.9%	76.5%
Prek Eng Primary School	0.0%	91.3%	96.0%
Tuol Svay Prey Primary School	1.1%	72.0%	70.6%
Veal Sbov Primary School	2.4%	91.4%	96.4%
<i>Kandal</i>	0.0%	91.3%	84.3%
Bantheay Daek Primary School	0.0%	90.7%	94.5%
Bun Rany Hun Sen Kropour Ha Primary School	0.0%	76.2%	69.7%
Korki Thom Primary School	0.0%	95.4%	97.6%
Prek Ho Primary School	0.0%	90.8%	65.6%
Prek Tapeou Primary School	0.0%	98.4%	83.0%
Sdao Konleng Primary School	0.0%	96.2%	95.6%
<i>Kampong Speu</i>	0.0%	92.9%	86.2%
Ang Metrey Primary School	0.0%	87.3%	83.1%
Ang Serey Primary School	0.0%	89.4%	89.2%
Cham Bak Primary School	0.0%	96.8%	94.0%

Kanduol Dom Primary School	0.0%	99.4%	95.6%
Prey Pdao Primary School	0.0%	97.9%	88.8%
Santhe Pheap Primary School	0.0%	86.9%	66.7%

**Table 4 School-based Helmet Observation at Control Schools**

	Pre-intervention	Post-intervention #1	Post-intervention #2
<b>Control</b>	<b>0.5%</b>	<b>2.0%</b>	<b>2.3%</b>
<i>Phnom Penh</i>	1.2%	6.1%	6.8%
Chey Chumneas Primary School	0.0%	3.8%	4.2%
York Bat Primary School	2.3%	8.5%	9.5%
<i>Kandal</i>	0.0%	0.0%	0.0%
Phum Thom	0.0%	0.0%	0.0%
Takmau Primary School	0.0%	0.0%	0.0%
<i>Kampong Speu</i>	0.3%	0.0%	0.0%
Mrom Chherng Primary School	0.6%	0.0%	0.0%
Prey Cheuk Primary School	0.0%	0.0%	0.0%

### 5.1.2 Conduct Crash Monitoring

From January to April 2015, 17 project schools reported 149 crash cases following the guidance provided to school coordinators in November 2014 on how to report crash occurrences by filling out a Crash Notification Form and sending monthly reports to AIP Foundation. In 105 cases, students were wearing their helmets and therefore effectively protected from head injury.

### 5.1.3 Conduct School-Based Evaluations

In June 2015, staff and trained volunteers will conduct focus group discussions with parents and teachers, as well as in-depth interviews with school principals. The staff will analyze the findings of the process review to identify supporting and hindering factors within the implementation process; unintended outcomes; and ways to further exploit supporting factors, and to limit the effect or overcome hindering factors and negative unintended outcomes. Findings will be summarized in the Milestone 6 Quarterly Report.

## 5.3 Enabling Environment Campaign M&E

### 5.3.1 Conduct Enforcement Study Tour Feedback Surveys

In March 2015, AIP Foundation collected feedback from participants in the second study tour. Of the 13 respondents, 100% reported that they are confident to apply what they learned on the tour to develop helmet enforcement action plans. The respondents also provided useful feedback on the logistics of the study tour, which will be applied in the future.

## 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 parent information sessions (2.5.2) and SBP material

distribution (2.7.2 & 2.7.1), and enforcement study tours (4.2.2. and 4.3.2.) 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 April 2015, Handicap International, the research agency contracted to collect data on motorcycle helmet use rates through quarterly, filmed helmet observations, submitted the February summary report with the dataset. The report can be viewed in Annex IV.

They found that in February 68% of drivers wore helmets in 18 target communes, compared to 63% of drivers in 6 control communes. Average passenger helmet use was 13.4% across all observed communes. Since the August 2014 baseline observation, passenger helmet wearing rates increased by 3.5 percentage points in target communes, compared to 1.6 percentage points in control communes.

Target communes in Kandal experienced the greatest increase among passengers, from 10.4% to 14.2%, within which Dei Edth and Korki Thom experienced increases of 36.8 and 17.5 percentage points, respectively. Though overall the change in Phnom Penh matched the average, Prek Eng experienced an increase of 13.5 percentage points. AIP Foundation’s analysis found these increases to be statistically significant and will examine what may have caused these high increases, so that they can be replicated elsewhere.

**Table 5 Street-based Helmet Observation Summary**

Province	Type of Site	Drivers				Passengers			
		Aug	Nov	Feb	Change	Aug	Nov	Feb	Change
Phnom Penh	Control	65.5%	67.4%	68.4%	2.9	13.2%	12.7%	14.7%	1.5
	Intervention	71.0%	74.6%	76.3%	5.4	10.6%	13.1%	14.1%	3.5
Kandal	Control	55.8%	56.9%	62.6%	6.9	13.4%	12.2%	14.7%	1.3
	Intervention	55.0%	54.8%	59.8%	4.8	10.4%	10.3%	14.2%	3.7
Kampong Speu	Control	37.0%	37.4%	45.2%	8.2	5.8%	5.1%	7.5%	1.7
	Intervention	40.9%	41.6%	45.2%	4.3	6.6%	6.2%	9.6%	3.1
Total	Control	57.4%	59.3%	63.1%	5.6	11.8%	11.3%	13.4%	1.6
	Intervention	63.0%	65.1%	68.0%	5.0	9.9%	11.2%	13.4%	3.5

In May, Handicap International collected data for the fourth helmet observations. Within eight weeks, they will submit another quarterly summary report and field report with the dataset.

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

In December 2014, AIP Foundation signed 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 (RCVIS) to guarantee continuous access to injury and fatality data and reports throughout the project period. RCVIS submitted a data extraction plan in February 2015, and produced the first injury and fatality data and report in May 2015. AIP Foundation will use the data 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. Information from the May 2015 report will be reported in the next Milestone.

#### 5.4.4 Consult with Technical Consultant

In May 2015, two experts from the Centers for Disease Control and Prevention (CDC), Erin Parker, PhD, and David Ederer, MPH, visited Vietnam and Cambodia to provide technical assistance to the M&E team and the HSHO project team. They supported in the preparation for the mid-term evaluation and in the revisions to the M&E Plan for this Milestone. During their visit, CDC met with the Hanoi School of Public Health, the Ministry of Health, the National Traffic Safety Committee, the World Health Organization, the Ho Chi Minh City Public Health Institute, Handicap International, and CDC offices in Vietnam and Cambodia.

#### 2.2.2. Materials Development

AIP Foundation developed Information, Education, and Communication (IEC) materials to support project activities during the fourth quarter, as shown in Table 6.

**Table 6 IEC Materials Summary**

Activity	IEC Materials	Target Audience
2.5 Parent Activities	Commitment letters; Flyers	Parents of primary school students
2.6 Student Activities	Backdrops, displays, hand-outs	Primary school students
2.7 Public Awareness Activities	Helmet use billboard; Helmet use poster	Children, teachers, and parents in target schools
3.1 BCC Materials	Television commercial; Radio commercial; T-shirt;	Cambodian population aged 15-44
3.2 Mass Media Campaign	Backdrops, displays, hand-outs; Online banner and advertisement; Televised roundtable discussions;	Cambodian population aged 15-44
3.3 Street-Based Campaign	Flyers; Helmet vouchers	Cambodian population aged 15-44
3.4 Commune-Based	Flyers	Cambodian population aged 15-44
4.2 Nation-Wide Activities	Backdrop, displays, hand-outs	National-level officials, traffic police, influential leaders, media members, other key stakeholders
4.3 District-Wide Activities	Backdrop, displays, hand-outs	District-level officials, traffic police, influential 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

#### 2.2.3. Procurement

During the fourth 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 Table 7.

**Table 7 Completed Procurements**

<b>Activity</b>	<b>Procurements</b>	<b>Provider</b>	<b>Funding Source</b>
3.1 BCC Materials Development	T-shirts	Color Advertising, Piseth Printing House	USAID
3.2. Mass Media Campaign	Venue for press conferences	Intercontinental Hotel	USAID
3.2. Mass Media Campaign	Web banner	DAP	USAID
3.2. Mass Media Campaign	Air TV and radio commercial, media plans	Advance Media Incorporation, Limited	USAID Cost-share
3.2. Mass Media Campaign	Produce and air televised round table discussion	National Television of Cambodia	USAID Cost-share
3.2. Mass Media Campaign	Produce and air radio talk shows	Women Media Center (FM102)	USAID
3.2. Mass Media Campaign	Hang and display billboards, Phnom Penh	Phnom Penh Media Co., Ltd	USAID
3.2. Mass Media Campaign	Hang and display billboards, Kandal and Kampong Speu	RKT Printing and Advertising	USAID
3.2 Mass Media Campaign	Long banners	Color Advertising	USAID
3.2 Mass Media Campaign	Post and display Tuk-tuk ads	DVP	USAID
3.3 Street-Based Campaign	Flyers	Digital Advertising	USAID
3.4 Commune-Based Campaign	Flyers	T&S Printing House	Cost-share
3.4. Commune-Based Campaign	Helmets for campaign days	Protec	Cost-share
4.3. District-Wide Activities	International road safety expert	Ray Shuey	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

The SBP team has run into several minor challenges, including the hardships involved with getting

parents to be actively involved in project activities, and properly training school coordinators in the methods of collecting crash data. There have also been human resource and time challenges since many activities are occurring simultaneously, and many schools are not able to organize student activities as previously agreed.

### Behavior Change Communication

The BCC team has run into constraints due to timelines, resources, and the available number of team members at certain times, which has resulted in the postponement of several mass media and street-based campaign activities. Additionally, the costs of airing television and radio commercials in Cambodia is higher than initially planned, so the BCC team had to reduce the number of airings to stay within the available budget. This does not have any foreseeable negative impacts on the mass media campaign outcomes. The BCC team has become better prepared to face similar budget and human resource constraints in the future, and will be able to identify how to overcome and avoid similar situations that may rise.

### Enabling Environments Campaign

During the two District Passenger Helmet Enforcement Action Plan Workshops, a few participants did not fully participate in all workshop activities due to conflicting schedules. However, participants were able to collaborate and develop comprehensive action plans despite this challenge.

### Monitoring and Evaluation

School-based helmet observations sometimes found it hard to obtain accurate observations of helmet use at schools due to logistics, including the presence of multiple gates through which students exit, crowds of students and parents which make it difficult to capture helmet at all angles, and construction projects which have resulted in temporarily-closed gates. The team has worked to overcome these by asking schools to close all but one gate on days of observation, utilizing smartphone cameras to capture footage from more angles, and to relocate observation points to better locations within view of the gates.

Facilitators observed that the EEC district-level study tour participants to Vietnam appeared to not complete the study tour feedback surveys individually. The M&E team proposed passing out the surveys a days or weeks after the tour in an effort to obtain more valid feedback from the participants. As originally planned, the study tour participants will also be asked to complete a post-training assessment six months after the tour.

## 3.2. Opportunities

In March 2015, primary schools across HSHO-target provinces participated in a new initiative to encourage helmet use in and around school communities. The two-year “School of Excellence in Helmet Use” project allows schools to compete for the title of “Road Safety Champions” by making outstanding efforts in promoting helmet use. Upon completion, three winning schools will be awarded with a study tour to Vietnam to discuss best practices in school-based road safety initiative. The initiative, funded by HSHO cost-share partner The UPS Foundation, will promote the new Road Traffic Law and the announcement by the Ministry of Education, Youth and Sports to encourage schools to promote road

safety.

On April 10, 2015, AIP Foundation participated in various activities as part of Cambodia’s National Road Safety Week and the Third UN Global Road Safety Week. The events sought to encourage the citizens of Cambodia to remind families and friends to always wear helmets on the roads and practice other safe road behaviors. The media was encouraged to promote road safety awareness and passenger helmet use throughout their communications, and law enforcement was asked to further promote awareness and provide relevant information to drivers and passengers during traffic stops.

Another new AIP Foundation initiative in Cambodia was a three-day training workshop with 44 policymakers held in Phnom Penh May 7-9, 2015. The policymakers, many of whom previously developed HSHO national- and district-level action plans, under the EEC component, drafted national-, provincial-, and district-level government action plans to enforce helmet use in the country. This initiative, “Agents for Change,” supports HSHO through the resulting capacity development of policymakers and media through workshops, trainings and awards.

## 4. Changes to Project Plan

Dr. Bella Dinh-Zarr, former director of the FIA Foundation’s United States office, has stopped serving as a consultant for HSHO. In September 2014, President Barack Obama nominated her to the United States National Transportation Safety Board, and on March 23, 2015, she was sworn in as one of five board members. She will work to oversee investigations into transportation crashes and incidents and make safety recommendations.

## 5. Next Quarter Activities

The following activities, as shown in Table 8, will be completed in the next reporting quarter, June 1, 2015 through August 31, 2015.

**Table 8 Next Quarter Activities**

<b>Date</b>	<b>Activity</b>
June – July 2015	1.1.1. Hire and Provide Orientation for New Staff
July 2015	1.1.2. Introduce New Staff to Stakeholders
July – August 2015	2.2.2. Design, Order, Produce, and Ship Helmets
August 2015	2.3.1. Organize Teacher Training Workshops
August 2015	2.3.2. Select and Meet with School Coordinators
July – August 2015	2.4.1. Design, Order, Print Communication Materials
June – August 2015	2.7.1. Install and Display Helmet Use Billboards
June – August 2015	2.7.2. Hang and Display Helmet Use Posters
June – July 2015	3.2.2. Coordinate Public Relations Campaign
June – July 2015	3.2.3. Air Television Commercial
June – July 2015	3.2.4. Produce and Air Televised Roundtable Discussions
June – July 2015	3.2.5. Air Radio Commercial
June – July 2015	3.2.6. Produce and Air Radio Talk Shows
June – July 2015	3.2.7. Install and Display Billboards
June – July 2015	3.2.8. Hang and Display Long Banners
June – July 2015	3.2.9. Post and Display Tuk-Tuk Panels
June – August 2015	3.3.1. Organize Campaign Days with Flyers and Helmet Vouchers

June – July 2015	3.4.1. Organize Commune-Wide Activities
June – July 2015	3.4.2. Promote Campaign through Loudspeakers
June – July 2015	3.4.3. Organize Door-to-Door Campaign
June – July 2015	3.4.4. Distribute Flyers in Common Areas
June - August 2015	4.1.2. Meet with Government Officials, Ambassadors, and Leaders
August 2015	4.2.1. Host Nation-Wide Stakeholder Workshops
June 2015	4.2.4. Develop National Passenger Helmet Enforcement Action Plan
August 2015	4.3.1. Host District-Wide Stakeholder Workshops
June – July 2015	4.3.4. Develop District Passenger Helmet Enforcement Action Plan
June - July 2015	4.4.1. Host Commune-Wide Meetings

Annex I. Press Coverage

Annex II. Behavior Change Communications Launch Press

Conference and Street-Based Awareness Raising Agenda

Annex III. Post-Intervention #2 Helmet Observations

Annex IV. Helmet Observation Summary Report, February 2015

## **ASIA INJURY PREVENTION FOUNDATION**

12B Ngoc Khanh, Ngoc Khanh Ward Ba Dinh District, Hanoi, Vietnam

Tel: (84-4) 3771 0700 - Fax: (84-4) 3771 0701

Email: [info@aipf-vietnam.org](mailto:info@aipf-vietnam.org) [www.asiainjury.org](http://www.asiainjury.org)



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FROM THE AMERICAN PEOPLE

**AIP** FOUNDATION  
MAKING ROADS SAFE

# Implementation Plan

Head Safe. Helmet On.

June 2014 – May 2016



**June 2015**

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

# Implementation Plan

Head Safe. Helmet On.  
June 2015 – May 2016

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

**June 2015**



Asia Injury Prevention Foundation  
12B Ngoc Khanh, Ngoc Khanh Ward  
Ba Dinh District, Hanoi, Vietnam, 1148457  
(84-8) 3771 0700 Fax (84-8) 3771 0701  
<http://www.asiainjury.org/>

## **Disclaimer**

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## Acronyms

AIP	Asia Injury Prevention Foundation
BCC	Behavior Change Communications
EEC	Enabling Environment Campaign
FIA	Federation Internationale de l'Automobile
HSHO	Head Safe. Helmet On.
IEC	Information, Education, and Communication
M&E	Monitoring and Evaluation
NGO	Non-Governmental Organization
SBP	School-Based Program
UPS	United Parcel Service of North America, Inc.
USAID	United States Agency for International Development
USAID-DIV	USAID's Development Innovation Ventures
US CDC	United States Centers for Disease Control and Prevention

# 1. Introduction

## 1.1. Authorization

Under the United States Agency for International Development’s Development Innovation Ventures (USAID-DIV) Grant No. AID-OAA-F-15-00012, the Asia Injury Prevention (AIP) Foundation is implementing the “Head Safe. Helmet On.” (HSHO) project. The HSHO project aims to increase passenger helmet use in Cambodia, and in doing so, will prevent thousands of unnecessary road crash injuries and fatalities and save Cambodia millions of dollars otherwise lost. The period of the project is June 1, 2014 – June 1, 2016.

AIP Foundation utilizes cost-share funds to support the project from the Federation Internationale de l’Automobile (FIA) Foundation, The United Parcel Service of North America, Inc. (UPS) Foundation, and the United States Centers for Disease Control and Prevention (US CDC). In addition, a number of other entities are expected to provide resources and support to meet the project objectives.

## 1.2. Purpose of Report

The purpose of this report is to present the HSHO project Implementation Plan for the second year of the two-year project period. The Implementation Plan has been prepared based on the project application, grant agreement, planning meetings with key personnel from AIP Foundation and relevant stakeholders, and technical assistance from the US CDC. The Implementation Plan includes information on activities that will contribute to the achievement of each objective. Work plans are provided setting out all activities to be completed, duration of activities, and responsibilities for completion of activities.

## 1.3. Project Goals and Objectives

The HSHO project’s primary goal of increasing passenger helmet use will be accomplished through achieving project objectives in a series of three, mutually-reinforcing components:

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

## 2. Overview and Approach

### 2.1. Road Safety Challenge in Cambodia

In Cambodia, road traffic crashes are a serious and increasingly concerning public health problem. In 2013 alone, road crashes caused 14,227 injuries, took the lives of 1,950 people, and cost the country USD 337 million, equivalent to 2.3 percent of its Gross Domestic Product.<sup>12</sup>

Motorcyclists dominate Cambodian roadways and, out of all types of road users, are among the most vulnerable. In the last eight years, 80 percent of all newly registered motor-vehicles within the country have been motorcycles, which also translated into motorcyclists comprising the highest percentage (69 percent) of all road crash fatalities in 2013.<sup>3</sup>

Although helmets are a simple way to reduce the risk of motorcycle crash fatalities by 42 percent and injuries by 69 percent<sup>4</sup>, they are not universally in use among Cambodian motorcyclists. The need to increase these rates is highly apparent, as 62 percent of all motorcycle fatalities in Cambodia suffered a head injury in 2013. In that same year, only 20 percent of all motorcycle casualties wore a helmet.<sup>5</sup> While Cambodian law mandates helmet use for motorcycle drivers, the helmet wearing rate among drivers in 2010 was only 65 percent. Until recently, there was no requirement for passengers to wear helmets, which led to wearing rates of 9 percent in 2010. In January 2015, the King of Cambodia signed off on the new Cambodian road traffic law which, among other mandates including limiting the number of motorcycle passengers and drink driving, requires passengers including children to wear helmets at all times.

### 2.2. Plan to Address Road Safety Challenge and Achieve Results

Over the course of the HSHO project, AIP Foundation aims to achieve the following outcomes and impact, as shown in Table 1.

---

<sup>1</sup> National Road Safety Committee, Road Crash and Victim Information System (2013). *2013 Annual Report: Road Crashes and Casualties in Cambodia*. Phnom Penh, Cambodia.

<sup>2</sup> The World Bank (2013). World Bank Data. Available from the World Bank Website at: <http://data.worldbank.org/country/cambodia>.

<sup>3</sup> National Road Safety Committee, Road Crash and Victim Information System (2013).

<sup>4</sup> Liu BC, Ivers R, Norton R, Boufous S, Blows S, and Lo SK (2009). Helmets for preventing injury in motorcycle riders (Review). The Cochrane Library, 1.

<sup>5</sup> National Road Safety Committee, Road Crash and Victim Information System (2013).

<sup>6</sup> World Health Organization (2013). *Global status report of road safety*. Geneva, Switzerland. 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.

**Table 1 HSHO Project Outcomes and Impact**

<b>Impact</b>	<b>Ultimate Outcomes</b>	<b>Intermediate Outcomes</b>
Decreased rate of road crash head injuries and fatalities in target communes and districts	Increased passenger helmet use in <u>target</u> communes to 30% by the end of year 1, and to 80% by the end of year 2; Increased passenger helmet use in <u>target districts to 25% by</u> the end of year 1, and to 60% by the end of year 2	<b>School-Based Program:</b> Increased helmet use at target schools, within target communes
		<b>Behavior Change Communications:</b> Improved passenger helmet use behavior in target communes and districts
		<b>Enabling Environment Campaign:</b> Enhanced commitment to approve the passenger helmet law, and improved enforcement at the commune, district, provincial, and national levels

Within this framework, full implementation of the three components leads to the intermediate outcomes of increased helmet use at schools, improved passenger helmet use behavior, enhanced commitment to approve the passenger helmet law, and improved enforcement. In turn, these outcomes produce the measurable, ultimate outcomes of increased passenger helmet use in the target communes and districts. Finally, given the proof of helmet effectiveness in the case of a crash, the intermediate and ultimate outcomes will translate into decreased road crash fatalities and injuries.

The three components work in unison to mutually-reinforce key messages and incentivize the target population to always wear a helmet.

The project will target the following 3 provinces, 6 districts, and 18 communes, as shown in Table 2.

**Table 2 Selected Locations for HSHO**

<b>Province</b>	<b>District</b>	<b>Commune</b>	<b>Population</b>
Phnom Penh	Chamka Morn	Tuol Svay Prey II	9,078
		Tuol Tumpung II	8,779
		Beoung Trabek	8,368
	Chba Ampov	Chba Ampov I	9,798
		Veal Sbov	8,543
		Prek Eng	15,154
Kandal	Takhmao	Doeum Mean	14,605
		Prek Russey	9,167
		Prek Ho	8,418
	Kien Svay	Korki Thom	13,574
		Dei Edth	16,981
		Bantheay Daek	14,043
Kampong Speu	Chba Morn	Kanduol Dom	7,953
		Sopoar Tep	7,355
		Roka Thom	11,878
	Somroang Torng	Roliang Kreul	12,940
		Trapiang Korng	16,322
		Vorsar	13,789

*Note: In Cambodia, the ascending levels of geographical units are commune, district, and finally province.*

### 2.3. Rationale for Choice of Interventions and Strategies

AIP Foundation based the design of HSHO on previous successful helmet wearing interventions, methodologies, and strategies within both Cambodia and Vietnam. AIP Foundation's projects in Cambodia have resulted in increased student helmet use rates by more than 87 percent in target schools.<sup>7</sup> They have also produced public awareness behavior change campaigns that resulted in over 64 percent of respondents recalling key messages, and many of those being willing to wear a helmet as a passenger afterwards.<sup>8</sup> Moreover, enforcement has also been proven as a powerful road safety tool within the Cambodian context; according to Handicap International's helmet observations, helmet use rates increased from 24 percent before the passage and enforcement of the driver helmet law in 2007 to 56 percent one month after the start of enforcement.<sup>9</sup>

Individually, each of these interventions – within schools, through mass media, and on roads themselves – creates positive road safety changes. However, if action is taken on these multiple fronts simultaneously, the results produced are improved on all levels. For example, AIP Foundation's multi-faceted approach to tackle road safety challenges in Vietnam was critical to the passage and enforcement of Vietnam's first mandatory helmet law in 2007. AIP Foundation implemented programs to provide free helmets and road safety lessons to schools throughout Vietnam; spearheaded a public awareness behavior change campaign entitled "No Excuses," which aimed to dispel common non-helmet wearing excuses and expose the consequences of not wearing a helmet; and worked with authorities to enforce the mandatory helmet law, which led to a significant increase in helmet use rates from 10 percent to 90 percent.<sup>10</sup>

The HSHO project's three concurrent components – School-Based Program, Behavior Change Communications, and Enabling Environment Campaign – builds on the success of AIP Foundation's mutually-reinforcing helmet safety model, and reflects lessons learned in the course of implementing it.

### 2.4. Explanation of Selected Target Locations and Audience

The project will target the 3 provinces, 6 districts, and 18 communes, as listed in Table 2. The target provinces of Phnom Penh, Kandal, and Kampong Speu were selected by looking at road safety "black spots," which are the most dangerous locations for road users. Together these provinces made up nearly one third of motorcycle fatalities in 2013.<sup>11</sup> AIP Foundation has developed a network of supporters within these areas.

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<sup>7</sup> Kim, Pagna. "From Zero to Ninety Percent Evaluation of the Helmets for Kids School-Based Initiative in Cambodia." presented at the 8th World Alliance for Risk Factor Surveillance (WARFS) Global Conference, Beijing, China, November 29, 2013.

<sup>8</sup> Feedback Research and Consulting (2013). *AIP Foundation Awareness Campaign Evaluation* (Internal Report). Phnom Penh, Cambodia.

<sup>9</sup> Solidus Asia Company Limited for Handicap International Belgium (2009). *Quantitative Executive Findings: Road Safety Campaign*. Phnom Penh, Cambodia.

<sup>10</sup> AIP Foundation (2008). *Efficacy Study of Vietnam National Helmet Wearing Campaign*. Hanoi, Vietnam.

<sup>11</sup> National Road Safety Committee, Road Crash and Victim Information System (2013). *2013 Annual Report: Road Crashes and Casualties in Cambodia*. Phnom Penh, Cambodia.

Within each target province, two target districts were selected based on the following criteria:

- Crossed by at least one national roadway (most road crash fatalities take place on national roadways);
- High number of motorcycle crash injury, fatality, and casualty cases, according to the most recently available data;
- Potential resources to support road safety and passenger helmet use action plans;
- Complementary road safety activities, which can support and build upon our successes; and
- Commitment, enthusiasm, and readiness on the part of district leaders to participate in road safety activities.

Given this criteria, Chamka Morn District and Chba Ampov District were selected in Phnom Penh Province; Takhmao District and Kien Svay District were selected in Kandal Province; and Chba Morn District and Somroang Tornng District were selected in Kampong Speu Province.

Within each target district, three target communes were selected based on the following criteria:

- Located along the national/main roads or national road crosses through the communes
- Exhibits among the highest rates of motorcycle-related casualties and fatalities out of all of the target district's communes
- Presence of intersection between main and national/main roads
- Have at least one primary school located along main roads
- Road safety is considered as a high-priority issue within the commune
- Commune residents, organizations, companies, and groups demonstrate resources to contribute to the project and sustain results

Given this criteria, 18 target communes were selected, as listed in Table 2.

The primary target audience of the HSHO project is primary school students aged 6-14, teachers, and parents; motorcycle passengers aged 15-44; and government officials and traffic police residing or working within the target communes and districts. The secondary target audience is the general Cambodian population, particularly those aged 15-44. These primary target audiences were selected for the following reasons:

- Primary school students aged 6-14 were selected since the most common reason for adults to not put a helmet on their child is that the child is too young<sup>12</sup>
- Teachers and parents were selected since they are respected sources of road safety information and opinions for children<sup>13</sup>

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<sup>12</sup> AIP Foundation (2011). *Cambodia Helmet Vaccine Initiative Key Baseline Research Results*. Phnom Penh, Cambodia.

<sup>13</sup> AIP Foundation (2011). *Cambodia Helmet Vaccine Initiative Key Baseline Research Results*. Phnom Penh, Cambodia.

- Motorcycle passengers aged 15-44 were selected since the helmet use rate among passengers is low compared to drivers<sup>14</sup> and the 15-44 age group makes up the highest fatality rate in the three target provinces<sup>15</sup>
- Government officials and traffic police residing or working within target communes and districts were selected since they are the key decision-makers in regards to the passage and enforcement of the passenger helmet law

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<sup>14</sup> World Health Organization (2013). *Global status report of road safety*. Geneva, Switzerland. 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.

<sup>15</sup> AIP Foundation (2011). *Cambodia Helmet Vaccine Initiative Key Baseline Research Results*. Phnom Penh, Cambodia.

## 3. Work Plans

Project activities are organized according to the following work plans:

### 3.1. Initial Project Activities

#### **3.1.1. Preparation and Project Launch**

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

### 3.2 Project components

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

- 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

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

- 3.1 BCC Materials Development
- 3.2 Mass Media Campaign
- 3.3 Street-Based Campaign
- 3.4 Commune-Based Campaign

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

- 4.1 Policy Briefs and Advocacy Meetings
- 4.2 Nation-Wide Activities
- 4.3 District-Wide Activities
- 4.4 Commune-Wide Activities

### 3.3 Cross-Cutting Activities

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

- 5.1 School-Based Program M&E
- 5.2 Behavior Change Communications M&E
- 5.3 Enabling Environment Campaign M&E
- 5.4 Project-Wide M&E

#### **3.3.2. Materials Development**

#### **3.3.3. Procurement**

## 3.1. Initial Project Activities

### 3.1.1 Preparation and Project Launch

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

#### 1.1 New Staff Recruitment

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

From June to July 2014, AIP Foundation position candidates were identified, interviewed in multiple rounds, engaged in negotiation, and, finally, offered positions with AIP Foundation. Upon beginning work, all new staff members attended a comprehensive orientation featuring a full review of employee policies and procedures, the road safety challenge in Cambodia, and the approach and projects of AIP Foundation. Due to the resignation of the current EEC Program Manager in May 2015, recruitment will take place in May and June 2015 to fill the position and orient the new team member.

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

In July and August 2014, AIP Foundation senior-level staff introduced all new staff members to key stakeholders within the local community that interact with these staff members throughout the course of the project. These stakeholders include government officials, local non-governmental organizations (NGOs), and private sector partners.

#### 1.2 Project Announcement

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

In July 2014, the project was announced to key government officials likely to influence the success of the project, including the General Secretariat of the National Road Safety Committee, General Commissariat of the National Police, and representatives from the Provincial Education Departments in the three target provinces. The announcement of the project was made through the distribution of a formal letter, explaining the project goals, objectives, and activities. The letter was sent with an invitation to the nation-wide stakeholder workshop held in August 2014 (4.2.1).

##### **1.2.2 Distribute Press Release**

On August 8, 2014, a press release was distributed announcing the project, introducing various project partners and supporters (including USAID) and providing an overview of the project scope, approach, cost-effectiveness, and potential impact. It also announced the August 2014 nation-wide stakeholder workshop (4.2.1). The press release was published on AIP Foundation's website and distributed to various local and international media outlets.

### **1.2.3 Announce on Social Media**

Following the distribution of the press release in August 2014 (1.2.2), the project was also announced on AIP Foundation's various social media platforms, including its Global and Cambodia Facebook pages, Twitter, and monthly e-Newsletter. AIP Foundation also engaged with USAID-DIV to cross-post the press release on their Tumblr and Twitter pages.

### **1.2.4 Conduct Project Presentations**

In July 2014, prior to the nation-wide stakeholder workshop (4.2.1), AIP Foundation staff conducted presentations for specific road safety stakeholders in Cambodia in order to inform them of the HSHO project before the official project launch. These stakeholders included the General Secretariat of the National Road Safety Committee; the Department of Order, Ministry of Interior; Road Safety Network; and members of a bi-monthly road safety stakeholders meeting. These presentations sought to gain the support of these stakeholders and encourage them to coordinate their road safety activities with the HSHO project activities.

### **1.2.5 Conduct Media Interviews**

In September and October 2014, AIP Foundation's Cambodia Country Director conducted two media interviews with a radio and a news website to introduce the project to the Cambodian public.

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

From August 2014 to February 2015, AIP Foundation staff met with key government officials, ambassadors, development partners (i.e. other local and international NGOs), and other relevant stakeholders in order to provide a more thorough overview of the HSHO project and answer any questions. AIP Foundation will continue to seek opportunities to meet with relevant stakeholders to discuss ways to further collaborate on road safety issues in Cambodia.

## **1.3 Project Logo Development**

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

In July 2014, AIP Foundation staff met to discuss the project logo concept and design, taking into consideration the project goals and objectives, target audience, target locations, key messages, and communications channels. Based on takeaways from this meeting, AIP Foundation's communications team designed two logos by August 2014.

Throughout August 2014, the two logos created by AIP Foundation as well as another logo, which was created by the advertising agency Brand Solutions and used by AIP Foundation in its passenger helmet use projects in Cambodia from December 2011 to the present, was tested through focus group discussions as part of the Behavior Change Communications baseline study (5.2.1). Taking into account the results of the testing, one logo was selected and finalized. This logo is used as the project logo on all HSHO materials.

A gantt chart showing the activity schedule for the Preparation and Project Launch is shown in Figure 1.

**Figure 1 Preparation and Project Launch**

Activities	No.	Tasks	Timeline																							
			Q1			Q2			Q3			Q4			Q5			Q6			Q7			Q8		
			Year 1												Year 2											
			Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-15	Feb-15	Mar-15	Apr-15	May-15
<b>1. Preparation and Project Launch</b>																										
<b>1.1 New Staff Recruitment</b>	1.1.1.	Hire and Provide Orientation to New Staff	X	X	X								X	X	X											
	1.1.2.	Introduce New Staff to Stakeholders		X	X										X											
<b>1.2 Project Announcement</b>	1.2.1.	Send Announcement Letter to Government Officials		X	X																					
	1.2.2.	Distribute Press Release		X	X																					
	1.2.3.	Announce on Social Media			X																					
	1.2.4.	Conduct Project Presentations		X																						
	1.2.5.	Conduct Media Interviews			X	X	X																			
	1.2.6.	Meet with Government Officials, Ambassadors, and Development Partners			X	X	X	X	X		X															
<b>1.3 Project Logo Development</b>	1.3.1.	Design and Test Project Logo		X	X	X																				

## 3.2. Project Components

### 3.2.1. School-Based Program

The School-Based Program (SBP) targets 18 schools, one in each of the 18 target communes, with a comprehensive set of activities to engage students, teachers, and parents. These activities are scheduled according to the school year in Cambodia, which runs from November to August.

#### 2.1 School Selection and Planning Meetings

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

In June and July 2014, AIP Foundation staff conducted a school selection survey to determine the most appropriate schools for the project. The survey involved the collection of qualitative and quantitative information, including the number of students; location of school and its proximity to a national highway or other concerning road conditions; helmet use and motorcycle, bicycle, and pedestrian commuter rates; economic status of parents and the community; and school support for the project. The data collected was entered into a central tracking database and analyzed for higher-level staff discussion and decision-making. The SBP Program Manager, Cambodia Country Director, and Regional Monitoring & Evaluation Manager selected the target schools by the end of July 2014.

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

AIP Foundation developed and submitted a formal letter to the Ministry of Education, Youth, and Sport in July 2014 to request permission to conduct educational activities within selected schools. Once approval was granted, AIP Foundation staff contacted the selected schools to commence planning of activities. In August 2014, staff arranged formal meetings with the Department of Education, Youth, and Sports in each target province, and the Office of Education, Youth, and Sports in each target district to provide more information about the upcoming project activities.

##### **2.1.3 Develop School Implementation Plans and Host Planning Meetings**

In September and October 2014, AIP Foundation developed specific project implementation plans for each school for the first school year, which took into account school schedules, school location and amenities, and other details. The draft plans were discussed with each school administration and teachers during the teacher training workshops in October and November 2014 (2.2.1). Staff then revised the plans based on feedback and presented them to the schools during planning meetings in November and December 2014. A similar process will occur for the second school year from September to October 2015.

## 2.2 Helmet Production

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

In July 2014, AIP Foundation staff visited each target school to conduct helmet fittings, whereby the head of each student and teacher was measured to ensure an accurate order of helmet sizes. At the same time, staff surveyed students and teachers for helmet color preference.

### **2.2.2 Design, Order, Produce, and Ship Helmets**

AIP Foundation and its subsidiary helmet company, Protec, developed a helmet design mock-up with the project and UN Decade of Action for Road Safety logos in September 2014. AIP Foundation staff also compiled the helmet order using the helmet fittings and color testing data (2.2.1).

Protec began the production of approximately 16,022 helmets in October 2014. AIP Foundation contracted with a shipping company to ship the helmets from the Protec Helmet Factory in Hanoi, Vietnam to Phnom Penh, Cambodia in early December 2014. Staff then procured the services of a company to deliver the helmets to each target school prior to the ceremonies and events. A second order of 960 helmets was made in January 2015 for incoming kindergartners, transfer students and new teachers. A similar process will occur for the design, order, production, and shipment of approximately 4,050 helmets in the second school year from July to October 2015.

## 2.3 Teacher Activities

### **2.3.1 Organize Teacher Training Workshops**

In October and November 2014, AIP Foundation staff traveled to each target school to host a teacher training workshop. During the workshops, teachers were introduced to the project goals, objectives, and activities; trained in effective methods to teach students about road safety, the importance of helmet use, and how to wear a helmet correctly; and provided with a package of teaching aids to lead in-classroom road safety and helmet use lessons. School coordinators were selected to support project implementation. A second round of workshops will be held in October and November 2015 for the second school year.

### **2.3.2 Select and Meet with School Coordinators**

During the teacher training workshops in October and November 2014 (2.3.1), coordinators in each school were selected by the respective school administrators and AIP Foundation staff to assist with administering the project. The school coordinators are essential to project implementation by supporting a number of activities and generally ensuring ease in operation. They are the main contacts for the SBP implementation, and help staff with specific tasks such as ordering supplies, coordinating extracurricular road safety activities, monitoring crash cases among students and teachers, and ensuring student preparation for ceremonies, events, and activities. Staff met with the school coordinators to clarify roles and responsibilities in November 2014, and to discuss tasks for the second school year in October 2015.

## 2.4 Ceremonies and Events

### **2.3.3 Design, Order, and Print Communications Materials**

In the first school year, three large launch ceremonies to donate helmets and launch the SBP took place at three selected target schools and 15 smaller events took place at the remaining target schools (2.4.4). The ceremonies and events included the display and distribution of a number of communications materials. AIP Foundation's communications team identified and developed appropriate and engaging materials, including backdrops, displays, and hand-outs. The design, ordering, and printing process took place from September to November 2014 for the first school year and will be completed prior to all of the ceremonies. A second set of smaller ceremonies will be held in November 2015 to handover helmets to new kindergartners for the 2015-2016 school year.

### **2.3.4 Promote Attendance**

AIP Foundation promoted attendance of the launch ceremonies in December 2014 (2.4.4) through personal invitations to key stakeholders, including government officials, traffic police, project sponsors, non-governmental partners, and media members in October and November 2014. International guests and key stakeholders were invited in August 2014, in order to allow sufficient time to arrange travel. In addition, AIP Foundation sent a press release to local and international media in order to encourage broad coverage of the ceremonies and events in both school years. Local government officials will also be invited to the events in the second school year scheduled for November 2015.

### **2.3.5 Prepare Ceremony and Event Activities**

In October and November 2014, AIP Foundation worked with the school coordinators to develop specific activities, including speeches, performances, and games, for the ceremonies and events in December 2014 (2.4.4). These activities were designed to excite students about the program and their new helmets, and were based on previous activities implemented by AIP Foundation at similar ceremonies and events. Staff will also work with the school coordinators in September and October 2015 to prepare the event activities for the second school year.

### **2.3.6 Organize Ceremonies and Events**

Ceremonies and events to donate helmets and launch the SBP were held at all 18 target schools in December 2014. In the week leading up to each ceremony and event, a full rehearsal with all attending students and teachers was arranged at each school. This rehearsal provided the opportunity for attendees to practice speeches, performances, helmet handover, and helmet wearing demonstration prior to the main days.

In the first school year, three large launch ceremonies took place at select schools, one per target province. Key stakeholders, including government officials, traffic police, project sponsors, non-governmental partners, and media members were invited to attend the ceremonies along with students, teachers, and parents. Project sponsors, including USAID, the FIA Foundation, The UPS Foundation, and the US CDC, were encouraged to attend in order to receive public recognition of their contribution and to interact with student, teacher, and community beneficiaries. In particular, USAID was recognized as the main project contributor. The large launch ceremonies lasted approximately one-and-a-half hours and included speeches by students, teachers, sponsors, and AIP Foundation; student performances; the official handover of helmets to students and teachers; and a helmet wearing demonstration. The ceremonies were covered by the media, offering high-visibility to the project and the SBP in particular.

In addition to the large launch ceremonies in the first school year, there were also small launch events at each of the remaining 15 schools. These events did not offer the speeches, performances, or outside attendance, but still excited students about wearing their new helmets on each trip to and from school.

In the second school year, all 18 target schools will host small events in November 2015 to handover helmets to all incoming first grade students and new students. AIP Foundation staff will help organize these events, which will include student activities to promote road safety and helmet use (2.6.1).

## 2.4 Parent Activities

### **2.4.1 Distribute Parent Commitment Letters and Flyers**

AIP Foundation worked with the school coordinators to distribute letters to parents at each target school that ask them to pledge their support to the project by signing and returning the letters. Flyers with key road safety and helmet use messages were also be distributed to parents. AIP Foundation's communications team designed these flyers to encourage parents to commit to the project. These letters and flyers were distributed in March 2015 parent information sessions for the first school year, and will again be distributed in November and December 2015 for the second school year.

### **2.4.2 Organize Parent Information Sessions**

The first round of parent information sessions was held in March 2015 for the first school year. AIP Foundation staff traveled to each target school to conduct parent information sessions for the first school year. These sessions introduced parents to the project and sought their support for it. The parent information sessions will again be held in January and February 2016 for the second school year.

## 2.5 Student Activities

### **2.5.1 Organize Student Activities to Promote Road Safety**

AIP Foundation worked with the school coordinators to organize student activities to promote road safety. The activities varied from school to school, and were developed specifically to fit the local school settings. Examples of activities included a road safety trivia contest, a festival of road safety games, and a helmet painting day. During the teacher training workshops (2.3.1), AIP Foundation trained the school coordinators in how to coordinate these activities. The road safety activities were organized in May 2015 for the first school year, and again in January 2016 for the second school year.

## 2.7 Public Awareness Activities

### **2.7.1 Install and Display Helmet Use Billboards**

AIP Foundation's communications team developed the content and design of a helmet use billboard in August and September 2014. In December 2014, AIP Foundation contracted with a billboard company to install one billboard at the entrance gate of each target school. The billboards have an attractive and engaging design that promotes helmet use, with simple-to-understand instructions of the basic steps involved with correctly wearing a helmet. The billboards 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. The billboards will be displayed until the end of the project period in June 2016.

### **2.7.2 Hang and Display Helmet Use Posters**

AIP Foundation's communications team developed the content and design of a helmet use poster in October 2014. AIP Foundation contracted with a printing house to print the posters, and provided each target school with a package of helmet use posters to hang in classrooms in December 2014. These posters remind students and teachers to wear a helmet during each trip to and from school. The posters will be displayed until the end of the project period in June 2016.

A gantt chart showing the activity schedule for the SBP is shown in Figure 2.

**Figure 2 School-Based Program**

Activities	No.	Tasks	Timeline																							
			Q1			Q2			Q3			Q4			Q5			Q6			Q7			Q8		
			Year 1												Year 2											
			Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-15	Feb-15	Mar-15	Apr-15	May-15
<b>1. School-Based Program</b>																										
<b>2.1 School Selection and Planning Meetings</b>	2.1.1.	Conduct School Selection Survey and Selection Schools	X	X	X																					
	2.1.2.	Receive Government Approval and Host Planning Meetings		X	X	X																				
	2.1.3.	Develop School Implementation Plans and Host Planning Meetings				X	X	X	X							X	X									
<b>2.2 Helmet Production</b>	2.2.1.	Conduct Helmet Fittings and Color Testing		X																						
	2.2.2.	Design, Order, Produce, and Ship Helmets				X	X	X	X	X		X			X	X	X	X								
<b>2.3 Teacher Activities</b>	2.3.1.	Organize Teacher Training Workshops					X	X								X	X	X								
	2.3.2.	Select and Meet with School Coordinators					X	X								X	X	X								

Activities	No.	Tasks	Timeline																							
			Q1			Q2			Q3			Q4			Q5			Q6			Q7			Q8		
			Year 1												Year 2											
			Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-15	Feb-15	Mar-15	Apr-15	May-15
<b>2.4 Ceremonies and Events</b>	2.4.1.	Design, Order, Print Communication Materials				X	X	X	X							X	X	X								
	2.4.2.	Promote Attendance				X	X	X	X								X	X	X							
	2.4.3.	Prepare Ceremony and Event Activities					X	X	X									X								
	2.4.4.	Organize Ceremonies and Events							X			X	X						X	X						
<b>2.5 Parent Activities</b>	2.5.1.	Distribute Parent Commitment Letters and Flyers						X	X	X		X							X	X						
	2.5.2.	Organize Parent Information Sessions								X	X	X								X	X	X				
<b>2.6 Student Activities</b>	2.6.1.	Organize Student Activities to Promote Road Safety					X		X	X	X	X	X							X	X	X				
<b>2.7 Public Awareness Activities</b>	2.7.1.	Install and Display Helmet Use Billboards				X	X	X			X	X	X	X	X	X	X	X	X	X	X	X	X	X		
	2.7.2.	Hang and Display Helmet Use Posters				X	X	X			X	X	X	X	X	X	X	X	X	X	X	X	X	X		

### 3.2.2. Behavior Change Communications

Behavior Change Communications (BCC) will promote passenger helmet use through a series of public displays and activities directly in the 18 target communes as well as more broadly through media in the six target districts.

#### 3.1 BCC Materials Development

##### **3.1.1 Design and Produce BCC Materials**

AIP Foundation procured the services of a research agency to conduct a baseline survey in July and August 2014 to provide evidence and analysis for the development of BCC materials (5.2.1). AIP Foundation also contracted with a creative agency in December 2014 to develop the campaign's concept as well as design and produce the television and radio commercials.

AIP Foundation and the creative agency engaged in a back-and-forth process to develop the concepts, contents, and images of the commercials from December 2014 to March 2015. AIP Foundation hosted a consultative stakeholder meeting to review BCC materials in February 2015 (3.1.2). The creative agency used the results of the baseline survey and stakeholder review in the finalization of these products from February to March 2015. In the second year of the project, the BCC materials will be updated with results from the mid-term evaluation (5.2.4) and a second consultative meeting to be held in September 2015 (3.1.2).

AIP Foundation also procured the services of a printing house to arrange the printing of t-shirts to be worn by staff and volunteers throughout the campaign events.

In addition, AIP Foundation's communications team developed the content and design of a billboard (3.2.7), long banner (3.2.8), and tuk-tuk panel (3.2.9) based on the approved concept to promote BCC key messages.

##### **3.1.2 Host Consultative Stakeholder Meeting to Review BCC Materials**

The first of two consultative stakeholder meetings hosted by AIP Foundation was held on February 10, 2015. The meetings reviewed major BCC materials, including the television commercial, radio commercial, and billboard, in order to incorporate stakeholder feedback into the final production of these materials. The meeting included approximately 30 stakeholders, including government officials and media members, and allowed stakeholders to review the current drafts, discuss the concepts, designs, and messages, and provide critical advice to AIP Foundation and its creative partners. The February meeting sought input and feedback for the development of the materials, and the second meeting, to be held in October 2015, will aim to revise and update the materials.

#### 3.2 Mass Media Campaign

##### **3.2.1 Host Press Conferences**

AIP Foundation hosted the first of two press conferences in April 2015. The event, which formally launched the mass media campaign, featured a full overview of the project and campaign as well as intended outcomes and impacts. Media members from television, radio, print, and online outlets were invited and encouraged to report on the project. There were 90 participants, including key government officials, traffic police, project sponsors, non-governmental partners, private sector partners, and media representatives. The press conferences also had a question and answer session as well as the opportunity for individual interviews. The second press conference will be held in November 2015.

### **3.2.2 Coordinate Public Relations Campaign**

A public relations campaign that reinforces the key BCC messages through various media outlets began in April 2015 and will run until July 2015. A second campaign will be from November 2015 until February 2016. AIP Foundation has contracted with well-viewed websites to display online banners and advertisements promoting the BCC campaign key messages. In addition, staff is negotiating with local print and online newspapers to feature editorials and news releases discussing the campaign or, more broadly, public concern for road safety and helmet use. Finally, AIP Foundation hired the services of a social media consultant to compile campaign images and content for display on Facebook, Twitter, local websites and blogs, and other social media outlets. The same procurements will be used for the second campaign.

### **3.2.3 Air Television Commercial**

AIP Foundation contracted with a local agency to develop a media plan based on the target audience and reach, create an airing schedule, and sign contracts with local television stations to air the commercial created by the creative agency (3.1.1). The commercial will air frequently on multiple stations for two 4-month periods over the course of the project. The first cycle is from April to July 2015, and the second cycle will be from November 2015 to February 2016.

### **3.2.4 Produce and Air Televised Roundtable Discussions**

AIP Foundation contracted with a local television station to produce and air two roundtable discussions with key individuals influencing the campaign, including high-ranking government officials and AIP Foundation senior-level staff. The discussions focus on project-relevant topics identified by AIP Foundation prior to the productions. After the production, the discussions will be edited before being aired on the local television station. The first roundtable discussion is airing once a month from April to July 2015, and the second will be aired once a month from November 2015 to January 2016.

### **3.2.5 Air Radio Commercial**

AIP Foundation contracted with a local agency to develop a media plan based on the target audience and reach, create an airing schedule, and sign contracts with local radio stations to air the commercial created by the creative agency. The commercial is currently being aired from April to July 2015, and will again be aired for a second 4-month period from November 2015 to February 2016.

### **3.2.6 Produce and Air Radio Talk Shows**

AIP Foundation contracted with a local radio station to produce eight talk shows featuring senior-level

AIP Foundation staff and government officials. The talk shows focus on the promotion of the BCC campaign messages and activities. In addition, the contract enabled AIP Foundation to air the radio commercials before and after the shows. Each talk show will be aired live once and rebroadcasted a second time during the months of April, May, June, July, November, and December in 2015, and January and February in 2016.

### **3.2.7 Install and Display Billboards**

AIP Foundation's communications team developed the content and design of a billboard to promote BCC key messages. AIP Foundation identified prominent billboard locations with high-visibility and daily viewership in each of the target districts. The services of billboard companies were then procured to print and install one billboard in each target district to be displayed for two 4-month periods. The first period is from April to July 2015, and the second period will be from November 2015 to February 2016. After the first period, the billboard will be reproduced based on results of the BCC mid-term evaluation.

### **3.2.8 Hang and Display Long Banners**

AIP Foundation's communications team developed the content and design of a long banner to promote BCC key messages throughout the target districts. AIP Foundation identified key locations and negotiated with local property owners to hang and display six banners in each target district for two 4-month periods. The first period is from April to July 2015, and the second period will be from November 2015 to February 2016. After the first period, the long banner will be reproduced based on results of the BCC mid-term evaluation.

### **3.2.9 Post and Display Tuk-Tuk\* Panels**

AIP Foundation's communications team developed the content and design of a panel with key BCC messages for local tuk-tuk drivers to post on the back of their vehicles. AIP Foundation contracted with ten drivers in each of the target districts to post and maintain panels on their vehicles for two 4-month periods, from April to July 2015, and again in November 2015 to February 2016.

\*Note: A tuk-tuk is a motorcycle taxi with a back attachment to seat two to four people, and is a common mode of transportation throughout Cambodia.

### 3.3 Street-Based Campaign

#### **3.3.1 Organize Campaign Days with Flyers and Helmet Vouchers**

As part of the BCC campaign, AIP Foundation coordinated with volunteers and traffic police to promote passenger helmet use through a street-based campaign. From April to July 2015, a group of 10 volunteers and 5 traffic police gather in each of the 6 target districts to organize street-based campaign days. In each district, these days occur approximately 13 times (total of 78 times for all 6 target districts), and feature a one-hour blitz, during which the volunteers and traffic police will stop all passing motorcycles with un-helmeted passengers.

Volunteers explain the importance of passenger helmet use and compliance with the law. The riders on each stopped motorcycle receive a flyer with campaign literature. In addition, the riders who reside in one of the 18 target communes receive a voucher for a subsidized helmet, which can be redeemed at a nearby location of the campaign. Approximately 19,800 helmets are being distributed through this effort. Media members are invited to attend select campaign days in each of the target districts in order to spread awareness about the street-based campaign.

AIP Foundation provide a full training to volunteers in order to teach them how to properly stop motorcyclists and discuss the campaign's message. Traffic police are also trained to coordinate and assist with campaign days and to distribute helmets through local police stations.

In addition, AIP Foundation's communications team developed the content and design of the flyers and helmet vouchers, and AIP Foundation worked with Protec to ship the helmets from Vietnam to Cambodia.

### 3.4 Commune-Based Campaign

#### **3.4.1 Organize Commune-Wide Activities**

Eighteen commune-based working groups were established to coordinate a series of activities directly at the commune-level. These working groups met during the commune-wide meetings as part of the Enabling Environment Campaign (4.4.1), where they were trained and provided time to plan their commune-wide activities.

Funds were provided to these groups to help organize one commune-wide activity per year in each target commune to promote passenger helmet use. Activities included local parades, festivals, or rallies. AIP Foundation guided and oversaw the development of the group's activity plans, but ultimately allowed each group to build its capacity and take ownership of their activities. Plans from successful activities were broadly shared with other communes in order to encourage use of impactful ideas. The first round of activities took place between April and July 2015, and the second round will take place between November 2015 and January 2016. AIP Foundation staff will attend each activity, and media members will be invited to attend select activities.

### **3.4.2 Promote Campaign through Loudspeakers**

AIP Foundation procured the services of a local agency to promote the campaign and BCC key messages through commune-wide loudspeaker announcements in each target commune. These promotions will be taking place once a month in May, June, July and December 2015, and in January and February 2016. AIP Foundation staff will oversee the loudspeaker announcements and provide speakers, who are local volunteers or celebrities, with outlines of scripts.

### **3.4.3 Organize Door-to-Door Campaign**

AIP Foundation and commune leaders recruited volunteers to help conduct a door-to-door awareness campaign. AIP Foundation staff trained volunteers to speak with local people about the road safety challenge and BCC key messages, and explain flyers with campaign literature that they will distribute to each household. In total, six door-to-door campaign days will take place in each target commune. These campaign days take place once a month in April, May, June, July and December 2015, and in January and February 2016.

### **3.4.4 Distribute Flyers in Common Areas**

AIP Foundation and commune leaders identified common areas such as schools and businesses to distribute flyers with campaign literature. AIP Foundation negotiated with location owners to consistently display the flyers, and explain the ongoing effort needed to encourage local commune residents to always wear helmets. Materials are to be displayed from May to July 2015, and from November 2015 to February 2016.

A gantt chart showing the activity schedule for the BCC is shown in Figure 3.

Figure 3 Behavior Change Communications

Activities	No.	Tasks	Timeline																							
			Q1			Q2			Q3			Q4			Q5			Q6			Q7			Q8		
			Year 1												Year 2											
			Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-15	Feb-15	Mar-15	Apr-15	May-15
<b>1. Behavior Change Communications</b>																										
<b>3.1 BCC Materials Development</b>	3.1.1.	Design and Produce BCC Materials					X	X	X	X	X	X	X							X	X					
	3.1.2.	Host Consultative Stakeholder Meeting to Review BCC Materials									X										X					
<b>3.2 Mass Media Campaign</b>	3.2.1.	Host Press Conferences											X							X						
	3.2.2.	Coordinate Public Relations Campaign											X	X	X	X				X	X	X	X			
	3.2.3.	Air Television Commercial									X	X	X	X	X					X	X	X	X			
	3.2.4.	Produce and Air Televised Roundtable Discussions										X	X	X	X	X				X	X	X	X			
	3.2.5.	Air Radio Commercial										X	X	X	X	X				X	X	X	X			
	3.2.6.	Produce and Air Radio Talk Shows										X	X	X	X	X				X	X	X	X			

Activities	No.	Tasks	Timeline																									
			Q1			Q2			Q3			Q4			Q5			Q6			Q7			Q8				
			Year 1												Year 2													
			Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-15	Feb-15	Mar-15	Apr-15	May-15		
3.2 Mass Media Campaign	3.2.7.	Install and Display Billboards											X	X	X	X	X				X	X	X	X				
	3.2.8.	Hang and Display Long Banners												X	X	X	X	X				X	X	X	X			
	3.2.9.	Post and Display Tuk-Tuk Panels												X	X	X	X	X					X	X	X			
3.3 Street-Based Awareness Campaign	3.3.1.	Organize Campaign Days with Flyers and Helmet Vouchers											X	X	X	X	X	X										
3.4 Commune-Based Campaign	3.4.1.	Organize Commune-Wide Activities												X	X	X	X	X				X	X	X	X			
	3.4.2.	Promote Campaign through Loudspeakers												X	X	X	X	X										
	3.4.3.	Organize Door-to-Door Campaign													X	X	X	X	X					X	X	X		
	3.4.4.	Distribute Flyers in Common Areas													X	X	X	X	X					X	X	X	X	

### 3.2.3. Enabling Environment Campaign

Through the Enabling Environment Campaign (EEC), AIP Foundation works with key government officials, traffic police, and stakeholders to create the appropriate environment in order to encourage passage and full enforcement of the passenger helmet law, critical feedback and support of the campaign, and long-term commitment to sustain passenger helmet use outcomes.

#### 4.1 Policy Briefs and Advocacy Meetings

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

AIP Foundation developed three policy briefs in August 2014, December 2014, and January 2015, respectively. The first policy brief includes information about the potential costs and lives saved from the passage of the law, legislative actions already undertaken, and importance of swift passage of the law with full enforcement throughout the Cambodia. The second policy brief, specifically for international development partners and ambassadors, built support for passing the draft law and sought the establishment of a model culture of proper motorcycle passenger helmet use by all partners. The third policy brief, aimed at traffic police and relevant government officials, focuses on information regarding full enforcement of the recently-passed law. The brief includes information on how to enforce the law and the significance of enforcement. The first two policy briefs were disseminated at meetings and workshops before the passenger helmet law was passed. The third policy brief was disseminated during the national and district passenger helmet enforcement action plan workshops (4.2.3 & 4.3.3) in January and April 2015, and meetings with relevant stakeholders. AIP Foundation will continue to disseminate the third policy brief.

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

The first and second policy briefs (4.1.1) were distributed and discussed at a series of meetings from August to December 2014 between AIP Foundation staff and government officials, international ambassadors, and other influential leaders in Cambodia. These meetings provided a forum to discuss the overall HSHO project, and overlapped with those described in 1.2.6. In addition, AIP Foundation staff requested the government officials, ambassadors, and leaders to sign letters to senior-level government officials urging for the immediate passage of the passenger helmet law (4.1.3).

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

AIP Foundation drafted a simple, straightforward signboard urging immediate passage of the passenger helmet law. At the meetings from August to December 2014 (1.2.6 & 4.1.2), AIP Foundation requested the government officials, ambassadors, and leaders to support the campaign effort, particularly to advocate for the quick passage of the law and enforce the passenger helmet law. However, because the draft was already approved by the government in August 2014, the National Police and the Ministry of Public Works signed the signboard to support the HSHO project instead.

## 4.2 Nation-Wide Activities

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

The first of three nation-wide stakeholder workshops was held in August 2014 to introduce the project and define stakeholder roles and responsibilities. The second workshop is scheduled for August 2015 at the project mid-term to provide progress updates and receive critical feedback and the third workshop is scheduled for May 2016 at the project completion to summarize achievements, gather lessons learned, and prepare for the next stage. Each workshop will have approximately 20 participants, including national-level government officials and traffic police, influential national leaders, and other key stakeholders. Media members are also invited to attend the workshops in order to inform the public about the project and its progress.

### **4.2.2 Organize Enforcement Study Tour with National Representatives**

In December 2014, AIP Foundation organized an enforcement study tour with two representatives from the national traffic police, one representative from the National Road Safety Committee, and one AIP Foundation representative to both Vietnam and Singapore. During the tour, participants learned about the successes and challenges of enforcing helmet laws in nearby countries. AIP Foundation coordinated with its country office in Vietnam and road safety partners in Singapore to organize the visit.

### **4.2.3 Host National Passenger Helmet Enforcement Action Plan Workshop**

In January 2015, AIP Foundation hosted a national-level workshop with approximately 65 attendees to begin the process of developing a national passenger helmet enforcement action plan. At the workshop, participants of the study tour (4.2.2) presented their experiences and lessons learned from the study tour, and provided recommendations for how best practices can be used to develop the action plan. The outcome of the workshop was an outline of the content of the plan, and a consensus of the next steps required to further develop the plan. Media members were invited to attend the workshop in order to inform the public about the upcoming national passenger helmet enforcement action plan.

### **4.2.4 Develop National Passenger Helmet Enforcement Action Plan**

Participants of the workshop (4.2.3) collaborated from January to May 2015 to develop and finalize a national passenger helmet enforcement action plan. Together with the officials from the Department of Order, Ministry of Interior, AIP Foundation helped to coordinate this effort by working with the national traffic police to consult with provincial traffic police, expand the plan based on feedback, and finalize and submit the plan to higher-level government officials for approval. The plan are expected to be implemented in June 2015 after receiving the approval from senior officials of the National Police.

## 4.3 District-Wide Activities

### **4.3.1 Host District-Wide Stakeholder Workshops**

Similar to the nation-wide stakeholder workshops (4.2.1.), the first of three district-wide stakeholder workshops were held from November 2014 until February 2015 in the respective target district to introduce the project and define stakeholder roles and responsibilities. The second workshop will be held

in August and September 2015 at the project mid-term to provide progress updates and receive critical feedback, and the third workshop will be held in March and April 2016 at the project completion to summarize achievements, gather lessons learned, and prepare for the next stage. At each workshop there will be 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 will also be invited to inform the public about the project and its progress.

#### **4.3.2 Organize Enforcement Study Tour with District Representatives**

In a similar process to the enforcement study tour with national representatives (4.2.2), AIP Foundation organized an enforcement study tour to Vietnam in March 2015. During this tour, participants learned about the successes and challenges of enforcing the helmet law in the neighboring country. Participants included one traffic police from each target district, one national-level government representative, and one AIP Foundation representative. AIP Foundation coordinated with its country office in Vietnam to organize the visit.

#### **4.3.3 Host District Passenger Helmet Enforcement Action Plan Workshop**

In April 2015, AIP Foundation hosted two district-level workshops to begin the process of developing a district passenger helmet enforcement action plans for each target district. The workshop had approximately 110 attendees, including participants of the study tour (4.3.2), who presented best practices from Vietnam that can be applied to district-level action plans. An Australian road safety expert also traveled to Cambodia to present on road safety policing and risk management at the workshop. During the course of the workshop, attendees began to outline the content of each district passenger helmet enforcement action plan. Media members were also invited in order to inform the public about the upcoming district passenger helmet enforcement action plans.

#### **4.3.4 Develop District Passenger Helmet Enforcement Action Plans**

From April 2015 to June 2015, participants of the workshop (4.3.3) have worked together to develop six district-level action plans. Together with the officials from the Department of Order, Ministry of Interior, AIP Foundation and the consultant helped coordinate this effort by working with the district traffic police to expand, revise, finalize, and will submit the plan to provincial government officials for approval. The plans are expected to be implemented in July 2015, along with the national passenger helmet enforcement action plan (4.2.4).

### 4.4 Commune-Wide Activities

#### **4.4.1 Host Commune-Wide Meetings**

The first two rounds of commune-wide meetings in each target district were held between October and December 2014, and June and July 2015. The third round will be between November and December 2015, and the fourth round will be in April and May 2016. Approximately 45 representatives from each target commune meet with representatives from the other communes within their district (three target communes from the same district will meet together). During these meetings, commune representatives are introduced and provided with updates on the project; discuss the enforcement of the passenger helmet law; and

coordinate the BCC campaign commune-based activities (3.4). Media members are also invited to attend the meetings in order to inform the public about the project on the commune-level.

A gantt chart showing the activity schedule for the EEC is shown in Figure 4.



Activities	No.	Tasks	Timeline																							
			Q1			Q2			Q3			Q4			Q5			Q6			Q7			Q8		
			Year 1												Year 2											
			Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-15	Feb-15	Mar-15	Apr-15	May-15
<b>4.3 District-Wide Activities</b>	4.3.1.	Host District-Wide Stakeholder Workshop				X	X																X	X		
	4.3.2.	Organize Enforcement Study Tour with District Representatives									X															
	4.3.3.	Host District Passenger Helmet Enforcement Action Plan Workshop										X														
	4.3.4.	Develop District Passenger Helmet Enforcement Action Plan Workshop											X	X	X											
<b>4.4 Commune-Wide Activities</b>	4.4.1.	Host Commune-Wide Meetings					X	X	X						X	X			X	X			X	X		

## 3.3. Cross-Cutting Activities

### 3.3.1. Monitoring and Evaluation

Monitoring and Evaluation (M&E) is integral to the evidence- and results-based approach of the HSHO project. M&E ensures that the project is implemented with clear objectives and deliverables, and information collected along the way demonstrates progress, highlights problems, and informs future phases and similar projects.

The M&E framework for the HSHO project is organized around the three project components – School-Based Program, Behavior Change Communications, and Enabling Environment Campaign – to clearly link the effect of activities to outcomes, and, finally, to the ultimate health impact, which is the decreased rate of road crash fatalities and injuries within target communes and districts. Each project component is measured through a specific set of illustrative indicators. These indicators are also used to determine benchmarks, mid-term milestones, and progress towards reaching implementation targets. For more information, see the Monitoring and Evaluation Plan.

The following activities under the M&E work plan provide AIP Foundation and stakeholders with the information needed to track and manage the project’s general progress and assess its outcomes and impacts. These activities integrate closely with the project components and project goals and objectives.

#### 5.1 School-Based Program M&E

##### **5.1.1 Conduct School Helmet Observations**

In the second year of HSHO implementation, with the continuation of existing interventions at 18 schools, AIP Foundation will continue to conduct three helmet observations (pre- top-off intervention, post-top-off intervention #1, and post- top-off intervention #2) using a filming method to collect data on helmet use among students who commute from school on motorcycles and bicycles at the 18 target schools, as well as 6 control schools in each school year. The first helmet observation will take place within two weeks prior to the top off ceremony or event at each school where new students will receive their helmets (2.4.4). The second helmet observation will be conducted within two weeks following the ceremony or event at each school. Finally, staff will conduct the third helmet observation within 10-12 weeks after the ceremony or event at each school.

##### **5.1.2 Conduct Crash Monitoring**

To monitor traffic crashes involving students or teachers at target schools, AIP Foundation will continue to provide school coordinators with a Crash Notification Form and train them how to report crash occurrences by filling out the form and informing an AIP Foundation staff member immediately. Staff will visit each target school twice per school year to investigate the reported crash cases through interviews. They will use

the Crash Investigation Form to collect detailed information about traffic crash, including whether the student or teacher was wearing a helmet.

### **5.1.3 Conduct School-Based Evaluations**

AIP Foundation conducted a baseline survey in July 2014, and a mid-year evaluation will take place from July 2015, after the second post-intervention helmet observation in the first school year, to identify the supporting and hindering factors within the implementation process, unintended outcomes, and ways to further exploit supporting factors, and to limit the effort or overcome hindering factors and negative outcomes. The final evaluation will be conducted in April and May 2016, at the end of the second school year, to get feedback from key stakeholders from the school and local community, including students, teachers, parents, school administrators, and government officials on the success, lesson learnt and challenges for future intervention/expansion.

## 5.2 Behavior Change Communications M&E

### **5.2.1 Conduct Baseline Survey**

AIP Foundation contracted with an external M&E agency to conduct a baseline survey in July and August 2014 to set knowledge, attitude, and behavior indicators prior to the launch of the BCC campaign. The evaluation took place on two different levels: in 18 target communes in 6 target districts and in 6 control communes in the target districts. Information from this survey was used to inform development of the HSHO project logo and the BCC communications materials.

### **5.2.2 Conduct Product Testing**

The services of the creative agency procured for campaign development (3.1.1.) included product testing with target groups. AIP Foundation's M&E team advised the creative agency to ensure that the product testing would determine which of the three storyboard concepts created by the creative agency was the most effective as a television commercial, radio commercial, and billboard aimed at promoting helmet use.

### **5.2.3 Conduct Media Monitoring**

Applying the same approaches in the first phase of the campaign from April to July 2015, in the second phase of the mass media campaign from November 2015 to February 2016, AIP Foundation will continue contracting with an agency to conduct four months of media monitoring of the reach of BCC media products, including the TV and radio commercials. From April to July 2015, the agency will monitor the total number of different people exposed to the campaign commercials.

### **5.2.4 Conduct Midterm and Final Evaluations**

AIP Foundation will contract with an external M&E agency to conduct midterm and final evaluations to assess the effectiveness of the BCC campaign against the baseline survey. The evaluations will take place on two different levels: in 18 target communes in 6 target districts and in 6 control communes in 3 control

districts.

### 5.3 Enabling Environment Campaign M&E

#### **5.3.1 Conduct Enforcement Study Tour Feedback Surveys**

In year two, AIP Foundation staff will conduct a feedback survey for the enforcement study tours with national and district representatives (4.2.2 & 4.3.2). The survey will be conducted six months after each respective tour, in July and October 2015, to measure how participants applied what they learned to their work. Specifically, the survey will determine how participants used the knowledge they gained from the tours to provide inputs in the development of national and district passenger helmet enforcement action plans (4.2.4 & 4.3.4).

### 5.4 Project-Wide M&E

#### **5.4.1 Conduct Routine Monitoring**

AIP Foundation will conduct routine monitoring to frequently keep track of outputs from project activities. Staff will collect basic information on output indicators including measurements of people, objects, and occurrences, such as:

- Number of participants in trainings, workshops, meetings, or events
- Number of materials distributed
- Number of times the project is featured in media

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

AIP Foundation will continue working with Handicap International to conduct quarterly helmet observations using a filming method to collect data on motorcycle helmet use rates which have been conducted since August 2014. The observations will be conducted in 18 target and 6 control communes on the same day during two 1-hour periods at one intersection in each commune, between a local road and a main road such as national highway. AIP Foundation will analyze how motorcycle helmet use rates change over time and how they differ between target and control communes.

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

In December 2014, AIP Foundation contracted with the Cambodian Government's Road Crash and Victim Information System to guarantee continuous access to injury and fatality data extraction and reporting throughout the project period. The injury and fatality data and reports will be used to calculate the rates of traffic crash head injuries and fatalities in target areas as well as the number of lives saved, injuries prevented, and cost-savings due to the HSHO project.

#### **5.4.4 Consult with Technical Consultant**

AIP Foundation will continue working with the CDC Foundation which serves as a short-term technical consultant to provide general advice and inputs for the M&E revision and implementation, report

development and review, and assistance with the results dissemination process.

A gantt chart showing the activity schedule for M&E is shown in Figure 5.

**Figure 5 Monitoring and Evaluation**

Activities	No.	Tasks	Timeline																							
			Q1			Q2			Q3			Q4			Q5			Q6			Q7			Q8		
			Year 1												Year 2											
			Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-15	Feb-15	Mar-15	Apr-15	May-15
<b>1. Monitoring and Evaluation</b>																										
<b>5.1 School-Based Program M&amp;E</b>	5.1.1.	Conduct School Helmet Observations						X	X	X	X	X							X	X	X	X				
	5.1.2.	Conduct Crash Monitoring						X	X	X	X	X	X	X	X				X	X	X	X	X	X		
	5.1.3.	Conduct School-Based Evaluations	X	X											X	X							X	X		
<b>5.2 Behavior Change Communications M&amp;E</b>	5.2.1.	Conduct Baseline Survey		X	X																					
	5.2.2.	Conduct Product Testing							X	X																
	5.2.3.	Conduct Media Monitoring											X	X	X	X			X	X	X	X				
	5.2.4.	Conduct Mid-Term and Final Evaluations													X	X							X	X		
<b>5.3 Enabling Environment Campaign M&amp;E</b>	5.3.1.	Conduct Enforcement Study Tour Feedback Surveys														X			X							

Activities	No.	Tasks	Timeline																							
			Q1			Q2			Q3			Q4			Q5			Q6			Q7			Q8		
			Year 1												Year 2											
			Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-15	Feb-15	Mar-15	Apr-15	May-15
<b>5.4 Project-Wide M&amp;E</b>	5.4.1.	Conduct Routine Monitoring						X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
	5.4.2.	Conduct Project-Wide Helmet Observations			X			X		X			X			X			X			X		X		
	5.4.3.	Coordinate with Local Agency for Injury and Fatality Data Extraction		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
	5.4.4.	Consult with Technical Consultant		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		

### 3.3.2. Materials Development

Throughout the HSHO project, a series of Information, Education, and Communication (IEC) materials will be developed to support the project activities. AIP Foundation’s communications team and external agencies will develop a broad range of IEC materials directed at multiple audiences.

The primary target audience of the HSHO project is primary school students (aged 6 - 14), teachers, and parents; motorcycle passengers (aged 15-44); and government officials and traffic police residing or working within the target communes and districts. The secondary target audience is the general Cambodian population, particularly those aged 15-44.

A summary of IEC materials to be developed by AIP Foundation’s communications team and external agencies, and their related project activities is presented in Table 3.

**Table 3 IEC Materials Summary**

<b>Project Component</b>	<b>Activity</b>	<b>IEC Materials</b>
Preparation and Project Launch	1.3 Project Logo Development	Project logo
SBP	2.2 Helmet Production	Helmet design mock-up
SBP	2.3 Teacher Activities	Teaching aids; Hand-outs
SBP	2.4 Ceremonies and Events	Backdrops, displays, hand-outs
SBP	2.5 Parent Activities	Commitment letters; Flyers
SBP	2.6 Student Activities	Backdrops, displays, hand-outs
SBP	2.7 Public Awareness Activities	Helmet use billboard; Helmet use poster
BCC	3.1 BCC Materials Development	Television commercial; Radio commercial; T-shirt; Backdrop, displays, hand-outs
BCC	3.2 Mass Media Campaign	Backdrops, displays, hand-outs; Online banner and advertisement; Televised roundtable discussions; Radio talk shows; Billboard; Long banner; Tuk-tuk panel
BCC	3.3 Street-Based Campaign	Flyers; Helmet vouchers
BCC	3.4 Commune-Based Campaign	Flyers
EEC	4.1 Policy Briefs and Advocacy Meetings	Policy briefs; Co-signed letters
EEC	4.2 Nation-Wide Activities	Backdrop, displays, hand-outs
EEC	4.3 District-Wide Activities	Backdrop, displays, hand-outs
EEC	4.4 Commune-Wide Activities	Backdrop, displays, hand-outs

AIP Foundation’s communications team will also publicize project activities and achievements through various media, including press releases, new updates, e-Newsletters, and social media postings.

In addition to developing IEC materials, the communications team will enhance presentation and packaging, prepare success stories, expand photo archives, and maintain and regularly update AIP Foundation’s website and social media platforms.

### 3.3.3. Procurement

AIP Foundation will procure supplies and contractual services for the HSHO project as outlined in the approved budget under the contract. All procurement will be done in accordance with USAID, the government of Cambodia, and AIP Foundation regulations. A summary of procurements and their related project activities is presented in Table 4.

**Table 4 Procurement Summary**

<b>Project Component</b>	<b>Activity</b>	<b>Procurements</b>
<b>Supplies</b>		
SBP	2.2 Teacher Trainings	Printed materials; Teaching aids; Refreshments
SBP	2.3 Helmet Production	Shipment of helmets from Hanoi to Phnom Penh; Shipment of helmets from Phnom Penh to schools
SBP	2.4 Ceremonies and Events	Ceremony set-up equipment; Costumes and decorations; Cleaning service; Refreshments
SBP	2.7 Public Awareness Activities	Helmet use posters
BCC	3.1 BCC Materials Development	T-shirts
BCC	3.3 Street-Based Campaign	Printed volunteer training materials; Flyers; Shipment of subsidized helmets
BCC	3.4 Commune-Based Campaign	Printed volunteer training materials; Campaign calendars, posters, flyers
BCC	4.4 Commune-Wide Activities	Printed materials
M&E	5.1 School-Based Program M&E	Printed materials
<b>Contractual Services</b>		
SBP	2.7 Public Awareness Activities	Install and/or print 18 helmet use billboards
BCC	3.1 BCC Materials Development	Design and produce behavior change communications materials; Venue
BCC	3.2 Mass Media Campaign	Venue; Host public relations campaign; Air television commercial; Host/air roundtable discussions; Air radio commercial; Host/air talk show; Install/display billboards; Post/display tuk-tuk panels
BCC	3.4 Commune-Based Campaign	Commune-wide loudspeaker announcements
EEC	4.2 Nation-Wide Activities	Venues
EEC	4.3 District-Wide Activities	Venues; International road safety expert presenter
EEC	4.4 Commune-Wide Activities	Venues
M&E	5.2 Behavior Change Communications M&E	Baseline survey; Media testing; Media monitoring; Mid-Term and Final evaluations
M&E	5.4 Project-Wide M&E	Helmet observations; Data extraction; Short-term technical assistance

## 4. Organization of Staff

A summary of staff involved in the HSHO project, their responsibilities, and allocation of their time for the project is shown in Table 5.

**Table 5 Staff Responsibilities and Allocation of Time**

Name	Position	Responsibilities	Allocation of Time	
			Percent	Months
Mirjam Sidik	Chief Executive Officer	Provide project direction and oversight	10%	24
Bui Van Truong	Monitoring & Evaluation Manager	Supervise monitoring & evaluation activities	30%	24
Luc Ha	Finance Director	Manage all accounting and financial activities	15%	22
Van Thi Lan	Chief Accountant	Provide support to the Finance Director	20%	24
Kim Pagna	Country Director	Oversee all country programs and manage partner relations	60%	24
Sim Sophal	Programs Manager, School-Based Program	Manage all aspects of the School-Based Program	80%	24
Khun Chanpha	Programs Manager, Behavior Change Communications	Manage all aspects of the Behavior Change Communications	100%	24
Vibol Sim	Programs Manager, Enabling Environment Campaign	Manage all aspects of the Enabling Environment Campaign	100%	24
Im Piseth	Programs Coordinator, School-Based Program	Provide support to the School-Based Program Manager	100%	24
Ren Kong	Programs Assistant, Behavior Change Communications	Provide support to the Behavior Change Communications Manager	100%	24
Sidet Sokha	Programs Assistant, Enabling Environment Campaign	Provide support to the Enabling Environment Campaign Manager	100%	24
Colin Delmore	Development Director	Oversee writing of milestone reports	10%	22
Ellen Halbach	Compliance & Development Coordinator	Manage compliance with regulations and write milestone reports	70%	22
Moueng Chanthy	Finance Assistant	Provide in-country support to Chief Accountant	70%	24
Sokunthea Vann	Operations Officer	Provide logistical support and operational services	60%	24
Frances Massing	Communications Manager	Manage development of communications materials	10%	24
Lainey Freels	Communications Coordinator	Provide support to the Communications Manager	10%	22
Linh Nguyen	Graphic & Website Specialist	Design communications materials	15%	24

## 5. Milestone Reporting

A list of reports to be submitted for each Milestone is presented in Table 6.

**Table 6 Milestone Report Requirements**

<b>Milestone</b>	<b>Deadline</b>	<b>Report</b>	<b>Amount</b>
1	July 1, 2014	Implementation Plan New Staff Recruitment Report Monitoring and Evaluation Plan	\$127,198.60
2	September 1, 2014	EEC Meetings and Policy Briefs Report Quarterly Progress Report	\$31,799.65
3	December 1, 2014	SBP and BCC Baseline Surveys Report Quarterly Progress Report	\$63,599.30
4	March 1, 2015	SBP Ceremonies and Events Report Quarterly Progress Report	\$63,599.30
5	June 1, 2015	SBP Activities Report Quarterly Progress Report Implementation Plan Monitoring and Evaluation Plan Environmental Mitigation and Monitoring Report	\$127,198.60
6	September 1, 2015	SBP and BCC Mid-Term Evaluations Report Passenger Helmet Use Rates Report Quarterly Progress Report	\$95,398.95
7	December 1, 2015	EEC Activities Report Quarterly Progress Report	\$31,799.65
8	March 1, 2016	BCC Street-based campaign Report Quarterly Progress Report	\$31,799.65
9	June 1, 2016	BCC Media Monitoring Report Quarterly Progress Report SBP and BBC Final Evaluation Report Environmental Mitigation and Monitoring Report	\$63,599.30
10	September 1, 2016	Final Evaluation and Scaling Report	

# Annex V. Implementation Plan Gantt Chart

## **ASIA INJURY PREVENTION FOUNDATION**

12B Ngoc Khanh, Ngoc Khanh Ward  
Ba Dinh District, Hanoi, Vietnam  
Tel: (84-4) 3771 0700 - Fax: (84-4) 3771 0701  
Email: [info@aipf-vietnam.org](mailto:info@aipf-vietnam.org)  
[www.asiainjury.org](http://www.asiainjury.org)



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**AIP** FOUNDATION  
MAKING ROADS SAFE

# Monitoring and Evaluation Plan

Head Safe. Helmet On.

June 2014 - May 2016



## June 2015

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

# Monitoring and Evaluation Plan

Head Safe, Helmet On.

June 2014 – May 2016

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

**June 2015**



Asia Injury Prevention Foundation  
12B Ngoc Khanh, Ngoc Khanh Ward  
Ba Dinh District, Hanoi, Vietnam, 1148457  
(84-8) 3771 0700 Fax (84-8) 3771 0701  
<http://www.asiainjury.org/>

## **Disclaimer**

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## Acronyms

AIP	Asia Injury Prevention Foundation
HSHO	Head Safe, Helmet On
IEC	Information, Education, and Communication
M&E	Monitoring and Evaluation
PMEP	Project Monitoring and Evaluation Plan
RCVIS	Road Crash and Victim Information System

# 1. Introduction

## 1.1. Project Overview

Road traffic crashes are a growing public health problem in Cambodia. In 2013, road crashes caused 14,161 reported injuries and 1,950 reported fatalities, of which 69% involved motorcyclists.<sup>1</sup> 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% and head injury by 69% in a crash.<sup>2</sup> Cambodian law mandates helmet use for motorcycle drivers, but not passengers, resulting in helmet use rates in 2010 of 65% among drivers and 9% among passengers.<sup>34</sup>

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 funded the Asia Injury Prevention (AIP) Foundation's two-year project "Head Safe, Helmet On." (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 target schools by providing helmets and road safety education to all students and teachers while reinforcing messages through various activities
- **Behavior Change Communications:** Improve passenger helmet use behavior through mass media, street-based, and commune-based campaigns
- **Enabling Environment Campaign:** Enhance commitment to approve the passenger helmet law and, upon its passage, improve enforcement by engaging key stakeholders in a series of meetings, workshops, and study tours

The primary 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 target areas.

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<sup>1</sup> Cambodia National Road Safety Committee Road Crash and Victim Information System, *2012 Annual Report: Road Crashes and Casualties in Cambodia*.

<sup>2</sup> Liu et al., "Helmets for Preventing Injury in Motorcycle Riders."

<sup>3</sup> World Health Organization, *Global Status Report on Road Safety 2013*.

<sup>4</sup> 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.

## 1.2. Development of Project Monitoring and Evaluation Plan

AIP Foundation, with technical assistance from and in close collaboration with external partners and evaluators, leads monitoring and evaluation (M&E) activities to measure effectiveness, identify problem areas, gather lessons learned, and improve overall performance of the HSHO project.

The data is collected in a cost-effective and sustainable manner to demonstrate how project activities have led to the expected outcomes (e.g. an increase in passenger helmet use rates) and contributed to the longer-term impact (e.g. a reduction in head injuries and fatalities). In addition, the data collected is used in advocacy activities to raise awareness of the importance of passenger helmet use among those in a position to change policy, commit resources, and support the project. The data also informs future phases of the project and guides development of similar projects.

This Project Monitoring and Evaluation Plan (PMEP) serves as a reference tool that details the indicators, methods, data collection tools, data management, quality assurance, and responsibilities for monitoring and evaluating the project. Revisions to the PMEP for Year 2 reflect changes to the implementation plan and address challenges faced in Year 1.

### 1.2.1. Guiding Principles

The PMEP is influenced by the following guiding principles:

- **Employ an evidence-based and results-based approach:** The results of previous AIP Foundation projects in Cambodia and Vietnam provides a strong evidence base for the project. It will continue to build on this evidence through reviews of project results and external studies during the course of the project.
- **Ensure the selection of good indicators:** A set of indicators was selected for the PMEP based on the following questions:
  - Are project objectives measurable?
  - Are the data needed to measure the indicators available? If not, is it feasible to collect them?
  - Are there alternative, more appropriate measures that need to be considered?
  - How often will the results be measured? Reported?
  - Will the data be available from internal or external sources?
  - How much is budgeted for M&E? Are resources available to analyze secondary data?
- **Apply public health best practice:** The PMEP draws on best practice and methodology<sup>5</sup> for tool development, data collection, management, analysis, and dissemination. To achieve efficiency, cost-effectiveness, and participation of stakeholders, existing data sources and collection tools from international and local experts are used. These include the Cambodian Road Crash and Victim Information System (RCVIS), the National Road Safety Committee, the World Health

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<sup>5</sup> The United Nations Development Programme (UNDP): Handbook on Planning, Monitoring, and Evaluating Development Results.

Organization, Asian Development Bank, and Handicap International. Following this principle ensures greater institutionalization and greater long-term sustainability of the project.

- **Ensure data quality:** The School-Based Program Manager, Behavior Change Communications Manager, and Enabling Environment Manager are trained in the data collection and quality assurance procedures. The M&E team will oversee data collection, entry, management, and analysis to ensure the accuracy, appropriateness, completeness, consistency, and timeliness of these processes.
- **Ensure appropriate data use:** The PMEP and database management are structured to allow project staff to continually reassess activities and identify lessons learned. The M&E team references both internal and external data to understand the effectiveness of the project in reaching target outputs, outcomes, and impact.
- **Serve as a “living document:”** The PMEP is designed in a flexible way that allows it to adapt and reflect changes in the project. This flexible design is utilized to make revisions for Year 2.

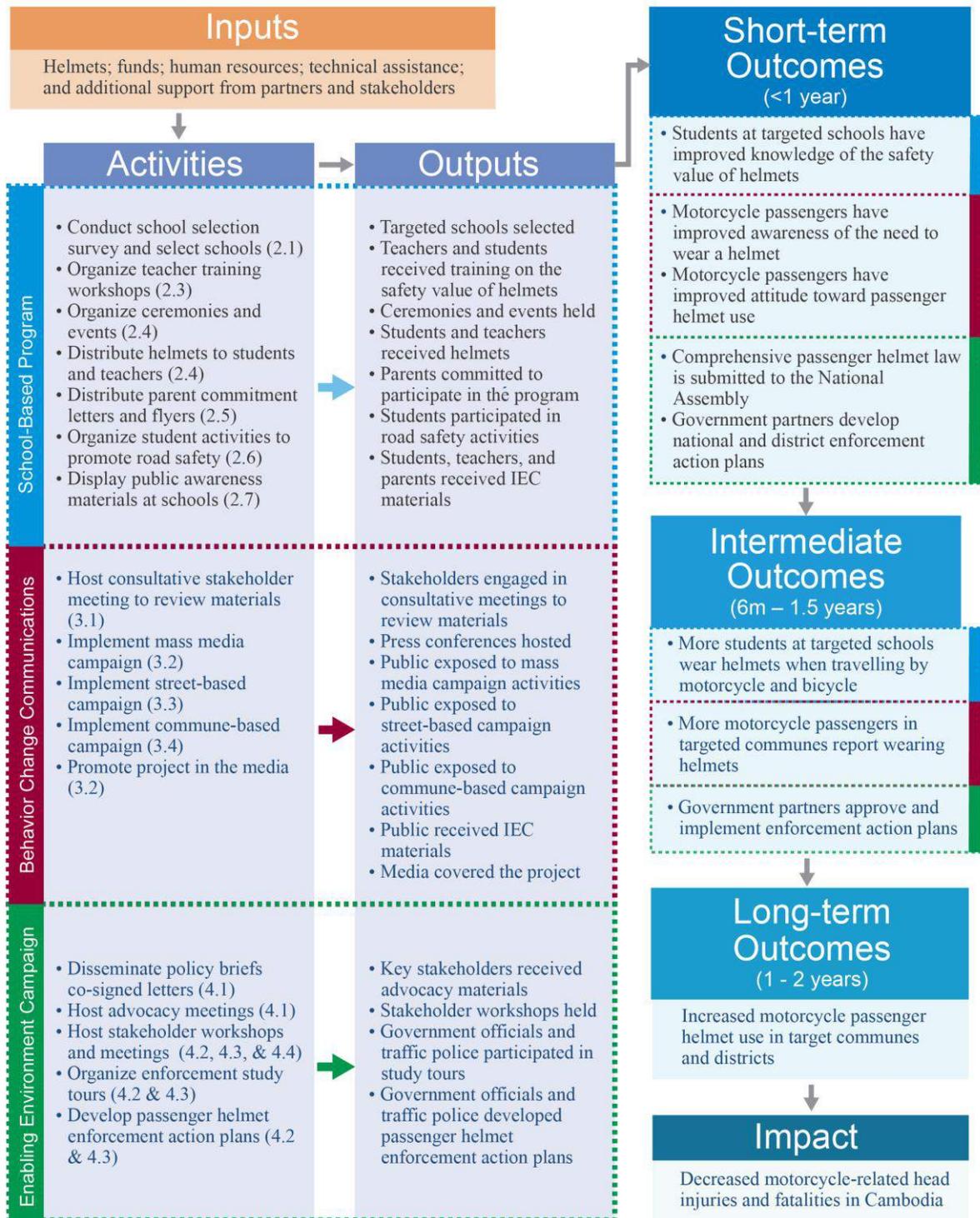
### 1.2.2. Logic Model

The PMEP is built upon a logic model, which illustrates the project progresses towards its stated goals and objectives. The logic model demonstrates the connection between planned inputs and activities to expected outputs, outcomes, and impact.

- **Inputs** are human, financial, and physical resources that contribute to the project
- **Activities** are implemented and produce **outputs**
- **Outcomes** are observed results or changes
- **Impact** is the longer-term goal to which the project outcomes contribute

The logic model for the HSHO project provides greater detail on the activities associated with each project component, as shown in Figure 1. The activities refer to numbered activities in the Implementation Plan.

**Figure 1 HSHO Project Logic Model**



## 2. PMEP Components

### 2.1. Definition and Measurement of Indicators

Indicators are selected to measure the outputs, outcomes, and impact of activities, as stated in the logic model. The selected indicators are according to project component: School-Based Program, Behavior Change Communications, and Enabling Environment Campaign. A summary of the indicators that link with the logic model is presented in Table 1.

In this revised PMEP, changes have been made to the indicators, frequency of data collection, and Year 2 targets based on the progress of the project.

- As enforcement nears, AIP Foundation has further developed its plans for collecting data on the intermediate outcome “Government partners implement enforcement action plans.” Firstly, to better capture the progress of the EEC component, the outcome has been expanded to: “Government partners approve and implement enforcement action plans. Indicator #6, “Number of fines given by the police to passengers for not wearing helmets,” has been changed to “Number of fines given by the police to passengers for not wearing helmets by district and by month.” In addition, Indicator #5 “Number of national and district enforcement action plans approved” has been added.
- Thanks to AIP Foundation’s strong relationships with the policymakers, the short-term outcome “Government partners develop national and district enforcement action plans” can be measured directly by routine monitoring, instead of through the study tour feedback survey. Accordingly, indicator #11 “Percentage of government partners who apply what they learned in the study tours to develop enforcement action plans” has been changed to “Number of national and district enforcement action plans developed.” The study tour feedback survey will still be used to assess how the participants have applied what they learned to their work.
- Lastly, indicator #22, “Estimated number of people nationwide exposed to communications messages by different channels,” uses indicator #23 “Number of times the communications message was aired on mass media channels.” Therefore, indicator #23 was removed as redundant.
- The frequency of Indicators #1, #2, and #3 were adjusted slightly. Due to the time required for RCVIS to complete data extraction, Indicator #1 “Per capita motorcycle-related head injuries and fatalities in Cambodia” will be reported on an annual basis, instead of every six months. The frequency of Indicator #2 “Percentage of motorcycle passengers observed wearing helmets in target communes and districts” was stated as every six months in the original PMEP, but that was incorrect. AIP Foundation has contracted the consultant to collect this data every three months. Indicator #3 “Percentage of students observed wearing helmets at target schools” is not collected at a regular interval due to the timing of the school year. However, it will be reported at least every six months and sometimes more often, so the frequency has been revised from every three months to every six months.
- Based on the project staff’s experience in Year 1, they have advised the M&E team of some revisions to the output indicator targets for Year 2.

These revisions are also reflected in Annex VI. Monitoring and Evaluation Framework Matrix, which lists all the indicators, baseline values, targets, method of data collection, and responsibilities for data collection; and Annex VII. Indicator Reference Sheet, which presents the definitions and details of each indicator. In Milestone #6, a column will be added to the M&E Framework Matrix to reflect actual values for each indicator compared to the baselines and targets. Any baseline values still marked “TBD” in the revised M&E Framework Matrix need further data analysis and will be included in Milestone #6.

**Table 1 Indicator Summary**

<b>Level in logic model</b>	<b>Description</b>	<b>Relevant indicator(s)</b>
<i>Impact</i>	Decreased motorcycle-related head injuries and fatalities in Cambodia	1. Per capita motorcycle-related head injuries and fatalities in Cambodia
<i>Long-term outcome</i>	Increased motorcycle passenger helmet use in target communes and districts	2. Percentage of motorcycle passengers observed wearing helmets in target communes and districts
<i>Intermediate outcomes</i>	More students at target schools wear helmets when travelling by motorcycle and bicycle	3. Percentage of students observed wearing helmets at target schools
	More motorcycle passengers in target communes wear helmets	4. Percentage of people surveyed in target communes reported always wearing helmet in the last month as passengers
<i>Short-term outcomes</i>	Government partners approve and implement enforcement action plans	5. Number of national and district enforcement action plans approved
	Students at target schools have improved knowledge of the safety value of helmets	6. Number of fines given by the police to passengers for not wearing helmets by district and by month.
	Motorcycle passengers have improved awareness of the need to wear a helmet	7. Average score of students on knowledge test
	Motorcycle passengers have improved attitude toward passenger helmet use	8. Percentage of people surveyed who are aware of benefits of passenger helmet use
	Comprehensive passenger helmet law is submitted to the National Assembly	9. Percentage of people surveyed who intend to wear helmet as passengers
	Government partners develop national and district enforcement action plans	10. Submission of passenger helmet law to National Assembly (yes/no)
	Target schools selected	11. Number of national and district enforcement action plans developed
<i>School-Based Program outputs</i>	Teachers and students received training on the safety value of helmets	12. Number of schools selected for intervention
	Ceremonies and events held	13. Number of trainees educated on the safety value of helmets
	Students and teachers received helmets	14. Number of participants at the ceremonies and events
	Parents committed to participate in the program	15. Number of helmets distributed to target schools
		16. Percentage of parent commitment letters signed and returned

	Students participated in road safety activities	17. Number of students who participated in road safety activities
	Students, teachers, and parents received IEC (Information, Education and Communication) materials	18. Number of IEC materials distributed to target schools
	Stakeholders engaged in consultative meetings to review materials	19. Number of participants in consultative meetings
	Press conferences hosted	20. Number of participants attended press conferences
	Public exposed to mass media campaign activities	21. Percentage of people surveyed in target communes who have been exposed to the campaign message by different channels
<i>Behavior Change Communications outputs</i>	Public exposed to street-based activities	22. Estimated number of people nationwide exposed to communications messages by different channels
	Public exposed to commune-based activities	23. Number of motorcycle passengers reached by street-based activities
	Public received IEC materials	24. Number of participants at commune-wide events
	Media covered the project	25. Number of IEC materials distributed
	Key stakeholders received advocacy materials	26. Number of times project featured in media
	Stakeholder workshops held	27. Number of senior-level officials who received co-signed letters
		28. Number of policy briefings conducted
		29. Number of participants at stakeholder workshops
		30. Number of study tour participants
		31. Number of government officials and traffic police who participated in the action plan workshops
<i>Enabling Environment Campaign outputs</i>	Government officials and traffic police participated in study tours	
	Government officials and traffic police developed passenger helmet enforcement action plans	

## 2.2. Data Collection Methods, Tools, and Management

Data for monitoring and evaluating the HSHO project are obtained using the methods and tools that match the indicators summarized above, are appropriate to the context, and are easy to use.

The data collection methods, tools, and management process vary according to the type of data collection.

- Routine monitoring data is collected for simple, countable indicators
- Specialized, in-depth quantitative data is collected to measure knowledge, observed and reported behavior, estimated reach, and feedback

- Qualitative data is collected to develop and design campaign strategies, test draft concepts, improve the school-based intervention, add explanatory depth to quantitative findings, and document lessons learned from both successes and failures
- External data is collected to calculate the impact of the project

The process for data management depends on the type of data collection, methods, and tools, as outlined in Table 2. All project data indicators is entered into ActivityInfo, an online monitoring tool that is currently used in all of AIP Foundation’s offices to collect, store, and report data ([www.activityinfo.org](http://www.activityinfo.org)). Statistical software (SPSS or STATA) is used for analysis by the M&E Manager or research and/or M&E partners. AIP Foundation’s server is used to store qualitative and external data, in password-protected folders, as appropriate.

**Table 2 Methods, Tools, and Data Management**

Type of data collection	Method description	Tool description	Data management process
<i>Routine monitoring</i>	Data for simple, countable output indicators are recorded routinely by project staff on activity-based data collection forms. These indicators include measurements of people, objects, and occurrences.	<p><b>Counting forms</b> list all indicators selected for each activity, and are printable for easy data collection on site, and match the database in format for quick data entry.</p> <p><b>Participant lists</b> detail the names, titles, and per diem for attendees of stakeholder workshops, press conferences, and trainings.</p> <p><b>Distribution lists</b> detail the type of material, how many were distributed, where, and, if applicable, to whom.</p> <p><b>Helmet order forms</b> are used to collect head sizes and quantities needed to produce the helmets donated to schools.</p> <p><b>School selection questionnaires</b> are used to survey potential schools using a set of selection criteria and to collect data about the school population.</p> <p><b>Media clippings</b> are collected for any feature related to project activities.</p> <p><b>Airing schedules</b> are collected from media channels to track the number of times the message is aired.</p> <p><b>Police reports</b> are collected to calculate the number of fines issued during a given period.</p>	<ul style="list-style-type: none"> <li>• Entered directly into ActivityInfo by project staff within one week of collection</li> <li>• Checked daily for quality by M&amp;E Coordinator</li> </ul>
<i>Specialized, in-depth quantitative data</i>	<p><b>Helmet observations</b> measure helmet use among students at target schools and passengers in target communes.</p> <p><b>Student knowledge tests</b> measure the knowledge among students at target schools of the safety value of helmets pre- and post-intervention.</p>	<p><b>Helmet observation guidelines</b> are followed to film and count data in comparable video observations at target schools and in target communes.</p> <p><b>Knowledge test questionnaires</b> are designed appropriately to grade level and include content from the student training.</p>	<ul style="list-style-type: none"> <li>• Entered by individual case (respondent, motorcycle observed, etc.) into Epidata or Excel by</li> </ul>

**Training evaluation surveys** measure the effectiveness of the training to improve training content and methods.

**Knowledge, attitude, and reported behavior (KAB) surveys** provide the evidence required to guide campaign design and to measure campaign effectiveness.

**Follow-up evaluation surveys** be conducted three to six months after the activity to measure the effectiveness of trainings and study tours.

**Reach analysis** uses reach estimation methods to calculate the total number of people exposed to the campaign during a given period through different media channels.

**Crash reporting and investigation** demonstrate the safety value of the helmet when students are involved in a crash.

**Interviews and focus group discussions** with stakeholders from target schools and communities are conducted post-intervention to draw lessons learned from the project.

**A document review** takes place during the final evaluation to understand the process of program implementation and its effectiveness.

**Injury and fatality data** are used to calculate reductions in the rates of traffic crash head injuries and fatalities in target areas.

**Cost- and life-saving calculations** estimates the number of lives and

**Training evaluation questionnaires** include a series of questions about the overall usefulness of training, the performance of the trainer, and trainees perceived readiness to apply the training to their work.

**KAB questionnaires** include a series of questions about respondents' self-reported helmet use, exposure to the campaign, awareness of the need to wear a helmet, and attitude toward passenger helmet use.

**Follow-up evaluation questionnaires** include a series of questions about what participants learned and if/how the participants have used their new knowledge in their work.

**Reach estimation guidelines** outline the steps to accurately estimate unique viewers of campaign content, inclusive of all media channels.

**Crash monitoring form** are used by teachers to document the details of any crashes involving students and teachers, if they were wearing a helmet, treatment they received, and their current condition.

**In-depth interview and focus group discussion guidelines** provide interviewers and discussion leaders semi-structured questions to collect respondents feedback on the project and perceptions of child helmet use.

**Document review guidelines** facilitate an external review of internal and external files, such as program and administrative records and official progress reports.

**Data extraction guidelines** outline the steps to draw data from the RCVIS for target provinces.

**Impact calculations guidelines** outline the steps to calculate data from the National

field staff and consultants

- Analyzed in SPSS/STATA by M&E Manager and/or consultants
- Aggregated and entered into ActivityInfo
- Checked for quality by M&E Coordinator

*Qualitative data*

*External data*

- Analyzed by M&E Manager
- Stored as text documents on the AIP Foundation's server
- Aggregated and entered into ActivityInfo
- Checked for quality by M&E Coordinator

the amount of money saved due to the project.

Road Safety Committee, Handicap International, and the World Health Organization, along with observation and RCVIS data.

### 2.3. Data Quality Assurance

AIP Foundation's M&E team develops data quality assurance procedures for PMEP implementation, with technical advice from external partners, to ensure that both the program team and the M&E team understand the data collected and that the data is accurate, appropriate, complete, consistent, and collected in a timely manner. The M&E team then ensures that all program team members are trained in the procedures for PMEP data collection and quality assurance. The M&E team also conducts ongoing quality checks and supervision during project implementation to ensure that the quality assurance procedure is strictly followed and that data are appropriately used and disseminated throughout the system. At the start of Year 2, program team members will participate in a refresher training on data quality assurance and other M&E processes.

### 2.4. Dissemination and Use

The PMEP for the HSHO project is designed to allow the program team to continually reassess activities and to use lessons learned when eventually operating at a larger scale. Results are used for:

- Strategic planning and decision-making;
- Documenting and improving based on lessons learned;
- Understanding the effectiveness of the project in achieving intended outputs, outcomes, and impact;
- Producing project reports available to all stakeholders and funding partners, as well as to the broader public, and submitted to United States Agency for International Development as part of milestone reporting; and
- Contributing to academic publications.

### 2.5. PMEP Coordination and Responsibility

Monitoring and evaluation of the project is a shared responsibility among the project staff, M&E team, and external partners.

- The **Project Managers** for each of the components collect data and draft reports for their respective components.

- The **M&E team**, supported by the program managers and Country Director, oversees the work of the selected evaluation consultants, including data collection, analysis, and reporting. The M&E team also coordinates data collection, check data quality, manage databases, and review data collection tools. The Regional M&E Manager finalizes and approves data collection tools and reports.
- **External partners** provide short-term technical assistance for study designs, tool development, reporting, and dissemination.

Annex VI. Monitoring and Evaluation Framework Matrix  
Annex VII. Indicator Reference Sheet

# **ASIA INJURY PREVENTION FOUNDATION**

12B Ngoc Khanh, Ngoc Khanh Ward

Ba Dinh District, Hanoi, Vietnam

Tel: (84-4) 3771 0700 - Fax: (84-4) 3771 0701

Email: [info@aipf-vietnam.org](mailto:info@aipf-vietnam.org)

[www.asiainjury.org](http://www.asiainjury.org)



**USAID**  
FROM THE AMERICAN PEOPLE



# School-Based Program Activities Report

Head Safe. Helmet On.

March – May 2015



## June 2015

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March – May 2015

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

**June 2015**



Asia Injury Prevention Foundation  
12B Ngoc Khanh, Ngoc Khanh Ward  
Ba Dinh District, Hanoi, Vietnam, 1148457  
(84-8) 3771 0700 Fax (84-8) 3771 0701  
<http://www.asiainjury.org/>

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## Acronyms

AIP	Asia Injury Prevention
HSHO	Head Safe. Helmet On.
SBP	School-Based Program

# 1. School-Based Program Activities Overview

The School-Based Program is one of three components of Asia Injury Prevention (AIP) Foundation’s “Head Safe. Helmet On. (HSHO)” project to increase passenger helmet use on Cambodia’s roads. The School-Based Program (SBP) targets 18 schools, one in each of the 18 target communes, with a comprehensive set of activities to engage students, teachers, and parents. SBP provides donated helmets to all students and teachers at the schools while also reinforcing helmet messages through school ceremonies, student activities, teacher trainings, parental information sessions, and awareness materials such as billboards and posters. These activities are scheduled according to the school year in Cambodia, which generally runs from November to August.



*A student participates in drawing contests during a student activity to promote road safety*

During Quarter 4, several activities took place to encourage the development of good helmet-use habits in primary school communities in the three HSHO target provinces. Teacher training workshops trained educators on how to ensure student wear helmets consistently; parent information sessions took place at each school to inform parents on how to establish healthy helmet-use habits in their households; and student activities, varying from road simulations to drawing contests, took place to ensure that the children learn new habits in a fun environment.

## 2. School-Based Program Activities

### 2.1. Teacher Trainings

For both years of HSHO, AIP Foundation staff will travel to each target school to host teacher training workshops which will 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 teachers with a package of teaching aids to lead in-classroom road safety and helmet use lessons. The first round of workshops was held in October and November 2014 for the first school year, and the second round will be in October and November 2015 for the second school year.

During the first round, the SBP team travelled to each target school to conduct the trainings, and select school coordinators. The coordinators are school staff members who were nominated by school principals and confirmed by AIP Foundation staff. In addition to serving as the main SBP contact at each school, they support project implementation, including ordering supplies, coordinating extracurricular road safety activities, monitoring crash cases among students and teachers, and ensuring student preparation for ceremonies, events, and activities. AIP Foundation provided the school coordinators with supplies to assist them in completing their assigned responsibilities, including



stationary, writing supplies and other office supplies. During the workshops, AIP Foundation staff met with the school coordinators to clarify roles and responsibilities, and to discuss tasks for the second school year.

Throughout the workshops, participating teachers were encouraged to include road safety awareness in their curriculums and were provided with sample lessons and other activities. A total of 461 teachers participated in the trainings, slightly under the M&E target of 542 teachers.

*Teachers participate in a training workshop at Hun Neang Boeung Trabaek East Primary School in Phnom Penh*

**Table 1 Teacher Training Workshop Dates, Locations and Participants**

<b>Date</b>	<b>Workshop Locations</b>	<b>Province</b>	<b>Number of Teachers</b>	<b>Percent of Total Teachers at School Trained</b>
October 17, 2014	Tuol Svay Prey Primary School	Phnom Penh	53	98%
	Hun Neang Tuol Tumpung II	Phnom Penh	43	100%
October 20, 2014	Prek Tapeou Primary School	Kandal	27	93%
	Bun Rany Hun Sen Krapeur Ha Primary School	Kandal	43	98%
	Prek Ho Primary School,	Kandal	24	80%
October 21, 2014	Korki Thom Primary School,	Kandal	17	100%
	Bantheay 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 Primary School	Kampong Speu	15	79%
	Ang Metrey Primary School,	Kampong Speu	14	78%
	Cham Bak Primary School	Kampong Speu	23	79%
	Santhe Pheap Primary School	Kampong Speu	19	86%
	Ang Serey Primary School	Kampong Speu	18	95%

November 4, 2014	Kanduol Dom Primary School	Kampong Speu	16	100%
		Total	461	

## 2.2. Parent Information Sessions

In both school years of HSHO, AIP Foundation staff will travel to each target school to conduct parent information sessions that will introduce parents to the project and seek their support for it. The first round was held in March 2015, and the second round will be held in January and February 2016 for the second school year.

During the sessions, parents were encouraged to engage in discussion on correct child helmet use, helmet standards, traffic laws, and the immediate and long-term benefits of helmet use for all motorcycle passengers including children. Parents were taught how to be role models of road safety in their respective households by reminding their children to always wear helmets and to report to schools in the case of any road crashes.

**Table 2 Parent Information Sessions Dates, Locations and Participants**

Date	School	No. of Parent Participants
March 18, 2015	Prek Eng Primary School	43
	Veal Sbov Primary School	50
	Hun Neang Boeung Trabaek East Primary School	28
	Chba Ampov I Primary School	36
March 19, 2015	Tuol Svay Prey Primary School	16
	Hun Neang Tuol Tumpong II Primary School	38
March 24, 2015	Prek Tapeou Primary School	91
	Bun Rany Hun Sen Kropour Ha Primary School	55
	Prek Ho Primary School	26
March 25, 2015	Korki Thom Primary School	100
	Sdao Konleng Primary School	120
	Bantheay Daek Primary School	89
March 26, 2015	Prey Pdao Primary School	22
	Ang Metrey Primary School	128

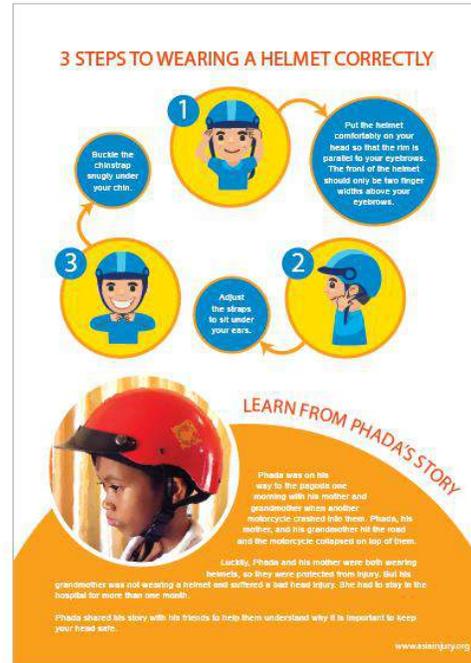
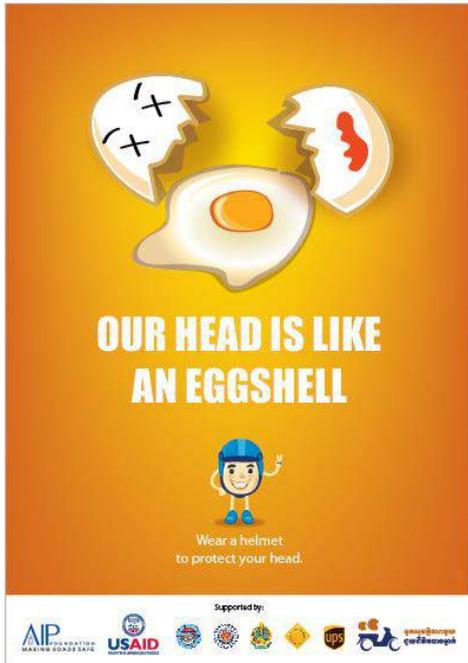
	Cham Bak Primary School	50
March 27, 2015	Santhe Pheap Primary School	36
	Ang Serey Primary School	38
	Kanduol Dom Primary School	31
		Total - 997

To further ensure that parents were fully committed to investing in the safety of their children on roads, AIP Foundation’s SBP and Communications teams developed and distributed both commitment letters and flyers at the parent information sessions. The commitment letters asked all parents to pledge their support to the HSHO project and to ensure their children always wear helmets by signing and returning the letters within two weeks, and to give permission to AIP Foundation to use photographs of their children in publications. A total of 16,432 commitment letters were sent out, and 14,296 signed letters were returned, for a return rate of 87%, which is slightly below the M&E goal of a 100% return rate.

The commitment letters asked parents to:

- Educate students how to wear helmets correctly and how to keep them in good condition.
- Remind students to wear helmets whenever they are traveling by motorcycle.
- Update school coordinators or school principals quickly if a road accident has occurred among students. If the student has a head injury or a broken helmet, the new helmet will be replaced automatically with a new helmet.
- Agree to allow AIP Foundation and other HSHO sponsors to use photographs or videos of students for various publications or materials, during and after the completion of the HSHO project.

The flyers consisted of key road safety and helmet use messages. The flyers were delayed due to sponsor approvals and Khmer language translation, and it was decided to distribute them with parent commitment letters to maximize comprehension by parents. A print company, procured in March, printed 17,000 flyers for distribution.



*English versions of flyers*

### 2.3. Student Activities to Promote Road Safety

AIP Foundation collaborated with school coordinators to organize student activities to promote road safety at each HSHO target school in May 2015. Students and teachers from the 18 target schools engaged in road safety activities by reinforcing key messages centered around staying safe on the road, wearing helmets, and how to wear them properly. AIP Foundation’s activities, many of which coincided with the United Nations Global Road Safety week, from May 4-10, 2015, address the dangers children and youth face on the road by educating them on ways to stay safe.

The activities were specific to each school and included a variety of events and games such as road safety simulation corners, painting and drawing contests, and question and answer sessions. Many of the materials used in the workshops, including pens, pencils, crayons, notebooks, and paper, were provided by AIP Foundation. The activities all involved learning important lessons on motorcycle and bicycle safe-riding techniques, and pedestrian safety.

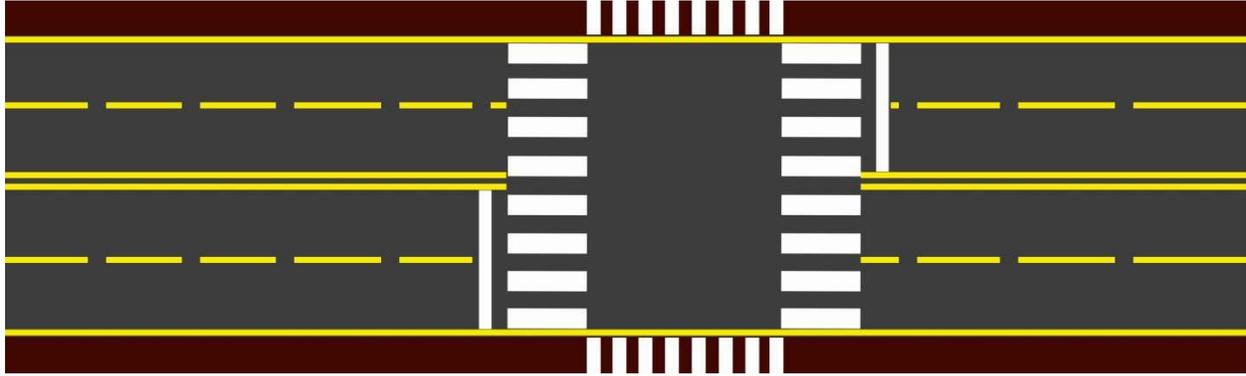


*Students present signs used in activities*

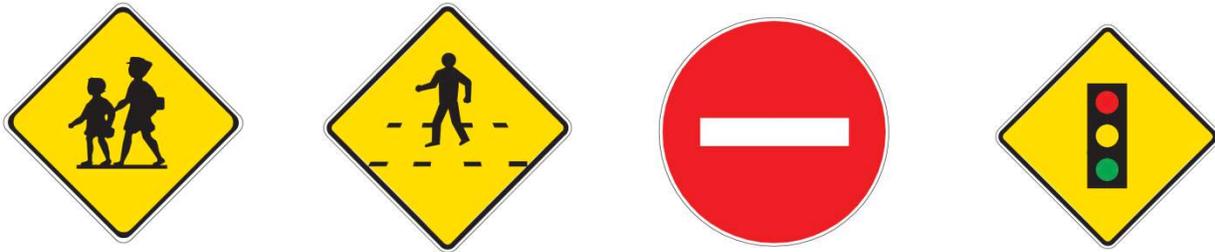
The activities were organized by school coordinators, who were trained in how to implement the activities at the October and November teacher training workshops. School principals were enlisted to encourage teachers to plan and participate in the activities. The student activities will again be held in January 2016 for the second HSHO school year.

**Table 3 Student Activities Dates and Locations**

<b>Date</b>	<b>Site</b>	<b>Number of Student Participants</b>	<b>Number of Teacher participants</b>
May 7, 2015	Hun Neang Boeung Trabaek East Primary School	300	7
	Tuol Svay Prey Primary School	300	7
	Hun Neang Tuol Tumpong II Primary School	200	6
May 9, 2015	Bantheay Daek Primary School	250	6
May 21, 2015	Veal Sbov Primary School	200	6
	Prek Eng Primary School	350	8
	Chba Ampov I Primary School	360	8
	Prek Tapeou Primary School	230	6
	Bun Rany Hun Sen Kroupeur Ha Primary School	300	7
	Prek Ho Primary School	150	5
May 28, 2015	Korki Thom Primary School	250	7
	Sdao Konleng Primary School	300	8
	Prey Pdao Primary School	250	8
	Ang Metrey Primary School	280	8
	Cham Bak Primary School	350	9
	Santhe Pheap Primary School	280	9
	Ang Serey Primary School	250	8
	Kanduol Dom Primary School	240	8



*Road safety simulation corner*



*Examples of signs used to teach children proper road and pedestrian safety techniques*

### 3. Outcomes of Activities

The student activities were warmly received by the students, who actively participated in the fun activities and learned important lessons in road and pedestrian safety.

The SBP team understands that participation by parents is vital to students retaining the important knowledge gained from all of the SBP activities. The SBP team invited parents whose children received top-off helmets to attend the parent trainings. After the trainings, the SBP team invited all parents to learn about the methodology behind the crash reporting and helmet observations to better understand how AIP Foundation is working to collect and use data.



*Students participate in road safety simulations*

The SBP team noted that there were opportunities to learn from experiences regarding time management and team work for future activities. Effective collaboration between all AIP Foundation team members and volunteers is important to

hosting successful events and creating environments where students, parents and teachers can understand and retain the important information.

In addition to the student activities to promote road safety held during the UN Global Road Safety Week in May 2015, AIP Foundation collected signatures supporting the Child Declaration for Road Safety. During the Week, AIP Foundation and organizations across the world delivered the Child Declaration to key policymakers and leaders, calling on them to take strong action in response to the growing epidemic.

# **ASIA INJURY PREVENTION FOUNDATION**

12B Ngoc Khanh, Ngoc Khanh Ward

Ba Dinh District, Hanoi, Vietnam

Tel: (84-4) 3771 0700 - Fax: (84-4) 3771 0701

Email: [info@aipf-vietnam.org](mailto:info@aipf-vietnam.org)

[www.asiainjury.org](http://www.asiainjury.org)



## Environmental Mitigation and Monitoring Report

This document serves to fulfill the Milestone #5 requirement for laboratory results and documentation to ensure that all helmets provided under Asia Injury Prevention (AIP) Foundation's "Head Safe. Helmet On. (HSHO)" project meet the minimum safety standards for Cambodia, CS 0105-2010. All helmets are produced in AIP Foundation's subsidiary helmet company, Protec, which is a non-profit social enterprise located in Hanoi, Vietnam. The three models of helmets distributed through two of HSHO's components, the School-Based Program and the Behavior Change Communications campaign, are *Hiway*, *Kitty* and *Racing*.

The three helmets underwent testing for Cambodian helmet standards at Vietnam Safety Products and Equipment, Co., Ltd. in Hanoi, Vietnam. All helmets underwent 7 tests that are required according to Cambodian helmet standards:

- Peripheral Vision Test
- Weight
- Extent of Products
- Effectiveness Retention System Test
- Strength Retention System Test
- Shock Absorption Test
- Penetration Test

All three helmets passed each test and met Cambodia's helmet standard, CS 0105:2010. Detailed test results can be found in Annex VIII. Helmet Testing Laboratory Results.

Annex IV. Helmet Observation Summary Report, February 2015

**SUMMARY REPORT**  
ON  
**HELMET OBSERVATIONAL STUDIES**

**February 2015**

FOR  
**PROJECT: 'HEAD SAFE. HELMET ON.'**

By  
**Handicap International**

Submitted to  
**Asia Injury Prevention Foundation**

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# 1. Main results of helmet observation

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

Table1 shows that the helmet wearing rate at intervention sites in **Phnom Penh** is 76.35% while the control site is 68.39%. It means the rate of helmet wearing at the intervention sites is higher than control sites by 7.96%.

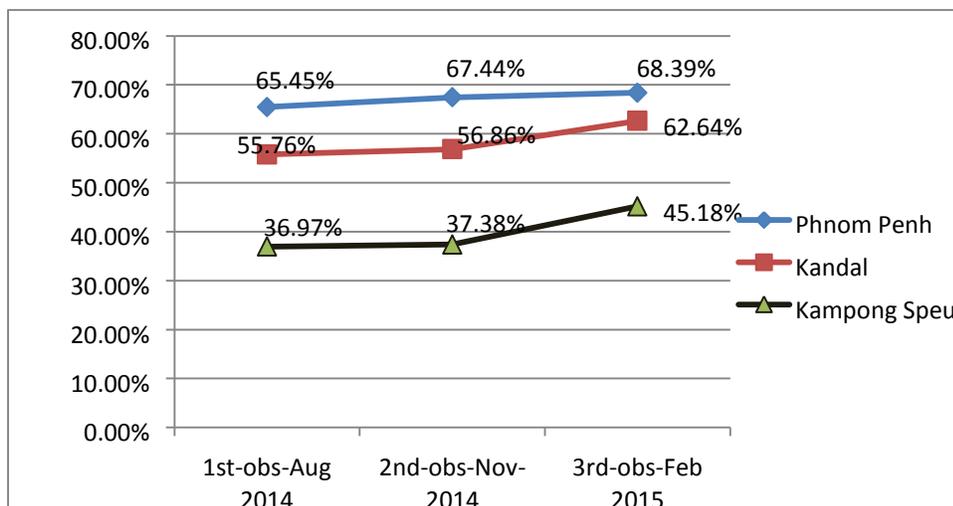
Furthermore, in **Kampong Speu** the helmet wearing rate at intervention sites is 45.23% and the control site is 45.18%. It means that the helmet wearing of intervention sites is slightly higher than control sites by 0.05%.

In contrast, in **Kandal**, the helmet wearing rate at intervention sites is 59.76% and at the control site is 62.64% so it means that the helmet wearing rate at intervention sites is lower than control sites by 2.88%.

The result also shows that the highest helmet wearing rate among 3 places<sup>1</sup> in control sites and intervention sites is Phnom Penh (68.39%,76.35%) and the lowest helmet wearing rate is Kampong Speu (45.18%,45.23%)

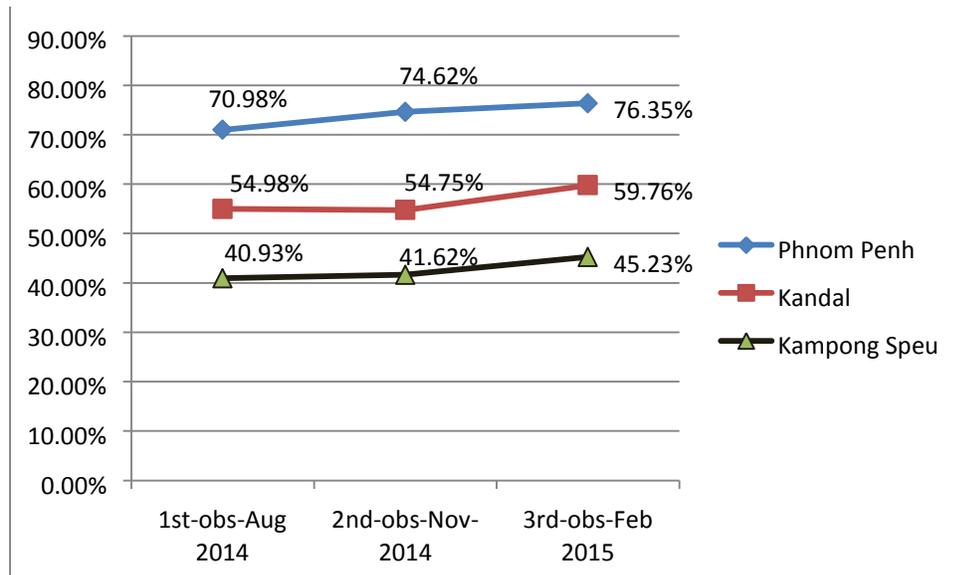
In general helmet wearing rate in 3 observations (Aug 2014, Nov 2014 and Feb 2015) in both sites, control and intervention, in 3 provinces is increasing. In control sites, in Phnom Penh (65.45%, 67.44%, 68.39%); in Kandal (55.76%, 56.86%, 62.64%) and in Kampong Speu (36.97%, 37.38%, 45.18%) (See figure 1). In intervention sites in Phnom Penh (70.98%, 74.62%, 76.35%); in Kandal (54.98%, 54.75%, 59.76%) and in Kampong Speu (40.93%, 41.62%, 45.23%).

Figure 1: Helmet wearing rate in 3 observations in control sites



<sup>1</sup> Phnom Penh, Kandal and Kampong Speu

Figure 2: Helmet wearing rate in 3 observations in intervention sites



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

Figure 3 shows that the helmet wearing rates among passengers in the 3 places varied from 7.46% to 14.73% in control sites and at intervention sites varied from 9.61% to 14.18%. Phnom Penh and Kandal had higher passenger helmet wearing rates in control sites than at the intervention sites, while passenger helmet wearing rate at intervention sites in Kampong Speu is higher than at the control sites (See Table2).

Figure 3: Comparing helmet wearing rate among passengers between control and intervention sites

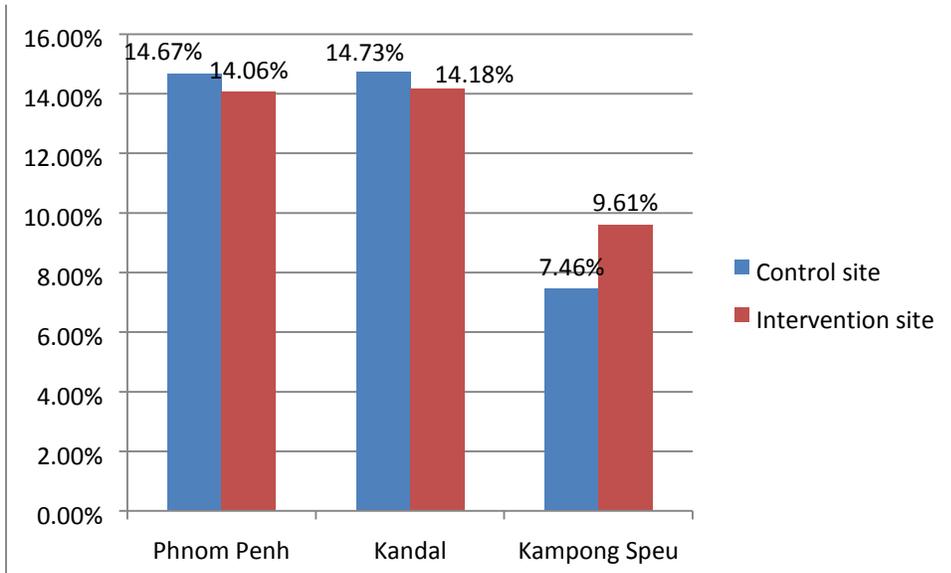


Figure 4 illustrates that, in general the helmet wearing rate among passengers at control sites were decreased in the second observation ( Nov 2014) and they were gradually increased in the third observation ( Feb 2015).

Figure 4: Helmet wearing rate among passengers at control sites

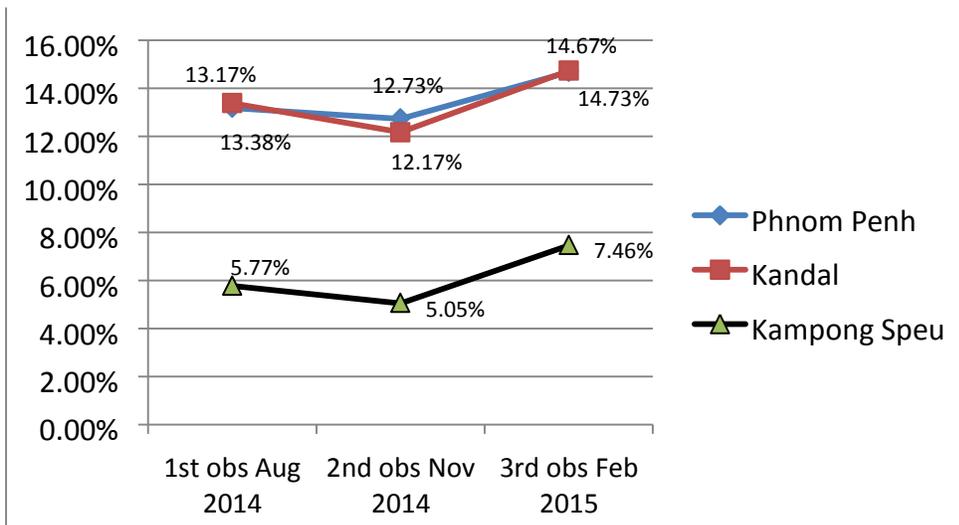
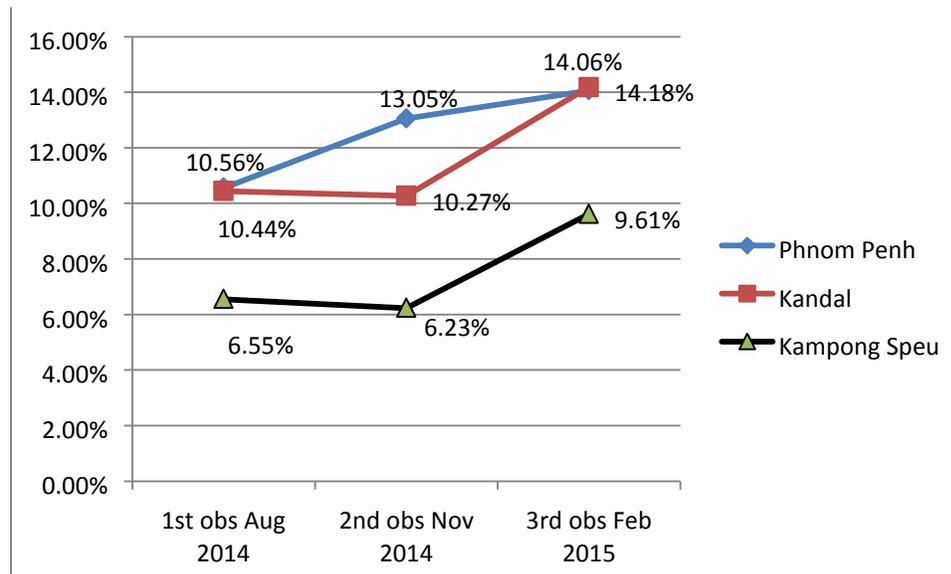


Figure 5 indicates that helmet wearing rate among passengers at intervention sites in Phnom Penh and Kampng Speu was gradually increased. However, in Kadal, helmet wearing rate among passengers in Nov 2014 was slightly declined compared to the 1<sup>st</sup> observation (Aug, 2014) but it was increased up to 14.18% in the Feb 2015.

Figure 5: Helmet wearing rate among passengers at intervention sites



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

Among drivers, the helmet wearing rates among female drivers at both sites Phnom Penh were greater than among male drivers. In Kandal, at control site the helmet wearing rates among female drivers are higher than male but are lower at intervention site. In Kampong Speu, the helmet wearing rates among female drivers at both sites are lower than male.

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.

Figure 6 shows that helmet wearing rate among child passengers at control sites in Phnom Penh and Kandal was slightly decreased in Nov 2014 and it was gradually increased in Feb 2015. In contrast, helmet wearing rate among child passengers at Kampong Speu was gradually decreased from 2.01% (Aug 2014) to 1.06% (Feb 2015).

Figure 6: Helmet wearing rates among child passengers at control sites

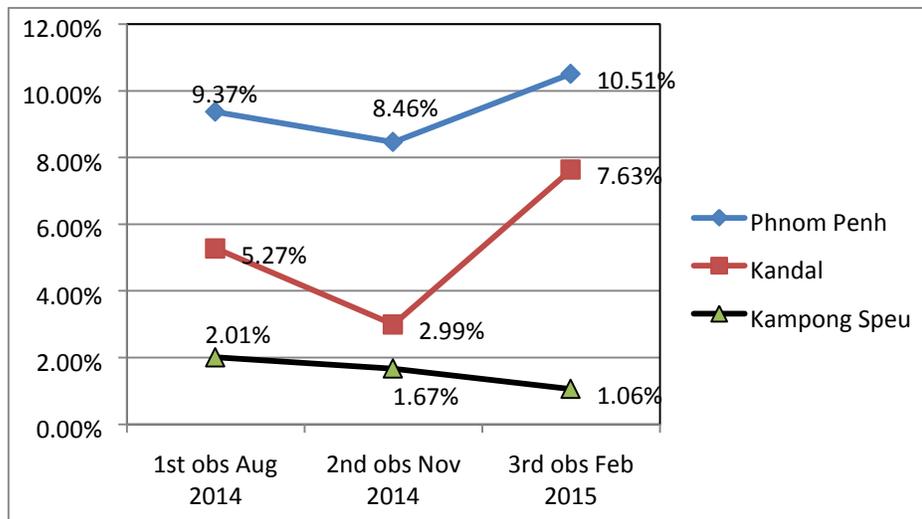
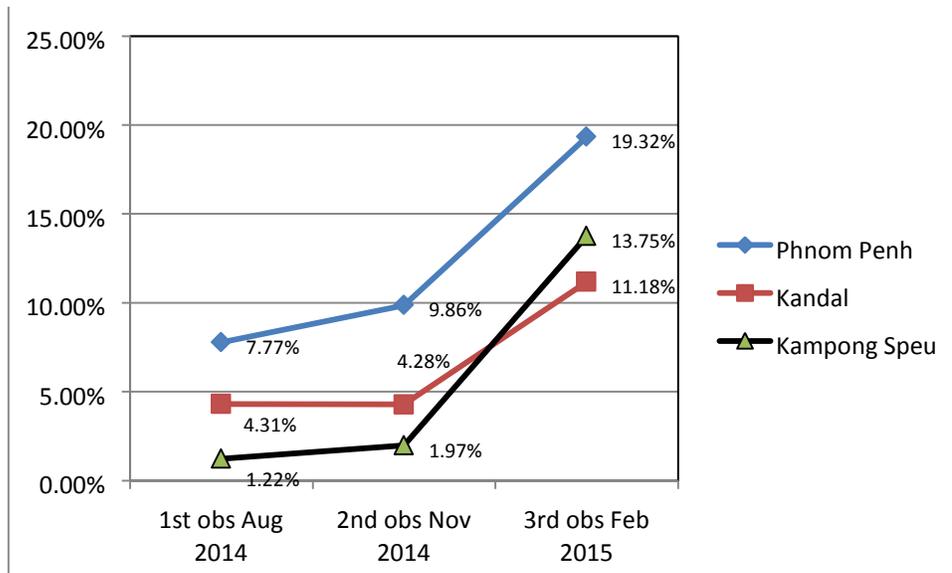


Figure 7 shows that helmet wearing rate among child passengers was strongly increased in 3 provinces, compared to the first observation ( Aug 2014), it was increased by 11.55% in Phnom Penh, 6.87% in Kandal and 12.53% in Kampong Speu.

Overall, the helmet wearing rate among child passengers at intervention sites is strongly higher than control sites (See Table 4).

Figure 7: Helmet wearing rates among child passengers at intervention sites



### 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, more than 98% of helmet wearing riders wore helmet with the chin-strap buckled. In Phnom Penh and Kandal the rates of helmet wearing riders with the chin-strap buckled at intervention sites were slightly higher than those at control sites. However, the rates in Kampong Speu at the intervention site were lower than at the control sites (98.98%, 99.93%).

## 2. Data collection process

### a. 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).

## **b. Challenges during data collection**

During the third observation some unexpected challenges have occurred during data collection similar to the 1<sup>st</sup> and 2<sup>nd</sup> observation:

- Use of camera: According to the study protocol, the video needed to be recorded without any interruption during the whole hour. However, three 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. Moreover, all the cameras have been set on low resolutions pictures in order to extend the duration of recording, which reduced the quality of the images and the clarity of pictures during data entry and screening.

1. 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 visibility from that small road and national road were quite small.

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 Film screening and data entry

## **3. Film screening and data entry**

During the 3<sup>rd</sup> observation, the new methodology of data entry recommended by AIPF has been applied: watching video and encoding data directly to Ms Excel without recording on paper.

## Challenges during film screening and data entry

During film screening, some issues have been identified. As mentioned concerning the limited visibility of the national road, it was difficult to see whether some riders wore helmet with chinstrap 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 backs to the camera, it was not possible to identify well their chin-strap status and gender. For children passengers, as they often seat between adults or in the front of the drivers, we could not see clearly their gender.

The advantage of this new methodology is that the number of days of data entry has decreased by about 4 days. However, its limits are the difficulty to see the video pictures each computer's screen needs to be divided in 2 parts, video on one side and Excel template for data entry on the other side.

Even when traffic flows are not busy, Data encoders still spend on average one hour to encode each video.

## 4. Suggestions for the next observations

- Unclear view on some of the images: all the camera resolutions should be checked and reset for an appropriate pictures resolution.
- Increased number of directions between proposal and protocol: the number of data encoders and number of days for encoding is currently 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. Additional budget needed, USD **1,883**.

5. Annexes

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

Locations	Driver		
	Yes	Total	%
<b>Phnom Penh Control Sites</b>			
Boeung Keng Kang III	5096	7210	70.68%
Kbal Koh	1917	3045	62.96%
<b>Total</b>	<b>7013</b>	<b>10255</b>	<b>68.39%</b>
<b>Invention Sites</b>			
Tuol Tumpong II	7340	9824	74.71%
Tuol Svay Prey II	5992	7526	79.62%
Beoung Trabek	7573	9831	77.03%
Chba Ampov I	7760	9935	78.11%
Veal Sbov	1838	2441	75.30%
Prek Eng	1915	2903	65.97%
<b>Total</b>	<b>32418</b>	<b>42460</b>	<b>76.35%</b>
<b>Kandal Control Sites</b>			
Takhmao	3093	5024	61.56%
Phum Thom	1371	2103	65.19%
<b>Total</b>	<b>4464</b>	<b>7127</b>	<b>62.64%</b>
<b>Invention Sites</b>			
Doeum Mean	4300	6364	67.57%
Prek Russey	1892	3286	57.58%
Prek Ho	2282	3832	59.55%
Dei Edth	920	1819	50.58%
Bantheay Daek	419	724	57.87%

Kor Ki Thom	244	804	30.35%
<b>Total</b>	<b>10057</b>	<b>16829</b>	<b>59.76%</b>
<b>Kampong Speu Control Sites</b>			
Chbar Mon	1090	2267	48.08%
Sen Dei	219	630	34.76%
<b>Total</b>	<b>1309</b>	<b>2897</b>	<b>45.18%</b>
<b>Invention Sites</b>			
Roka Thom	1228	2718	45.18%
Sopoar Tep	830	1834	45.26%
Kanduol Dom	402	813	49.45%
Vor Sar	692	1413	48.97%
Trapiang Korng	784	1563	50.16%
Roliang Kreul	285	992	28.73%
<b>Total</b>	<b>4221</b>	<b>9333</b>	<b>45.23%</b>

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

Locations	All Passengers		
	Yes	Total	%
<b>Phnom Penh Control Sites</b>			
Boeung Keng Kang III	233	1902	12.25%
Kbal Koh	191	988	19.33%
<b>Total</b>	<b>424</b>	<b>2890</b>	<b>14.67%</b>
<b>Invention Sites</b>			
Tuol Tumpong II	372	2512	14.81%

Tuol Svay Prey II	163	1773	9.19%
Beoung Trabek	326	2555	12.76%
Chba Ampov I	395	3457	11.43%
Veal Sbov	181	825	21.94%
Prek Eng	274	1050	26.10%
<b>Total</b>	<b>1711</b>	<b>12172</b>	<b>14.06%</b>
<b>Kandal</b>			
<b>Control Sites</b>			
Takhmao	229	1860	12.31%
Phum Thom	157	760	20.66%
<b>Total</b>	<b>386</b>	<b>2620</b>	<b>14.73%</b>
<b>Invention Sites</b>			
Doeum Mean	311	2396	12.98%
Prek Russey	125	1345	9.29%
Prek Ho	227	1751	12.96%
Dei Edth	112	231	48.48%
Bantheay Daek	56	317	17.67%
Kor Ki Thom	67	292	22.95%
<b>Total</b>	<b>898</b>	<b>6332</b>	<b>14.18%</b>
<b>Kampong Speu</b>			
<b>Control Sites</b>			
Chbar Mon	74	858	8.62%
Sen Dei	12	295	4.07%
<b>Total</b>	<b>86</b>	<b>1153</b>	<b>7.46%</b>
<b>Invention Sites</b>			
Roka Thom	106	1031	10.28%
Sopoar Tep	86	847	10.15%
Kanduol Dom	22	330	6.67%

Vor Sar	40	415	9.64%
Trapiang Korng	60	599	10.02%
Roliang Kreul	31	368	8.42%
<b>Total</b>	<b>345</b>	<b>3590</b>	<b>9.61%</b>

**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	%
<b>Phnom Penh</b>												
<b>Control Sites</b>												
Boeung Keng Kang III	4039	5856	68.97%	1031	1327	77.69%	55	728	7.55%	155	1120	13.84%
Kbal Koh	1612	2562	62.92%	296	473	62.58%	59	396	14.90%	115	526	21.86%
<b>Total</b>	<b>5651</b>	<b>8418</b>	<b>67.13%</b>	<b>1327</b>	<b>1800</b>	<b>73.72%</b>	<b>114</b>	<b>1124</b>	<b>10.14%</b>	<b>270</b>	<b>1646</b>	<b>16.40%</b>
<b>Invention Sites</b>												
Tuol Tumpong II	5749	7872	73.03%	1591	1952	81.51%	162	1078	15.03%	209	1407	14.85%
Tuol Svay Prey II	4629	5952	77.77%	1363	1574	86.59%	48	774	6.20%	115	987	11.65%
Beoung Trabek	5853	7815	74.89%	1720	2016	85.32%	81	1035	7.83%	228	1421	16.05%
Chba Ampov I	6359	8234	77.23%	1398	1697	82.38%	113	1356	8.33%	259	1978	13.09%
Veal Sbov	1538	2029	75.80%	297	409	72.62%	50	314	15.92%	122	436	27.98%
Prek Eng	1618	2407	67.22%	241	438	55.02%	94	407	23.10%	152	568	26.76%
<b>Total</b>	<b>25746</b>	<b>34309</b>	<b>75.04%</b>	<b>6610</b>	<b>8086</b>	<b>81.75%</b>	<b>548</b>	<b>4964</b>	<b>11.04%</b>	<b>1085</b>	<b>6797</b>	<b>15.96%</b>
<b>Kandal</b>												
<b>Control Sites</b>												
Takhmao	2573	4258	60.43%	520	766	67.89%	56	746	7.51%	171	1076	15.89%
Phum Thom	1231	1841	66.87%	138	259	53.28%	41	255	16.08%	108	483	22.36%
<b>Total</b>	<b>1231</b>	<b>6099</b>	<b>20.18%</b>	<b>658</b>	<b>1025</b>	<b>64.20%</b>	<b>97</b>	<b>1001</b>	<b>9.69%</b>	<b>279</b>	<b>1559</b>	<b>17.90%</b>
<b>Invention Sites</b>												
Doeum Mean	3587	5332	67.27%	705	1024	68.85%	79	854	9.25%	226	1478	15.29%
Prek Russey	1558	2674	58.26%	333	611	54.50%	44	464	9.48%	78	843	9.25%
Prek Ho	1956	3220	60.75%	320	603	53.07%	74	652	11.35%	96	907	10.58%
Dei Edth	827	1544	53.56%	91	273	33.33%	46	288	15.97%	55	398	13.82%

Bantheay Daek	390	650	60.00%	25	69	36.23%	24	122	19.67%	24	138	17.39%
Kor Ki Thom	229	702	32.62%	15	102	14.71%	25	132	18.94%	38	145	26.21%
<b>Total</b>	<b>8547</b>	<b>14122</b>	<b>60.52%</b>	<b>1489</b>	<b>2682</b>	<b>55.52%</b>	<b>292</b>	<b>2512</b>	<b>11.62%</b>	<b>517</b>	<b>3909</b>	<b>13.23%</b>
<b>Kampong Speu</b>												
<b>Control Sites</b>												
Chbar Mon	962	1980	48.59%	123	280	43.93%	22	328	6.71%	48	474	10.13%
Sen Dei	197	519	37.96%	8	82	9.76%	4	98	4.08%	3	112	2.68%
<b>Total</b>	<b>1159</b>	<b>2499</b>	<b>46.38%</b>	<b>131</b>	<b>362</b>	<b>36.19%</b>	<b>26</b>	<b>426</b>	<b>6.10%</b>	<b>51</b>	<b>586</b>	<b>8.70%</b>
<b>Invention Sites</b>												
Roka Thom	1052	2333	45.09%	171	378	45.24%	39	365	10.68%	60	546	10.99%
Sopoar Tep	714	1530	46.67%	116	304	38.16%	24	255	9.41%	59	576	10.24%
Kanduol Dom	344	680	50.59%	54	129	41.86%	6	119	5.04%	10	156	6.41%
Vor Sar	626	1269	49.33%	66	144	45.83%	10	156	6.41%	21	227	9.25%
Trapiang Korng	733	1433	51.15%	51	129	39.53%	17	178	9.55%	42	408	10.29%
Roliang Kreul	262	864	30.32%	22	124	17.74%	20	186	10.75%	9	155	5.81%
<b>Total</b>	<b>3731</b>	<b>8109</b>	<b>46.01%</b>	<b>480</b>	<b>1208</b>	<b>39.74%</b>	<b>116</b>	<b>1259</b>	<b>9.21%</b>	<b>201</b>	<b>2068</b>	<b>9.72%</b>

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

Locations	Yes	Total	%
<b>Phnom Penh</b>			
<b>Control Sites</b>			
Boeung Keng Kang III	32	208	15.38%
Kbal Koh	5	144	3.47%
<b>Total</b>	<b>37</b>	<b>352</b>	<b>10.51%</b>
<b>Invention Sites</b>			
Tuol Tumpung II	106	450	23.56%
Tuol Svay Prey II	14	222	6.31%
Beoung Trabek	44	306	14.38%
Chba Ampov I	64	474	13.50%

Veal Sbov	22	95	23.16%
Prek Eng	89	208	42.79%
<b>Total</b>	<b>339</b>	<b>1755</b>	<b>19.32%</b>
<b>Kandal</b>			
<b>Control Sites</b>			
Takhmao	23	380	6.05%
Phum Thom	12	79	15.19%
<b>Total</b>	<b>35</b>	<b>459</b>	<b>7.63%</b>
<b>Invention Sites</b>			
Doeum Mean	50	481	10.40%
Prek Russey	35	408	8.58%
Prek Ho	56	400	14.00%
Dei Edth	8	131	6.11%
Bantheay Daek	2	28	7.14%
Kor Ki Thom	18	63	28.57%
<b>Total</b>	<b>169</b>	<b>1511</b>	<b>11.18%</b>
<b>Kampong Speu</b>			
<b>Control Sites</b>			
Chbar Mon	1	83	1.20%
Sen Dei	0	11	0.00%
<b>Total</b>	<b>1</b>	<b>94</b>	<b>1.06%</b>
<b>Invention Sites</b>			
Roka Thom	17	135	12.59%
Sopoar Tep	14	109	12.84%
Kanduol Dom	0	36	0.00%
Vor Sar	9	31	29.03%
Trapiang Korng	6	32	18.75%
Roliang Kreul	9	57	15.79%

<b>Total</b>	55	400	13.75%
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<b>Table 5: Chin-strap status among helmet-wearing riders at intervention and control sites</b>							
<b>Locations</b>	<b>Y-S</b>		<b>Y-U</b>		<b>Y-DK</b>		<b>Total</b>
	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>	
<b>Phnom Penh Control Sites</b>							
	3283	61.61%	66	1.24%	1980	37.16%	5329
Boeung Keng Kang III							
	1898	90.04%	16	0.76%	194	9.20%	2108
Kbal Koh							
<b>Total</b>	5181	69.67%	82	1.10%	2174	29.23%	7437
<b>Intervention Sites</b>							
	7611	98.70%	100	1.30%	0	0.00%	7711
Tuol Tumpong II							
	6037	98.08%	118	1.92%	0	0.00%	6155
Tuol Svay Prey II							
	7468	94.54%	87	1.10%	344	4.35%	7899
Beoung Trabek							
	7937	97.33%	40	0.49%	178	2.18%	8155
Chba Ampov I							

Veal Sbov	1865	92.37%	18	0.89%	136	6.74%	2019
Prek Eng	403	18.41%	6	0.27%	1780	81.32%	2189
<b>Total</b>	<b>31321</b>	<b>91.78%</b>	<b>369</b>	<b>1.08%</b>	<b>2438</b>	<b>7.14%</b>	<b>34128</b>
<b>Kandal</b>							
<b>Control Sites</b>							
Takhmao	3284	98.86%	22	0.66%	16	0.48%	3322
Phum Thom	524	34.29%	31	2.03%	973	63.68%	1528
<b>Total</b>	<b>3808</b>	<b>78.52%</b>	<b>53</b>	<b>1.09%</b>	<b>989</b>	<b>20.39%</b>	<b>4850</b>
<b>Invention Sites</b>							
Doeum Mean	4563	98.96%	27	0.59%	21	0.46%	4611
Prek Russey	1346	66.73%	60	2.97%	611	30.29%	2017
Prek Ho	2400	95.66%	31	1.24%	78	3.11%	2509
Dei Edth	1005	97.38%	9	0.87%	18	1.74%	1032
Bantheay Daek	470	98.95%	2	0.42%	3	0.63%	475
Kor Ki Thom	272	87.46%	6	1.93%	33	10.61%	311
<b>Total</b>	<b>10056</b>	<b>91.79%</b>	<b>135</b>	<b>1.23%</b>	<b>764</b>	<b>6.97%</b>	<b>10955</b>
<b>Kampong Speu</b>							
<b>Control Sites</b>							
Chbar Mon	1159	99.57%	1	0.09%	4	0.34%	1164
Sen Dei	222	96.10%	0	0.00%	9	3.90%	231
<b>Total</b>	<b>1381</b>	<b>99.00%</b>	<b>1</b>	<b>0.07%</b>	<b>13</b>	<b>0.93%</b>	<b>1395</b>
<b>Invention Sites</b>							
Roka Thom	1319	98.88%	7	0.52%	8	0.60%	1334

Sopoar Tep	393	42.90%	7	0.76%	516	56.33%	916
Kanduol Dom	418	98.58%	4	0.94%	2	0.47%	424
Vor Sar	504	68.95%	1	0.14%	226	30.92%	731
Trapiang Korng	665	78.79%	12	1.42%	167	19.79%	844
Roliang Kreul	309	97.48%	6	1.89%	2	0.63%	317
<b>Total</b>	<b>3608</b>	<b>79.02%</b>	<b>37</b>	<b>0.81%</b>	<b>921</b>	<b>20.17%</b>	<b>4566</b>

<b>Table 6: Chin-strap status among helmet-wearing riders at intervention and control sites</b>					
<b>Locations</b>	<b>Y-S</b>		<b>Y-U</b>		<b>Total</b>
	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>	
<b>Phnom Penh Control Sites</b>					
Boeung Keng Kang III	3283	98.03%	66	1.97%	3349
Kbal Koh	1898	99.16%	16	0.84%	1914
<b>Total</b>	<b>5181</b>	<b>98.44%</b>	<b>82</b>	<b>1.56%</b>	<b>5263</b>
<b>Invention Sites</b>					
Tuol Tumpung II	7611	98.70%	100	1.30%	7711
Tuol Svay Prey II	6037	98.08%	118	1.92%	6155
Beoung Trabek	7468	98.85%	87	1.15%	7555
Chba Ampov I	7937	99.50%	40	0.50%	7977
Veal Sbov	1865	99.04%	18	0.96%	1883
Prek Eng	403	98.53%	6	1.47%	409
<b>Total</b>	<b>31321</b>	<b>98.84%</b>	<b>369</b>	<b>1.16%</b>	<b>31690</b>
<b>Kandal Control Sites</b>					
Takhmao	3284	99.33%	22	0.67%	3306
Phum Thom	524	94.41%	31	5.59%	555
<b>Total</b>	<b>3808</b>	<b>98.63%</b>	<b>53</b>	<b>1.37%</b>	<b>3861</b>

<b>Invention Sites</b>					
Doeum Mean	4563	99.41%	27	0.59%	4590
Prek Russey	1346	95.73%	60	4.27%	1406
Prek Ho	2400	98.72%	31	1.28%	2431
Dei Edth	1005	99.11%	9	0.89%	1014
Bantheay Daek	470	99.58%	2	0.42%	472
Kor Ki Thom	272	97.84%	6	2.16%	278
<b>Total</b>	<b>10056</b>	<b>98.68%</b>	<b>135</b>	<b>1.32%</b>	<b>10191</b>
<b>Kampong Speu Control Sites</b>					
Chbar Mon	1159	99.91%	1	0.09%	1160
Sen Dei	222	100.00%	0	0.00%	222
<b>Total</b>	<b>1381</b>	<b>99.93%</b>	<b>1</b>	<b>0.07%</b>	<b>1382</b>
<b>Invention Sites</b>					
Roka Thom	1319	99.47%	7	0.53%	1326
Sopoar Tep	393	98.25%	7	1.75%	400
Kanduol Dom	418	99.05%	4	0.95%	422
Vor Sar	504	99.80%	1	0.20%	505
Trapiang Korng	665	98.23%	12	1.77%	677
Roliang Kreul	309	98.10%	6	1.90%	315
<b>Total</b>	<b>3608</b>	<b>98.98%</b>	<b>37</b>	<b>1.02%</b>	<b>3645</b>

## Annex V. Implementation Plan Gantt Chart

Activities	No.	Tasks	Timeline																							
			Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8																
			Year 1						Year 2																	
			Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16
<b>1. Preparation and Project Launch</b>																										
1.1 New Staff Recruitment	1.1.1	Hire and Provide Orientation for New Staff	x	x	x																					
	1.1.2	Introduce New Staff to Stakeholders		x	x																					
1.2 Project Announcement	1.2.1	Send Announcement Letter to Government Officials		x	x																					
	1.2.2	Distribute Press Release		x	x																					
	1.2.3	Announce on Social Media			x																					
	1.2.4	Conduct Project Presentations		x																						
	1.2.5	Conduct Media Interviews			x	x	x																			
	1.2.6	Meet with Government Officials, Ambassadors, and Development Partners			x	x	x	x	x		x															
1.3 Project Logo Development	1.3.1	Design and Test Project Logo		x	x	x																				
<b>2. School-Based Program (SBP)</b>																										
2.1 School Selection and Planning Meetings	2.1.1	Conduct School Selection Survey and Select Schools	x	x	x																					
	2.1.2	Receive Government Approval and Host Planning Meetings		x	x	x																				
	2.1.3	Develop School Implementation Plans and Host Planning Meetings				x	x	x	x													x	x			
2.2 Helmet Production	2.2.1	Conduct Helmet Fittings and Color Testing		x																						
	2.2.2	Design, Order, Produce, and Ship Helmets				x	x	x	x			x										x	x	x	x	
2.3 Teacher Activities	2.3.1	Organize Teacher Training Workshops					x	x														x	x	x		
	2.3.2	Select and Meet with School Coordinators					x	x														x	x	x		
2.4 Ceremonies and Events	2.4.1	Design, Order, Print Communications Materials				x	x	x	x													x	x	x		
	2.4.2	Promote Attendance				x	x	x	x														x	x	x	
	2.4.3	Prepare Ceremony and Event Activities					x	x	x														x			
	2.4.4	Organize Ceremonies and Events								x			x	x									x	x		
2.5 Parent Activities	2.5.1	Distribute Parent Commitment Letters and Flyers						x	x	x		x											x	x		
	2.5.2	Organize Parent Information Sessions									x	x	x											x	x	x
2.6 Student Activities	2.6.1	Organize Student Activities to Promote Road Safety					x		x	x	x	x	x	x									x	x	x	
2.7 Public Awareness Activities	2.7.1	Install and Display Helmet Use Billboards				x	x	x			x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	2.7.2	Hang and Display Helmet Use Posters				x	x	x			x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
<b>3. Behavior Change Communications (BCC)</b>																										
3.1 BCC Materials Development	3.1.1	Design and Produce BCC Materials					x	x	x	x	x	x	x									x	x			
	3.1.2	Host Consultative Stakeholder Meeting to Review BCC Materials									x												x			
3.2 Mass Media Campaign	3.2.1	Host Press Conferences												x									x			
	3.2.2	Coordinate Public Relations Campaign													x	x	x	x					x	x	x	x
	3.2.3	Air Television Commercial													x	x	x	x	x					x	x	x
	3.2.4	Produce and Air Televised Roundtable Discussions														x	x	x	x	x				x	x	x
	3.2.5	Air Radio Commercial														x	x	x	x	x				x	x	x





## Annex VI. Monitoring and Evaluation Framework Matrix

Indicators	Target			Frequency	Responsible person	Measurement tool	Methodology	Data source
	Baseline	Year 1	Year 2					
<b>Impact indicator</b>	<b>Baseline</b>	<b>Year 1</b>	<b>Year 2</b>					
1. Per capita motorcycle-related head injuries and fatalities in Cambodia	TBD	TBD	TBD	Annually	Country Director	Data extraction guidelines; Impact calculations guidelines	Calculations based on injury and fatality data	Road Crash and Victim Information System (RCVIS) and National Institute of Statistics of Cambodia
<b>Long -term outcome indicators</b>	<b>Baseline</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Frequency</b>	<b>Responsible person</b>	<b>Measurement tool</b>	<b>Methodology</b>	<b>Data source</b>
2. Percentage of motorcycle passengers observed wearing helmets in target communes and districts				Every three months	Country Director	Helmet observation guidelines	Filmed helmet observations	Project data
<i>Target communes</i>	10%	30%	80%					
<i>Target districts</i>	TBD	25%	60%					
<b>Intermediate outcome indicators</b>	<b>Baseline</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Frequency</b>	<b>Responsible person</b>	<b>Measurement tool</b>	<b>Methodology</b>	<b>Data source</b>
3. Percentage of students observed wearing helmets at target schools	0.4%	75%	>80%	Every six months	School-Based Program Manager	Helmet observation guidelines	Filmed helmet observations	Project data
4. Percentage of people surveyed in target communes reported always wearing helmet in the last month as passengers	11%	TBD	TBD	Annually	Behavior Change Communications Manager	Knowledge, attitude, and reported behavior (KAB) questionnaire	KAB survey	Project data
5. Number of national and district enforcement action plans approved				Annually	Enabling Environment Campaign Manager	N/A	Routine monitoring	Government data
<i>National level</i>	0	1	N/A					
<i>Provincial level</i>	0	TBD	TBD					
<i>Target districts</i>	0	6	N/A					
6. Number of fines given by the police to passengers for not wearing helmets by district and month	N/A	TBD	TBD	Every six months		Police reports	Routine monitoring	Police data
<b>Short-term outcome indicators</b>	<b>Baseline</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Frequency</b>	<b>Responsible person</b>	<b>Measurement tool</b>	<b>Methodology</b>	<b>Data source</b>
7. Average score of students on knowledge test	TBD	TBD	TBD	Annually	School-Based Program Manager	Knowledge test questionnaire	Student knowledge test	Project data
8. Percentage of people surveyed who are aware of benefits of passenger helmet use	46.0%	TBD	TBD	Annually	Behavior Change Communications Manager	KAB questionnaires	KAB survey	Project data
9. Percentage of people surveyed who intend to wear helmet as passengers	86.0%	TBD	TBD					Project data
10. Submission of comprehensive passenger helmet law to National Assembly	No	Yes	N/A	Once	Enabling Environment Campaign Manager	N/A	Routine monitoring	Government data

11. Number of national and district enforcement action plans developed					Annually		N/A	Routine monitoring	Government data
<i>National level</i>	0	1	N/A						
<i>Provincial level</i>	0	TBD	TBD						
<i>Target districts</i>	0	6	N/A						
<b>School-Based Program output indicators</b>	<b>Baseline</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Frequency</b>	<b>Responsible person</b>	<b>Measurement tool</b>	<b>Methodology</b>	<b>Data source</b>	
12. Number of schools selected for intervention	0	18	18	Annually	School-Based Program Manager	School selection questionnaire	Routine monitoring	Project data	
13. Number of trainees educated on the safety value of a helmet	0			Annually		Participant list	Routine monitoring	Project data	
<i>Number of students</i>	0	15,881	4,050						
<i>Number of teachers</i>	0	542	N/A						
14. Number of participants at the ceremonies and events	0	TBD	5,450	Annually		Counting form	Routine monitoring	Project data	
15. Number of helmets distributed to target schools	0	15,881	4,050	Annually		Helmet order form	Routine monitoring	Project data	
16. Percentage of parent commitment letters signed and returned	0	100%	90%	Annually		Counting form	Routine monitoring	Project data	
17. Number of students who participated in road safety activities	0	15,881	4,050	Annually		Counting form	Routine monitoring	Project data	
18. Number of IEC materials distributed to target schools									
<i>Number of hand-outs/flyers</i>	0	15,881	4,050	Annually		Distribution list	Routine monitoring	Project data	
<i>Number of helmet use billboards</i>	0	18	N/A	Annually	Distribution list	Routine monitoring	Project data		
<i>Number of helmet use posters</i>	0	1,008	0	Annually	Distribution list	Routine monitoring	Project data		
<b>Behavior Change Communications output indicators</b>	<b>Baseline</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Frequency</b>	<b>Responsible person</b>	<b>Measurement tool</b>	<b>Methodology</b>	<b>Data source</b>	
19. Number of participants in consultative meetings	0	30	20	Annually	Behavior Change Communications Manager	Participant list	Routine monitoring	Project data	
20. Number of participants attended press conferences	0	120	100	Annually		Participant list	Routine monitoring	Project data	
21. Percentage of people surveyed in target communes who have been exposed to the campaign message by different channels	N/A	TBD	TBD	Annually		KAB questionnaires	KAB survey	Project data	
22. Estimated number of people nationwide exposed to campaign message by different channels	N/A	TBD	TBD	Annually		Media reach estimation guidelines	Reach analysis	Media data	
23. Number of motorcycle passengers reached by street-based activities	0	8,000				Counting form	Routine monitoring	Project data	
24. Number of participants at commune-based activities	0	60,000		Annually		Participant list	Routine monitoring	Project data	
25. Number of IEC materials distributed									
<i>Number of billboards</i>	0	12		Annually		Distribution list	Routine monitoring	Project data	
<i>Number of long banners</i>	0	108		Annually		Distribution list	Routine monitoring	Project data	
<i>Number of tuk tuk panels</i>	0	120		Annually		Distribution list	Routine monitoring	Project data	
<i>Number of flyers</i>	0	160,000		Annually	Distribution list	Routine monitoring	Project data		
<i>Number posters</i>	0	5,000		Annually	Distribution list	Routine monitoring	Project data		
26. Number of times project featured in media	0	TBD		Annually	Media clippings	Routine monitoring	Project data		
<b>Enabling Environment Campaign output indicators</b>	<b>Baseline</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Frequency</b>	<b>Responsible person</b>	<b>Measurement tool</b>	<b>Methodology</b>	<b>Data source</b>	
27. Number of senior-level officials who received co-signed letters	0	10	N/A	Annually	Enabling Environment Campaign Manager	Distribution list	Routine monitoring	Project data	
28. Number of policy briefings conducted	0	15	0	Annually		Counting form	Routine monitoring	Project data	
29. Number of participants at stakeholder workshops	0	1,100		Annually		Participant list	Routine monitoring	Project data	

30. Number of study tour participants	0	11	0	Once	Campaign manager	Participant list	Routine monitoring	Project data
31. Number of government officials and traffic police who participated in the action plan training workshops	0	175	0	Once		Participant list	Routine monitoring	Project data

## Annex VII. Indicator Reference Sheet

### I. Impact

#### 1. Per capita motorcycle-related head injuries and fatalities in Cambodia

Rationale	The indicator aims to measure the impact stated in the logic model. It measures the per capita motorcycle-related head injuries and fatalities among motorcycle passengers in the target provinces of Phnom Penh, Kandal, and Kampong Speu. The measurement indicates the project's contribution to a change in the number of motorcycle-related head injuries and fatalities in Cambodia.
Definition	Per capita motorcycle-related head injuries and fatalities in the given year:  Numerator: (A) Reported number of motorcycle-related head injuries in target province in the given year (B) Reported number of motorcycle-related fatalities in target province in the given year  Denominator: (C) Population in target province in the given year  The rate of motorcycle-related head injuries (per 100000 population) = (A) * 100000/(C) The rate of motorcycle-related fatalities (per 100000 population) = (B)* 100000/(C)
Unit of measure	Rate per 100,000 population
Methods and source of measurement	Reported motorcycle-related head injury (A) and fatality (B) data will be extracted from the Road Crash and Victim Information System (RCVIS) provincial reports. Population in target provinces (C) in the given year will be referenced from the National Institute of Statistics of Cambodia. Together these data will be used to calculate the per capita rates of traffic crash head injuries and fatalities in target provinces.
Measurement tool	Data extraction guidelines; impact calculations guidelines
Frequency	Annually
Responsible person	Country Director

### II. Long-Term Outcome

#### 2. Percentage of motorcycle passengers observed wearing helmets in target communes and districts

Rationale	The indicator aims to measure the long-term outcome stated in the logic model. It measures helmet use among motorcycle passengers in target communes and districts. The measurement indicates the observable change resulting from project implementation.
Definition	Percentage of motorcycle passengers observed wearing helmets in target communes and districts: ...at commune level = (A1*100)/A2 ...at district level = (B1*100)/B2  Numerator: (A1) Number of passengers observed wearing helmets aggregated from all observation sites and times within target communes on the day of observation. (B1) Number of passengers observed wearing helmets aggregated from all observation sites and times within target districts on the day of observation.  Denominator:

	(A2) Total number of passengers observed aggregated from all observation sites and times within target commune on the day of observation. (B2) Total number of passengers observed aggregated from all observation sites and times within target districts on the day of observation.
Unit of measure	Percentage
Methods and source of measurement	Data collection will be conducted through filmed helmet observations at one intersection in each target commune, between a local road and a main road, such as national highway that connects with other communes, districts, and provinces. One-hour observations will take place at two points in time during one day. Every motorcycle riding towards the camera screen will be counted and entered into the database. The data will be analyzed for percentage of passengers observed who wear helmets, aggregated by district and disaggregated by gender and vehicle type.
Measurement tool	Helmet observation guidelines
Frequency	Every three months
Responsible person	Country Director

### III. Intermediate Outcomes

#### 3. Percentage of students observed wearing helmets at target schools

Rationale	The indicator aims to measure an intermediate outcome stated in the logic model. It measures helmet use among children at target schools. The measurement indicates the observable change resulting from the School-Based Program component of the project.
Definition	Percentage of students observed wearing helmets at target schools = $(A1*100)/A2$  Numerator: (A1) Number of students commuting to/from target schools on motorbikes and bicycles observed wearing helmets at the day of observation.  Denominator: (A2) Total number of students commuting to/from target school on motorbikes and bicycles observed at the day of observation.
Unit of measure	Percentage
Methods and source of measurement	Data collection will be conducted through filmed helmet observations of students commuting to/from target schools on motorcycles and bicycles. Observations will take place within one week in advance of handover ceremonies, within one week after handover ceremonies, and 10 to 12 weeks after handover ceremonies. The observations are conducted at school gates either when students are leaving or coming to schools. Every motorcycle riding toward the camera screen will be counted and entered in the database. The data will be analyzed for the percentage of students observed who wear helmets by school, aggregated by all target schools and disaggregated by gender and vehicle type.
Measurement tool	Helmet observation guidelines
Frequency	Every six months
Responsible person	School-based Program Manager

#### 4. Percentage of people surveyed in target communes reported always wearing helmet in the last month as passengers

Rationale	The indicator aims to measure an intermediate outcome stated in the logic model. It measures helmet use among motorcycle passengers in target communes. The measurement indicates the change resulting from the Behavior Change Communications component of the project.
Definition	Percentage of people surveyed in target communes who reported always wearing helmet in the last month as motorcycle passengers = $(A1*100)/A2$  Numerator: (A1) Number of people surveyed who reported always wearing helmet in the last month as passengers

	Denominator: (A1) Number of people surveyed
Unit of measure	Percentage
Methods and source of measurement	This indicator is measured through baseline, midterm and final surveys on knowledge, attitudes, and behavior (KAB) of motorcycle passengers toward passenger helmet use. The survey respondents, selected through probability sampling method, will be asked questions about how often they wore helmets in the last month as motorcycle passengers. The frequency includes five levels: never, rarely, sometime, often, and always. Data will be analyzed to show the percentage of always wearing helmet as passenger aggregated by communes, districts, and provinces, and disaggregated by gender.
Measurement tool	KAB questionnaire
Frequency	Annually
Responsible person	Behavior Change Communications Manager

<b>5. Number of national and district enforcement action plans approved</b>	
Rationale	The indicator aims to measure an intermediate outcome stated in the logic model. It measures progress of enforcement action plans. The measurement indicates the change resulting from the study tours and advocacy efforts.
Definition	Evidence of approval of national and district enforcement action plans
Unit of measure	Plans
Methods and source of measurement	This indicator is measured by monitoring enforcement action plan development and approval with government partners.
Measurement tool	Routine monitoring
Frequency	Annually
Responsible person	Enabling Environment Campaign Manager

<b>6. Number of fines given by the police to passengers for not wearing helmets by district and month</b>	
Rationale	The indicator aims to measure an intermediate outcome stated in the logic model. It measures the implementation of district enforcement action plans. The measurement indicates the effectiveness of the Enabling Environment Campaign.
Definition	Number of fines given by the police in each target districts to passengers not wearing helmets each month
Unit of measure	Fines
Methods and source of measurement	This indicator is measured through collecting and reviewing the fine data from the police every quarter. The number of fines collected and counted will be aggregated to show total number of fines in target districts.
Measurement tool	Police reports
Frequency	Every six months
Responsible person	Enabling Environment Campaign Manager

## IV. Short-term outcomes

### 7. Average score of students on knowledge test

Rationale	The indicator aims to measure a short-term outcome stated in the logic model. It measures the knowledge of the safety value of helmets among students at target schools. The measurement indicates the change resulting from the student and teacher training at target schools.
Definition	Percent average of the total correct scores of the knowledge test among students who take the test = $(A*100)/(B*C)$  Nominator (A) Number of correct answers aggregated for all students who take the test  Denominator (B) Number of questions on the test (C) Number of students who take the test
Unit of measure	Percentage
Methods and source of measurement	A knowledge test with questions on the importance of helmet use, the parts of a helmet, and appropriate helmet use is issued to all students before and after training. Average scores of all students will be calculated and compared before and after the training.
Measurement tool	Knowledge test questionnaire
Frequency	Annually
Responsible person	School-Based Program Manager

### 8. Percentage of people surveyed who are aware of benefits of passenger helmet use

Rationale	The indicator aims to measure a short-term outcome stated in the logic model. It measures awareness among motorcycle passengers of the need to wear a helmet. The measurement indicates the change in knowledge resulting from exposure to the Behavior Change Communications campaign.
Definition	Percentage of people surveyed in target areas (commune, districts, or province) who are reportedly aware of benefits of passenger helmet use = $(A1*100)/A2$  Numerator: (A1) Number of survey respondents who reported they aware of benefits of passenger helmet use  Denominator: (A2) Total number of people surveyed
Unit of measure	Percentage
Methods and source of measurement	This indicator is measured through baseline, midterm and final surveys on knowledge, attitudes, and behavior (KAB) of motorcycle passengers toward passenger helmet use. The survey respondents, selected through probability sampling method, will be asked questions about their awareness of the benefits of passenger helmet use. Data will be analyzed to show the overall percentage of respondents who are aware of the benefits of passenger helmet use, disaggregated by communes, districts, and provinces, and by gender.
Measurement tool	KAB questionnaire
Frequency	Annually
Responsible person	Behavior Change Communications Manager

<b>9. Percentage of people surveyed who intend to wear helmet as passengers</b>	
Rationale	The indicator aims to measure a short-term outcome stated in the logic model. It measures the intention among motorcyclists to wear helmets as passengers. The measurement indicates the change in attitude resulting from exposure to the Behavior Change Communications campaign.
Definition	Percentage of people surveyed in target areas (commune, districts, or province) who reported their intentions to wear helmets as passengers = $A1 * 100 / A2$  Numerator: (A1) Number of survey respondents who reported they intend to wear helmets as passengers  Denominator: (A2) Total number of people surveyed
Unit of measure	Percentage
Methods and source of measurement	This indicator is measured through baseline, midterm and final surveys on knowledge, attitudes, and behavior (KAB). The survey respondents, selected through probability sampling method, will be asked questions about their intentions to wear helmets as passengers. Data will be analyzed to show the overall percentage who intend to wear helmets, disaggregated by communes, districts, and provinces, and by gender.
Measurement tool	KAB questionnaire
Frequency	Annually
Responsible person	Behavior Change Communications Manager

#### **10. Submission of comprehensive passenger helmet law to National Assembly**

Rationale	The indicator aims to measure a short-term outcome stated in the logic model. It shows evidence of the submission of a comprehensive passenger helmet law to the National Assembly for approval. The measurement indicates the change resulting from the advocacy to senior-level government officials.
Definition	Evidences of submission of comprehensive passenger helmet law to National Assembly
Unit of measure	Yes/no
Methods and source of measurement	Check with the National Assembly to confirm the passenger helmet law submitted
Measurement tool	N/A
Frequency	Once
Responsible person	Enabling Environment Campaign Manager

#### **11. Number of national and district enforcement action plans developed**

Rationale	The indicator aims to measure a short-term outcome stated in the logic model. It measures progress of enforcement action plans. The measurement indicates the change resulting from the study tours and advocacy efforts.
Definition	Evidence of development of national and district enforcement action plans
Unit of measure	Plans
Methods and source of measurement	This indicator is measured by monitoring enforcement action plan development with government partners.
Measurement tool	Routine monitoring
Frequency	Annually
Responsible person	Enabling Environment Campaign Manager

## V. Outputs

### A. School-Based Program Outputs

<b>12. Number of schools selected for intervention</b>	
Rationale	The indicator aims to measure an output of the School-Based Program stated in the logic model. It measures the total number of schools selected for intervention.
Definition	Number of school selected for intervention
Unit of measure	Schools
Methods and source of measurement	This indicator is measured through a school selection survey. All primary schools in target communes will be surveyed using a set of selection criteria. In the top-off year, previously selected schools will be re-surveyed to collect the most up-to-date data.
Measurement tool	School selection questionnaire
Frequency	Annually
Responsible person	School-Based Program Manager

<b>13. Number of trainees educated on the safety value of a helmet</b>	
Rationale	The indicator aims to measure an output of the School-Based Program stated in the logic model. It measures the product resulting from student and teacher training at the target schools.
Definition	Number of trainees educated on the safety value of helmets
Unit of measure	People
Methods and source of measurement	Count total participants in the student and teacher training at target schools, disaggregated by teachers and students
Measurement tool	Participant list
Frequency	Annually
Responsible person	School-Based Program Manager

<b>14. Number of participants at the ceremonies and events</b>	
Rationale	The indicator aims to measure an output of the School-Based Program stated in the logic model. It measures the product resulting from helmet handover ceremonies and events.
Definition	Number of participants at the ceremonies and events
Unit of measure	People
Methods and source of measurement	Count total participants at the helmet handover ceremonies and events, disaggregated by school and by their role (government officials, teachers, students, volunteers, journalists/media)
Measurement tool	Counting form
Frequency	Annually
Responsible person	School- Based Program Manager

<b>15. Number of helmets distributed to target schools</b>	
Rationale	The indicator aims to measure an output of the School-Based Program stated in the logic model. It measures the total number of helmets distributed to students and teachers at the target schools.
Definition	Number of helmets distributed to teachers and students at target schools
Unit of measure	Helmets
Methods and source of measurement	Count total helmets distributed to beneficiaries at target schools, disaggregated by teachers and students

Measurement tool	Helmet order form
Frequency	Annually
Responsible person	School-Based Program Manager

**16. Percentage of parent commitment letters signed and returned**

Rationale	The indicator aims to measure an output of the School-Based Program stated in the logic model. It measures the product of sending parent commitment letters, asking parents to support the project and remind their children to wear helmet on motorcycles and bicycles.
Definition	Percentage of commitment letters signed and returned = $(A1*100)/A2$  Numerator: (A1) Number of commitment letters returned with parents' signatures  Denominator: (A2) Total number of letters sent to parents
Unit of measure	Letters
Methods and source of measurement	Count total letters sent out and returned with signatures reported from schools and then calculate percentage
Measurement tool	Counting form
Frequency	Annually
Responsible person	School-Based Program Manager

**17. Number of students who participated in road safety activities**

Rationale	The indicator aims to measure an output level of the School-Based Program stated in the logic model. It measures the product resulting from the extracurricular activities at target schools.
Definition	Number of students who participated in extracurricular activities
Unit of measure	People
Methods and source of measurement	Count total student participants in extracurricular activities at target schools
Measurement tool	Counting form
Frequency	Annually
Responsible person	School-Based Program Manager

**18. Number of IEC materials distributed to target schools**

Rationale	The indicator aims to measure an output of the School-Based Program stated in the logic model. It measures the product of the distribution and hanging of IEC materials to students, teachers, and parents at target schools.
Definition	Number of promotional materials distributed to target schools
Unit of measure	Items
Methods and source of measurement	Count total promotional materials distributed to schools, disaggregated by material type
Measurement tool	Distribution list
Frequency	Annually
Responsible person	School-Based Program Manager

## B. Behavior Change Communications Outputs

<b>19. Number of participants in consultative meetings</b>	
Rationale	The indicator aims to measure an output of the Behavior Change Communications stated in the logic model. It measures the product of the stakeholder consultative workshops on communications materials and messages.
Definition	Number of participants in consultative workshops on Behavior Change Communications materials and messages
Unit of measure	People
Methods and source of measurement	Count total participants in stakeholder consultative workshops
Measurement tool	Participant list
Frequency	Annually
Responsible person	Behavior Change Communications Manager

<b>20. Number of participants attended press conferences</b>	
Rationale	The indicator aims to measure an output of the Behavior Change Communications stated in the logic model. It measures the product of the press conferences promoting the campaign.
Definition	Number of participants in the press conference launching the campaign
Unit of measure	People
Methods and source of measurement	Count total participants in launch press conference, disaggregated by their role (government officials, teachers, students, volunteers, journalists/media)
Measurement tool	Counting form
Frequency	Annually
Responsible person	Behavior Change Communications Manager

<b>21. Percentage of people surveyed in target communes who have been exposed to the campaign message by different channels</b>	
Rationale	The indicator aims to measure an output of the Behavior Change Communications stated in the logic model. It measures the product of communications messages aired through mass media channels.
Definition	Percentage of people surveyed in target communes who have been exposed to the campaign message by different channels = $(A1*100)/A2$  Numerator: (A1) Number of survey respondents who report they have ever seen or heard about the campaign message  Denominator: (A2) Number of people surveyed
Unit of measure	Percentage
Methods and source of measurement	This indicator is measured through midterm and final surveys on knowledge, attitudes, and behavior (KAB) regarding passenger helmet use. The survey respondents, selected through survey probability sampling method, will be asked questions about their exposure to the communications messages. Data will be analyzed to show the percentage of respondents who have been exposed to the campaign message, disaggregated by channels, geographic areas (communes, districts and provinces), and by gender.
Measurement tool	KAB questionnaire
Frequency	Annually
Responsible person	Behavior Change Communications Manager

<b>22. Estimated number of people nationwide exposed to communications message by different channels</b>	
Rationale	The indicator aims to measure an output of the Behavior Change Communications stated in the logic model. It measures the reach of communications messages aired through mass media channels.

Definition	Estimated number of people who exposed to communications messages by different channels, including social media, radio, TV, and direct communications
Unit of measure	People
Methods and source of measurement	This indicator is measured through the application of statistics to media analysis to estimate the total number of unique people exposed, at least once, to the communications messages during the campaign, disaggregated by channel, target area, and by gender
Measurement tool	Media reach estimation guidelines
Frequency	Annually
Responsible person	Behavior Change Communications Manager

<b>23. Number of motorcycle passengers reached by street-based activities</b>	
Rationale	The indicator aims to measure an output of the Behavior Change Communications stated in the logic model. It measures the product of street-based activities.
Definition	Number of motorcycle passengers reached by street-based activities
Unit of measure	People
Methods and source of measurement	Count total non-helmeted riders of motorcycles stopped by the police and educated about the safety value of helmets
Measurement tool	Counting form
Frequency	Annually
Responsible person	Behavior Change Communications Manager

<b>24. Number of participants at commune-based activities</b>	
Rationale	The indicator aims to measure an output of the Behavior Change Campaign stated in the logic model. It measures the product of commune-wide campaign activities.
Definition	Number of participants at commune-wide events
Unit of measure	People
Methods and source of measurement	Count total participants at commune-wide events, disaggregated by their role (government officials, teachers, students, volunteers, journalists/media)
Measurement tool	Counting form
Frequency	Annually
Responsible person	Behavior Change Communications Manager

<b>25. Number of IEC materials distributed</b>	
Rationale	The indicator aims to measure an output of the Behavior Change Campaign stated in the logic model. It measures the product of promotional material distribution to promote helmet use among passengers.
Definition	Number of promotional materials distributed
Unit of measure	Items
Methods and source of measurement	Count total items of each promotional material distributed, disaggregated by material type
Measurement tool	Distribution list
Frequency	Annually
Responsible person	Behavior Change Communications Manager

<b>26. Number of times project featured in media</b>	
Rationale	The indicator aims to measure the output level of the BCC stated in the logic model. It measures the product of media coverage of the project activities.
Definition	Number of times project featured in media
Unit of measure	Times
Methods and source of measurement	Gather clippings of any feature related to project activities, disaggregated by media channel (newspaper, online)

Measurement tool	Media clippings
Frequency	Annually
Responsible person	Behavior Change Communications Manager

## C. Enabling Environment Campaign Outputs

### 27. Number of senior-level officials who received co-signed letters

Rationale	The indicator aims to measure an output of the Enabling Environment Campaign stated in the logic model. It measures the product of advocacy to government officials.
Definition	Number of senior-level officials who received advocacy letters on the need to have the passenger helmet law passed and enforced
Unit of measure	People
Methods and source of measurement	Count number of people who receive advocacy letters, disaggregated by job role (Administration, National Assembly, etc.)
Measurement tool	Distribution list
Frequency	Annually
Responsible person	Enabling Environment Campaign Manager

### 28. Number of policy briefings conducted

Rationale	The indicator aims to measure an output of the Enabling Environment Campaign stated in the logic model. It is measures the product of advocacy to government officials.
Definition	Number of policy briefings conducted to present on the need to have the passenger helmet law passed and enforced
Unit of measure	Briefings
Methods and source of measurement	Count total of briefings conducted to individuals or groups
Measurement tool	Counting form
Frequency	Annually
Responsible person	Enabling Environment Campaign Manager

### 29. Number of participants at stakeholder workshops

Rationale	The indicator aims to measure an output of the Enabling Environment Campaign stated in the logic model. It measures the product of the national, provincial, district, and commune stakeholder workshops.
Definition	Number of participants at stakeholder workshops
Unit of measure	People
Methods and source of measurement	Count participants at stakeholder workshops, disaggregated by administrative levels (national, provincial, district, and commune)
Measurement tool	Participant list
Frequency	Annually
Responsible person	Enabling Environment Campaign Manager

<b>30. Number of study tour participants</b>	
Rationale	The indicator aims to measure an output of the Enabling Environment Campaign stated in the logic model. It measures the product of the study tour on traffic law enforcement in other countries.
Definition	Number of study tour participants
Unit of measure	People
Methods and source of measurement	Count participants in study tours, disaggregated by administrative levels (national, provincial, district, and commune)
Measurement tool	Participant list
Frequency	Once
Responsible person	Enabling Environment Campaign Manager

<b>31. Number of government officials and traffic police who participated in the action plan workshops</b>	
Rationale	The indicator aims to measure an output of the Enabling Environment Campaign stated in the logic model. It measures the product of action plan workshops.
Definition	Number of government officials who participated in the action plan workshops
Unit of measure	People
Methods and source of measurement	Count participants at the action plan workshops, disaggregated by administrative levels (national, provincial, district and commune)
Measurement tool	Participant list
Frequency	Once
Responsible person	Enabling Environment Campaign Manager

## Annex VIII. Helmet Testing Laboratory Results



**VIETNAM SAFETY PRODUCTS AND EQUIPMENT CO.,LTD.,**  
**HELMET TESTING LABORATORY**  
 Noi bai IZ, Quang Tien, Soc Son, Ha Noi  
 tel: (84-4) 35821 388 Fax: (84-4) 35821 358

No. 150225 /PR-HIWAY

25/2/2015

### TEST RESULT HELMETS FOR MOTOCYCLE AND MOPED USERS

Name of sample	HIWAY
Customer	
Quality	7pcs
Date of receiving	25/2/2015
Date of testing	25/2/2015
Standard for testing	Cambodia Helmet Standard – CS 0105-2010

#### A. General information of sample

Produce by <b>Vietnam Safety Products and Equipment Co., ltd.,</b>	Address: <b>Lot 35-36, Noi bai IZ, Quang Tien, Soc Son, Ha Noi</b>	Conformity Stamp <b>QCVN2:2008/BKHCN</b>
Date of produce 25/2/2015	Size: L	Aux, stamp

#### B. Detail Test Result

Specification	Required	Testing Result	Pass	Fail
<b>[√] 1. Peripheral Vision Test</b>				
Type of Helmet		[√] Half Helmet [ ] Head and Ear cover Helmet [ ] Chin cover helmet	Pass	
Required Parts		[√] Full [ ] Lack of.....	Pass	
Size		Large Size.....56.5 cm	Pass	
<b>Visual Observation</b>				
Right/left	$\geq 105^0$	$>105^0$		
Up/down	$\geq 7^0 / \geq 45^0$	$> 7^0 / > 45^0$		
<b>[√]2. Weight</b>	$\leq 1$ kg	0.47 kg [√] Conformity [ ] Non Conformity	Pass	
<b>[√]3. Extent of products.</b>		[√] Conformity [ ] Non Conformity	Pass	
<b>[√]4. Effectiveness Retention System Test</b>				
Ambient	Remain	Remain on test headform	Pass	
Elevated Temperature	Remain	Remain on test headform	Pass	
Water Immersion	Remain	Remain on test headform	Pass	
<b>[√]5. Strength Retention System Test</b>				
Elongation (Ambient Temperature)	$\leq 25$ mm	19mm	Pass	

Elongation (Solvent Conditioning)	$\leq 25\text{mm}$	20mm	Pass	
--------------------------------------	--------------------	------	------	--

Elongation (Elevated Temperature)	≤ 25mm	20mm	Pass	
Elongation (Water Immersion)	≤ 25mm	20mm	Pass	

<b>[V]6. Shock Absorption Test</b>						<b>See Figure Enclose</b>
		<b>Point of impact/Anvil kind:</b>				
Max Acceleration (Ambient Temperature)	Anvil Type	0/60/F	90/60/K	180/60/H	270/60/H	Pass
	≤ 300g	270.3	208.0	147.9	164.3	
Max Acceleration (Solvent Conditioning)	Anvil Type	0/60/F	90/60/F	180/60/K	270/60/H	Pass
	≤ 300g	279.0	281.7	177.5	152.9	
Max Acceleration (Elevated Temperature)	Anvil Type	0/60/H	90/60/H	180/60/K	270/60/F	Pass
	≤ 300g	149.3	159.7	179.7	279.9	
Max Acceleration (Water Immersion)	Anvil Type	0/60/F	90/60/K	180/60/K	270/60/H	Pass
	≤ 300g	287.6	213.0	171.6	154.3	

<b>[V]7. Penetration Test</b>		
Ambient Temperature	Non Contact	[V] Conformity [ ] Non Conformity
Solvent Conditioning	Non Contact	[V] Conformity [ ] Non Conformity
Elevated Temperature	Non Contact	[V] Conformity [ ] Non Conformity
Water Immersion	Non Contact	[V] Conformity [ ] Non Conformity

**Result : [V] Pass [ ] Fail**  
According to **Combodia Helmet Standard – CS 0105:2010** with all above testing items.

*Note and comment:*

*F: Flat Anvil                      H: Hemi Anvil                      K: Kerbstone Anvil*





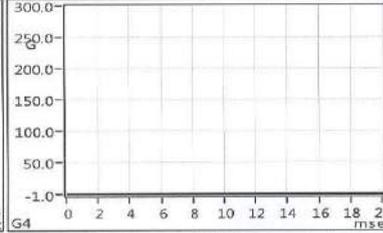
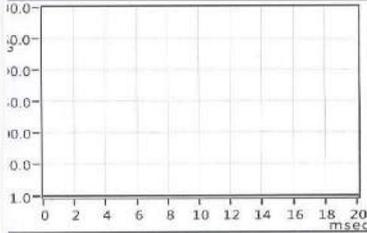
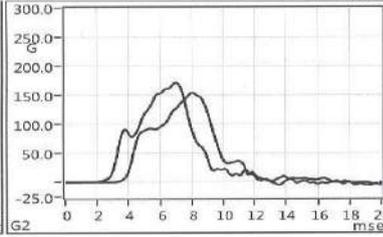
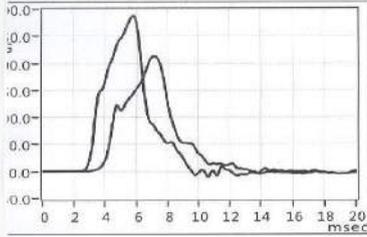


Impact 011-0101

Address : Noi Bai IZ, Quang Tien, Soc Son,  
Ha Noi, Viet Nam

Helmet Manufacturer : PROTEC  
Address : Noi Bai IZ, Quang Tien, Soc Son,  
Ha Noi, Viet Nam

Laboratory Technician name : Ta The Cong  
Batch Number : Test in Cambodia Standard  
Ref. P.O. Number :



Model : Hiway  
Color : N/A  
Size : L  
Weight : 0.00 g  
Manufacturing Date : 25 Feb 2015  
Standard Request : CS0105:2010  
Identification Code : 150225-HLWH-W1  
Headform Model : ISO/DIS6220  
Headform Size : E  
Conditioning : WATER  
Laboratory Temperature : 26 deg C  
Laboratory Humidity : 55 %  
Selected Filter Frequency : CFC1000 # 1650 Hz  
Maximum Peak G's authorized : 300 G  
Maximum Peak m/s2 authorized : 2942 m/s2  
Drop mass assembly : 4.092 kg  
Time gate flag height : 25.40 mm  
Acc. sensibility (axis Z) : 10.73

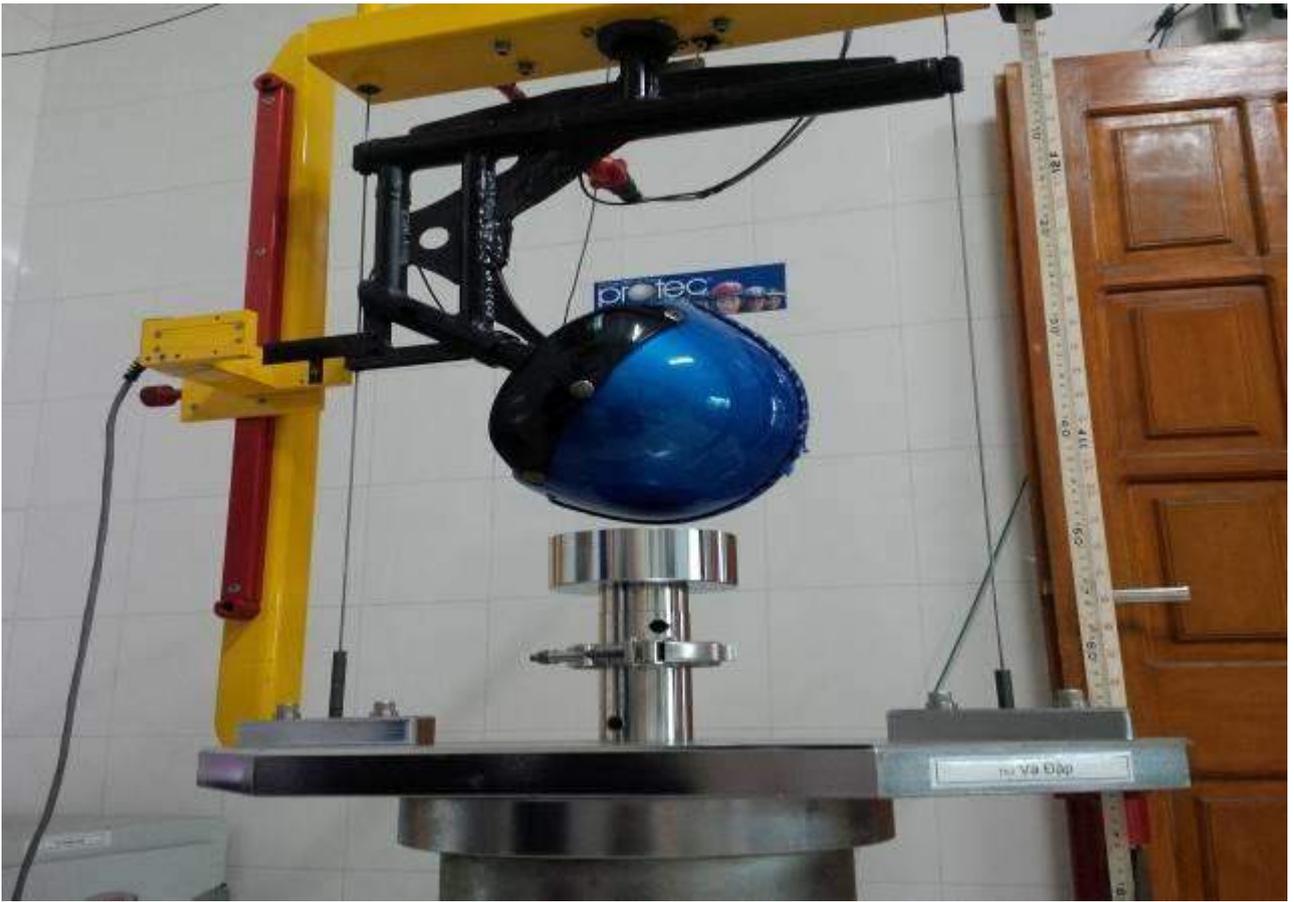
Impact #	Peak Acc.(G)	Acc.(G) peak + 3 msec	Acc.(G) peak + 6 msec	Velocity IN (m/sec)	Time Gate (msec)	Energy (Joules)	SI	Friction (%)	Drop Height (cm)	Anvil type	Position	PASS or FAIL	Test Time
1	287.6	33.2	2.7	116.0524	0.06	354161.4	2538	-6542.9	200.0	FLAT	0/60	Pass	18:44:03
2	213.0	30.0	2.7	5.0688	5.01	52.6	1326	6.5	150.0	ERBSTO	90/60	Pass	18:46:16
3	171.6	21.4	2.7	5.0960	4.98	53.1	979	6.0	150.0	ERBSTO	180/60	Pass	18:47:36
4	154.3	36.9	8.6	5.0820	5.00	52.8	813	6.3	150.0	HEMI	270/60	Pass	18:53:11

Testing Personnel

On Behalf of Company

Tạ Thế Công

HOÀNG T. NA HƯƠNG









No. 150225 /PR-KITTY

25/2/2015

**TEST RESULT**  
**HELMETS FOR MOTORCYCLE AND MOPED USERS**

<i>Name of sample</i>	<b>KITTY</b>
<i>Customer</i>	
<i>Quality</i>	7pcs
<i>Date of receiving</i>	25/2/2015
<i>Date of testing</i>	25/2/2015
<i>Standard for testing</i>	Cambodia Helmet Standard – CS 0105-2010

**A. General information of sample**

<i>Produce by</i> <b>Vietnam Safety Products and Equipment Co., ltd.,</b>	<i>Address:</i> <b>Lot 35-36, Noi bai IZ, Quang Tien, Soc Son, Ha Noi</b>	<i>Conformity Stamp</i> <b>QCVN2:2008/BKHCN</b>
<i>Date of produce</i> 25/2/2015	<i>Size:</i> M	<i>Aux, stamp</i>

**B. Detail Test Result**

<b>Specification</b>	<b>Required</b>	<b>Testing Result</b>	<b>Pass</b>	<b>Fail</b>
<b>[Y] 1. Peripheral Vision Test</b>				
Type of Helmet		<input checked="" type="checkbox"/> Half Helmet <input type="checkbox"/> Head and Ear cover Helmet <input type="checkbox"/> Chin cover helmet	Pass	
Required Parts		<input checked="" type="checkbox"/> Full <input type="checkbox"/> Lack of.....	Pass	
Size		Large Size.....54.5 cm	Pass	
<b>Visual Observation</b>				
Right/left	$\geq 105^0$	$>105^0$		
Up/down	$\geq 7^0 / \geq 45^0$	$> 7^0 / > 45^0$		
<b>[Y]2. Weight</b>	$\leq 1$ kg	0.35 kg <input checked="" type="checkbox"/> Conformity <input type="checkbox"/> Non Conformity	Pass	
<b>[Y]3. Extent of products.</b>		<input checked="" type="checkbox"/> Conformity <input type="checkbox"/> Non Conformity	Pass	
<b>[Y]4. Effectiveness Retention System Test</b>				
Ambient	Remain	Remain on test headform	Pass	
Elevated Temperature	Remain	Remain on test headform	Pass	
Water Immersion	Remain	Remain on test headform	Pass	
<b>[Y]5. Strength Retention System Test</b>				
Elongation (Ambient Temperature)	$\leq 25$ mm	19mm	Pass	
Elongation (Solvent Conditioning)	$\leq 25$ mm	20mm	Pass	

Elongation (Elevated Temperature)	≤ 25mm	20mm	Pass	
Elongation (Water Immersion)	≤ 25mm	20mm	Pass	

<b>[Y]6. Shock Absorption Test</b>			<i>See Figure</i>
<i>Point of impact/Anvil kind:</i>			<i>Enclose</i>

Max Acceleration (Ambient Temperature)	Anvil Type	180/60/K	270/60/F	0/60/H	90/60/H	Pass	
	≤ 300g	180.7	278.5	142.9	153.4		
Max Acceleration (Solvent Conditioning)	Anvil Type	90/60/F	180/60/K	0/60/F	270/60/H	Pass	
	≤ 300g	241.2	175.7	286.2	222.1		
Max Acceleration (Elevated Temperature)	Anvil Type	270/60/F	180/60/K	90/60/H	0/60/H	Pass	
	≤ 300g	263.5	178.8	236.2	212.5		
Max Acceleration (Water Immersion)	Anvil Type	90/60/H	180/60/K	270/60/K	0/60/F	Pass	
	≤ 300g	159.3	182.9	168.4	250.7		

<b>[Y]7. Penetration Test</b>					
Ambient Temperature	Non Contact	[Y] Conformity [ ] Non Conformity			
Solvent Conditioning	Non Contact	[Y] Conformity [ ] Non Conformity			
Elevated Temperature	Non Contact	[Y] Conformity [ ] Non Conformity			
Water Immersion	Non Contact	[Y] Conformity [ ] Non Conformity			

**Result :** [Y] Pass [ ] Fail

According to **Combodia Helmet Standard – CS 0105:2010** with all above testing items.

*Note and comment:*

*F: Flat Anvil* \_\_\_\_\_ *H: Hemi Anvil* \_\_\_\_\_ *K: Kerbstone Anvil* \_\_\_\_\_





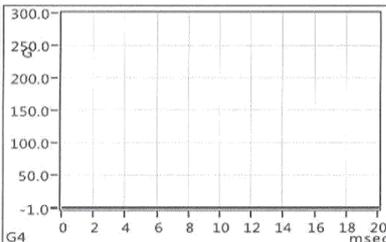
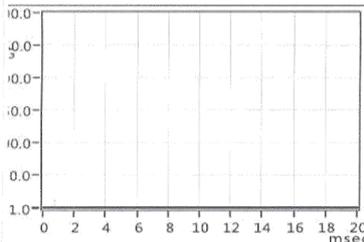
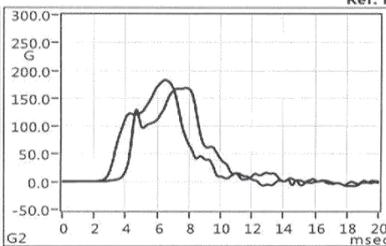
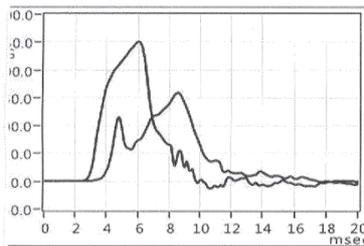


Impact

Address : Noi Bai IZ, Quang Tien, Soc Son, Ha Noi, Viet Nam

Helmet Manufacturer : PROTEC  
Address : Noi Bai IZ, Quang Tien, Soc Son, Ha Noi, Viet Nam

Laboratory Technician name : Ta The Cong  
Batch Number : Test in Cambodia Standard  
Ref. P.O. Number :



Model : PROTEC KITTY  
Color : N/A  
Size : M  
Weight : 350.00 g  
Manufacturing Date : 25 Feb 2015  
Standard Request : CS0105:2010  
Identification Code : 150225-KMWH-  
Headform Model : ISO/DIS6220  
Headform Size : E  
Conditioning : WATER  
Laboratory Temperature : 26 deg C  
Laboratory Humidity : 55 %  
Selected Filter Frequency : CFC1000 # 1650 Hz  
Maximum Peak G's authorized : 300 G  
Maximum Peak m/s2 authorized : 2942 m/s2  
Drop mass assembly : 4.092 kg  
Time gate flag height : 25.40 mm  
Acc. sensibility (axis Z) : 10.73

Impact #	Peak Acc.(G)	Acc.(G) peak + 3 msec	Acc.(G) peak + 6 msec	Velocity IN (m/sec)	Time Gate (msec)	Energy (Joules)	SI	Friction (%)	Drop Height (cm)	Anvil type	Position	PASS or FAIL	Test Time
1	250.7	25.5	6.4	195.3307	0.06	119762.0	2201	-6212.0	200.0	FLAT	0/60	Pass	09:34:35
2	159.3	16.4	8.6	141.3555	0.06	198549.7	782	-8037.1	150.0	HEMI	90/60	Pass	09:36:34
3	182.9	31.4	-3.2	7999.96	0.00	1988776	1080	1365653	150.0	RBSTO	180/60	Pass	09:38:27
4	168.4	15.5	5.9	5.0645	5.02	52.5	994	6.6	150.0	RBSTO	270/60	Pass	09:39:34

Testing Personel

On Behalf of Company

Tạ Thế Công

HOÀNG T. NA HƯƠNG









No. 150225 /PR-RACING

25/2/2015

### TEST RESULT HELMETS FOR MOTOCYCLE AND MOPED USERS

<i>Name of sample</i>	<b>RACING</b>
<i>Customer</i>	
<i>Quality</i>	7pcs
<i>Date of receiving</i>	25/2/2015
<i>Date of testing</i>	25/2/2015
<i>Standard for testing</i>	Cambodia Helmet Standard – CS 0105-2010

**A. General information of sample**

<i>Produce by</i> <b>Vietnam Safety Products and Equipment Co., ltd.,</b>	<i>Address:</i> <b>Lot 35-36, Noi bai IZ, Quang Tien, Soc Son, Ha Noi</b>	<i>Conformity Stamp</i> <b>QCVN2:2008/BKHCN</b>
<i>Date of produce</i> 25/2/2015	<i>Size:</i> L	<i>Aux, stamp</i>

**B. Detail Test Result**

Specification	Required	Testing Result	Pass	Fail
<b>[√] 1. Peripheral Vision Test</b>				
Type of Helmet		<input type="checkbox"/> Half Helmet <input checked="" type="checkbox"/> Head and Ear cover Helmet <input type="checkbox"/> Chin cover helmet	Pass	
Required Parts		<input checked="" type="checkbox"/> Full <input type="checkbox"/> Lack of.....	Pass	
Size		Large Size.....58.5 cm	Pass	
<b>Visual Observation</b>				
Right/left	≥ 105°	>105°		
Up/down	≥ 7° / ≥ 45°	> 7° / > 45°		
<b>[√]2. Weight</b>	≤ 1 kg	.....0.97 kg <input checked="" type="checkbox"/> Conformity <input type="checkbox"/> Non Conformity	Pass	
<b>[√]3. Extent of products.</b>		<input checked="" type="checkbox"/> Conformity <input type="checkbox"/> Non Conformity	Pass	
<b>[√]4. Effectiveness Retention System Test</b>				
Ambient	Remain	Remain on test headform	Pass	
Elevated Temperature	Remain	Remain on test headform	Pass	
Water Immersion	Remain	Remain on test headform	Pass	
<b>[√]5. Strength Retention System Test</b>				
Elongation (Ambient Temperature)	≤ 25mm	19mm	Pass	
Elongation (Solvent Conditioning)	≤ 25mm	20mm	Pass	

Elongation (Elevated Temperature)	≤ 25mm	20mm	Pass	
Elongation (Water Immersion)	≤ 25mm	20mm	Pass	

<b>[V]6. Shock Absorption Tesst</b>						<b>See Figure Enclose</b>
		<b>Point of impact/Anvil kind:</b>				
Max Acceleration (Ambient Temperature)	Anvil Type	90/60/F	180/60/H	270/60/K	0/60/F	Pass
	≤ 300g	199.3	119.2	122.9	204.8	
Max Acceleration (Solvent Conditioning)	Anvil Type	0/60/H	90/60/H	180/60/K	270/60/F	Pass
	≤ 300g	106.0	101.5	97.4	204.3	
Max Acceleration (Elevated Temperature)	Anvil Type	0/60/F	90/60/F	180/60/H	270/60/K	Pass
	≤ 300g	203.9	212.5	236.2	112.9	
Max Acceleration (Water Immersion)	Anvil Type	0/60/F	90/60/F	180/60/H	270/60/K	Pass
	≤ 300g	187.0	190.7	101.0	124.2	

<b>[V]7. Penetration Test</b>		
Ambient Temperature	Non Contact	[V] Conformity [ ] Non Conformity
Solvent Conditioning	Non Contact	[V] Conformity [ ] Non Conformity
Elevated Temperature	Non Contact	[V] Conformity [ ] Non Conformity
Water Immersion	Non Contact	[V] Conformity [ ] Non Conformity

**Result : [V] Pass [ ] Fail**

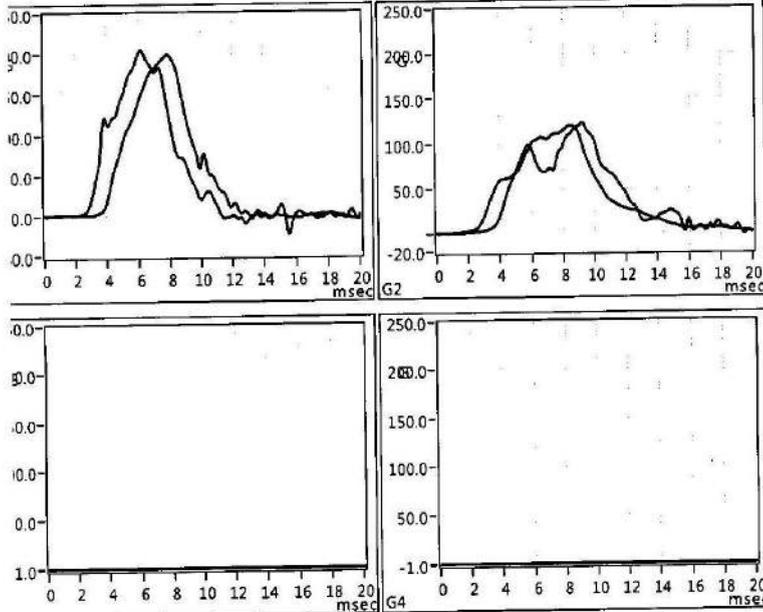
According to **Combodia Helmet Standard – CS 0105:2010** with all above testing items.

*Note and comment:*

*F: Flat Anvil                      H: Hemi Anvil                      K: Kerbstone Anvil*

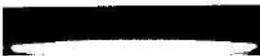
Helmet Manufacturer : PROTEC  
Address : Noi Bai IZ, Quang Tien, Soc Son,  
Ha Noi, Viet Nam

Laboratory Technician name : Ta The Cong  
Batch Number : Test in Cambodia Standard  
Ref. P.O. Number :



Model : RACING  
Color : N/A  
Size : L  
Weight : 980.00 g  
Manufacturing Date : 25 Feb 2015  
Standard Request : CS0105:2010  
Identification Code : 150225-RALWHKz-  
Headform Model : ISO/DIS6220  
Headform Size : J  
Conditioning : Ambient  
Laboratory Temperature : 26 deg C  
Laboratory Humidity : 55 %  
Selected Filter Frequency : CFC1000 # 1650 Hz  
Maximum Peak G's authorized : 300 G  
Maximum Peak m/s<sup>2</sup> authorized : 2942 m/s<sup>2</sup>  
Drop mass assembly : 4.744 kg  
Time gate flag height : 25.40 mm  
Acc. sensibility (axis Z) : 10.73

Impact #	Peak Acc.(G)	Acc.(G) peak + 3 msec	Acc.(G) peak + 6 msec	Velocity IN (m/sec)	Time Gate (msec)	Energy (Joules)	SI	Friction (%)	Drop Height (cm)	Anvil type	Position	PASS or FAIL	Test Time
1	204.8	53.7	-2.3	5.8431	4.35	81.0	1600	6.7	200.0	FLAT	0/60	Pass	10:55:07
2	199.3	44.6	-2.3	5.8389	4.35	80.9	1527	6.8	200.0	FLAT	90/60	Pass	10:56:41
3	119.2	31.4	12.3	5.0618	5.02	60.8	589	6.7	150.0	HEMI	180/60	Pass	10:58:33
4	122.9	36.4	21.4	7999.96	0.00	1277358	560	1365653	150.0	RBSTO	270/60	Pass	11:00:18





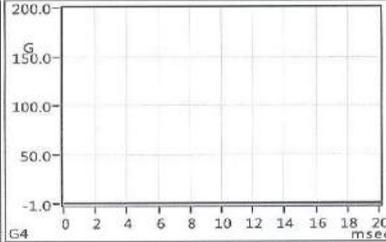
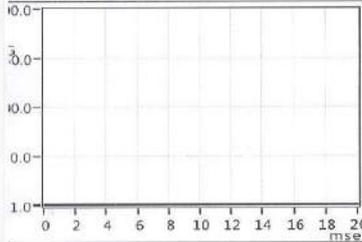
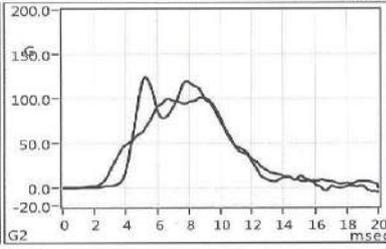
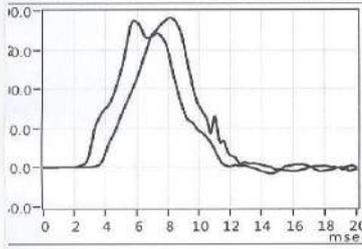


Impact 500-2010

Address : Noi Bai IZ, Quang Tien, Soc Son,  
Ha Noi, Viet Nam

Helmet Manufacturer : PROTEC  
Address : Noi Bai IZ, Quang Tien, Soc Son,  
Ha Noi, Viet Nam

Laboratory Technician name : Ta The Cong  
Batch Number : Test in Cambodia Standard  
Ref. P.O. Number :



Model : RACING  
Color : N/A  
Size : L  
Weight : 980.00 g  
Manufacturing Date : 25 Feb 2015  
Standard Request : CS0105:2010  
Identification Code : RALWHKZ-W1  
Headform Model : ISO/DIS6220  
Headform Size : J  
Conditioning : WATER  
Laboratory Temperature : 26 deg C  
Laboratory Humidity : 55 %  
Selected Filter Frequency : CFC1000 # 1650 Hz  
Maximum Peak G's authorized : 300 G  
Maximum Peak m/s2 authorized : 2942 m/s2  
Drop mass assembly : 4.744 kg  
Time gate flag height : 25.40 mm  
Acc. sensibility (axis Z) : 10.73

Impact #	Peak Acc.(G)	Acc.(G) peak + 3 msec	Acc.(G) peak + 6 msec	Velocity IN (m/sec)	Time Gate (msec)	Energy (Joules)	SI	Friction (%)	Drop Height (cm)	Anvil type	Position	PASS or FAIL	Test Time
1	187.0	84.6	2.3	5.8550	4.34	81.3	1395	6.5	200.0	FLAT	0/60	Pass	11:32:10
2	190.7	60.0	2.7	5.8652	4.33	81.6	1427	6.4	200.0	FLAT	90/60	Pass	11:33:42
3	101.0	37.8	9.6	5.0688	5.01	60.9	486	6.5	150.0	HEMI	180/60	Pass	11:35:12
4	124.2	115.1	45.0	166.0550	0.05	15215.7	618	-8492.4	150.0	ERBSTO	270/60	Pass	11:36:29

Testing Personnel

On Behalf of Company

Tạ Thế Công

HOÀNG T. NA HƯƠNG





