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**AIP** FOUNDATION  
MAKING ROADS SAFE

# Quarterly Progress Report

Head Safe. Helmet On.

June - August 2015



## September 2015

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## Acronyms

AIP	Asia Injury Prevention
AOR	Agreement Officer's Representative
BCC	Behavior Change Communications
CDC	United States Centers for Disease Control and Prevention
CRSWG	Commune Road Safety Working Group
EEC	Enabling Environment Campaign
HI	Handicap International
HSHO	Head Safe. Helmet On.
IEC	Information, Education and Communications
IRL	Indochina Research Ltd.
M&E	Monitoring and Evaluation
SBP	School-Based Program
UN	United Nations
USAID-DIV	United States Agency for International Development, Development Innovation Ventures

# 1. Executive Summary

This fifth 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 AIP Foundation. HSHO is a two-year program with the 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 June 1 to August 31, 2015, 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 began preparation for December 2015 helmet handover ceremonies at 18 target schools, and continued to maintain billboards and posters that shared road safety messages. The team also worked to conduct quarterly and mid-term helmet observations at all target schools.
- 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 team continued the first of two 4-month mass media campaigns, from April to July 2015, which consisted 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 finalizing national-and district-level passenger helmet enforcement action plans and August 2015 commune-wide meetings.

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

- **School-Based Program**
  - The SBP team conducted crash monitoring and program reviews with school principals, teachers and students at all 18 HSHO target schools. Student knowledge tests were also

conducted as part of the school-based evaluations in June and July 2015.

- Behavior Change Communications
  - The BCC team finished their four-month mass media campaign, which includes a television and radio commercial with friendly spirits, as well as billboards, radio talk shows and roundtable discussions. Street-based and commune-wide activities consisting of the distribution of flyers and vouchers for helmets, made by Protec, AIP Foundation's subsidiary helmet factory in Vietnam, were also held in HSHO's target provinces.
- Enabling Environment Campaign
  - The EEC team has worked with district- and provincial-level police officers to finalize the National and District Passenger Enforcement Action Plans, which are expected to be signed off in October 2015.

## 2. Quarterly Progress

During the period of June 1 to August 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:

### 2.1. Initial Project Activities

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

1.1. New Staff Recruitment

### 2.2 Program Components

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

2.2. Helmet Production

2.4. Ceremonies and Events

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

4.4. Commune-Wide Activities

### 2.3. Cross-Cutting Activities

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

- 5.1. School-Based Program M&E
- 5.2. Behavior Change 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. Initial Project Activities**

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

During the fifth quarter of the project, numerous activities and tasks were completed to recruit new staff for the EEC team.

#### 1.1 New Staff Recruitment

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

From May to July 2015, candidates were reviewed and interviewed for the position of EEC Program Manager. The new EEC Program Manager began work on August 17, 2015, and attended a one-week comprehensive orientation which featured a full review of employee policies and procedures, the road safety challenge, and best practices for interventions. The Program Manager received in-depth training on information related to HSHO, including its objectives, approach, activities, monitoring and evaluation, estimated outputs, expected outcomes, and overall impact. A curriculum vitae for the Program Manager can be found in Annex II. Updated New Staff Recruitment Report.

## **2.2. Program Components**

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

During the fifth quarter of HSHO, SBP activities included initial preparation for November 2015 helmet handover ceremonies for the second year of HSHO, and continued monitoring of primary school murals and posters.

#### 2.2 Helmet Production

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

Preparation has begun to make an order of 4,050 helmets in October from the Protec helmet factory in Hanoi, Vietnam. The helmets will be the same design and color as the helmets previously distributed to the HSHO target schools: red color with HSHO and the United Nations (UN) Decade of Action for Road Safety logos. The helmets will be for new incoming first graders and transfer students in all primary school grades. The helmets will be handed out at the December helmet handover ceremonies in Phnom Penh, Kandal and Kampong Speu provinces.

## 2.4 Ceremonies and Events

### **2.4.1. Design, Order, and Produce Communications Materials**

The SBP and Communications teams have begun preparations for the development of communications materials for the December 2015 helmet handover ceremonies. All communications materials for the helmet handover ceremonies and the October 2015 teacher training will consist of the same designs from the previous year.

## 2.7 Public Awareness Activities

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

Displayed on fences and walls of the 18 target schools since December 2014, the helmet use and road safety murals serve as daily reminders of the need to wear a helmet on each trip to and from school. From June to August 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. The murals will be on display throughout the duration of HSHO until June 2016.

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

A total of 1,008 helmet use posters, which are the same design as the flyers in (2.5.1.) depicting a fragile human head as an egg, were distributed among the 18 target primary schools to be posted in classrooms, hallways and common areas. The SBP team checks in regularly with the schools to ensure that the posters are in good condition and not obstructed. The posters will be on display throughout the duration of HSHO until June 2016.

## **2.2.2. Behavior Change Communications**

From June until August 2015, the Behavior Change Communications (BCC) team finished a four-month mass media campaign with television and radio commercials, radio talk shows, televised roundtable discussions, billboards and long banners, as well as street-based and commune-wide campaigns.

## 3.1. BCC Materials Development

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

A local creative agency will be chosen in September to revise the television and radio commercials and billboards according to input and feedback from the August 2015 mid-term evaluation to promote passenger, including child, helmet use. The revised materials are expected to be finalized in October and November 2015 prior to their use in the second part of the mass media campaign from December 2015 until March 2016. Additional BCC materials, including T-shirts, posters, flyers, online advertisements and billboards, will also be updated based on the finalized materials. Further

information on this procurement can be found in 4. Changes to Project Plan.

### 3.2 Mass Media Campaign

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

A public relations campaign held from April to July 2015 reinforced 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. The banners and advertisements portray the same image and tagline as the billboards. An estimated 14,000 to 20,000 visitors viewed the banner daily, and around 3.4 million to 5.5 million viewed the banner monthly. A social media consultant compiled campaign images and content for display on Facebook, Twitter, local websites, blogs, and other social media outlets. The Facebook advertisement had 305,893 views and 29,586 likes within two weeks of the post date in early August. The television commercial has over 71,000 views on [Facebook](#) and over 2,000 views on [YouTube](#).



*Facebook advertisement*

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

The television and radio commercials, produced in December 2014 by 17 Triggers for the BCC mass media campaign, were aired 188 times and 195 times, respectively, over the four-month campaign period from April to July 2015. The media plans, developed in March 2015, involved airings on four television stations, CTN, My TV, TV5 and Hang Meas; and three radio stations, FM 102, FM 102.5, and FM 107.5. The commercials reached 94% of the population in HSHO's three target provinces (3.2 million people), and 94% of the total population in Cambodia (11.9 million). Approximately 84% of target audiences aged 15 to 44 years saw the TV commercial at least three times within the four-month period, and it is estimated that the average person saw the commercial 13 times. Because radio monitoring is not a common practice in Cambodia, statistics on radio audiences are not available. The commercials will be revised from September until November for the second phase of the mass media campaign, from December 2015 to March 2016. A separate procurement will be done for the second round of airing.

Further airing information can be found in Annex III. Media Monitoring Report.

#### **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 information on the importance of helmet use, the Cambodian road safety situation, and how the HSHO project supports the new law. The guest speakers were the Cambodia Country Director of AIP Foundation, 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 aired in early April, May, June and July. The discussion will also be aired four times during the second round of the campaign, from December 2015 to March 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**

In July 2015, AIP Foundation completed the production and airing of four radio talk shows that were aired on a local radio station, FM102. Similar to (3.2.4.), the talk shows inform target audiences about the new motorcycle passenger law and promote efficient law enforcement. The first two talk shows were aired four times each in April and May, respectively. The third talk show, with representatives from AIP Foundation, two commune chiefs from HSHO target areas and a chairman from the Road Safety Network, was aired in June. The fourth talk show, aired in July, focused on promoting enforcement of the passenger helmet law, and the need for the inclusion of child passengers in the newly-passed sub-decree regarding helmet fines. The guest participants of the fourth talk show were the Country Director of AIP Foundation and a representative from the National Police of Cambodia. For all talk shows, audience members were able to call in and ask questions, discuss experiences and concerns, and share knowledge. A second round of the talk shows will be held from December 2015 until March 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 an estimated daily viewership of one million road users. All six billboards had been installed as of July 2015.

### **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. A total of 72 long banners were printed and distributed to each commune. The banners, consisting of only the BCC tagline, were displayed from April to July 2015. After the first

period, the long banner will be reproduced based on results of the BCC mid-term evaluation in summer 2015 and will again be displayed from November 2015 to February 2016.

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

A total of 60 tuk-tuk panels were 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 December 2015 to March 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 early April to disseminate information on passenger helmet use and helmet law compliance. As of August 27, 77 of 78 planned street-based activities have been organized in all target districts and data shows that the campaign days have reached 9,472 drivers, 7,265 adult passengers, and 845 child passengers. The events were run by five district police officers from each district and ten volunteers from each Commune Road Safety Working Group (CRSWG). All volunteers received training from AIP Foundation on the importance of helmet wearing, the road safety situation, and the new passenger helmet law. The CRSWGs were created during November 2014 commune-wide activities and consist of community members who will play roles in developing and overseeing road-safety related activities in the communes. The creation of the CRSWGs is also in line with the July 2015 sub-decree of the new road traffic law, which re-structured the National Road Safety Committee and encouraged the creation of the CRSWGs.

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 residents to be redeemed at local police stations or target commune offices for subsidized helmets produced by Protec. The helmets are silver with the HSHO and UN Decade of Action logos. Information on the remaining street-based activity, to be held

in early September, will be reported in the Milestone 7 report.

### 3.4. Commune-Wide Activities

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

With financial and technical support from AIP Foundation, the CRSWGs in each commune organized commune-wide activities in July and August. A total of 18 planned activities took place, reaching a total of 2,501 community members. During the events, community members gathered at schools or other public places to discuss information about the road crash situation, the new motorcycle passenger helmet law, and the importance of helmet wearing. The community members and CRSWG members also held parades in communities and visited households and public places to further disseminate the information through flyers and loudspeaker announcements.

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

AIP Foundation contracted with local suppliers, including tuk-tuk drivers and motorcycle drivers, in all target communes to promote key BCC messages through commune-wide loudspeaker announcements in public places. The announcements were made four times in each commune. The announcements covered the key BCC messages, the road crash situation, the expected date that enforcement of the law will begin, and recommendations from local police regarding passenger helmet use.

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

As of August 27, 43 of 54 planned door-to-door activities have been held in HSHO target communes. During these events, CRSWG members disseminated information to 17,154 adults and 3,802 children at both houses and public places. Flyers were passed out to emphasize the importance of helmet use, the road crash situation, and the upcoming date of passenger helmet enforcement by police. The remaining 11 activities, which will take place in early September, will be reported on in Milestone 7.

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

In collaboration with the CRSWGs, AIP Foundation identified commune offices health centers and offices 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 CRSWGs are responsible for coordination of the flyer displays. From April to August, over 60,000 flyers were distributed to community members in all HSHO target communes through the aforementioned distribution centers, as well as the street-based and door-to-door campaigns and commune-wide activities. The flyers will again be passed out from December 2015 until March 2016.

### **2.2.3. Enabling Environment Campaign**

During the fifth quarter of HSHO, EEC activities were completed to finalize the National and District Passenger Helmet Enforcement Action Plans, and to host the commune-wide meetings.

### 4.1 Policy Briefs and Advocacy Meetings

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

AIP Foundation disseminated the third policy brief to 81 media representatives at a Media Forum held on July 15, 2015 in Phnom Penh. The third policy brief, developed in December 2014 and finalized in January 2015, focuses on information regarding full enforcement of the recently-passed law.

### 4.2 Nation-Wide Activities

#### **4.2.1. Host Nation-Wide Stakeholder Workshop**

Originally planned for August 2015, the second Nation-Wide Stakeholder Workshop will now occur in September 2015. The delay is due to heavy workloads and orientation of the new EEC Program Manager in August 2015, and will not affect any other planned EEC activities. Approximately 20 participants are expected to attend, including national-level government officials, traffic police, and other relevant key stakeholders. The workshop will provide progress updates on the HSHO project, and garner support for the upcoming law enforcement. The EEC team is currently in the process of working with national-level government officials and stakeholders to organize the workshop.

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

From December 15-18, 2014, the EEC team led an enforcement study tour to Ho Chi Minh City, Vietnam and Singapore with national representatives from the Cambodian government. The purpose of the study tour was to learn about the successes and challenges of enforcing helmet laws from Vietnam and Singapore, both of which have good law enforcement practices, face similar urbanization challenges including population and vehicle growth and environmental problems, and have experience enforcing passenger and child helmet use. After the study tour, all Cambodian delegates filled out a post-study tour survey in which delegates were asked about experiences and knowledge gained from the study tour. Please refer to (5.3.1.) for information on the study tour feedback survey.

#### **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 National Passenger Helmet Enforcement Action Plan was submitted to the General Commissioner of National Police in early June. After several rounds of reviews and the inclusion of feedback into the plan, the finalized action plan has been submitted to the Commissariat General of the National Police and is expected to be signed in October 2015.

### 4.3 District-Wide Activities

#### **4.3.1. Host District-Level Stakeholder Workshops**

Originally planned for August 2015, the District-Level Stakeholder Workshop will now occur in September and October 2015. The delay is due to heavy workloads for the EEC team and orientation of the new EEC Program Manager in August 2015 and will not affect any other planned EEC activities. Approximately 30 participants will attend each workshop, including representatives from the target

district- and commune-level governments, traffic police, commune leaders, target school representatives, and other key stakeholders. The workshop will provide progress updates, and garner support for the upcoming law enforcement. The EEC team is currently in the process of working with district officials to organize the workshops.

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

Six district-level passenger helmet enforcement action plans were developed at the two District Passenger Helmet Enforcement Action Plan Workshops in April 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 being finalized and will again be reviewed by district and provincial police officials for final review and approval. They are expected to be signed off in October after the National Passenger Helmet Enforcement Action Plan has been approved by the Commissioner General of the National Police.

### 4.4 Commune-Wide Activities

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

AIP Foundation hosted the second round of commune-wide meetings, two in each of HSHO’s target provinces in August 2015. The last round will take place in March and April 2016. Participants in each meeting came from three target communes within the same district. The meetings consisted of presentations on the progress of HSHO activities, reflections on commune-level action plans to increase passenger motorcycle helmet use, and group discussions on how to further improve the functions of CRSWGs and commune-wide activities to promote passenger helmet use in communities. The last commune-wide meeting, in Chba Ampov District, Phnom Penh Capital, will be held on September 4, and will be reported on in Milestone 7.

**Table 1 Commune-Wide Meetings**

<b>Date</b>	<b>Location</b>	<b>Number of Participants</b>
August 6, 2015	Kien Svay District, Kandal Province	40
August 7, 2015	Takhmao District, Kandal Province	45
August 13, 2015	Samroang Torng District, Kampong Speu Province	36
August 14, 2015	Chba Morn District, Kampong Speu Province	35
August 20, 2015	Chamka Morn District, Phnom Penh	46

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

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

## 5.1 School-Based Program M&E

### **5.1.2 Conduct Crash Monitoring**

From May to July 2015, five project schools reported 40 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 31 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 conducted six interviews at each project school, two each with parents, teachers, and school principals. The staff analyzed the findings 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 are summarized in the School-Based Program and Behavior Change Communications Mid-term Evaluation Report.

## 5.3 Behavior Change Communications M&E

### **5.2.3 Conduct Media Monitoring**

In April 2015, AIP Foundation contracted a media agency to conduct four months of media monitoring to assess the reach of the BCC media products. The agency tracked the ratings and the reach of the TV commercial on four channels. It found that over four months 3.2 million people across the target provinces, 94% of the population, were exposed to the TV commercial. See Annex III. Media Monitoring Report for the full report on the TV commercial's reach.

**Table 2 People Exposed to TV Commercial**

Month	Number of people exposed				Percentage of population exposed
	Nationwide	Phnom Penh	Kandal	Kampong Speu	
April	10,597,256	1,254,839	1,032,087	584,219	83.2%
May	11,043,054	1,307,627	1,075,504	608,796	86.7%
June	10,380,725	1,229,199	1,010,998	572,282	81.5%
July	7,833,308	927,555	762,901	431,845	61.5%
<b>Accumulated</b>	<b>11,921,913</b>	<b>1,411,694</b>	<b>1,161,098</b>	<b>657,247</b>	<b>93.6%</b>

### **5.2.4 Conduct Mid-term and Final Evaluations**

In July 2015, AIP Foundation contracted a research agency to conduct a mid-term evaluation to investigate the public's knowledge, attitude, and behavior toward passenger helmet use and to assess the effectiveness of the interventions against the baseline. The methods and detailed results of the mid-term evaluation are included in the School-Based Program and Behavior Change Communications Mid-

term Evaluation Report.

### *Design*

The mid-term evaluation was designed to answer the following key research questions:

- What are the respondents' level of exposure to the project activities (via behavior change communications and/or school-based program) and perception of the influence of the project activities on their knowledge, attitudes, and behaviors?
- How are the knowledge, attitudes, and behaviors of respondents who were exposed to the project through the school-based program different?
- What are the respondents' awareness of the new passenger helmet law and perceptions toward the law's enforcement?
- Has there been a change in the respondents':
  - Knowledge, attitudes, and behaviors related to passenger helmet use (including adult opinions of helmet use for child passengers)?
  - Reported rates of helmet ownership and where people purchase their helmets?
  - Reasons that drivers and passengers give for wearing or not wearing a helmet (including reasons for providing or not providing helmets for children)?
  - Factors that hinder or promote helmet use (including social, cultural and environmental factors)?

The survey was conducted in 18 target communes in 6 target districts, and in 6 control communes in 6 control districts. The results were analyzed at both the target and control levels.

### *Implementation*

Indochina Research Ltd. (IRL) was selected to conduct the evaluation through an open bidding process. A contract, Annex IV. Contract with Indochina Research, was signed between IRL and AIP Foundation on June 29, 2015 and outlines the roles and responsibilities of the two parties. IRL provided a detailed research plan, including the methodology, sample selection technique, data collection tools, and budget.

From July 23-26, IRL pretested the qualitative and quantitative data collection tools. After the local Institutional Review Board issued ethical approval for the evaluation on July 28, IRL collected the data, completed on August 5. IRL sent the draft report to AIP Foundation on August 25. The report will be finalized by September 7.

## 5.3 Enabling Environment Campaign M&E

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

In June 2015, AIP Foundation conducted a post-assessment interview with each participant of the first study tour in which national representatives from the Cambodian government visited Ho Chi Minh City, Vietnam in December 2014. Respondents reported that they received high-quality exposure to best practice in safety education, law enforcement, and police infrastructure. They reported applying it to their work through awareness-raising at the sub-national level and to build cross-sector partnerships

to more effectively implement the law. Please refer Annex V. Guidelines for Study Tour Post-Assessment Interviews and Annex VI. Summary Findings for Study Tour for further information.

#### 5.4 Project-Wide M&E

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

AIP Foundation conducted routine monitoring to keep track of outputs from project activities. In this quarter, AIP Foundation monitored key outputs of material distribution (2.4.1, 2.7.1, 2.7.2, 3.2.7, 3.2.8, 3.2.9, 3.3.1, and 3.4.4), talk show and roundtable discussion airing (3.2.4. and 3.2.6), loudspeaker broadcasts (3.4.2), public events (3.3.1), community outreach (3.4.1 and 3.4.3), policy briefings (4.1.1), and stakeholder and action plan workshops (4.2.1, 4.2.4, 4.3.1, 4.3.4, and 4.4.1). For routine monitoring, program staff collect basic information on output indicators, including measurements of people, objects, and occurrences. Program staff enter the collected data into AIP Foundation's monitoring database, where it is checked by the M&E team in Vietnam and extracted for reporting.

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

In July 2015, Handicap International, the research agency contracted to collect data on motorcycle helmet use rates through quarterly filmed helmet observations, submitted the May summary report with the dataset.

They found that in May 67.6% of drivers and 14.2% of passengers wore helmets in 18 target communes, compared to 66.7% of drivers and 14.0% of passengers in 6 control communes. Since the August 2014 baseline observation, passenger helmet wearing rates increased by 4.3 percentage points in target communes, compared to 2.0 percentage points in control communes. The methods and detailed results of this baseline observation are included in the School-Based Program and Behavior Change Communications Mid-term Evaluation Report.

In August 2015, Handicap International (HI) collected data for the fifth helmet observations. Within eight weeks, HI 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 May 2015, the Statistics and Road Safety Division of General Secretariat of the National Road Safety Committee submitted the July-December 2014 injury and fatality data and report from the Road Crash and Victim Information System. AIP Foundation provided feedback on the report in July 2015 and, upon receiving revisions, used the data to calculate the baseline for the HSHO project.

From July-December 2014, there were 1,053 traffic crash head injuries and 240 fatalities in the target provinces. Per 100,000 population, there were 60.2 motorcycle-related head injuries and 26.4 fatalities in Cambodia. Motorcyclists accounted for 79.6% of total fatalities.

AIP Foundation will compare reports with this baseline to calculate the number of lives saved, the number of injuries prevented, and the amount of money saved due to the HSHO project.

#### 5.4.4 Consult with Technical Consultant

In July 2015, the United States Centers for Disease Control and Prevention (CDC) provided technical assistance to the M&E team and the HSHO project team on the BCC mid-term evaluation. They reviewed and provided feedback on the quantitative and qualitative data collection tools.

#### 2.3.2. Materials Development

AIP Foundation developed Information, Education, and Communications (IEC) materials to support project activities during the fifth quarter, as shown in Table 3.

**Table 3 IEC Materials Summary**

Activity	IEC Materials	Target Audience
2.4 Ceremonies and Events	Backdrops, displays, hand-outs	Government officials, primary school students, media members
3.1 BCC Materials	Television commercial; Radio commercial	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
4.4 Commune-Wide Activities	Backdrop, displays, hand-outs	Commune-level officials, traffic police, influential leaders, media members, other key stakeholders

#### 2.3.3. Procurement

During the fifth 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 4.

**Table 4 Completed Procurements**

Activity	Procurements	Provider	Funding Source
5.2.4.	Mid-term Evaluation	Handicap International	USAID
5.2.4	Mid-term Evaluation	Indochina Research	USAID

**Table 5 Pending Procurements**

<b>Activity</b>	<b>Procurements</b>	<b>Funding Source</b>
3.1.1. Design and Produce BCC Materials	Design and Produce BCC Materials	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 most common challenge is the potential for underreporting of the number of crash cases at the primary schools. This results from students who do not report minor injuries and crashes to the SBP team. The SBP team has worked with all teachers to follow-up with students to eliminate the bias of underreporting.

#### Behavior Change Communications

Due to strong storms in May and July 2015, two billboards bearing BCC campaign materials were destroyed in Kien Svay District in Kandal Province, and Chba Morn District in Kampong Speu Province. The billboards and stands were completely destroyed and one has already been rebuilt with leftover funds from the initial procurement for the billboards. AIP Foundation is working on identifying funds to rebuild the second billboard.

Another challenge has been that some CRSWG members who have not been trained by AIP Foundation have implemented BCC activities. In the second commune-wide meetings, AIP Foundation stipulated that only those members who have attended trainings and workshops are to implement BCC activities.

#### Enabling Environment Campaign

The main challenges faced by the EEC team were limited time and availability of EEC team members and government officials. With staff turnover within the EEC team, the team slightly delayed some activities to accommodate the hiring and orientation of the new EEC Program Manager.

#### Monitoring and Evaluation

Data collection, tool development and ethical approval for the mid-term evaluation took longer than expected to develop and obtain, delaying data collection and limiting the time available for analysis before the milestone.

The methodology of the knowledge test for the school-based program was not designed for the scale of the HSHO project. In collaboration with the project coordination, the M&E team made changes to the methodology in the post-intervention to make it more suitable for this scale, while maintaining comparability with the pre-intervention as much as possible.

Because the December 2014 enforcement study tour with national representatives only had three participants, the M&E team adapted the evaluation survey into interview guidelines. Project coordinators conducted the interviews, translated the findings, and conducted preliminary qualitative analysis. This was a new process for the local staff and revealed the need for better training to identify key successes, challenges, and lessons learned from the findings.

## 3.2. Opportunities

In a landmark achievement for the global road safety community, the UN finalized the Post-2015 Sustainable Development Goals in August 2015 which included two road safety goals. The two goals are to halve the number of global deaths and injuries from road crashes by 2020, and provide sustainable urban transport, particularly to those in vulnerable situations, women and children, persons with disabilities, and older persons by 2030. The targets will be formally adopted by world leaders at the United Nations Sustainable Development Summit in New York in late September. Additionally, the #SaveKidsLives Campaign, coordinated by the UN Global Road Safety Collaboration, received over 712,000 signatures for its Child Declaration for Road Safety. Over 510,000 of those signatures were collected by AIP Foundation, 15,273 of which are from Cambodia. The campaign calls for governments around the world to commit to take action at the Global High Level Conference on Road Safety in Brasilia, Brazil in November 2015.

Another new AIP Foundation initiative was a one-day media forum held in Phnom Penh on July 15. In collaboration with the Club of Cambodian Journalists, 81 high-level media representatives discussed how they can support efforts to increase child helmet use. This included how to use media channels to effectively cover road safety topics, how to reach a broader audience, and how to develop innovative ways to spread important messages.

A study written on another AIP Foundation project in Cambodia has been published in the British Medicinal Journal. The study, "[Helmets for Kids: evaluation of a school-based helmet intervention in Cambodia](#)" reviews a school-based helmet distribution and road safety program that is similar to HSHO's School-Based Program component. The project's effectiveness was measured through pre-intervention and post-intervention helmet observations of students as they arrived and left school. Co-written by AIP Foundation staff and consultants from the CDC, the study concludes that school-based helmet use programs that combine helmet provision and road safety education is a mechanism will increase helmet use among children.

## 4. Changes to Project Plan

AIP Foundation began a new procurement in August 2015 to revise the television and radio commercials and billboards according to input and feedback from the August 2015 mid-term evaluation to promote passenger, including child, helmet use. The original procurement for the development of BCC materials (3.1.1.) was planned to cover two phases: Phase I would cover the creation of the materials for the first round of the mass media campaign, and Phase II would cover the revision of the materials for the second round of the campaign. However, after discussions with 17 Triggers in December 2014, AIP Foundation senior management agreed that a second procurement would be carried out to cover the Phase II revision to ensure the quality of the commercials and materials. The funding for the second procurement would utilize leftover USAID funds from other HSHO budget lines.

## 6. Next Quarter Activities

The following activities, as shown in Table 6, will be completed in the next reporting quarter, September 1, 2015 through November 30, 2015.

**Table 6 Next Quarter Activities**

<b>Date</b>	<b>Activity</b>
September – October 2015	2.1.3. Develop School Implementation Plans and Host Planning Meetings
September – October 2015	2.2.2. Design, Order, Produce, and Ship Helmets
September – November 2015	2.3.1. Organize Teacher Training Workshops
September – November 2015	2.3.2. Select and Meet with School Coordinators
September 2015	2.4.1. Design, Order, Print Communication Materials
September – November 2015	2.4.2. Promote Attendance
October 2015	2.4.3. Prepare Ceremony and Event Activities
December 2015	2.4.4. Organize Ceremonies and Events
November 2015	2.5.1. Distribute Parent Commitment Letters and Flyers
September – November 2015	2.7.1. Install and Display Helmet Use Billboards
September – November 2015	2.7.2. Hang and Display Helmet Use Posters
September – October 2015	3.1.1. Design and Produce BCC Materials
October 2015	3.1.2. Host Consultative Stakeholder Meeting to Review BCC Materials
December 2015	3.2.1. Host Press Conferences
December 2015	3.2.2. Coordinate Public Relations Campaign
December 2015	3.2.3. Air Television Commercial
December 2015	3.2.4. Produce and Air Televised Roundtable Discussions
December 2015	3.2.5. Air Radio Commercial
December 2015	3.2.6. Produce and Air Radio Talk Shows
December 2015	3.2.7. Install and Display Billboards
December 2015	3.2.8. Hang and Display Long Banners
December 2015	3.4.1. Organize Commune-Wide Activities
December 2015	3.4.4. Distribute Flyers in Common Areas
September – October 2015	4.3.1. Host District-Wide Stakeholder Workshops
November 2015	4.4.1. Host Commune-Wide Meetings



Annex I. Press Coverage

Annex II. Updated New Staff Recruitment Report

Annex III. Media Monitoring Report

Annex IV. Contract with Indochina Research

Annex V. Guidelines for Study Tour Post-Assessment Interviews

Annex VI. Summary Findings for Study Tour

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## Annex III. Media Monitoring Report

### AIP FOUNDATION CAMPAIGN COMMUNICATION CHANNEL

NO.	Station	Coverage Area	Total Population	PP	Kandal	K. Spue	Batt. Bang
			12,997,027	1,539,000	1,265,805	716,517	728,000
<b>TV Stations</b>							
1	CTN	Nationwide - 24 provinces		✓	✓	✓	✓
2	MYTV	Nationwide - 24 provinces		✓	✓	✓	✓
3	HMTV	Nationwide - 24 provinces		✓	✓	✓	✓
4	TV5	Nationwide - 24 provinces		✓	✓	✓	✓

### ESTIMATED NUMBER OF PEOPLE REACHED

Channels	% of Population who Watch AIPF Spot	Total Population	PP	Kandal	K. Spue	Batt. Bang
Viewership (%)			98%	98%	98%	98%
# People Watch TV		12,737,086	1,508,220	1,240,489	702,187	713,440
<b>Apr</b>	83%	10,597,256	1,254,839	1,032,087	584,219	593,582
<b>May</b>	87%	11,043,054	1,307,627	1,075,504	608,796	618,552
<b>Jun</b>	82%	10,380,725	1,229,199	1,010,998	572,282	581,454
<b>Jul</b>	62%	7,833,308	927,555	762,901	431,845	438,766
<b>Average From Apr to Jul 2015</b>	<b>94%</b>	<b>11,921,913</b>	<b>1,411,694</b>	<b>1,161,098</b>	<b>657,247</b>	<b>667,780</b>

Provinces

SR	Takeo	K.Cham	K.Thom	P.Veng	S.Rieng	K.Pot	KEP	S.Vill	KK	K.Chhnang
504,000	843,931	1,680,694	708,398	947,357	482,785	585,110	40,208	199,902	139,722	472,616
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

SR	Takeo	K.Cham	K.Thom	P.Veng	S.Rieng	K.Pot	KEP	S.Vill	KK	K.Chhnang
98%	98%	98%	98%	98%	98%	98%	98%	98%	98%	98%
493,920	827,052	1,647,080	694,230	928,410	473,129	573,408	39,404	195,904	136,928	463,164
410,941	688,108	1,370,371	577,599	772,437	393,644	477,075	32,784	162,992	113,924	385,352
428,229	717,054	1,428,018	601,897	804,931	410,203	497,145	34,163	169,849	118,716	401,563
402,545	674,048	1,342,370	565,797	756,654	385,600	467,327	32,114	159,662	111,596	377,478
303,761	508,637	1,012,954	426,951	570,972	290,975	352,646	24,233	120,481	84,210	284,846
<b>462,309</b>	<b>774,121</b>	<b>1,541,667</b>	<b>649,799</b>	<b>868,992</b>	<b>442,849</b>	<b>536,710</b>	<b>36,882</b>	<b>183,366</b>	<b>128,164</b>	<b>433,521</b>

Pursat	Kratie	M.Kiri	Pailin	P.V.hear	S.Treng	R. Kiri	B.Chey	O.Chey
397,107	318,523	60,811	70,482	170,852	111,734	149,997	678,033	185,443
✓	✓	✓	✓	✓	✓	✓	✓	✓
✓	✓	✓	✓	✓	✓	✓	✓	✓
✓	✓	✓	✓	✓	✓	✓	✓	✓
✓	✓	✓	✓	✓	✓	✓	✓	✓

Pursat	Kratie	M.Kiri	Pailin	P.V.hear	S.Treng	R. Kiri	B.Chey	O.Chey
98%	98%	98%	98%	98%	98%	98%	98%	98%
389,165	312,153	59,595	69,072	167,435	109,499	146,997	664,472	181,734
323,785	259,711	49,583	57,468	139,306	91,103	122,302	552,841	151,203
337,406	270,636	51,669	59,886	145,166	94,936	127,446	576,098	157,563
317,169	254,404	48,570	56,294	136,459	89,242	119,803	541,545	148,113
239,336	191,974	36,651	42,480	102,973	67,342	90,403	408,650	111,766
<b>364,258</b>	<b>292,175</b>	<b>55,781</b>	<b>64,652</b>	<b>156,719</b>	<b>102,491</b>	<b>137,589</b>	<b>621,946</b>	<b>170,103</b>

**AIP FOUNDATION CAMPAIGN COMMUNICATION CHANNEL**

NO.	Station	Coverage Area	Provinces			
			TOTAL POPULATION	PP	Kandal	K. Spue
			3,521,322	1,539,000	1,265,805	716,517
<b>TV Stations</b>						
1	CTN	Nationwide	24	✓	✓	✓
2	MYTV	Nationwide	24	✓	✓	✓
3	HMTV	Nationwide	24	✓	✓	✓
4	TV5	Nationwide	24	✓	✓	✓

**ESTIMATED NUMBER OF PEOPLE REACHED**

Channels	% of Population who Watch AIPF Spot	Total Population	PP	Kandal	K. Spue
Viewership (%)			98%	98%	98%
# People Watch TV		3,450,896	1,508,220	1,240,489	702,187
<b>Apr</b>	83%	2,871,145	1,254,839	1,032,087	584,219
<b>May</b>	87%	2,991,926	1,307,627	1,075,504	608,796
<b>Jun</b>	82%	2,812,480	1,229,199	1,010,998	572,282
<b>Jul</b>	62%	2,122,301	927,555	762,901	431,845
<b>Average From Apr to Jul 2015</b>	<b>94%</b>	<b>3,230,038</b>	<b>1,411,694</b>	<b>1,161,098</b>	<b>657,247</b>

## Annex V. Guidelines for Study Tour Post-Assessment Interviews

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### **I. Introduction (5 minutes)**

We really do appreciate you giving us your time today. As you may know, we are conducting an assessment of the law enforcement study tour you joined in December. My name is ..... from AIP Foundation.

Participants' feedback is crucial for our assessment. Therefore, I would like to talk to you for about one hour about what you learned through the study tour and its impact on your work. We very much appreciate your input to help AIP Foundation improve our study tour program. You will receive a small token of appreciation to thank you for your time.

It is very important that I clearly understand your responses to my questions today. So I will record our discussion so I can concentrate on what you are saying. There are no right or wrong answers, just give your honest opinion. I am only interested in your opinions and your thoughts and not those of other people. Please be assured that anything you say is confidential and your participation is completely voluntary.

---

### **CONFIRM UNDERSTANDING**

**START MP3 RECORDER (Yes, I understand and hereby give my consent to be interviewed for the study)**

---

### **II. Impressions of study tour (5 - 10 min)**

Tell me about your overall impression of the study tour. Please explain further.

---

### **III. Lessons learned (5 - 10 min)**

What were the three most important lessons you learned during the study tour? Anything else?

---

### **IV. Applications to work (10 - 15 min)**

1. Have you applied any of these knowledge, skills, or practical experience to your work? How often?
2. Please give a specific example. How has that application had an effect on you and your organization's work??

---

**V. Impact of the study tour (10 - 15 min)**

---

1. Has what you learned in the study tour had an effect on how effectively you perform job? Are you able to perform your job: more effectively, no change, or less effectively? Tell me more about your answer.
2. What are the specific outcomes or achievements of your application of the what you learned in the study tour to your work?

---

**VI. Sharing with others (5 - 10 min)**

---

With whom have you shared the knowledge and skills you gained from the study tour?

- a. Within your organization?
- b. Externally?
- c. Who else?

---

**VII. Challenges and recommendations (10 - 15 min)**

---

1. Have you faced any challenges or barriers in applying what you learned through the study tour to your work? Tell me more.
2. How could we improve the study tour program to address these challenges? Anything else?

---

**VIII. Wrap-up (5 min)**

---

We have covered all the topics I wanted to discuss with you today. Your thoughts and experiences were very helpful to us. Would you like to add anything else to our discussion today? Thank you for your time and participation.

## Annex VI. Summary Findings for Study Tour

### A. KEY FINDINGS

#### 1. Impressions

Cambodia traffic police received high quality exposure, education and awareness about best practices on safety education, law enforcement and police infrastructure. While the tour did not directly affect jobs or tasks, it provided an opportunity to share and learn from successful experiences of a neighboring country. For example, in Vietnam, the primary focus is on education and school based training rather than law enforcement. The lessons will contribute to future capacity building.

#### 2. Lessons learned

- Road safety education should be mainstreamed into the curriculum across all levels, from primary to graduate schools. Members of the traffic police would be more knowledgeable and better equipped on safety if they had learned road safety education at an early age.
- Law enforcement should be fair, follow a clear procedure, and have some flexibility on imposition of penalty according to specific situations.

#### 3. Applications of Lessons Learned

- Guided local people to higher safety awareness through sub-national government.
- Provided training to students at Tuol Kork School on helmet use and request teachers to remind all students on helmet use before start of sessions.
- Suggested that penalty rates equal the price of a new helmet per Vietnam experiences.
- Developed a clear set of principles for country-wide implementation and guided sub-national levels on how to create their own action plan.
- Trained traffic police members on good traffic policing practices.

#### **What are the specific outcomes or achievements of the participants' application of what they learned in the study tour to their work?**

- Encouraged education and participation of citizens.
- Raised awareness of the needs to enforce laws fairly.
- Built partnerships between the government, private sector and other organizations to effectively implement the law.
- Designed national- and sub-national action plans for law enforcement.

#### **Sharing experiences from the study tour with others**

- Through quarterly workshops and monthly meetings of traffic police members.
- Ensuring sharing of experiences at sub-national levels.

#### **Challenges or barriers in applying what they learned through the study tour to their work?**

- Budget limitations, e.g. lack of speed guns/alcohol detection devices.

#### **How could we improve the study tour program to address these challenges?**

- Host a pre-meeting with official government staff a day before, and provide longer interactions with relevant institutions.
- Upfront introductions to stakeholders and institutions, and their roles and responsibilities.

- Clearer agenda.
- Location facilities and arrangements such as better accommodation and transportation.
- Increase study tour duration to at least 3-5 days.