

# Implementation Plan

Head Safe, Helmet On.

June 2014 – May 2016



**July 2014**

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**AIP** FOUNDATION  
MAKING ROADS SAFE

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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 will implement the “Head Safe, Helmet On.” (HSHO) project. The HSHO project will be implemented 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 will utilize 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 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 targeted 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

# 1. 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 2012 alone, road crashes caused 13,649 injuries, took the lives of 1,966 people, and cost the country 329 million USD, 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 (68 percent) of all road crash fatalities in 2012.<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 66 percent of all road crash fatalities in Cambodia suffered a head injury in 2012. In that same year, only 22 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. For passengers, the situation is even more concerning: there is currently no requirement to wear a helmet and the helmet wearing rate among passengers in 2010 was 9 percent.<sup>6</sup>

## 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.

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<sup>1</sup> National Road Safety Committee, Road Crash and Victim Information System (2012). *2012 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 (2012).

<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 (2012).

<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 targeted communes and districts	Increased passenger helmet use in <u>targeted communes</u> to 30% by the end of year 1, and to 80% by the end of year 2; Increased passenger helmet use in <u>targeted districts</u> to 25% by the end of year 1, and to 60% by the end of year 2	<b>School-Based Program:</b> Increased helmet use at targeted schools, within targeted communes
		<b>Behavior Change Communications:</b> Improved passenger helmet use behavior in targeted 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 targeted 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 three provinces, six districts, and 18 communes, as shown in Table 2.

**Table 2 Selected Locations for HSHO Project**

<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
Kadal	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	Chbar 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 the HSHO project on 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 targeted 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 helmets 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 enforcement of the driver helmet law 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 three provinces, six districts, and 18 communes, as listed in Table 2. The targeted 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 2010.<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 (2010). *2012 Annual Report: Road Crashes and Casualties in Cambodia*. Phnom Penh, Cambodia.

Within each targeted province, two targeted 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; Ta Khmau City District and Kein Svay District were selected in Kandal Province; and Chbar Morn District and Somroang Torng District were selected in Kampong Speu Province.

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

- Located along the national roads or national road crosses through the communes
- Exhibits among the highest rates of motorcycle-related casualties and fatalities in all of targeted district's communes
- Presence of intersection between main and national 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 targeted 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 targeted 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>
- 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 targeted provinces<sup>15</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.

<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.

- Government officials and traffic police residing or working within targeted communes and districts were selected since they are the key decision-makers in regards to the passage and enforcement of the passenger helmet law

## 2. 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 will be 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 will be identified, interviewed in multiple rounds, engaged in negotiation, and, finally, be offered positions with AIP Foundation. Upon beginning work, all new staff members will attend 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.

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

In July 2014, AIP Foundation senior-level staff will introduce all new staff members to key stakeholders within the local community that will 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 will be 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 targeted provinces. The announcement of the project will be made through the distribution of a formal letter, explaining the project goals, objectives, and activities. The letter will be sent with an invitation to the nation-wide stakeholder workshop scheduled for August 2014 (4.2.1).

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

In August 2014, a press release will be 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 will also announce the nation-wide stakeholder workshop scheduled for August 2014 (4.2.1). The press release will be published on AIP Foundation's website and distributed to various local and international media.

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

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

### **1.2.4 Conduct Project Presentations**

In July and August 2014, prior to the nation-wide stakeholder workshop (4.2.1), AIP Foundation staff will conduct presentations for specific road safety stakeholders in Cambodia in order to inform them of the HSHO project before the official project launch. These stakeholders will include the General Secretariat of the National Road Safety Committee, Road Safety Network, and members of a bi-monthly road safety stakeholders meeting. These presentations will aim 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**

Following the nation-wide stakeholder workshop in August 2014 (4.2.1), AIP Foundation's Cambodia Country Director will conduct media interviews with local television, radio, newspaper, and websites to introduce the project to the Cambodian public.

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

From August and December 2014, following the nation-wide stakeholder workshop in August 2014 (4.2.1), AIP Foundation staff will meet 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.

## 1.3 Project Logo Development

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

In July 2014, AIP Foundation staff will meet 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 will design two logos by the end of July 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, will be 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 will be selected and finalized, which will be used as the project logo on all 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-16	Feb-16	Mar-16	Apr-16	May-16	
<b>1. Preparation and Project Launch</b>																											
<b>1.1 New Staff Recruitment</b>	1.1.1	Hire and Provide Orientation for New Staff	x	x																							
	1.1.2	Introduce New Staff to Stakeholders		x																							
<b>1.2 Project Announcement</b>	1.2.1	Send Announcement Letter to Government Officials		x																							
	1.2.2	Distribute Press Release			x																						
	1.2.3	Announce on Social Media			x																						
	1.2.4	Conduct Project Presentations		x	x																						
	1.2.5	Conduct Media Interviews			x																						
	1.2.6	Meet with Government Officials, Ambassadors, and Development Partners			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) will target 18 schools, one in each of the 18 targeted communes, with a comprehensive set of activities to engage students, teachers, and parents. These activities will be scheduled according to the school year in Cambodia, which runs from October to July.

#### 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 will conduct a school selection survey to determine the most appropriate schools for the project. The survey will involve 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 will be 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 will select the targeted schools by the end of July 2014.

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

AIP Foundation will develop and submit 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 is granted, AIP Foundation staff will contact the selected schools to commence planning of activities. In August 2014, staff will arrange formal meetings with the Department of Education, Youth, and Sports in each targeted province, and the Office of Education, Youth, and Sports in each targeted 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 will develop specific project implementation plans for each school for the first school year, which will take into account school schedules, school location and amenities, and other details. The draft plans will be discussed with each school administration and teachers during the teacher training workshops in October and November 2014 (2.2.1). Staff will then revise the plans based on feedback and present them to the schools during planning meetings in November and December 2014. A similar process will occur for the second school year from August to October 2015.

## 2.2 Helmet Production

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

In July 2014, AIP Foundation staff will visit each targeted school to conduct helmet fittings, whereby the head of each student and teacher will be measured to ensure an accurate order of helmet sizes. At the same time, staff will survey students and teachers for helmet color preference. Staff will conduct a second round of helmet fittings for incoming first grade students and new students in July 2015.

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

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

Protec will begin the production of approximately 15,881 helmets in October 2014. AIP Foundation will contract with a shipping company to ship the helmets from the Protec Helmet Factory in Hanoi, Vietnam to Phnom Penh, Cambodia by the end of November 2014. Staff will then procure the services of a company to deliver the helmets to each targeted school prior to the ceremonies and events. A similar process will occur for the design, order, production, and shipment of approximately 4,050 helmets in the second school year from August to October 2015.

## 2.3 Teacher Activities

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

In both school years, AIP Foundation staff will travel to each targeted school to host a teacher training workshop. During the workshops, teachers will be 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 will also be selected to support project implementation. The teacher training workshops will be held in October and November 2014 for the first school year, and in October 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 will be selected by the respective school administrators and AIP Foundation staff to assist with administering the project. The school coordinators will be essential to project implementation by supporting a number of activities and generally ensuring ease in operation. They will be the main contacts for the SBP implementation, and will 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. The school coordinators will be provided with small stipends to assist with buying supplies necessary to complete assigned tasks. Staff will meet 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

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

In the first school year, three large launch ceremonies to donate helmets and launch the SBP will take place at select targeted schools and 15 smaller events will take place at the remaining targeted schools (2.4.4). The ceremonies and events will include the display and distribution of a number of communications materials. AIP Foundation's communications team will identify and develop appropriate and engaging materials, including backdrops, displays, and hand-outs. The design, ordering, and printing process will take place from September to November 2014 for the first school year and will be completed prior to all of the ceremonies.

### **2.4.2 Promote Attendance**

AIP Foundation will promote 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 will be invited in August 2014, in order to allow sufficient time to arrange travel. In addition, AIP Foundation will send a press release to local and international media in order to encourage broad coverage of the ceremonies and events in both school years. Government officials will also be invited to the events in the second school year scheduled for November 2015.

### **2.4.3 Prepare Ceremony and Event Activities**

In October and November 2014, AIP Foundation will work 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 will excite students about the program and their new helmets, and be 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.

### **2.4.4 Organize Ceremonies and Events**

Ceremonies and events to donate helmets and launch the SBP will be held at all 18 targeted schools in December 2014. In the week leading up to each ceremony and event, a full rehearsal with all attending students and teachers will be arranged at each school. This rehearsal will provide 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 will take place at select schools (one per targeted province). Key stakeholders, including government officials, traffic police, project sponsors, non-governmental partners, and media members will be 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, will be encouraged to attend in order to receive public recognition of their contribution and to interact with student, teacher, and community beneficiaries. In particular, USAID will be recognized as the main project contributor.

The large launch ceremonies will last approximately one-and-a-half hours and include 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 will be 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 will also be small launch events at each of the remaining 15 schools. These events will not offer the speeches, performances, or outside attendance, but will still excite students about wearing their new helmets on each trip to and from school.

In the second school year, all 18 targeted 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).

## 2.5 Parent Activities

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

AIP Foundation will work with the school coordinators to distribute letters to parents at each targeted 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 will also be distributed to parents. AIP Foundation's communications team will design these flyers to encourage parents to commit to the project. These letters and flyers will be distributed in December 2014 and January 2015 for the first school year, and in November and December 2015 for the second school year.

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

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

## 2.6 Student Activities

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

AIP Foundation will work with the school coordinators to organize student activities to promote road safety in both school years. The activities will vary from school to school, and be developed specifically to fit the local school settings. Examples of activities include 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 will train the school coordinators in how to coordinate these activities. The road safety activities will be organized in April and May 2015 for the first school year, and 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 will develop the content and design of a helmet use billboard in August and September 2014. In October and November 2014, AIP Foundation will contract with a billboard company to install one billboard at the entrance gate of each targeted school. The billboards will 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.

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

AIP Foundation's communications team will develop the content and design of a helmet use poster in November and December 2014. AIP Foundation will contract with a printing house to print the posters, and will provide each targeted school with a package of helmet use posters to hang in classroom in December 2014. These posters will 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.

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-16	Feb-16	Mar-16	Apr-16	May-16
<b>2. School-Based Program (SBP)</b>																										
<b>2.1 School Selection and Planning Meetings</b>	2.1.1	Conduct School Selection Survey and Select Schools	x	x																						
	2.1.2	Receive Government Approval and Host Planning Meetings		x	x																					
	2.1.3	Develop School Implementation Plans and Host Planning Meetings				x	x	x	x							x	x	x								
<b>2.2 Helmet Production</b>	2.2.1	Conduct Helmet Fittings and Color Testing		x												x										
	2.2.2	Design, Order, Produce, and Ship Helmets				x	x	x								x	x	x								
<b>2.3 Teacher Activities</b>	2.3.1	Organize Teacher Training Workshops					x	x										x								
	2.3.2	Select and Meet with School Coordinators					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-16	Feb-16	Mar-16	Apr-16	May-16
<b>2.4 Ceremonies and Events</b>	2.4.1	Design, Order, Print Communications Materials				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								
<b>2.5 Parent Activities</b>	2.5.1	Distribute Parent Commitment Letters and Flyers						x	x									x	x							
	2.5.2	Organize Parent Information Sessions								x	x									x	x					
<b>2.6 Student Activities</b>	2.6.1	Organize Student Activities to Promote Road Safety											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	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 targeted communes as well as more broadly through media in the six targeted districts.

### 3.1 BCC Materials Development

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

AIP Foundation will procure 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 will also contract with a creative agency to develop the campaign's concept as well as design and produce the television and radio commercials.

AIP Foundation and the creative agency will engage in a back-and-forth process to develop the concepts, contents, and images of the commercials from September to December 2014. AIP Foundation will then contract with an agency to test the products through focus group discussions with the target audience in December 2014 (5.2.2). Following the product testing, AIP Foundation will host a consultative stakeholder meeting to review BCC materials in January 2015 (3.1.2). The creative agency will use the results of the baseline survey, product testing, and stakeholder review in the finalization of these products from January to February 2015. In the second year of the project, the agency will use the results of the mid-term evaluation (5.2.4) and a second consultative meeting in September 2015 (3.1.2) to revise and update the products from August to September 2015.

AIP Foundation will also procure the services of a printing house to create the design and arrange the printing of t-shirts to be worn by staff and volunteers throughout the workshops, meetings, and events.

In addition, AIP Foundation's communications team will develop 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**

AIP Foundation will host two consultative meetings with stakeholders to review 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 meetings will include approximately 30 stakeholders, including government officials and media members, and will allow stakeholders to review the current drafts, discuss the concepts, designs, and messages, and provide critical advice to AIP Foundation and its creative partners. The first meeting will be held in January 2015 and will seek input and feedback for the development of the materials, and the second meeting will be held in September 2015 and will aim to revise and update the materials.

## 3.2 Mass Media Campaign

### **3.2.1 Host Press Conferences**

In both years of the project, AIP Foundation will host a press conference with approximately 120 participants to launch and then report on progress of the BCC campaign. The press conferences will feature a full overview of the project and campaign as well as intended outcomes and impacts. Media members from television, radio, print, and online outlets will be invited and encouraged to report on the project. Key government officials, traffic police, project sponsors, non-governmental partners, private sector partners, and other stakeholders will also be invited to the press conferences to present their support of the project. The press conferences will allow for question and answer sessions as well as the opportunity for individual interviews. The first press conference will be held in March 2015 and the second press conference will be held in November 2015.

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

A public relations campaign will reinforce the BCC key messages through various media outlets from March to June 2015 and from November 2015 to February 2016. AIP Foundation will contract with well-viewed websites to display online banners and advertisements promoting the BCC campaign key messages. In addition, staff will negotiate 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 will hire 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.

### **3.2.3 Air Television Commercial**

AIP Foundation will contract 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, four-month periods over the course of the project. The first cycle will be from March to June 2015, and the second cycle will be from November 2015 to February 2016.

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

AIP Foundation will contract with a local television station to produce and air two roundtable discussions with key individuals influencing the campaign. Likely invitees include high-ranking government officials and AIP Foundation senior-level staff. The discussions will be focused 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 will be aired once a month from March to May 2015, and the second will be aired once a month from November 2015 to January 2016.

### **3.2.5 Air Radio Commercial**

AIP Foundation will contract 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 commercials will air frequently on multiple stations for two, four-

month periods over the course of the project. The first period will be from March to June 2015, and the second period will be from November 2015 to February 2016.

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

AIP Foundation will contract with a local radio station to produce eight talk shows featuring senior-level AIP Foundation staff and government officials. The talk shows will be focused on the promotion of the BCC campaign messages and activities. In addition, the contract will enable 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, and the scheduled times for airing are in March, April, May, June, November, and December 2015, and January and February 2016.

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

AIP Foundation's communications team will develop the content and design of a billboard to promote BCC key messages. AIP Foundation will identify prominent billboard locations with high-visibility and daily viewership in each of the targeted districts. The services of billboard companies will then be procured to print and install one billboard in each targeted district to be displayed for two, four-month periods. The first period will be from March to June 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 will develop the content and design of a long banner to promote BCC key messages throughout the targeted districts. AIP Foundation will identify key locations and negotiate with local property owners to hang and display six banners in each targeted district for two, four-month periods. The first period will be from March to June 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 will develop the content and design of a panel for local tuk tuk drivers to post on the back of their vehicles that will display BCC key messages. AIP Foundation will contract with drivers in each of the targeted districts to post and maintain panels on their vehicles for two, four-month periods. 10 drivers in each district will display the panels from March to June 2015, and the same 10 drivers will display the panels from 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 will coordinate with volunteers and traffic police to promote passenger helmet use through a street-based campaign. From February to July 2015, a group of approximately 10 volunteers and five traffic police will gather in each of the six targeted districts to organize street-based campaign days. In each district, these days will occur approximately 13 times (total of 78 times for all six targeted districts), and feature a one-hour blitz, during which the volunteers and traffic police will stop all passing motorcycles with un-helmeted passengers.

Volunteers will explain the importance of passenger helmet use and compliance with the law. The riders on each stopped motorcycle will receive a flyer with campaign literature. In addition, the riders who reside in one of the 18 targeted communes will receive a voucher for a subsidized helmet, which can be redeemed at a local police station. Approximately 22,856 helmets will be distributed through this effort. Media members will be invited to attend select campaign days in each of the targeted districts in order to spread awareness about the street-based campaign.

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

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

### 3.4 Commune-Based Campaign

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

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

Funds will be provided to these groups to help organize one commune-wide activity per year in each targeted commune to promote passenger helmet use. AIP Foundation will guide and oversee the development of the group's activity plans, but will ultimately allow each group to build its capacity and take ownership of their activities. Examples of activities include a local parade, festival, rally, or essay contest. Plans from successful activities will be broadly shared with other communes in order to encourage use of impactful ideas. The first round of activities will take place in March and April 2015, and the second round will take place in October and November 2015. 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 will procure the services of a local agency to promote the campaign and BCC key messages through commune-wide loudspeaker announcements in each targeted commune. These promotions will take place once a month in April, May, June, and December 2015, and in January and February 2016. AIP Foundation staff will oversee the loudspeaker announcements and provide speakers, who will likely be local volunteers or celebrities, with outlines of scripts.

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

AIP Foundation and commune leaders will recruit volunteers to help conduct a door-to-door awareness campaign. AIP Foundation staff will train 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 be organized in each targeted commune. These campaign days will take place once a month in April, May, June and December 2015, and in January and February 2016.

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

AIP Foundation and commune leaders will identify common areas such as schools and businesses to distribute flyers with campaign literature. AIP Foundation will negotiate with location owners to consistently display the flyers, and explain the ongoing effort needed to encourage local commune residents to always wear helmets. Materials will be displayed from March to June 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-16	Feb-16	Mar-16	Apr-16	May-16
<b>3. Behavior Change Communications (BCC)</b>																										
<b>3.1 BCC Materials Development</b>	3.1.1	Design and Produce BCC Materials				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			
	3.2.4	Produce and Air Televised Roundtable Discussions										x	x	x						x	x	x				
	3.2.5	Air Radio Commercial										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			
	3.2.7	Install and Display Billboards										x	x	x	x					x	x	x	x			
	3.2.8	Hang and Display Long Banners										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			



### 3.2.3. Enabling Environment Campaign

Through the Enabling Environment Campaign (EEC), AIP Foundation will work 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**

In July 2014, AIP Foundation will develop short policy briefs about the draft passenger helmet law, which will include 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. These policy briefs will be disseminated in meetings and workshops until the passenger helmet law is passed. AIP Foundation will develop another policy brief after the passenger helmet law is passed that will focus on information regarding full enforcement of the law. This policy brief will be disseminated during the national and district passenger helmet enforcement action plan workshops (4.2.3 & 4.3.3).

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

The policy briefs (4.1.1) will be 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 will also provide a forum to discuss the overall HSHO project, and will overlap with those described in 1.2.6. In addition, AIP Foundation staff will request these 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 will draft a simple, straightforward letter urging immediate passage of the passenger helmet law. At the meetings from August to December 2014 (1.2.6 & 4.1.2), AIP Foundation will request the government officials, ambassadors, and leaders to co-sign this letter as a first action demonstrating their support for the campaign. Subsequently, this letter will be sent to the Prime Minister and National Assembly members to provide pressure to quickly pass and fully enforce the passenger helmet law.

#### 4.2 Nation-Wide Activities

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

AIP Foundation will host three nation-wide stakeholder workshops. The first workshop is scheduled for 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 will also be 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 October 2014, AIP Foundation will organize 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 Malaysia. During these tours, participants will learn about the successes and challenges of enforcing helmet laws in these nearby countries. AIP Foundation will coordinate with its country office in Vietnam and road safety partners in Malaysia to organize each visit.

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

In November 2014, AIP Foundation will host 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) will present their experiences and lessons learned from the study tour, and provide recommendations for how best practices can be used to develop the action plan. The outcome of the workshop will be an outline of the content of the plan, and a consensus of the next steps required to further develop the plan. Media members will also be 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) will collaborate from November 2014 through April 2015 to develop and finalize a national passenger helmet enforcement action plan. AIP Foundation will help 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 is expected to be implemented by May 2015.

### 4.3 District-Wide Activities

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

In a similar process to the nation-wide stakeholder workshops (4.2.1), AIP Foundation will host three district-wide stakeholder workshops. The first workshop will be held in September 2014 to introduce the project and define stakeholder roles and responsibilities; the second workshop will be held in July 2015 at the project mid-term to provide progress updates and receive critical feedback; and the third workshop will be held in 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, targeted district- and commune-level government

officials, commune leaders, targeted 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 will organize an enforcement study tour to Vietnam in January 2015. During this tour, participants will learn about the successes and challenges of enforcing the helmet law in this neighboring country. Participants will include one traffic police from each targeted district, one national-level government representative, and one AIP Foundation representative. AIP Foundation will coordinate with its country office in Vietnam to organize the visit.

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

In February 2015, AIP Foundation will host a district-level workshop to begin the process of developing a district passenger helmet enforcement action plans for each targeted district. The workshop will have approximately 110 attendees, including participants of the study tour (4.3.2), who will present best practices from Vietnam that can be applied to district-level action plans. An international road safety expert will also travel to Cambodia to present at the workshop. During the course of the workshop, attendees will begin to outline the content of each district passenger helmet enforcement action plan. Media members will also be 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 February 2015 to April 2015, participants of the workshop (4.3.3) will work together to develop six district-level action plans. AIP Foundation will help coordinate this effort by working with the district traffic police to expand, revise, finalize, and submit the plan to provincial government officials for approval. The plans are expected to be implemented by May 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**

AIP Foundation will host four commune-wide meetings for each targeted district. The first round of meetings will be in October 2014, the second round will be in April and May 2015, the third round will be in September 2015, and the fourth round will be in March and April 2016. Approximately 45 representatives from each targeted commune will meet with representatives from the other communes within their district (three targeted communes from the same district will meet together). During these meetings, commune representatives will be 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 will also be invited to attend the meetings in order to inform the public about the project on the commune-level.

\*The timing of these activities (4.2.2, 4.2.3, 4.2.4, 4.3.2, 4.3.3, and 4.3.4) may shift depending on when the passenger helmet law is expected to be passed and implemented.

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

**Figure 4 Enabling Environment Campaign**

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>4. Enabling Environment Campaign (EEC)</b>																																										
<b>4.1 Policy Briefs and Advocacy Meetings</b>	4.1.1	Disseminate Policy Briefs			x	x	x	x				x																														
	4.1.2	Meet with Government Officials, Ambassadors, and Leaders			x	x																																				
	4.1.3	Send Co-Signed Letters to Senior-Level Government Officials			x	x																																				
<b>4.2 Nation-Wide Activities</b>	4.2.1	Host Nation-Wide Stakeholder Workshops			x																						x															
	4.2.2	Organize Enforcement Study Tour with National Representatives						x																																		
	4.2.3	Host National Passenger Helmet Enforcement Action Plan Workshop							x																																	
	4.2.4	Develop National Passenger Helmet Enforcement Action Plan							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 will ensure 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 targeted communes and districts. Each project component will be measured through a specific set of illustrative indicators. These indicators will also be used to determine benchmarks, mid-term milestones, and progress towards reaching implementation targets. For more information, see the Project Monitoring and Evaluation Plan.

The following activities under the M&E work plan will 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**

AIP Foundation will conduct three helmet observations (pre-intervention, post-intervention #1, and post-intervention #2) using a filming method to collect data on helmet use among students who commute to and from school on motorcycles and bicycles at the 18 targeted schools, as well as six control schools in each school year. The first helmet observation will take place within one week prior to the ceremony or event at each school where students and teachers will receive their helmets (2.4.4). The second helmet observation will be conducted within one week following the ceremony or event at each school. Finally, staff will conduct the third helmet observation 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 targeted schools, AIP Foundation will provide the 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 targeted 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 will conduct three evaluations of the SBP – a baseline survey, mid-term evaluation, and final evaluation. The baseline survey will be conducted with the school selection survey in June and July 2014 (2.1.1) and include information such as rates of motorcycle and bicycle helmet use among students before the intervention. The mid-term evaluation will be conducted from April to June 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 effect 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.

## 5.2 Behavior Change Communications M&E

### **5.2.1 Conduct Baseline Survey**

AIP Foundation will contract with an external M&E agency to conduct a baseline survey in August 2014 to set knowledge, attitude, and behavior indicators prior to the launch of the BCC campaign. The evaluation will take place on two different levels: in 18 targeted communes in six targeted districts and in six control communes in three control districts.

### **5.2.2 Conduct Product Testing**

AIP Foundation will contract with an external M&E agency to conduct a series of focus group discussions with the target audience to test the BCC key messages and materials, including the TV commercial, radio commercial, and billboard.

### **5.2.3 Conduct Media Monitoring**

AIP Foundation will contract with an external M&E or media agency to conduct four months of media monitoring of the reach of BCC media products, including the TV and radio commercials. The agency will monitor the total number of different people exposed at least once to the campaign through various media channels in each year of the project.

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

AIP Foundation will contract with an external M&E agency to conduct mid-term and final evaluations to assess the effectiveness of the BCC campaign against the baseline survey. The evaluation will take place on two different levels: in 18 targeted communes in six targeted districts and in six control communes in three control districts.

## 5.3 Enabling Environment Campaign M&E

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

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 three months following each study tour 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 contract with an external M&E agency to conduct quarterly helmet observations using a filming method to collect data on motorcycle helmet use rates. The observations will be conducted in 18 targeted and six control communes on the same day during two, one hour periods at one intersection in each commune, between a local road and a main road such as national highway. AIP Foundation will analyze how motorcycle helmet use rates change over time and how they differ between targeted and control communes.

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

AIP Foundation will contract with a national road safety data agency 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 targeted 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 contract with a short-term technical consultant to provide general advice and inputs for the M&E design 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-16	Feb-16	Mar-16	Apr-16	May-16	
<b>5. Monitoring and Evaluation (M&amp;E)</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	x			
	5.1.2	Conduct Crash Monitoring						x	x	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	x
<b>5.2 Behavior Change Communications M&amp;E</b>	5.2.1	Conduct Baseline Survey			x																						
	5.2.2	Conduct Product Testing								x	x																
	5.2.3	Conduct Media Monitoring												x	x	x	x										
	5.2.4	Conduct Mid- and Final Evaluations																								x	x
<b>5.3 Enabling Environment Campaign M&amp;E</b>	5.3.1	Conduct Enforcement Study Tour Feedback Surveys																									

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>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	x	x	x	x	x		
	5.4.2	Conduct Project-Wide Helmet Observations		x	x		x	x		x	x		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 targeted 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/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

### 3. 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. A summary of staff recruited for new job positions under the project is presented in Annex II. New Staff Recruitment Report.

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

Name	Position Title	Responsibilities	Allocation of Time	
			Percent	Months
Mirjam Sidik	CEO	Provide project direction and oversight	10%	24
Bui Van Truong	Monitoring & Evaluation Manager	Supervise monitoring & evaluation activities	30%	24
To be hired	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
To be hired	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
To be hired	Programs Assistant, Behavior Change Communications	Provide support to the Behavior Change Communications Manager	100%	24
To be hired	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
Naomi Fujiki	Development Coordinator	Manage compliance with regulations and write milestone reports	70%	2
Ellen Halbach	Compliance & Development Coordinator	Manage compliance with regulations and write milestone reports	70%	22
Vuth Sela	Finance Assistant	Provide in-country support to Chief Accountant	70%	24
To be hired	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
Tran Duy Hoang Phuong	Design & Website Specialist	Design communications materials	15%	24

## 4. 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 I. Implementation Plan Gantt Chart

Annex II. New Staff Recruitment Report

# **ASIA INJURY PREVENTION FOUNDATION**

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## Annex II. Indicator Reference Sheet

### I. Impact

<b>1. Per capita motorcycle-related head injuries and fatalities in Cambodia</b>	
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 targeted 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 targeted province in the given year (B) Reported number of motorcycle-related fatalities in targeted province in the given year  Denominator: (C) Population in targeted 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 targeted 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 targeted provinces.
Measurement tool	Data extraction guidelines
Frequency	Every 6 months
Responsible person	Country Director

### II. Long-Term Outcome

<b>2. Percentage of motorcycle passengers observed wearing helmets in targeted communes and districts</b>	
Rationale	The indicator aims to measure the long-term outcome stated in the logic model. It measures helmet use among motorcycle passengers in targeted communes and districts. The measurement indicates the observable change resulting from project implementation.
Definition	Percentage of motorcycle passengers observed wearing helmets in targeted 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 targeted communes on the day of observation. (B1) Number of passengers observed wearing helmets aggregated from all observation sites and times within targeted districts on the day of observation.  Denominator:

	(A2) Total number of passengers observed aggregated from all observation sites and times within targeted commune on the day of observation. (B2) Total number of passengers observed aggregated from all observation sites and times within targeted 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 targeted 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 6 months
Responsible person	Country Director

### III. Intermediate Outcomes

<b>3. Percentage of students observed wearing helmets at targeted schools</b>	
Rationale	The indicator aims to measure an intermediate outcome stated in the logic model. It measures helmet use among children at targeted 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 targeted schools = $(A1*100)/A2$  Numerator: (A1) Number of students commuting to/from targeted schools on motorbikes and bicycles observed wearing helmets at the day of observation.  Denominator: (A2) Total number of students commuting to/from targeted 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 targeted 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 targeted schools and disaggregated by gender and vehicle type.
Measurement tool	Helmet observation guidelines
Frequency	Every 6 months
Responsible person	School-based Program Manager

<b>4. Percentage of people surveyed in targeted communes reported always wearing helmet in the last month as passengers</b>	
Rationale	The indicator aims to measure an intermediate outcome stated in the logic model. It measures helmet use among motorcycle passengers in targeted communes. The measurement indicates the change resulting from the Behavior Change Communications component of the project.

Definition	Percentage of people surveyed in targeted 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 fines given by the police to passengers for not wearing helmets</b>	
Rationale	The indicator aims to measure an intermediate outcome stated in the logic model. It measures the implementation of enforcement action plans. The measurement indicates the effectiveness of the Enabling Environment Campaign.
Definition	Number of fines given by the police to passengers not wearing helmets within a given period
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 targeted areas and disaggregated by provincial level.
Measurement tool	Police reports
Frequency	Every 6 months
Responsible person	Enabling Environment Campaign Manager

## IV. Short-term outcomes

<b>6. Average score of students on knowledge test</b>	
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 targeted schools. The measurement indicates the change resulting from the student and teacher training at targeted 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

<b>7. Percentage of people surveyed who are aware of benefits of passenger helmet use</b>	
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 targeted 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>8. 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 targeted 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

<b>9. Submission of comprehensive passenger helmet law to National Assembly</b>	
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

<b>10. Percentage of government partners who apply what they learned in study tours to develop enforcement action plans</b>	
Rationale	The indicator aims to measure a short-term outcome stated in the logic model. It measures application of new knowledge from the study tours to the development of enforcement action plans. The measurement indicates the change resulting from the study tours.
Definition	Percentage of people surveyed who report applying what they learned to the development of enforcement action plans = $A1 * 100 / A2$  Numerator: (A1) Number of survey respondents who report applying what they learned to the development of enforcement action plans  Denominator: (A2) Total number of people surveyed
Unit of measure	Percentage
Methods and source of measurement	This indicator is measured through post-tour surveys issued to all study tours. The survey will be conducted after 3 months and within six months of the tours. The survey respondents will be asked the questions regarding their application of what they learned from study tours and training workshops to their work, particularly the development of enforcement action plans using the new knowledge they gained from the activity. Data will be analyzed to show overall percentage of respondents who report applying what they learned to the development of enforcement action plans, disaggregated to the national and provincial levels.
Measurement tool	Follow-up evaluation questionnaires
Frequency	Annually
Responsible person	Enabling Environment Campaign Manager

## V. Outputs

### A. School-Based Program Outputs

<b>11. 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 targeted 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>12. 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 targeted 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 targeted schools, disaggregated by teachers and students
Measurement tool	Participant list
Frequency	Annually
Responsible person	School-Based Program Manager

<b>13. 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>14. Number of helmets distributed to targeted 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 targeted schools.
Definition	Number of helmets distributed to teachers and students at targeted schools
Unit of measure	Helmets
Methods and source of measurement	Count total helmets distributed to beneficiaries at targeted schools, disaggregated by teachers and students
Measurement tool	Helmet order form
Frequency	Annually
Responsible person	School-Based Program Manager

<b>15. Percentage of parent commitment letters signed and returned</b>	
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

<b>16. Number of students who participated in road safety activities</b>	
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 targeted 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 targeted schools
Measurement tool	Counting form
Frequency	Annually
Responsible person	School-Based Program Manager
<b>17. Number of IEC materials distributed to targeted schools</b>	
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 targeted schools.
Definition	Number of promotional materials distributed to targeted 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>18. 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>19. 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>20. Percentage of people surveyed in targeted 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 targeted 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>21. 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>22. Number of times the communications message aired on mass media channels</b>	
Rationale	The indicator aims to measure an output of the Behavior Change Campaign stated the logic model. It measures the product of the communications messages aired through mass media channels.
Definition	Number of times the campaign message aired on mass media channels
Unit of measure	Times
Methods and source of measurement	Review airing schedules from media channels, disaggregated by types of communication (commercial, roundtable discussion, radio talk shows) and channels (radio, TV)
Measurement tool	Media channel airing schedule
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>	
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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

<b>27. Number of senior-level officials who received co-signed letters</b>	
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

<b>28. Number of policy briefings conducted</b>	
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

<b>29. Number of participants at stakeholder 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 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

# Monitoring and Evaluation Plan

Head Safe, Helmet On.

June 2014 – May 2016



**July 2014**

This report was produced for review by the United States Agency for International Development (USAID). It was prepared by the Asia Injury Prevention (AIP) Foundation for Milestone 1 under Grant No. AID-OAA-F-14-00012.



**USAID**  
FROM THE AMERICAN PEOPLE

**AIP** FOUNDATION  
MAKING ROADS SAFE

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**July 2014**



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## **Disclaimer**

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

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## Acronyms

AIP	Asia Injury Prevention Foundation
BCC	Behavior Change Communications
EEC	Enabling Environment Campaign
HSHO	Head Safe, Helmet On
IEC	Information, Education, and Communication
M&E	Monitoring and Evaluation
PMEP	Project Monitoring and Evaluation Plan
RCVIS	Road Crash and Victim Information System
SBP	School-Based Program
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. Project Overview

Road traffic crashes are a growing public health problem in Cambodia. In 2012, road crashes caused 13,649 reported injuries and 1,996 reported fatalities, of which 68 percent 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 percent and head injury by 69 percent 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 percent among drivers and 9 percent among passengers.<sup>3,4</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 (USAID-DIV) 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 targeted 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 targeted 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 targeted communes and districts where the project will be implemented. Reaching this goal will lead to the longer-term impact of a decreased rate of road crash head injuries and fatalities within the targeted areas.

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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, will lead monitoring and evaluation (M&E) to measure effectiveness, identify problem areas, gather lessons learned, and improve overall performance of the HSHO project.

The data will be 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 will be 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 will also inform future phases of the project and guide 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.

### 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 will be 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 will ensure 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 will be 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 will reference both internal and external data to understand the effectiveness of the project in reaching targeted outputs, outcomes, and impact.
- **Serve as a “living document:”** The PMEP is designed in a flexible way that will allow it to adapt and reflect changes in the project.

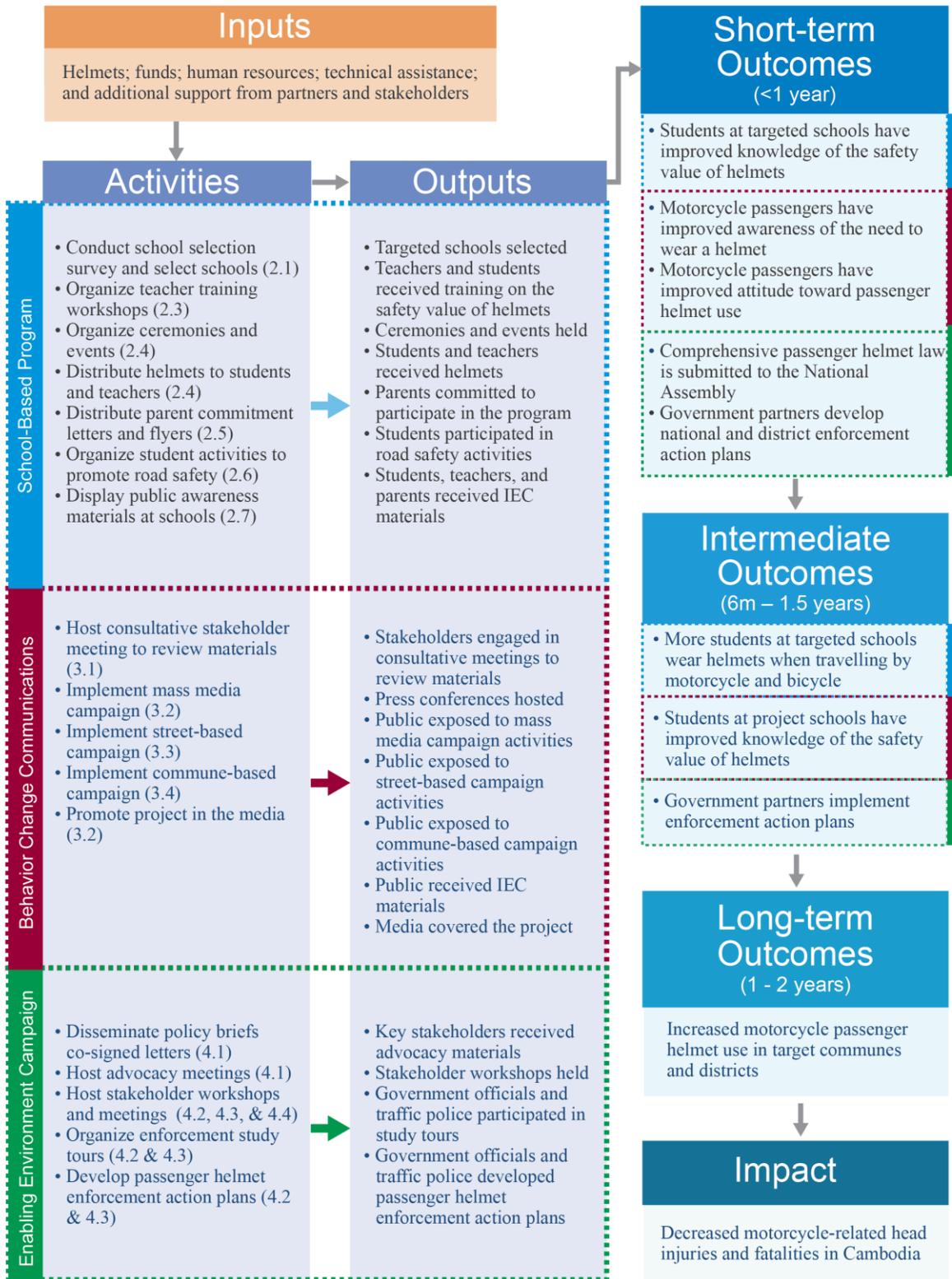
### 1.2.2. Logic Model

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.

Other reference documents defining indicators and how they will be measured include Annex I. Monitoring and Evaluation Framework Matrix, which lists all the indicators, baseline values, targets, method of data collection, and responsibilities for data collection; Annex I. Implementation Plan Gantt Chart (in the Implementation Plan), which outlines the timeline for M&E activities; and Annex II. Indicator Reference Sheet, which presents the definitions and details of each indicator.

**Table 1 Indicator Summary**

<b>Level in logic model</b>	<b>Description</b>	<b>Relevant indicator(s)</b>
<i>2.1.1. Impact</i>	Decreased motorcycle-related head injuries and fatalities in Cambodia	1. Per capita motorcycle-related head injuries and fatalities in Cambodia
<i>2.1.2. Long-Term Outcome</i>	Increased motorcycle passenger helmet use in targeted communes and districts	2. Percentage of motorcycle passengers observed wearing helmets in targeted communes and districts
<i>2.1.3. Intermediate Outcomes</i>	More students at targeted schools wear helmets when travelling by motorcycle and bicycle	3. Percentage of students observed wearing helmets at targeted schools
	More motorcycle passengers in targeted communes wear helmets	4. Percentage of people surveyed in targeted communes reported always wearing helmet in the last month as passengers
	Government partners implement enforcement action plans	5. Number of fines given by the police to passengers for not wearing helmets
<i>2.1.4. Short-Term Outcomes</i>	Students at targeted schools have improved knowledge of the safety value of helmets	6. Average score of students on knowledge test
	Motorcycle passengers have improved awareness of the need to wear a helmet	7. Percentage of people surveyed who are aware of benefits of passenger helmet use
	Motorcycle passengers have improved attitude toward passenger helmet use	8. Percentage of people surveyed who intend to wear helmet as passengers
	Comprehensive passenger helmet law is submitted to the National Assembly	9. Submission of passenger helmet law to National Assembly (yes/no)
	Government partners develop national and district enforcement action plans	10. Percentage of government partners who apply what they learned in the study tours to develop enforcement action plans

<i>2.1.5. School-Based Program Outputs</i>	Targeted schools selected	11. Number of schools selected for intervention
	Teachers and students received training on the safety value of helmets	12. Number of trainees educated on the safety value of a helmet
	Ceremonies and events held	13. Number of participants at the ceremonies and events
	Students and teachers received helmets	14. Number of helmets distributed to targeted schools
	Parents committed to participate in the program	15. Percentage of parent commitment letters signed and returned
	Students participated in road safety activities	16. Number of students who participated in road safety activities
	Students, teachers, and parents received IEC materials	17. Number of IEC materials distributed to targeted schools
<i>2.1.6. Behavior Change Communications Outputs</i>	Stakeholders engaged in consultative meetings to review materials	18. Number of participants in consultative meetings
	Press conferences hosted	19. Number of participants attended press conferences
	Public exposed to mass media campaign activities	20. Percentage of people surveyed in targeted communes who have been exposed to the campaign message by different channels 21. Estimated number of people nationwide exposed to communications messages by different channels 22. Number of times the communications message aired on mass media channels
	Public exposed to street-based activities	23. Number of motorcycle passengers reached by street-based activities
	Public exposed to commune-based activities	24. Number of participants at commune-wide events
	Public received IEC materials	25. Number of IEC materials distributed
	Media covered the project	26. Number of times project featured in media
<i>2.1.7. Enabling Environment Campaign Outputs</i>	Key stakeholders received advocacy materials	27. Number of senior-level officials who received co-signed letters 28. Number of policy briefings conducted
	Stakeholder workshops held	29. Number of participants at stakeholder workshops
	Government officials and traffic police participated in study tours	30. Number of study tour participants
	Government officials and traffic police developed passenger helmet enforcement action plans	31. Number of government officials and traffic police who participated in the action plan workshops

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

Data for monitoring and evaluating the HSHO project will be 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 will vary according to the type of data collection.

- Routine monitoring data will be collected for simple, countable indicators
- Specialized, in-depth quantitative data will be collected to measure knowledge, observed and reported behavior, estimated reach, and feedback
- Qualitative data will be 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 will be collected to calculate the impact of the project

The process for data management will depend on the type of data collection, methods, and tools, as outlined in Table 2. All project data will be 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) will be used for analysis by the M&E Manager or research and/or M&E partners. AIP Foundation's server will be 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
2.2.1. Routine Monitoring	Data for simple, countable output indicators will be 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>	<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>

		<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>	
2.2.2. Specialized, In-Depth Quantitative Data	<p><b>Helmet observations</b> will measure helmet use among students at targeted schools and passengers in targeted communes.</p>	<p><b>Helmet observation guidelines</b> are followed to film and count data in comparable video observations at targeted schools and in targeted communes.</p>	<ul style="list-style-type: none"> <li>Entered by individual case (respondent, motorcycle observed, etc.) into Epidata or Excel by field staff and consultants</li> <li>Analyzed in SPSS/STATA by M&amp;E Manager and/or consultants</li> <li>Aggregated and entered into ActivityInfo</li> <li>Checked for quality by M&amp;E Coordinator</li> </ul>
	<p><b>Student knowledge tests</b> will measure the knowledge among students at targeted schools of the safety value of helmets pre- and post-intervention.</p>	<p><b>Knowledge test questionnaires</b> are designed appropriately to grade level and include content from the student training.</p>	
	<p><b>Training evaluation surveys</b> will measure the effectiveness of the training to improve training content and methods.</p>	<p><b>Training evaluation questionnaires</b> 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.</p>	
	<p><b>Knowledge, attitude, and reported behavior (KAB) surveys</b> will provide the evidence required to guide campaign design and to measure campaign effectiveness.</p>	<p><b>KAB questionnaires</b> 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.</p>	
	<p><b>Follow-up evaluation surveys</b> will be conducted three to six months after the activity to measure the effectiveness of trainings and study tours.</p>	<p><b>Follow-up evaluation questionnaires</b> include a series of questions about what participants learned and if/how the participants have used their new knowledge in their work.</p>	
	<p><b>Reach analysis</b> uses reach estimation methods to calculate the total number of people exposed to the campaign during a given period through different media channels.</p>	<p><b>Reach estimation guidelines</b> outline the steps to accurately estimate unique viewers of campaign content, inclusive of all media channels.</p>	
2.2.3. Qualitative Data	<p><b>Crash reporting and investigation</b> will demonstrate the safety value of the helmet when students are involved in a crash.</p>	<p><b>Crash monitoring form</b> 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.</p>	<ul style="list-style-type: none"> <li>Analyzed by M&amp;E Manager</li> <li>Stored as text documents on the AIP Foundation's server</li> <li>Aggregated and entered into ActivityInfo</li> <li>Checked for quality by M&amp;E Coordinator</li> </ul>
	<p><b>Interviews and focus group discussions</b> with stakeholders from targeted schools and communities will be conducted post-intervention to draw lessons learned from the project.</p>	<p><b>In-depth interview and focus group discussion guidelines</b> provide interviewers and discussion leaders semi-structured questions to collect respondents feedback on the project and perceptions of child helmet use.</p>	
	<p><b>A document review</b> will take place during the final evaluation to understand the process of program implementation and its effectiveness.</p>	<p><b>Document review guidelines</b> facilitate an external review of internal and external files, such as program and administrative records and official progress reports.</p>	

2.2.4. External Data	<b>Injury and fatality data</b> will be used to calculate reductions in the rates of traffic crash head injuries and fatalities in targeted areas.	<b>Data extraction guidelines</b> will outline the steps to draw data from the Road Crash and Victim Information System (RCVIS) for targeted provinces.	
	<b>Cost- and life-saving calculations</b> will estimate the number of lives and the amount of money saved due to the project.	<b>Impact calculations guidelines</b> will outline the steps to calculate data from the National 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 will develop 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 will then ensure that all program team members are trained in the procedures for PMEP data collection and quality assurance. The M&E team will also conduct 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.

### 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 will be 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 USAID as part of milestone reporting; and
- Contributing to academic publications.

### 2.5. PMEP Coordination and Responsibility

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

- The **Project Managers** for each of the components will collect data and draft reports for their respective components.
- The **M&E team**, supported by the program managers and Country Director, will oversee the work of the selected evaluation consultants, including data collection, analysis, and reporting. The M&E team will also coordinate data collection, check data quality, manage databases, and review data collection tools. The Regional M&E Manager will finalize and approve data collection tools and reports.
- **External partners** will provide short-term technical assistance for study designs, tool development, reporting, and dissemination.

Annex I. Monitoring and Evaluation Framework Matrix

Annex II. Indicator Reference Sheet

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# Enabling Environment Campaign Meetings and Policy Briefs Report

Head Safe. Helmet On.

June - August 2014



## September 2014

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



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**AIP** FOUNDATION  
MAKING ROADS SAFE

# Quarterly Progress Report Enabling Environment Campaign Meetings and Policy Briefs Report

Head Safe. Helmet On.  
June – August 2014

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

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## **Disclaimer**

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## Acronyms

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

# 1. Context and Background

## 1.1. Draft Motorcycle Passenger Helmet Law

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

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

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

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

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

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

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

## 1.2. Enabling Environment Campaign

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

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

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

## 2. Meetings and Workshops

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

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

**Table 1 Summary of Meetings**

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

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

#### **August 18, 2014**

#### **General Commissariat of National Police**

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

Key attendees included:

- H.E General Yun Chhun, Deputy Commissioner General of National Police, MoI
- H.E Lieutenant General Him Yan, Director of Order Department of National Police, MoI
- Brigadier General Norng Sophal, Deputy Director of Order of National Police, MoI
- Brigadier General Ty Long, Deputy Director of Order of National Police, MoI
- Brigadier General Srey Sam At, Deputy Director of Order of National Police, MoI
- Mr. Sok Nop, Deputy Director of Order of National Police, MoI
- One representative from Order Department of National Police, MoI

**August 19, 2014**

**Ministry of Industry and Handicraft**

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

Key attendees included:

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



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

**August 19, 2014**

**Ministry of Public Works and Transportation**

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

Key attendees included:

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

**August 20, 2014**

**Union of Youth Federation of Cambodia**

Senior-level AIP Foundation staff met with top officials from the UYFC to introduce and seek support for the HSHO project. H.E Hun Many, President of UYFC, stated that UYFC will happily support implementation and sustainability of the project. All participants agreed that Cambodian youth are key actors in road safety. H.E. Hun Many then said that UYFC recently signed a Memorandum of Understanding (MoU) with the NRSC to collaboratively work on improving road safety. There was also discussion on a possible future MoU with AIP Foundation to use youth to implement school-based, street-based and commune-based activities. Mr. Craft concluded the meeting by inviting H.E Hun Many to preside over the SBP launch ceremony in Kampong Speu Province in December 2014 which he accepted.

Key attendees included:

- H. E Hun Many, President of UYFC
- H.E Chhuon Vin, Member of Central Committee of UYFC
- Three other representatives from the UYFC

**August 20, 2014**

**Ministry of Education, Youth and Sport**

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

Key attendees included:

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



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

**August 21, 2014**

### **Ministry of Interior**

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

Key attendees included:

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

**August 8, 2014**

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

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

On August 8, the workshop was presided over by H.E Peuo Maly, Secretary General of the National Road Safety Committee, H.E Major General Him Yan, Director of Order Department of National Police, MoI, and Mr. Kim Pagna, Cambodia Country Director of AIP Foundation. A total of 53 people attended, representing 12 national-level government Ministries, 12 provincial-level

government Departments, 3 private sector companies, and 4 international development partners. Journalists from 13 media outlets also attended to ensure the public was informed about the project.

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



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

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

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

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

1. Do you have any road safety related activities in your target provinces, districts, and communes?
  - a. Participants cited a variety of activities, including educational activities from their employers on road safety and traffic law; training for the general public on how to properly wear helmets; improved traffic law enforcement through administrative action; traffic law education for youth in grades seven through nine; media circulation

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

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



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

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

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

- National-level Government Ministries: National Road Safety Committee, General Commissariat of National Police, Ministry of Interior, Ministry of Labor and Vocational Training; Ministry of Rural Development; Ministry of Industry and Handicraft; Ministry of Information; Ministry of Public Works and Transportation; Ministry of Education, Youth and Sport, Ministry of Post and Telecommunication; National Social Security Fund of Ministry of Training and Labor; and National League of Commune Councils

- Provincial-level Government of Phnom Penh Capital: Phnom Penh Capital Hall; Department of Public Works and Transportation; Department of Education, Youth and Sport; and Police Commissariat of Phnom Penh
- Provincial-level Government of Kandal Province: Kandal Provincial Hall; Department of Public Works and Transportation; Department of Education, Youth and Sport; Police Commissariat of Kandal
- Provincial-level Government of Kampong Speu Province: Provincial Hall; Department of Public Works and Transportation; Department of Education, Youth and Sport; and Police Commissariat of Kandal
- International Development Partners: World Bank; Japan International Cooperation Agency; USAID / Cambodia; and United States Centers for Disease Control and Prevention
- Private Sector: Vision Fund; Phnom Penh Premium Outdoor Advertising; and AZ Group
- Media Outlets: Kohsenepheap News; Khmer Daily; Kampuchea Thmey News; Raksmeey Kampuchea News; Royal Armed Forces TV5; Hang Meas TV; Khmer TV 9; Cambodia Network Television; Bayon; Apsara TV; Voice of Democracy; Radio France International; and Australia Radio

### 3. Policy Briefs and Dissemination

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

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

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

<b>Date</b>	<b>Distribution Method</b>	<b>Key Recipients</b>	<b>No. of Recipients</b>
August 18, 2014	Meeting	H.E General Yun Chhunny, Deputy General Commissioner of National Police	2
August 19, 2014	Meeting	H.E Cham Prasidh, Senior Minister of Industry and Handicraft	3
August 19, 2014	Meeting	H.E Tram Iv Tek, Minister of Public Works and Transportation and the Chairman of the National Road Safety Committee	3
August 20, 2014	Meeting	H.E Hun Many, President of Union of Youth Federation of Cambodia	2

August 20, 2014	Meeting	H.E Dr. Hang Chuon Naron, Minister of Education, Youth and Sport	2
August 21, 2014	Meeting	H.E Sar Kheng, Deputy Prime Minister, Minister of Interior	5

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

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

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



### Crisis on the roads

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

- Samdech Techo Hun Sen, Cambodian Prime Minister

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

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

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

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

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

### Government action

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

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

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

## Working together

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

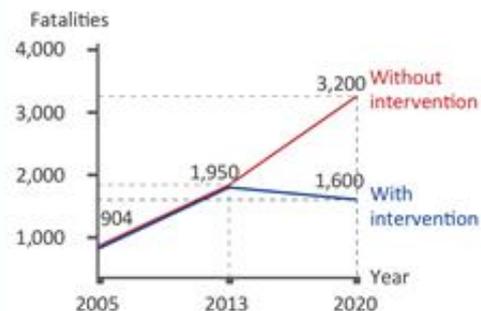
The Asia Injury Prevention (AIP) Foundation is implementing road safety projects with support from development partners that encompass education, capacity building, public awareness, and helmet provision to increase helmet use in Cambodia. The Government can influence the effectiveness of these projects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

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

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

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

### Fatality rates and 2020 projection



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

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

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



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

## 4. Outcomes of Activities

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

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

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

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

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

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

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# Quarterly Progress Report

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June - August 2014



September 2014

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**USAID**  
FROM THE AMERICAN PEOPLE

**AIP** FOUNDATION  
MAKING ROADS SAFE

# Quarterly Progress Report

Head Safe. Helmet On.

June – August 2014

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

**September 2014**



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## **Disclaimer**

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## Acronyms

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

# 1. Overview and Background

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

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

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

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

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

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

## 2. Quarterly Progress

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

### 2.1. Initial Project Activities

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

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

### 2.2 Project components

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

- 2.1 School Selection and Planning Meetings
- 2.2 Helmet Production

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

- 3.1 BCC Materials Development

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

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

### 2.3 Cross-Cutting Activities

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

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

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

#### **2.3.3. Procurement**

## 2.1. Initial Project Activities

### 2.1.1 Preparation and Project Launch

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

#### 1.1 New Staff Recruitment

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

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

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

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

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

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

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

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

## **1.2 Project Announcement**

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

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

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

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

### 1.2.2 Distribute Press Release

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

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

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

**Table 1 Press Release Dissemination and Reach**

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

<a href="#">Asia Injury prevention foundation, Cambodia Facebook Page (English)</a>	Timeline	385	8/11/2014
<a href="#">Kohsantepheapdaily</a> (Khmer)	Home page	10,000	8/9/2014
<a href="#">Bayon TV (Khmer)</a>	Home page	N/A	8/8/2014
Email from Country Director to stakeholders, IOs/NGOs and private sectors (English)	N/A	500	8/8/2014
<a href="#">Asia Injury prevention foundation, Cambodia Facebook Page (Khmer)</a>	Timeline	501	8/8/2014
<a href="#">Asia Injury prevention foundation, Cambodia Facebook Page (English)</a>	Timeline	66	8/8/2014
<a href="#">Asia Injury prevention foundation Facebook Page (English)</a>	Timeline	100	8/8/2014
<a href="#">Kohsantepheapdaily</a> (Khmer)	Home page	10,000	8/8/2014
<a href="#">DAP-News</a> (Khmer)	Homepage	100,000	8/8/2014
<a href="#">Asiainjury.org</a> (English)	Timeline	1,000	8/8/2014
<a href="#">Kampuchea Thmey Daily</a> (Khmer)	Home page	N/A	8/8/2014
<a href="#">VoD</a> (Khmer)	General	N/A	8/8/2014
<a href="#">Radio Free Asia Facebook page</a> (Khmer)	General	N/A	8/8/2014
<a href="#">Radio Free Asia</a> (Khmer)	General	N/A	8/8/2014
<a href="#">Radio France International</a> (Khmer)	Homepage	N/A	8/8/2014
<a href="#">DAP-News</a>	Homepage	100,000	8/8/2014
<a href="#">ABC Australia</a>	Home page	N/A	8/8/2014
<a href="#">DAP-News</a>	Home page	N/A	8/8/2014
<b>RADIO</b>	<b>Section</b>	<b>Estimated Listenership</b>	<b>Aired Date</b>
<a href="#">Australia Radio</a> (ABC News)	General	N/A	08/08/2014
<a href="#">Voice of Democracy</a>	General	N/A	08/08/2014
<a href="#">Radio Free Asia</a>	General	N/A	08/08/2014
<a href="#">Radio France International</a>	General	N/A	08/08/2014
<b>OTHER</b>	<b>Section</b>	<b>Estimated Viewership</b>	<b>Aired Date</b>
<a href="#">USAID – DIV’s tumblr</a>	Timeline	N/A	08/08/2014

### 1.2.3 Announce on Social Media

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

**Table 2 Social Media Postings and Reach**

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

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

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

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

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

**Table 3 Partners Outreach on Twitter**

<p>AIP Foundation announcement “Tweets”</p>	<p> <b>AIP Foundation</b> @AIPFoundation · Aug 8 In 2013, road crashes took the lives of 1,950 Cambodians. Find out how @UPS, @DIVatUSAID &amp; @AIPFoundation are helping bit.ly/1oi8eC2</p> <p>  3   </p> <hr/> <p> <b>AIP Foundation</b> @AIPFoundation · Aug 8 @AIPFoundation, @DIVatUSAID, @FIAFdn, @roadsafetyfund, @UPS, @CDCgov partner to save Cambodia millions of dollars from road injuries &amp; deaths</p> <p>  2   </p> <hr/> <p> <b>AIP Foundation</b> @AIPFoundation · Aug 8 @UPS supports @DIVatUSAID &amp; @AIPFoundation to save Cambodia millions of dollars. #roadsafety #roadsafetydecade bit.ly/1oi8eC2</p> <p>    </p> <hr/> <p> <b>AIP Foundation</b> @AIPFoundation · Aug 8 To increase passenger helmet use in Cambodia, @DIVatUSAID &amp; @AIPFoundation today launched “Head Safe. Helmet On.” asiainjury.org/news/aip-found...</p> <p>  4   </p>
<p>DIV at USAID original “Tweets”</p>	<p> <b>DIV at USAID</b> @DIVatUSAID · Aug 9 In 2013, road crashes took the lives of 1,950 Cambodians. Find out how @DIVatUSAID &amp; @AIPFoundation are helping. asiainjury.org/newsroom/news</p> <p>  1 </p> <hr/> <p> <b>DIV at USAID</b> @DIVatUSAID · Aug 9 .@AIPFoundation @DIVatUSAID @FIA @roadsafetyfund @UPS @CDCgov partner to save Cambodia millions of dollars from road crash injuries &amp; deaths.</p> <p>  </p> <hr/> <p> <b>DIV at USAID</b> @DIVatUSAID · Aug 12 DIV and @AIPFoundation have partnered to save Cambodia millions of dollars from road injuries &amp; deaths ow.ly/A6sc4</p> <p> <b>Tumblr</b></p> <p><b>AIP Foundation and USAID partner to save Cambodia millions of dollars</b> AIP Foundation and USAID partner to save Cambodia millions of dollars 8 August 2014 – Phnom Penh, Cambodia The nonprofit organization Asia Injury Prevention (AIP) Foundation has been awarded US\$635...</p> <p><a href="#">View on web</a></p> <hr/> <p>RETWEETS <b>3</b> FAVORITE <b>1</b>   </p>

UPS "Tweet" with UPS\_News "Retweeting"

 **UPS** @UPS\_News · Aug 12  
 RT @UPS: To help increase passenger helmet use in Cambodia, we've partnered with @USAID & @AIPFoundation. Read how: [bit.ly/1oYn2o3](http://bit.ly/1oYn2o3)  
 ⏪ 2 ⭐ 2

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 **UPS** @UPS · Aug 12  
 To help increase passenger helmet use in Cambodia, we've partnered with @USAID & @AIPFoundation. Read how: [bit.ly/1oYn2o3](http://bit.ly/1oYn2o3)  
 ⏪ 3 ⭐ 5

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

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

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 **FIA Foundation** @FIAFdn · Aug 12  
 NEWS: We launch a major motorcycle helmet project in Cambodia with @AIPFoundation, @DIVatUSAID, @UPS, & @CDCgov [bit.ly/1I0mqwJ](http://bit.ly/1I0mqwJ)  
 ⏪ 2 ⭐ 1

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 **FIA Foundation** @FIAFdn · Aug 13  
 Fantastic to work with @AIPFoundation, @DIVatUSAID, @UPS, & @CDCgov on the exciting 'Head Safe, Helmet On' project!  
[bit.ly/1I0mqwJ](http://bit.ly/1I0mqwJ)  
 ⏪ ⏩ ⭐ 2

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 **FIA Foundation** @FIAFdn · Aug 15  
 Thanks for the RTs & support this wk @pameladagher6 @MichelMoutran @AIPFoundation @covialecuador @MichaelaHakkila @o\_merk @littlevictory!  
 ⏪ ⏩ ⭐ 1

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 **FIA Foundation** @FIAFdn · Aug 15  
 Explore our new #roadsafety project with @USAID & @AIPFoundation #sustdev #transport [buff.ly/1otTlFK](http://buff.ly/1otTlFK) [pic.twitter.com/NbO2jRIZkk](http://pic.twitter.com/NbO2jRIZkk)

**The Project**

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

**2014 - 2016**

"Head Safe, Helmet On." will benefit:

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

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

Phnom Penh, Kampong Speu, Kandal

This will be accomplished through three components:

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

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 **FIA Foundation** @FIAFdn · Aug 18  
 Explore our new #roadsafety project w/ @USAID & @AIPFoundation #sustdev #transport [buff.ly/1otTlFK](http://buff.ly/1otTlFK) [pic.twitter.com/NbO2jRIZkk](http://pic.twitter.com/NbO2jRIZkk)  
 ⏪ ⏩ 3 ⭐ 2 [View photo](#)

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

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

### 1.2.4 Conduct Project Presentations

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

**Table 4 Project Presentations Summary**

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

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



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

### **1.2.5 Conduct Media Interviews**

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

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

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

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



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

**Table 5 Meetings Summary**

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

## 1.3 Project Logo Development

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

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

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



**Head Safe. Helmet On.**

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



**Head Safe. Helmet On.**

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



**HEAD SAFE. HELMET ON.**

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

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

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

## 2.2. Project Components

### 2.2.1. School-Based Program

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

#### 2.1 School Selection and Planning Meetings

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

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

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

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

Additional categorical information was obtained, including:

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

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

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

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

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

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

## 2.2 Helmet Production

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

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

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



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

**Table 6 Helmet Fitting Results**

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

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



*Students raise their hands for their favorite colore helmets*

**Table 7 Color Testing Results**

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

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

## 2.2.2. Behavior Change Communication

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

## 2.2.3. Enabling Environment Campaign

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

### 4.1 Policy Briefs and Advocacy Meetings

#### 4.1.1 Disseminate Policy Briefs

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

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

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

**Table 8 Dissemination of Policy Brief Summary**

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

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

Please refer to 1.2.6 for information on these meetings.

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

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

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



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



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

## 4.2 Nation-Wide Activities

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

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

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

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

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

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

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

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

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

### 5.1 School-Based Program M&E

### 5.1.3 Conduct School-Based Evaluations

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

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

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

#### *School selection survey process*

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

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

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

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

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

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

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

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

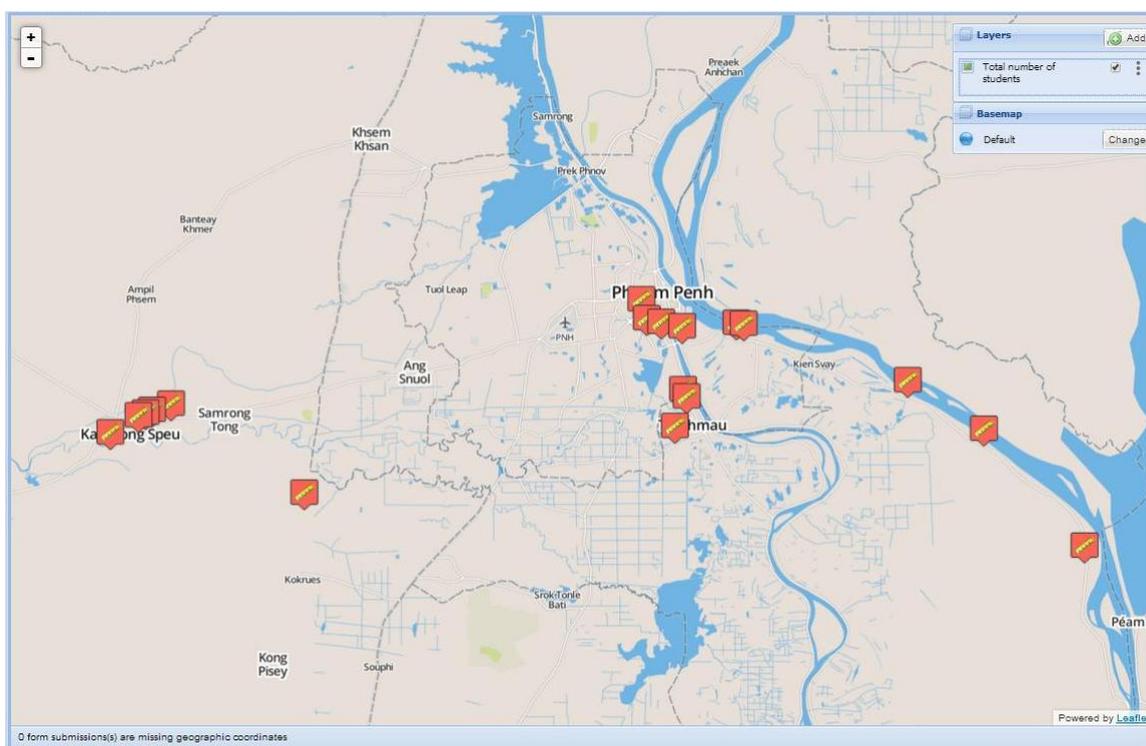
Then, an announcement letter was sent to the local authorities for their notice and support.

#### *School selection survey results*

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

**Table 9 Target Schools Summary**

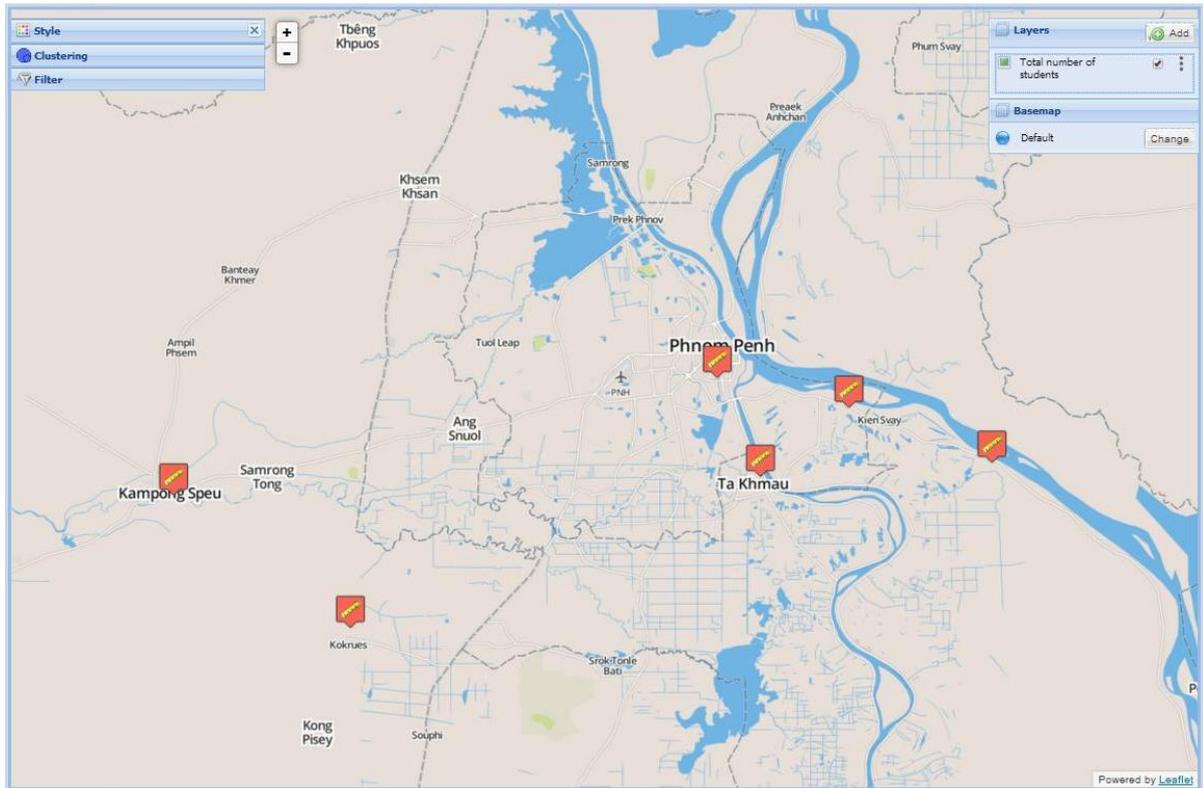
School	No. of Teachers and School Staff	No. of Students	Estimated % Students Who Wear Helmets	Estimated % Students Who Ride Motorcycles	Estimated % Students Who Ride Bicycle
Ang Metrey Primary School	20	602	0%	15%	50%
Ang Serey Primary School	19	534	0%	20%	60%
Banthey Daek Primary School	11	850	0%	10%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



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

**Table 10 Control Schools Summary**

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



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

## 5.2 Behavior Change Communications M&E

### **5.2.1 Conduct Baseline Survey**

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

#### *Design*

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

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

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

#### *Implementation*

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

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

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

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

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

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

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

## 5.4 Project-Wide M&E

### **5.4.1 Conduct Routine Monitoring**

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

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

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

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

#### *Design*

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

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

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

## Implementation

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

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

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

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

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

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

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

## Design

The data extraction includes the following:

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

**Table 11 Target and Control Areas**

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

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

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

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

#### 5.4.4 Consult with Technical Consultant

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

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

### 2.3.2. Materials Development

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

**Table 12 IEC Materials Summary**

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

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

### 2.3.3. Procurement

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

**Table 13 Procurement Summary**

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

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

## 3. Challenges and Opportunities

### 3.1. Challenges

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

#### School Based Program

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

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

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

### Enabling Environments Campaign

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

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

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

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

### Monitoring and Evaluation

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

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

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

### 3.2. Opportunities

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

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

## 4. Key Accomplishments

Key achievements for the School-Based Program include:

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

Key successes for the Enabling Environment Campaign include:

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

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

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

Key undertakings for Monitoring and Evaluation include:

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

## 5. Changes to Project Plan

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

## 6. Next Quarter Activities

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

**Table 14 Next Quarter Activities**

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

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

## Annex I. Updated New Staff Recruitment Report

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**USAID**  
FROM THE AMERICAN PEOPLE

**AIP** FOUNDATION  
MAKING ROADS SAFE

# Quarterly Progress Report

## Head Safe. Helmet On.

September – November 2014



### December 2014

This report was produced for review by the United States Agency for International Development (USAID). It was prepared by the Asia Injury Prevention (AIP) Foundation for Milestone 3 under Grant No. AID-OAA-F-14-00012.

# Quarterly Progress Report

Head Safe. Helmet On.

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

**December 2014**



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## **Disclaimer**

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

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## Acronyms

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

# 1. Executive Summary

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

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

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

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

components of HSHO.

- **School-Based Program**
  - The SBP team, in collaboration with its subsidiary helmet company Protec, designed, produced, and shipped 16,405 helmets from Vietnam to Cambodia that will be donated to students at ceremonies at all target schools over the coming quarter.
  - Teachers from all 18 target schools attended training workshops which conveyed important information relating to road safety and correct helmet use. The SBP team reported that teacher engagement and contribution was high, with profound experiences shared by various participants on the need for heightened awareness from their students and communities about helmet use and road safety.
  
- **Behavior Change Communications**
  - AIP Foundation's baseline survey produced some meaningful results concerning community members' knowledge, attitude, and practice relating to motorcycle helmet use. The BCC team was able to use the survey results to put together a comprehensive request for proposal (RFP) in order to contract a creative agency to support the development of the BCC concept, commercials, and other campaign materials. AIP Foundation is currently in negotiations with a creative agency.
  - Through the commune-wide meetings, the BCC team was able to obtain in-principle agreements from some Commune representatives to allocate funds for road safety awareness activities in 2015 and 2016.
  
- **Enabling Environment Campaign**
  - AIP Foundation successfully met with several international development partners, including the World Bank and the Asian Development Bank, to give an overview of the project, gain in-principle commitment to influence the passage of the passenger helmet law and to urge the need to prioritize road safety in their development strategies and budgets.
  - District-wide and commune-wide workshops were successfully held across all target provinces, gaining crucial commitment from key stakeholders, including local authorities, to support the implementation of project activities and the enforcement of the passenger helmet law once it has been approved by the Cambodian government.

## 2. Quarterly Progress

During the period of September 1, 2014 to November 30, 2014, AIP Foundation made solid progress towards the fulfillment of the HSHO project objectives, having completed almost all the activities planned for this quarter. These activities include:

### 2.1. Initial Project Activities

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

1.2. Project Announcement

1.3. Project Logo Development

### 2.2 Program Components

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

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

### **2.2.2. Behavior Change Communication**

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

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

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

## 2.3. Cross-Cutting Activities

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

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

### **2.3.2. Materials Development**

### **2.3.3. Procurement**

## **2.1. Initial Project Activities**

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

During the second quarter of HSHO activities, media interviews were conducted, meetings were held with government officials and development partners, and the HSHO project logo was finalized.

## 1.2 Project Announcement

### **1.2.5. Conduct Media Interviews**

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

**Table 1 Media Interview Summaries**

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

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

### 1.2.6. Meet with Government Officials, Ambassadors, and Leaders

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

**Table 2 Meetings Summary**

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

		and helmet interventions.
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### 1.3 Project Logo Development

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

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

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



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

## **2.2. Program Components**

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

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

#### 2.1 School Selection and Planning Meetings

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

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

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

**Table 3 Planning Meetings**

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

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

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

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

## 2.2 Helmet Production

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

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

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

## 2.3 Teacher Activities

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

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

**Table 4 Teacher Training Workshops**

<b>Date</b>	<b>Workshop Locations</b>	<b>Province</b>	<b>Number of Participants</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 Kropour Ha Primary School	Kandal	43	98%
	Prek Ho Primary School,	Kandal	24	80%
October 21, 2014	Kor Ki Thom Primary School,	Kandal	17	100%
	Banthey Dek Primary School	Kandal	9	82%
	Sdao Konleng Primary School	Kandal	23	85%
October 22, 2014	Hun Neang Boeung Trabaek East Primary School	Phnom Penh	34	67%
	Chba Ampov I Primary School	Phnom Penh	45	79%
October 28, 2014	Prek Eng Primary School	Phnom Penh	29	80%
	Veal Sbov Primary School	Phnom Penh	9	75%
November 3, 2014	Prey Pdao Primmary School	Kampong Speu	15	79%
	Ang Metrey Primary School,	Kampong Speu	14	78%
	Cham Bak Primary School	Kampong Speu	23	79%
November 4, 2014	Santhe Pheap Primary School	Kampong Speu	19	86%
	Ang Serey Primary School	Kampong Speu	18	95%
	Kandoul Dom Primary School	Kampong Speu	16	100%

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

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

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

## 2.4 Ceremonies and Events Teacher Activities

### **2.4.1. Design, Order and Print Communication Materials**

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

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

### **2.4.2. Promote Attendance**

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

### **2.4.3. Prepare Ceremony and Event Activities**

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

### **2.4.4. Organize Ceremonies and Events**

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

## 2.5 Parent Activities

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

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

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

## 2.6 Student Activities

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

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

## 2.7 Public Awareness Activities

### 2.7.1. Install and Display Helmet Use Billboards

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





Four helmet use and road safety murals

### 2.7.2. Hang and Display Helmet Use Posters

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

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

### 2.2.2. Behavior Change Communication

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

#### 3.1. BCC Materials Development

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

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

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

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

### 3.3. Street-Based Campaign

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

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

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

### 3.4. Commune-Wide Activities

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

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

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

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

#### 4.1 Policy Briefs and Advocacy Meetings

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

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

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

**Table 5 Policy Brief Distribution**

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

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

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

Please refer to 1.2.6. for information on these meetings.

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

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

### 4.2 Nation-Wide Activities

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

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

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

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

The confirmed participants are:

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

#### 4.3 District-Wide Activities

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

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

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

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

**Table 6 District-Wide Stakeholder Workshops**

<b>Date</b>	<b>Location</b>	<b>Participants</b>	<b>Workshop Highlights</b>
September 18, 2014	Chamka Morn District, Phnom Penh	36 participants including 19 government officials, 9 private sector representatives, 2 individuals from the Union of Youth Federations of Cambodia and 3 media outlets	Participants discussed their roles and responsibilities, including conducting awareness activities at schools and public places and integrating road safety into the five-year commune development plans. They also suggested that AIP Foundation implement more road safety activities at schools and to initiate a way to check quality of all helmet imports.
September 30, 2014	Chba Ampov District, Phnom Penh	38 participants including 26 government officials, 6 private sector representatives, 1 individual each from the	Participants encouraged AIP Foundation to expand its social media presence on platforms that are popular in Cambodia.

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

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

#### 4.4 Commune-Wide Activities

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

AIP Foundation hosted four commune-wide meetings in two of HSHO's target provinces in November 2014. Two meetings to be held in Phnom Penh will take place in early December and will be reported on in the next Quarterly Progress Report. Future rounds will take place in April and May 2015, September 2015, and March and April 2016. Participants in each meeting came from three target communes within the same district. During the meetings, commune representatives were introduced and provided with

updates on the project, discussed the establishment and responsibilities of Commune Road Safety Committees, and developed master action plans for law enforcement that will be funded by AIP Foundation and the respective communes. The Committees will consist of community members who will play roles in developing and overseeing road-safety related activities in the communes.

**Table 7 Commune-Wide Meetings**

<b>Date</b>	<b>Location</b>	<b>Number of Participants</b>	<b>Meeting Outcomes</b>
November 13, 2014	Chbar Morn District, Kampong Speu Province	59 participants, including 27 commune representatives, 5 private sector representatives, 8 teachers and supporters, 6 district officials and 1 individual from the Union of Youth Federation	Commune representatives all agreed that road safety activities should be prioritized in master plans, and that developing action plans are integral to fatality and injury reductions in communes.
November 14, 2014	Somroang Tong District, Kampong Speu Province	49 participants, including 37 commune representatives, 2 private sector representatives, 8 school teachers and supporters, and 2 district officials	District and commune representatives all expressed support for the HSHO project and for increased road safety activities.
November 19, 2014	Takhmao District, Kandal Province	48 participants, including 29 commune representatives, 7 private sector representatives, 6 school representatives, 3 district officials and 1 individual from the Union of Youth Federation	All participants agreed that cooperation among all levels of law enforcement and the entire community is vital to accomplishing the activities and objectives of the Commune Road Safety Committees.
November 20, 2014	Kien Svay District, Kandal Province	56 participants, including 38 commune representatives, 5 private sector representatives, 10 school representatives, 4 district officials and 1 individual from the Union of Youth Federation	All council and community members were urged to work with AIP Foundation to develop effective and sustainable work plans to improve road safety.

**Table 8 Committee Members and Activities**

<b>Province</b>	<b>District</b>	<b>Commune</b>	<b>Number of Members</b>	<b>Number of Activities Developed in Action Plan</b>
Kampong Speu	Somroang Torng	Roliang Kreul	9	18
		Trapiang Korng	7	16
		Vorsar	7	16
		Kanduol Dom	9	17

	Chbar Morn	Roka Thom	9	16
		Sopoar Tep	7	19
Kandal	Kien Svay	Bantheay Daek	9	17
		Dei Edth	7	18
		Korki Thom	7	16
	Takhmao	Doeum Mean	9	18
		Prek Ho	7	17
		Prek Russey	7	18

## 2.2. Cross-Cutting Activities

### 2.3.1. Monitoring and Evaluation

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

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

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

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

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

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

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

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

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

The supplemental Behavior Change Communications and School-Based Program Baseline Report

summarizes the methods and results of the school-based baseline survey, which includes the school selection survey in June and July 2014 (2.1.1) and rates of motorcycle and bicycle helmet use among students before the intervention.

## 5.2 Behavior Change Communications M&E

### **5.2.1 Conduct Baseline Survey**

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

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

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

### **5.2.2 Conduct Product Testing**

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

## 5.4 Project-Wide M&E

### **5.4.1 Conduct Routine Monitoring**

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

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

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

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

They found that 61.8 percent drivers and 10.3 percent passengers wore a helmet in 24 communes of three provinces. Using this data as a baseline, AIP Foundation will analyze how motorcycle helmet use rates change over time and how they differ between targeted and control communes. This evidence will be used to track the outcomes of HSHO interventions and to support the development of advocacy strategies.

The methods and detailed results of this baseline observation are included in the Behavior Change Communications and School-Based Program Baseline Report.

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

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

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

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

### 5.4.4 Consult with Technical Consultant

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

## 2.3.1. Materials Development

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

**Table 9 IEC Materials Summary**

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

Activities		influential leaders, media members, other key stakeholders
------------	--	--

### 2.3.3. Procurement

During the second quarter, AIP Foundation procured contractual services for the HSHO project as outlined in the approved budget under the contract. All procurements were done in accordance with USAID, the government of Cambodia, and AIP Foundation regulations. A summary of completed, pending, and planned procurements are presented in Tables 10 and 11.

**Table 10 Completed Procurements**

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

**Table 11 Pending Procurements**

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

## 3. Challenges and Opportunities

### 3.1. Challenges

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

#### School Based Program

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

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

### Enabling Environments Campaign

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

### Behavior Change Communication

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

### Monitoring and Evaluation

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

evaluation activities for HSHO.

### 3.2. Opportunities

In September, AIP Foundation's CEO, Mirjam Sidik, joined the Clinton Global Initiative in New York City. During this event, she met with cost-share partners from FIA Foundation and the UPS Foundation, as well as Dr. Bella Dinh-Zahr who is acting as a US-based pro-bono advisor for the HSHO project. Ms. Sidik delivered updates about the HSHO project and further bolstered the relationship with these partners and others in the global development community.

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

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

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

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

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

advocacy activities aimed at lobbying the Cambodian government to quickly enact the draft road traffic law.

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

## 4. Changes to Project Plan

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

## 5. Next Quarter Activities

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

**Table 12 Next Quarter Activities**

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

	messages
December 2014 – February 2015	<b>3.1.1. Design and Produce BCC Materials:</b> Work with creative agency to design BCC concept and commercials
December 2014 – January 2015	<b>3.1.2. Host Consultative Stakeholder Meeting to Review BCC Materials:</b> Coordinate and host meeting
January – February 2015	<b>3.2.2. Coordinate Public Relations Campaign:</b> Advertise on social media and draft press release and news article
December 2014 – February 2015	<b>3.2.3. Air Television Commercial:</b> Procure media agency to air commercial
December 2014 – February 2015	<b>3.2.4. Produce and Air Televised Roundtable Discussions:</b> Procure television station to air discussions
December 2014 – February 2015	<b>3.2.5. Air Radio Commercial:</b> Procure media agency to air commercial
January – February 2015	<b>3.2.6. Produce and Air Radio Talk Shows:</b> Produce radio talk shows
December 2014 – February 2015	<b>3.2.7. Install and Display Billboards:</b> Procure billboard company to post billboard
January – February 2015	<b>3.2.8. Hang and Display Long Banners:</b> Design and finalize banner and contract with property owners to display banners
January – February 2015	<b>3.2.9. Post and Display Tuk Panels:</b> Design panels and contract with tuk drivers to display panels
December 2014 – February 2015	<b>3.3.1. Organize Campaign Days with Flyers and Helmet Vouchers:</b> Design flyers, coordinate police activities and training materials, and ship helmets to Cambodia
December 2014 – February 2015	<b>3.4.1. Organize Commune-Wide Activities:</b> Design commune-wide activities with commune leaders
February 2015	<b>3.4.2. Promote Campaign through Loudspeakers:</b> Contract with agency to promote loudspeaker announcements
February 2015	<b>3.4.3. Organize Door-to-Door Campaign:</b> Recruit volunteers and finalize volunteer training materials
January – February 2015	<b>3.4.4. Distribute Flyers in Common Areas:</b> Design and finalize flyers
December 2014 – February 2015	<b>4.1.1. Disseminate Policy Briefs:</b> Disseminate policy briefs at meetings with development partners and workshops
December 2014	<b>4.1.2. Meet with Government Officials, Ambassadors, and Leaders:</b> Meet with development partners
Decembers 2014	<b>4.2.2. Organize Enforcement Study Tour with National Representatives:</b> Organize and Host study tour to Vietnam and Singapore
January – February 2015	<b>4.2.3. Host National Passenger Helmet Enforcement Action Plan Workshops:</b> Organize and host workshops
December 2014 – February 2015	<b>4.2.4. Develop National Passenger Helmet Enforcement Action Plan:</b> Develop plans at workshops and support government with implementation
December 2014 – February 2015	<b>4.3.2. Organize Enforcement Study Tour with District Representatives:</b> Organize and host study tour to Vietnam
December 2014 – February 2015	<b>4.3.3. Host District Passenger Helmet Enforcement Action Plan Workshop:</b> Coordinate and host workshop

# Annex I. Press Coverage

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**USAID**  
FROM THE AMERICAN PEOPLE

**AIP** FOUNDATION  
MAKING ROADS SAFE

# Quarterly Progress Report

Head Safe. Helmet On.

December 2014 – February 2015



## March 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 4 under Grant No. AID-OAA-F-14-00012.

# Quarterly Progress Report

## Head Safe. Helmet On.

### December 2014 – February 2015

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

**March 2015**



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#### **Disclaimer**

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## Acronyms

AIP	Asia Injury Prevention
DIV	Development Innovation Ventures
DoEYS	Department of Education, Youth and Sport
FIA	Federation Internationale de l'Automobile
HSHO	Head Safe. Helmet On.
IEC	Information, Education and Communications
JICA	Japan International Cooperation Agency
M&E	Monitoring and Evaluation
MoEYS	Ministry of Education, Youth and Sport
Mol	Ministry of Interior
RCVIS	Road Crash and Victim Information System
SBP	School-Based Program
UPS	United Parcel Service of North America, Inc.
USAID	United States Agency for International Development
US-CDC	United States Centers for Disease Control and Prevention
UYFC	Union of Youth Federations of Cambodia

# 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 December 1, 2014 to February 28, 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 hosted 18 ceremonies to formally handover approximately 16,000 helmets to primary schools in three Cambodian provinces. The SBP team is also organizing school implementation plans, parent information sessions, and student activities to promote road safety. Murals, posters and flyers have, and will continue to be, disseminated on school campuses and to parents to further reinforce helmet safety messages within the communities.
- 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 and Communications teams is designing and producing BCC materials, including a television, radio commercial, billboards as well as printed materials. Preparation and helmet production have also begun for the street-based campaign days and commune-wide activities to be held from April until July 2015.
- 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.
  - The EEC team hosted an enforcement study tour to Vietnam and Singapore with national government representatives to share experiences and learn enforcement activities in neighboring countries. A National Passenger Helmet Enforcement Action Plan Workshop was held in January, and preparation has begun for a district-level enforcement study tour to Vietnam and two passenger helmet enforcement action plan workshops in April. The development of a national passenger helmet enforcement action plan has also begun.

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

- **School-Based Program**
  - The SBP program was kicked off by a December 9, 2014 helmet handover ceremony with over 3,000 participants at Tuol Svay Prey Primary School in Phnom Penh. There were 17 additional ceremonies at the remaining HSHO target schools. Over 16,000 helmets were handed out to primary school students and teachers. Parent information sessions and distribution of communications materials, including flyers, murals and commitment letters planned for March 2015, will further encourage communities to wear the helmets at all times.
  
- **Behavior Change Communications**
  - The BCC team is preparing for a four-month mass media campaign that will launch in April. This will include a television and radio commercial, billboards displayed prominently on national highways, tuk-tuk panels circulated in each province, and a street-based campaign with trained volunteers who will teach road users to wear helmets and pass out helmet vouchers. Throughout the three months, the team developed the campaign concept, received stakeholder approval, and started production of the BCC materials.
  
- **Enabling Environment Campaign**
  - The new Road Traffic Law in Cambodia was passed in January 2015. More information can be found in the Opportunities section. During the quarter, the EEC team hosted a successful enforcement study tour with national representatives to Vietnam and Singapore, and is organizing another enforcement study tour to Vietnam with district representatives in March 2015. A National Passenger Helmet Enforcement Action Plan Workshop was hosted after the law was passed to develop an action plan, and two District Passenger Enforcement Action Plan Workshops will be hosted in April 2015.

## 2. Quarterly Progress

During the period of December 1, 2014 to February 28, 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**

##### 1.2. Project Announcement

### 2.2 Program Components

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

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

### **2.2.2. Behavior Change Communication**

- 3.1. BCC Material Development
- 3.2. 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 third quarter of HSHO activities, meetings were held with government officials and development partners.

## 1.2 Project Announcement

### **1.2.6. Meet with Government Officials, Ambassadors, and Leaders**

In December 2014, AIP Foundation staff met with government officials and key leaders of international development partners and foreign embassies to provide a more comprehensive overview of the HSHO project, answer questions, seek their support and guidance in project implementation, and to request that funds and technical assistance by development partners be further prioritized for road safety. AIP Foundation met with the following government officials, international development partners and embassies: the Cambodian Ministry of Information, Japanese International Cooperation Agency (JICA), and the Embassy of Japan. HSHO's second policy brief, developed in December 2014, was shared with

the representatives of JICA and the Embassy of Japan.

**Table 1 Meetings Summary**

<b>Date</b>	<b>Key Attendee(s)</b>	<b>Meeting Outcomes</b>
December 5, 2014	Mr. Fukuzawa Daisuke, Representative of JICA, and Ms. Miura Aya, Project Formulation Advisor	Mr. Daisuke encouraged AIP Foundation to stay in close contact with relevant government ministries and authorities such as the Ministry of Public Works and Transportation, which receives funds and loans from JICA and the Japanese government for possible collaboration in road safety.
December 8, 2014	Mr. Tsuruta Go, Second Secretary of the Embassy of Japan	Mr. Go expressed his strong interest in the HSHO project and confirmed participation in the SBP launch ceremony held on December 9. Mr. Go also introduced a funding opportunity, the Kusanone Grant, which has operated under the Embassy of Japan in Cambodia for several years.
February 11, 2015	H.E. Hieu Kanharith, Minister of Information	H.E. Kanharith will co-organize a workshop for media on road safety and the new traffic law in the near future with the Ministry of Public Works and Transportation.

## 2.2. Program Components

### 2.2.1 School-Based Program

During the third quarter of HSHO, School-Based Program (SBP) activities were completed to host helmet handover ceremonies at primary schools and coordinate activities for students, parents, and teachers. More information on the ceremonies can be found in the supplementary School-Based Programs Launch Ceremonies Report.

#### 2.1 School Selection and Planning Meetings

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

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

**Table 2 School Implementation Plans for HSHO Year 1**

<b>Activity</b>	<b>Lead</b>	<b>Month</b>
School selection	AIP Foundation	July 2014
Helmet observation: Before and after project implementation	AIP Foundation and School	November and December 2014. January, October and November 2015. January 2016
Helmet Kick-off Ceremony at 18 target schools	MoEYS, DoEYS, AIP Foundation and Primary School	December 2014 and November 2015
Crash report and percentage of helmet wearing among students	Primary School	October 2014 to May 2016
<i>Road safety and Helmet use training</i>		
Helmet use training for students	Primary School	November 2014 to May 2016
<i>Non-class activities</i>		
Helmet use training , drawing competition, Q&A contest, road safety behavior among students	AIP Foundation, Primary School and Volunteers	April and May 2015. January 2016
Project year-end report to sponsors	AIP Foundation and Primary School	August 2015 and June 2016

**Table 3 Dates and Locations of Planning Meetings**

<b>Date</b>	<b>Primary School</b>	<b>Location</b>	<b>No. of Teacher Participants</b>
<i>Phnom Penh Province</i>			
October 17	Tuol Svay Prey Primary School	Tuol Svay Prey Primary School	2
	Hun Neang Tuol Tumpong II Primary School	Hun Neang Tuol Tumpong II Primary School	2
October 22	Hun Neang Boeung Trabaek East Primary School	Hun Neang Boeung Trabaek East Primary School	2
	Chba Ampov I Primary School	Chba Ampov I Primary School	2
October 28	Prek Eng Primary School	Chba Ampov I Primary School	2
	Veal Sbov Primary School		2
<i>Kandal Province</i>			
October 20	Prek Tapeou Primary School	Bun Rany Kropeur Ha Primary School	2
	Bun Rany Hun Sen Kropeur Ha Primary School		2
	Prek Ho Primary School		2

October 21	Korki Thom Primary School	Korki Thom Primary School	2
	Sdao Konleng Primary School	Sdao Konleang Primary School	2
	Bantheay Daek Primary School		2
<i>Kampong Speu Province</i>			
November 3	Prey Pdao Primary School	Prey Pdao Primary School	2
	Ang Metrey Primary School		2
	Cham Bak Primary School		2
November 4	Santhe Pheap Primary School	Santhe Pheap Primary School	2
	Ang Serey Primary School		2
	Kanduol Dom Primary School		2

## 2.2 Helmet Production

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



The red helmets that were distributed at AIP Foundation’s helmet handover ceremonies in early December were designed with the help of the Communications team in September. The helmet mock-up includes the HSHO and United Nations Decade of Action for Road Safety logos. The helmet orders were determined by size and color testings held in July at each primary school.

The helmets were ordered in October 2014 with cost-share funding from AIP Foundation’s subsidiary helmet company, Protec, a non-profit social enterprise located in Hanoi, Vietnam. Production of 16,022 helmets was completed in November, and were shipped to the individual Cambodian schools through a procured shipping company, SCL Global Company Limited. All helmets arrived in the week before each December ceremony.

## 2.4 Ceremonies and Events Teacher Activities

### **2.4.1. Design, Order and Print Communication Materials**

All communications materials, including backdrops, displays and hand-outs, were developed in October and November by AIP Foundation’s Communications team, and were printed by a company that was procured in November. All materials were printed and distributed to the appropriate schools before the day of each individual event in December. All ceremonies used the same banner and display designs.

### **2.4.2. Promote Attendance**

AIP Foundation promoted attendance of the December launch ceremonies through personal invitations to key donors and stakeholders, government officials, traffic police, non-government partners, and media outlets. Promotional information was also distributed via social media channels.

Honorary and international guests were informed about the December 9 ceremony in September and October, and were sent formal invitations in November after AIP Foundation received confirmation that the Deputy Prime Minister of Cambodia would chair the large ceremony on December 9. In addition, AIP Foundation wrote three press releases, one per target province, for local and international media in order to encourage broad coverage of all the ceremonies and events.

### 2.4.3. Prepare Ceremony and Event Activities

In early November, AIP Foundation staff worked with school principals and students to coordinate speeches and ceremony activities and local police to coordinate safety and security for the events, particularly the large ceremony in Phnom Penh which was presided over by H.E. Sar Kheng, Deputy Prime Minister. Rehearsals run by AIP Foundation staff were held the week before each event.

### 2.4.4. Organize Ceremonies and Events

The 18 helmet handover ceremonies and HSHO launch events were held in December to formally donate over 16,000 helmets to students of 18 Cambodian primary schools and to formally launch the first year of HSHO.

**Table 4 Helmet Handover Ceremonies**

Primary School	Ceremony Date	Total Helmets Donated	Host
<i>Phnom Penh Province</i>			
Tuol Svay Prey	December 9	902	Sar Kheng, Deputy Prime Minister, Minister of Interior
Hun Neang Tuol Tumpong II	December 16	919	Mr. Tin Souvann, Vice-Commune Chief
Hun Neang Boeung Trabaek East	December 16	1,476	Mr. Sen Bo Te, Commune Chief
Chba Ampov I	December 26	1,894	Mr. Pov Huot, Commune Chief
Veal Sbov	December 26	240	Mrs. Yun Sophal, Vice-Commune Chief
Prek Eng	December 26	1,104	Mr. Neth Saraen, Commune Chief
<i>Kandal Province</i>			
Bantheay Daek	December 24	820	Mrs. Khuon Kong, Commune Chief

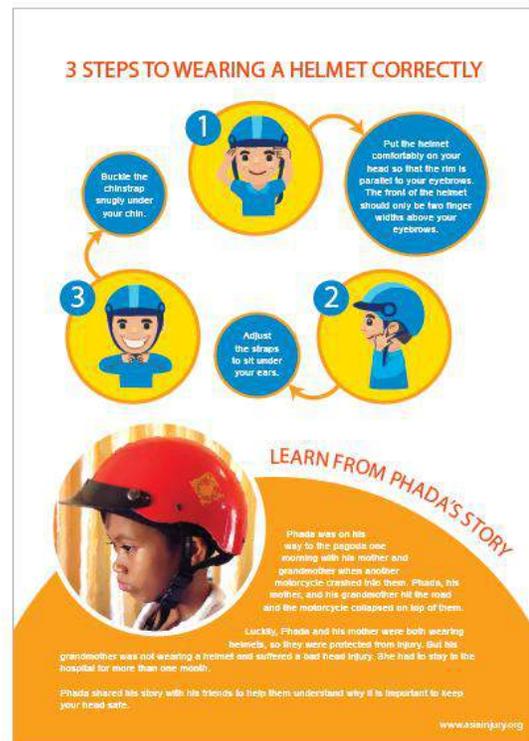
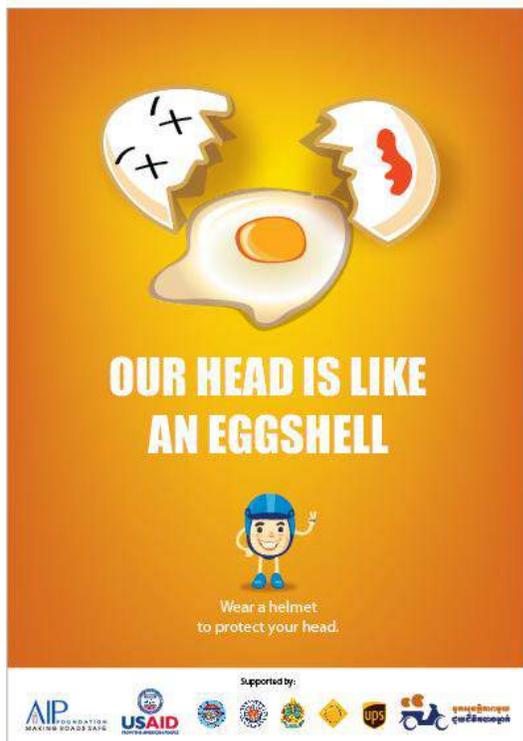
Sdao Konleng	December 24	996	H.E. General Yun Chhunmy, Deputy General Commissioner of the Cambodia National Police
Prek Ho	December 31	1,099	Mr. Chum Sinuon, Commune Chief
Prek Tapeou	December 31	960	Mr. Sim Bout Bandith, Police Chief of Commune
Bun Rany Hun Sen Kroupeur Ha	December 31	1,050	Mrs. Eam Samai Vice-Governor, Takhmao City
Korki Thom	December 31	653	Mrs. Chan Kanika Vice- Governor, Kien Svay District
<b><i>Kampong Speu Province</i></b>			
Santhe Pheap	December 29	579	Mrs. Prum Samrang, Commune Chief
Kanduol Dom	December 29	573	Mr. Dy Norn, Commune Chief
Ang Serey	December 29	495	Mrs. Nhoek Pich, Commune Chief
Cham Bak	December 20	948	H.E. Hun Many, President of Union of Youths Federation of Cambodia (UYFC)
Ang Metrey	December 30	602	Mr. Srey Vaen, Commune Chief
Prey Pdao	December 30	712	Mr. Nov Bunthorn, Commune Chief
	<b>Total</b>	<b>16,022</b>	

## 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, will be distributed in March via school principals. Parents are also asked to give permission to AIP Foundation to use photographs of their children in publications. The flyers, developed by AIP Foundation's Communications team, have key road safety and helmet use messages. They will be distributed at March 2015 parent information sessions. The flyers were delayed due to sponsor approvals and translation. A print company is currently being procured and will print 17,000 flyers in March for

distribution.



English versions of flyers

## 2.5.2. Organize Parent Information Sessions

Parent information sessions, hosted by the SBP team, will be held in March 2015 at each of the target schools. These sessions will introduce parents to the project and seek their support for it. Approximately 20 percent of the parents at each school are expected to attend the workshops. The information sessions will again be held in January and February 2016 for the second HSHO school year.

## 2.6 Student Activities

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

AIP Foundation is collaborating with school coordinators to organize student activities to promote road safety, to be held in April and May. The activities are specific to each school and will include a variety of events and games such as road safety simulation corners, painting and drawing contests, and question and answer sessions. During the teacher training workshops in October and November, AIP Foundation trained the school coordinators in how to coordinate these activities. School principals have also been 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



## 2.2.2. Behavior Change Communication

From December 2014 until February 2015, the Behavior Change Communication (BCC) team began preparation for the production of BCC materials, and for the organization of campaign days and commune-wide activities.

### 3.1. BCC Materials Development

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

In December 2014, AIP Foundation finalized a contract with a creative agency, 17 Triggers, to produce BCC materials, including a BCC concept and a television and radio commercial. The BCC concept is a research-driven intervention around which the BCC campaign will be designed, consisting of a framework with a core message, an execution plan on how content and design will work together to deliver the message, and a defined tone of the program. Background information on the concept was obtained from the BCC baseline survey in August 2014, prototype testing, and storyboard testing among focus groups led by 17 Triggers held in December 2014 (5.2.1.) The concept, which will promote passenger helmet use, will apply to all commercials, billboards, banners, motorcycle taxi panels and other training materials. In February 2015, AIP Foundation hosted a consultative stakeholder meeting to incorporate relevant stakeholder feedback into the final production of the materials. More information can be found in (3.1.2.).

From December to February, AIP Foundation and 17 Triggers developed the concept and content for commercials and billboards that will be aired or displayed from April to July 2015. The television commercial, shot in late February, portrayed a spirit rider, inferred to have been killed in a motorcycle crash because of not wearing a helmet, who hands helmets out to a living family who is not wearing helmets on a motorcycle. The billboards will consist of stills, provided by 17 Triggers, of the spirit rider handing out helmets to a non-helmeted family. The tagline for the commercials and billboards will be “Protect your passengers, ensure they wear helmets.”

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

On February 10, AIP Foundation hosted the first of two consultative meetings with stakeholders to review major BCC materials, including the television commercial, radio commercial, and billboards, in order to incorporate stakeholder feedback into the final production of the materials. Approximately 30 stakeholders, including government officials from the Ministries of Education, Culture, Information and Telecommunications, national and provincial road safety committees, local youth groups, and media members, attended the meeting. They discussed the current drafts, as well as concepts, designs, and messages, and provided critical advice to AIP Foundation and the creative agency, 17 Triggers. Constructive recommendations and suggestions were incorporated into further internal discussions between AIP Foundation and 17 Triggers.

The event also included a signing ceremony for a Memorandum of Understanding between AIP Foundation and the Union of Youth Federations of Cambodia. From February 2015 to December 2016, the UYFC and AIP Foundation will collaborate to support the National Road Safety Committee and the

National Police in improving road safety during the 2011-2020 Decade of Action for Road Safety, specifically passenger helmet use enforcement. UYFC will coordinate its youth members to support education and awareness activities through street-based, commune-wide, and school-based campaigns. Over 40 youth members from the UYFC attended the signing ceremony. Fourteen media outlets reported on the event. A second stakeholder meeting will be held in September 2015 to further revise and update the BCC materials.

### 3.2 Mass Media Campaign

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

AIP Foundation has begun preparations for a BCC launch event and press conference on April 2, 2015 in Phnom Penh. The BCC team is in the process of drafting BCC launch concepts, arranging logistics and finances for the event, and inviting approximately 120 participants to attend including government representatives, traffic police, project sponsors, and other road safety stakeholders. The event will launch the mass media campaign, and will include a presentation of the campaign concept, as well as a preview of the television and radio commercials. Media members will be invited to report on the event and the campaign. A second press conference will be held in November 2015.

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

A public relations campaign will reinforce the BCC key messages through various media outlets from April to July 2015 and from November 2015 to February 2016. AIP Foundation will contract with well-reviewed websites to display online banners and advertisements promoting the BCC campaign key messages. In addition, staff will negotiate 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 will hire 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. All procurements will be finalized in March 2015.

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

AIP Foundation has begun procurement of a local agency to develop a media plan based on the target audience and reach of HSHO, create an airing schedule, and sign contracts with local television and radio stations to air both commercials produced by AIP Foundation and 17 Triggers. The commercials will air frequently on multiple stations for two 4-month periods. The media plan will be developed in March 2015, and the commercials will be aired from April to July 2015, and again 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 is procuring a local TV station to produce the first of two planned roundtable discussions with key individuals influencing the campaign. Likely invitees include high-ranking government officials and AIP Foundation senior-level staff. The discussions will be focused on project-

relevant topics identified by AIP Foundation prior to the productions. After the production in March, the discussions will be edited before being aired on the local television station. The first roundtable discussion will be aired 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**

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

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

AIP Foundation is procuring a local radio station to produce and air four radio talk shows as part of the BCC mass media campaign. The talk shows will be focused on promoting campaign messages and activities. Additionally, the contract will also allow for the airing of AIP Foundation's radio commercial immediately before and after each talk show. Each talk show will be aired live once and rebroadcasted a second time, and the scheduled times for airing are in April, May, June, July, November, and December 2015, and January and February 2016. The guest speakers will be AIP Foundation staff and high-ranking government officials from road safety-related institutions and offices.

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

The content and design of the billboards to promote key BCC messages will be provided by AIP Foundation's contract with a local creative agency, 17 Triggers. AIP Foundation has identified two prominent billboard locations on national highways with high visibility and daily viewership in each of the six target districts. Procurement has begun to procure two billboard companies, one for Phnom Penh and one for both Kandal and Kampong Speu, to install billboard stands, print and display billboards for the first of two 4-month periods, from April to July 2015 and from November 2015 to February 2016. A total of six billboards, one per target district, will be displayed.

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

AIP Foundation's Communications team developed the content and design of a long banner to promote key BCC messages throughout the target districts. Key locations have been identified and AIP Foundation is in the process of negotiating with local property owners to hang and display six banners in each target district for two 4-month periods. The banners 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**

AIP Foundation's Communications team is in the process of developing the content and design of panels, which will include the finalized BCC message and be displayed on the back of tuk-tuks. The panels will be displayed for a 4-month period, from April to July 2015. AIP Foundation is identifying and contracting with 10 tuk-tuk drivers in each of the six 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.

### 3.3. Street-Based Campaign

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

AIP Foundation continued preparations for a street-based campaign in the communes to be held from March to August 2015. Volunteers and traffic police will work in each of the six target districts to stop all passing motorcycles with non-helmeted passengers, distribute vouchers for subsidized helmets that can be redeemed at local police stations, and explain to them the importance of helmet use and compliance with the recently-passed passenger helmet law. Approval from provincial authorities to implement the activities was obtained in November in December.

The Communications team developed flyers and helmet vouchers, and the BCC team trained and engaged police and volunteers to participate in the campaign days. A press release was developed in February to engage the media in spreading the word about the campaign days.

In early March 2015, approximately 20,000 helmets will be ordered from AIP Foundation's helmet factory, Protec, in Hanoi, Vietnam. The helmets have the same design as the SBP helmets for primary school students in (2.2.2.): red color with the HSHO and United Nations Decade of Action logos. AIP Foundation will procure a shipping company in March 2015 to ship the helmets to Cambodia in time for the campaign days in late March.

### 3.4. Commune-Wide Activities

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

During the last two EEC commune-wide meetings held in December 2014 and February 2015 as described in (4.4.1.), the BCC team discussed the creation of working groups for commune-based road safety activities made up of commune council members and relevant community members such as commune police and teachers. The working groups will become the official commune mechanism to deal with all road safety issues within the commune. The participants developed commune-wide activity budgets and plans for several events per year in each target commune to promote passenger helmet use. With technical support from AIP Foundation and the Cambodian government, the working groups discussed and planned activities that respond to communities' individual needs. AIP Foundation will guide and oversee the development of each commune's activity plans, but will ultimately allow each group to build its capacity and take ownership of their activities. To promote sustainability of the road safety events and activities, AIP Foundation also discussed with commune councils how to integrate road safety issues into annual commune plans called the Commune Investment Program. Additionally, some commune representatives gave in-principle agreements to AIP Foundation that they would allocate funds for road safety awareness activities through 2016.

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

AIP Foundation and commune leaders are in the process of preparing implementation plans for the door-to-door campaign in which trained volunteers from the UYFC will speak with local people about

the road safety challenges and to distribute campaign literature to commune households. A recently-signed Memorandum of Understanding between AIP Foundation and the UYFC signed on February 10 during the Consultative Stakeholder Meeting (3.1.2.) committed the two organizations to collaborating to implement the awareness activities. The BCC and Communications teams are currently designing the flyers and posters to be distributed during the campaign. The campaign days will take place one day per month in May, June and July 2015, and again in December 2015 and January and February 2016. There will be a total of six door-to-door campaign days in each target commune.

### 3.4.4. Distribute Flyers in Common Areas

AIP Foundation worked with commune leaders to identify common areas such as schools, health centers and businesses to distribute flyers with campaign literature. The flyers, designed by the Communications team in February 2015, will carry BCC campaign messages, and will further encourage local commune residents to always wear helmets. The materials will be displayed from April to July 2015, and from November 2015 to February 2016.

## 2.2.3. Enabling Environment Campaign

During the third quarter of HSHO, EEC activities were completed to disseminate policy briefs at meetings with high-level government officials and development partners, organize and host enforcement study tours with national and district representatives, and to develop national and district passenger helmet enforcement action plans.

### 4.1 Policy Briefs and Advocacy Meetings

#### 4.1.1. Disseminate Policy Briefs

During meetings with diplomats and development partners in December 2014, AIP Foundation disseminated the second of three policy briefs. It was also distributed at the National Passenger Helmet Enforcement Action Plan Workshop on January 29. The second policy brief, slightly delayed due to internal deadlines and competing priorities, is for international development partners and ambassadors. It built support for passing the draft law and sought the establishment of a model culture of proper motorcycle passenger helmet use by all partners.

In December 2014 and January 2015, AIP Foundation developed a third policy brief aimed at traffic police and relevant government officials that 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. It will be distributed at the upcoming district-level enforcement study tour to Vietnam, and at the two district-level action plan workshops.

**Table 5 Policy Brief Distribution**

<b>Date</b>	<b>Key Recipients</b>	<b>Policy Brief</b>	<b>No. of Recipients</b>
December 5, 2014	Mr. Fukuzawa Daisuke, Ms. Mirua Aya, Japan International for Cooperation Agency	Second	2

December 8, 2014	Mr. Tsuruta Go, Second Secretary of Embassy of Japan	Second	1
January 29, 2015	Stakeholders of National Passenger Helmet Enforcement Action Plan Workshop	Third	67
February 11, 2015	H.E. Khieu Kanharith, Minister of Information	Third	1

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

Please refer to (1.2.6.) for information on these meetings.

#### **4.2 Nation-Wide Activities**

##### **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. All government representatives are directly involved in AIP project implementation, and were nominated to participate by the Minister of Interior. 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.

The participants were:

- General Ty Long, Deputy Director of the Order Department of General Commissariat of National Police, Ministry of Interior, and Deputy Secretary-General of the National Road Safety Committee
- Major They Visal, Chief of Procedure Office of Order Department of General Commissariat of National Police, Ministry of Interior
- Mr. Prum Vantha, Head of Communication Office of the National Road Safety Committee
- Mr. Sim Vibol, EEC Program Manager, AIP Foundation
- Mr. Sokha Sidet, EEC Program Assistant, AIP Foundation

Study tour participants met with law enforcement and road safety partners, including the Ho Chi Minh City Traffic Safety Committee, the Vietnamese Traffic Police and Police Academy, the Traffic Police Department of the Singapore Police Force, and the Singaporean Road Safety Council. The Cambodian delegates presented information on the Cambodian road safety situation, problems faced by law enforcement, and the new traffic law, while Vietnamese and Singaporean delegates presented their achievements, law enforcement methods and enforcement action plans. All partners shared and documented best practices in the delivery of road safety enforcement actions, and analyzed the application of such actions in the different countries.

After the study tour, the Cambodian delegates filled out a post-study tour survey in which they all confirmed that they valued the experience, are familiar with how to incorporate the Vietnamese and Singaporean experiences into the Cambodian law enforcement action plan, and how to efficiently

mobilize resources for improved road safety. Issues that were highlighted for the Cambodian delegates include long-term education and awareness of road safety among Cambodian citizens, strengthened relationships with media outlets to disseminate information, the development of a clear action plan for enforcement, management and education, and strengthened law enforcement in all areas of traffic safety. These lessons will be applied to future Cambodian action plans and law enforcement actions. An analysis of the survey will be reported in the Milestone 5 report.

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

After the passage of the new Road Traffic Law in Cambodia in early January, the National Passenger Helmet Enforcement Action Plan workshop was held on January 29, 2015 to begin the process of developing a national passenger helmet enforcement action plan. AIP Foundation staff presented on a cost life-saving analysis, disseminated the calls to action from the third policy brief, and participants of the study tour to Vietnam and Singapore in December 2014 presented their experiences and lessons learned and provided recommendations for how best practices can be used to develop the action plan. Discussions were held on linkages between passenger enforcement action plans and other road safety policies, best practices and gaps in enforcement on helmets, and to develop an outline of the content of the National Passenger Helmet Enforcement Action Plan. The deliverable from the workshop was an outline of the content of the plan and a consensus of the next steps required to further develop the plan from February to April.

The four honorary guests were H.E. Lt. General Him Yan, Deputy General Commissioner of National Police; H.E. Peou Maly, Secretary General of the National Road Safety Committee; H.E Major General Lay Bunthan, Deputy Director of Central Department of Public Order of Ministry of Interior (MoI); and H.E Major General Ty Long, Deputy Director of Order Department, MoI. There were also 7 high-level Police Officials from the Order Department of MoI, 25 Deputy Commissioners of Provincial Police, 3 provincial Chiefs of Traffic Police, 6 district Deputy Police Inspectors, 14 traffic police officers from Phnom Penh, and 5 traffic police officers from Kandal and Kampong Speu provinces. Four media outlets covered the event to inform the public about the upcoming action plan.

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

A national passenger helmet enforcement action was developed during the National Passenger Helmet Enforcement Action Plan Workshop (4.2.3.) held on January 29, 2015. The EEC team coordinated efforts to continue development and finalization of the plans throughout February, and worked with the national traffic police to consult with provincial traffic police, expand the plan based on feedback, and will finalize and submit the plan to higher-level government officials for approval in late March. The plan is expected to be implemented by May 2015.

### 4.3 District-Wide Activities

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

AIP Foundation is in the process of organizing an enforcement study tour with district representatives to Ho Chi Minh City, Vietnam. Originally scheduled for January 2015, but delayed due to passport logistics and the Vietnamese New Year, the study tour will now take place March 16-18, 2015. During

the tour, the district-level participants will learn about the success and challenges of enforcing helmet laws in neighboring Vietnam. AIP Foundation’s head office in Ho Chi Minh City is helping organize the tour. The district representatives will be accompanied by AIP Foundation’s EEC Program Manager and EEC Program Assistant.

The enforcement tour will be 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 the Police Inspectorate of each target district will participate in the study tour. Partners and law enforcement bodies involved in the study tour will be the Vietnam National Traffic Safety Committee the Ho Chi Minh City and Dong Nai Province police forces, and District Traffic Police.

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

AIP Foundation will host two District Passenger Helmet Enforcement Action Plan Workshops in April 2015 in Phnom Penh and Kampong Speu. 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 will begin the process of developing a district passenger helmet enforcement action plans for each target district. The workshops will have approximately 110 attendees, including participants of the study tour of district representatives to Vietnam (4.3.2), who will present best practices from Vietnam that can be applied to district-level action plans. The EEC team is currently procuring an international road safety expert to present at the workshop. During the course of the workshop, attendees will begin to outline the content of each district passenger helmet enforcement action plan. Media members will also be invited in order to inform the public about the upcoming district passenger helmet enforcement action plans.

### 4.4 Commune-Wide Activities

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

AIP Foundation hosted the last two of six commune-wide meetings in the province of Phnom Penh in December 2014 and February 2015. The meetings were postponed due to delays in obtaining permission to host the events by the Phnom Penh Municipality Governor. Future rounds will take place in April and May, and September 2015, as well as March and April 2016. Participants in each meeting came from the three target communes within the respective district. During the meetings, commune representatives were introduced and provided with updates on the project, discussed the establishment and responsibilities of Commune Road Safety Committees, and developed master action plans for awareness and education activities that will be funded by AIP Foundation and the respective communes. The Committees will consist of community members who will play roles in developing and overseeing road-safety related activities in the communes.

**Table 6 Commune-Wide Meetings**

<b>Date</b>	<b>Location</b>	<b>Number of Participants</b>	<b>Meeting Outcomes</b>
December 12, 2014	Chba Ampov, Phnom Penh	55 participants, including 39 commune representatives, 3 private sector representatives, 3 school representatives, 6 district officials, 3 commune police and 1 individual from the UYFC	All participants, particularly commune members, agreed to form a commune road safety committee and develop an action plan for improving road safety and helmet use in the communes.
February 17, 2015	Chamka Morn, Phnom Penh	33 participants, including 24 commune representatives, 3 school representatives, 3 district officials and 3 police officials	All participants happily agreed to form a commune road safety committee and develop an action plan for improving road safety and helmet use in the communes.

**Table 7 Committee Members and Activities**

<b>Province</b>	<b>District</b>	<b>Commune</b>	<b>Number of Members</b>	<b>Number of Activities Developed in Action Plan</b>
Phnom Penh	Chba Ampov	Chba Ampov I	9	18
		Veal Sbov	7	16
		Prek Eng	9	18
	Chamka Morn	Tuol Svay Prey II	7	6
		Tuol Tumpong II	7	5
		Boeung Trabaek	7	6

## 2.3. Cross-Cutting Activities

### 2.3.1. Monitoring and Evaluation

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

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

In January 2015, AIP Foundation conducted the first post-intervention helmet observations at the 18 target schools, as well as 6 control schools.

Staff and trained volunteers conducted the first post-intervention helmet observation approximately two weeks after the December event at each target primary school where students and teachers received their helmets, as described in the School-Based Program Launch Ceremonies Report. The methods of the observations are included in December 2014's Behavior Change Communications and School-Based Program Baseline Report.

Across the 18 project schools, average student helmet use rates increased from 0.4% in the pre-intervention observation to 89% in the first post-intervention observation. However, student helmet use rates at the six control schools remained low from 0.5% in the pre-intervention observation to 2% in the first post-intervention observation. Rates disaggregated by vehicle type and gender, as well as driver rates, are included in Annex II.

**Table 8 School-Based Helmet Observation at Target Schools**

	Pre-Intervention	Post-Intervention #1
<b>Intervention</b>	<b>0.36%</b>	<b>89.24%</b>
<b><i>Phnom Penh</i></b>	<i>1.22%</i>	<i>82.35%</i>
Chba Ampov I Primary School	0.00%	90.36%
Hun Neang Boeung Trabaek East Primary School	2.37%	79.13%
Hun Neang Tuol Tumpong II Primary School	2.62%	78.92%
Prek Eng Primary School	0.00%	91.33%
Tuol Svay Prey Primary School	1.12%	72.02%
Veal Sbov Primary School	2.44%	91.38%
<b><i>Kandal</i></b>	<i>0.00%</i>	<i>91.28%</i>
Bantheay Daek Primary School	0.00%	90.69%
Bun Rany Hun Sen Kropour Ha Primary School	0.00%	76.23%
Korki Thom Primary School	0.00%	95.37%
Prek Ho Primary School	0.00%	90.80%
Prek Tapeou Primary School	0.00%	98.44%
Sdao Konleng Primary School	0.00%	96.18%
<b><i>Kampong Speu</i></b>	<i>0.00%</i>	<i>92.94%</i>
Ang Metrey Primary School	0.00%	87.30%
Ang Serey Primary School	0.00%	89.36%
Cham Bak Primary School	0.00%	96.81%
Kanduol Dom Primary School	0.00%	99.39%
Prey Pdao Primary School	0.00%	97.87%
Santhe Pheap Primary School	0.00%	86.89%

**Table 9 School-Based Helmet Observation at Control Schools**

	Pre-Intervention	Post-Intervention #1
<b>Control</b>	<b>0.48%</b>	<b>2.04%</b>
<b><i>Phnom Penh</i></b>	<i>1.16%</i>	<i>6.13%</i>
Chey Chumneas Primary School	0.00%	3.75%
York Bat Primary School	2.31%	8.51%
<b><i>Kandal</i></b>	<i>0.00%</i>	<i>0.00%</i>
Phum Thom	0.00%	0.00%
Takhmao Primary School	0.00%	0.00%
<b><i>Kampong Speu</i></b>	<i>0.29%</i>	<i>0.00%</i>
Mrom Chherng Primary School	0.59%	0.00%
Prey Cheuk Primary School	0.00%	0.00%

The second post-intervention helmet observation will be conducted 10-12 weeks after the ceremony at each school.

### 5.1.2 Conduct Crash Monitoring

In January 2015, Ang Metrey Primary School in Kampong Speu Province reported three 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 all three cases, students were wearing their helmets and therefore effectively protected from head injury. The crash cases are described in Annex XII.

## 5.2 Behavior Change Communications M&E

### **5.2.1 Conduct Concept Testing**

In December 2014, 17 Triggers, the creative agency developing the BCC concept design and TV and radio commercials, conducted interviews with 30 motorcycle drivers and passengers aged 15-65 to gain insights to inform the creative direction (Annex III) of the campaign. Interviewers showed the respondents five previous TVCs developed to encourage helmet use and asked a series of questions (Annex IV) to gauge which one the respondents found the most effective and why. Then, interviewers asked questions related to existing awareness of the passenger helmet law and how it would influence them to wear helmets or not. All respondents consented to have the interview recorded (Annex V). See Annex VI and VII for more detail on the methodology and results, respectively.

In January 2015, 17 Triggers presented a series of storyboards based on the creative direction and tested the storyboards to determine which one would most effectively trigger the target population to wear helmets as passengers and put helmets on their passengers. During four small group screenings with a total of 16 participants (eight male and eight female aged 15-45), the facilitator showed one storyboard and observed the participants' non-verbal responses. Then, interviewers administered a questionnaire (Annex IX) to each participant with specific questions about the storyboard they viewed. This was combined with a small group discussion, in which participants were able to view the other storyboards. See Annex X and XI for more detail on the methodology and results, respectively.

## 5.3 Enabling Environment Campaign M&E

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

In December 2014, AIP Foundation collected feedback from participants in the first study tour. After the March 2015 study tour, AIP Foundation staff will continue to collect and analyze feedback. Results will be presented in the Milestone 5 Quarterly Report.

## 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 and planning meetings (2.1.3) at SBP target schools, as well as consultative meetings (3.1.2), the enforcement study tour with national representatives (4.2.2.), the national enforcement action plan workshops (4.2.3), and commune-wide meetings (4.4.1). For routine monitoring, program staff collect basic information on output indicators, including

measurements of people, objects, and occurrences.

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

#### 5.4.2 Conduct Project-Wide Helmet Observations

In January 2015, Handicap International, the research agency contracted to collect data on motorcycle helmet use rates through quarterly, filmed helmet observations, submitted the November summary report (Annex XI) with the dataset.

They found that in November 65.1% of drivers and 11.2% of passengers wore helmets in 18 target communes, compared to 59.3% of drivers and 11.3% passengers in six control communes. Since the August 2014 baseline observation, helmet wearing rates increased slightly in target communes, from 63% to 65.1% among drivers and from 9.9% to 11.2% among passengers. Target communes in Phnom Penh experienced the greatest increase, from 71% to 74.6% among drivers and from 10.6% to 13.1% among passengers. AIP Foundation’s analysis found these increases to be statistically significant.

**Table 10 Street-Based Helmet Observation Summary**

Province	Type of Site	Drivers		Passengers	
		August	November	August	November
Phnom Penh	Control	65.5%	67.4%	13.17%	12.7%
	Intervention	71.0%	74.6%	10.6%	13.1%
Kandal	Control	55.8%	56.9%	13.4%	12.2%
	Intervention	55.0%	54.8%	10.4%	10.3%
Kampong Speu	Control	37.0%	37.4%	5.8%	5.1%
	Intervention	40.9%	41.6%	6.6%	6.2%
Total	Control	57.4%	59.3%	11.8%	11.3%
	Intervention	63.0%	65.1%	9.9%	11.2%

In February, Handicap International collected data for the third 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 late February 2015, and will produce the first injury and fatality data report in April 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.

#### 5.4.4 Consult with Technical Consultant

In December 2014, US-CDC experts Dr. David Sleet and Mr. David Ederer visited Cambodia to provide technical assistance to the HSHO project team and to organize a national dissemination workshop to share the results of the baseline helmet observations and knowledge, attitude, and behavior survey. The workshop was held at the NRSC office with the participation of the relevant government stakeholders and research institutions. At the workshop, NRSC requested to AIP Foundation to provide further technical assistance to strengthen the injury surveillance system.

### 2.3.2. Materials Development

AIP Foundation developed Information, Education, and Communication (IEC) materials to support project activities during the third quarter, as shown in Table 11.

**Table 11 IEC Materials Summary**

<b>Activity</b>	<b>IEC Materials</b>	<b>Target Audience</b>
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 Billboards, Helmet-use Posters	Children, teachers, and parents in target schools
3.1. BCC Materials Development	Television and radio commercial; T-shirts; Backdrop, displays, hand-outs	Cambodian population aged 15-44
3.2. Mass Media Campaign	Backdrops, displays hand-outs; Online banner and advertisement; Televised roundtable discussions; Radio talk shows; Billboard; Long banner; Tuk-Tuk panels	Cambodian population aged 15-44
3.3. Street-Based Campaign	Flyers, Helmet Vouchers	Cambodian population aged 15-44
3.4. Commune-Based Campaign	Flyers	Cambodian population aged 15-44
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

### 2.3.3. Procurement

During the third quarter, AIP Foundation procured contractual services for the HSHO project as outlined in the approved budget under the contract. All procurements were done in accordance with USAID, the government of Cambodia, and AIP Foundation regulations. A summary of completed, pending, and planned procurements are presented in Tables 12 and 13.

**Table 12 Completed Procurements**

<b>Activity</b>	<b>Procurements</b>	<b>Provider</b>	<b>Funding Source</b>
2.4 Ceremonies and Events	Ceremony set-up for three ceremonies	Various	USAID Cost-share
2.4 Ceremonies and Events	Helmets	Protec	Cost-share
2.7 Public Awareness Activities	Painting Company	Veng Artists	USAID
3.1 BCC Materials Development	BCC concept, television commercial, radio commercial	17 Triggers	USAID
3.1. BCC Materials Development	Venue for Consultative Stakeholder Meeting	Cambodia-Japan Cooperation Center	USAID
5.4. Project Wide M&E	Local Agency for Injury and Fatality Data Extraction	Statistics and Road Safety Division of National Road Safety Committee	USAID

**Table 13 Pending Procurements**

<b>Activity</b>	<b>Procurements</b>	<b>Funding Source</b>
3.1. BCC Materials Development	Produce t-shirts for BCC campaign	USAID
3.2. Mass Media Campaign	Venue for press conferences	USAID
3.2. Mass Media Campaign	Air TV and radio commercial, media plans	USAID Cost-share
3.2. Mass Media Campaign	Produce and air televised round table discussion	USAID Cost-share
3.2. Mass Media Campaign	Produce and air radio talk shows	USAID
3.2. Mass Media Campaign	Hang and display billboards	USAID
3.4. Commune-Based Campaign	Helmets for campaign days	Cost-share
4.2. Nation-wide Activities	Venue costs of national passenger Helmet Enforcement Action Plan Workshop	USAID
4.3. District-Wide Activities	International road safety expert	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

Challenges faced by the SBP team during this Milestone can be found in the supplementary School-Based Program Launch Ceremonies Report. There were no other challenges of significance from the other activities.

#### Behavior Change Communication

The BCC team faced challenges mostly related to limited internal resources, such as number of available staff and small budgets, and working with the government. On more than one occasion, the BCC and EEC teams have dealt with complications arising from the fact that AIP Foundation guidelines for travel support rates are lower than Cambodian government travel support rates, which has affected which government officials and district-level facilitators participate in HSHO implementation activities. In these cases, the teams have spoken with upper-level management on how to reach a compromise and still follow AIP Foundation's guidelines.

#### Enabling Environments Campaign

The only challenge faced by the EEC team was the delayed approval from Phnom Penh authorities for organizing and hosting the commune-wide meeting.

#### Monitoring and Evaluation

The street-based helmet observations data-entry and detailed analysis was originally estimated to take four weeks, but has consistently taken up to eight weeks. Given the complexity of the data required, AIP Foundation has agreed to an extended timeline with Handicap International.

### 3.2. Opportunities

On January 9, 2015, Cambodia's King Norodom Sihamoni signed off on the traffic law, completing the final step for stronger road safety legislation to be enforced in the country. The bill was passed through the both the National Assembly and the Senate in December 2014. The bill not only mandates that all passengers, including children over 3 years, wear helmets when traveling on motorbikes, but also limits the number of people on a motorcycle to one driver, one adult passenger and one child, and allows for fines of up to USD 1,000 for drunk drivers. The law went into effect in Phnom Penh 10 days after the King signed off, and 20 days in the provinces. The passage of this law marks a milestone event after 8 years of collective efforts by many road safety partners, including AIP Foundation. In addition to years

of advocacy for the law, AIP Foundation submitted a Joint Statement to the Minister of Transport in 2014 which gained recognition from the UN Secretary-General's report *Improving Global Road Safety*, and presented a study to the Cambodian government in May 2014 on lives saved, head injuries prevented, and money saved if the law was passed, which drew greater attention from local and international media.

The participation of an international award-winning film crew, Richard Stanley Productions of Oxford, England, to film segments for an upcoming documentary with Michelle Yeoh on global road safety in developing countries provided an opportunity for road safety in Cambodia to be highlighted on an international scale. The film will be shown at the Second Global Ministerial Conference on Road Safety in Brasilia, Brazil on November 18-19, 2015. The meeting will bring together delegations of ministers and representatives dealing with transport, health, education, safety and related traffic law enforcement issues, review implementation progress of the Global Plan for the Decade of Action for Road Safety and in meeting the goal of the Decade, and provide an opportunity for Member States to exchange information and best practices in order to include road safety into the post-2015 development agenda.

Two recent articles in high-profile international journals have highlighted road safety issues in Cambodia and AIP Foundation's work. Michelle Yeoh, Global Road Safety Ambassador, was profiled in the [Southeast Asia Globe](#) in a January 9, 2015 article. Her work with AIP Foundation during the SBP helmet handover ceremonies, including visiting schools and the distribution of helmets to primary school students, was mentioned to emphasize the work she has done to draw attention to global road safety. Additionally, a February 2, 2015 article in [Foreign Policy](#) profiled Cambodia's over-looked health crisis and the increase in injuries and fatalities that has followed the sharp rise in motorcycle use in developing countries. AIP Foundation's Cambodia Country Director, Pagna Kim, and H.E. Peou Maly, Secretary General of the National Road Safety Committee, were interviewed for the article.

The BCC team has recognized on several occasions that road safety is often not a priority in commune-level governance. Local authorities often prioritize other activities such as health and education in an effort to align with the Millennium Development Goals and federal government action plans and budgets. Social issues are pushed aside in favor of other issues with more tangible and physical results. The 2009 Village-Commune Safety Policy, written by the federal government, has nine sections that cover safety and security at the commune-level including road safety. The Policy is enforced by commune councils but has very little budget for implementation. AIP Foundation recognizes that this Policy is an opportunity to push the government at all levels to reinforce this policy, mobilize resources, and allocate budgets. HSHO's commune-wide activities, held in November and December 2014 and February 2015, helped to support the policy by creating Commune Road Safety Committees.

Under a new grant from the U.S. Centers for Disease Control and Prevention, AIP Foundation and Handicap International will conduct additional helmet observations in the three target provinces and two control provinces, Siem Reap and Kampong Cham. The observations are planned for March, July and November 2015. This will allow AIP Foundation to analyze the helmet observations to determine the effect of the HSHO project compared to other external factors.

On December 11-12, Mr. Greig Craft, President and Founder of AIP Foundation, attended the Safe

Roads - Safe Kids Global Road Safety Summit in Washington, D.C. The summit was designed to build a movement of stakeholders and raise the issue of global road safety on the international agenda. Mr. Craft’s presentation included the HSHO project as an example of best practices to address low helmet use in developing countries.

Recent announcements by the Ministry of Education can be attributed to the successful outcomes of SBP launch events and advocacy efforts. On January 9, Ministry of Education, Youth and Sports issued an Instruction on “Contributing to reinforce the implementation of road safety activities among education officials and students” and on January 28, the Ministry of Education, Youth and Sports issued a Decision on “Establishment of a Road Safety Commission for the Ministry.”

## 4. Changes to Project Plan

The Enforcement Study Tour with District Representatives (4.3.3.) has been delayed from February to March 2015. This was due to the Vietnamese New Year, passport logistics, and delayed approvals of the selection of provincial and district police officers to participate in the study tour. This consequently caused the District-level Passenger Helmet Enforcement Action Plan Workshop, planned for March 19, 2015, to be delayed so that study tour participants can apply knowledge and experience from the trip to the workshop.

An additional order of 950 helmets for kindergartners, first graders, and teachers was made in January 2015 due to an increased number of students and teachers at each target school for the 2014-2015 school year. The number of helmets originally ordered was based on information from June 2014 from the 2013-2014 school year. To ensure that all students and teachers at the target schools received helmets under HSHO during the current school year, AIP Foundation management approved the order and production of 950 extra helmets.

## 5. Next Quarter Activities

The following activities, as shown in Table 11, will be completed in the next reporting quarter, March 1, 2015 through May 31, 2015.

**Table 14 Next Quarter Activities**

<b>Date</b>	<b>Activity</b>
March 2015	2.5.1. Distribute Parent Commitment Letters and Flyers
March 2015	2.5.2. Organize Parent Information Sessions
March – May 2015	2.6.1. Organize Student Activities to Promote Road Safety
March – May 2015	2.7.1. Install and Display Helmet Use Billboards
March – May 2015	2.7.2. Hang and Display Helmet Use Posters
March – April 2015	3.1.1. Design and Produce BCC Materials
March – April 2015	3.2.1. Host Press Conferences
March – May 2015	3.2.2. Coordinate Public Relations Campaign
March – May 2015	3.2.3. Air Television Commercial

April – May 2015	3.2.4. Produce and Air Televised Roundtable Discussions
March – May 2015	3.2.5. Air Radio Commercial
March – May 2015	3.2.6. Produce and Air Radio Talk Shows
March – May 2015	3.2.7. Install and Display Billboards
March – May 2015	3.2.8. Hang and Display Long Banners
March – May 2015	3.2.9. Post and Display Tuk-Tuk Panels
March – May 2015	3.3.1. Organize Campaign Days with Flyers and Helmet Vouchers
March – May 2015	3.4.1. Organize Commune-Wide Activities
March – May 2015	3.4.2. Promote Campaign through Loudspeakers
March – May 2015	3.4.3. Organize Door-to-Door Campaign
March – May 2015	3.4.4. Distribute Flyers in Common Areas
March 2015	4.1.1. Disseminate Policy Briefs
March – May 2015	4.1.2. Meet with Government Officials, Ambassadors, and Leaders
March – May 2015	4.2.4. Develop National Passenger Helmet Enforcement Action Plan
March 2015	4.3.2. Organize Enforcement Study Tour with District Representatives
March 2015	4.3.3. Host District Passenger Helmet Enforcement Action Plan Workshop
March – May 2015	4.3.4. Develop District Passenger Helmet Enforcement Action Plans
April – May 2015	4.4.1. Host Commune-Wide Meetings

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**USAID**  
FROM THE AMERICAN PEOPLE

**AIP** FOUNDATION  
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.

# Quarterly Progress Report

## Head Safe. Helmet On.

### March - May 2015

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

**June 2015**



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#### **Disclaimer**

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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**

<b>Activity</b>	<b>IEC Materials</b>	<b>Target Audience</b>
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

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**USAID**  
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.  
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**June 2015**



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## **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.

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<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 Torng 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	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	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

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**USAID**  
FROM THE AMERICAN PEOPLE

**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**



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## **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.

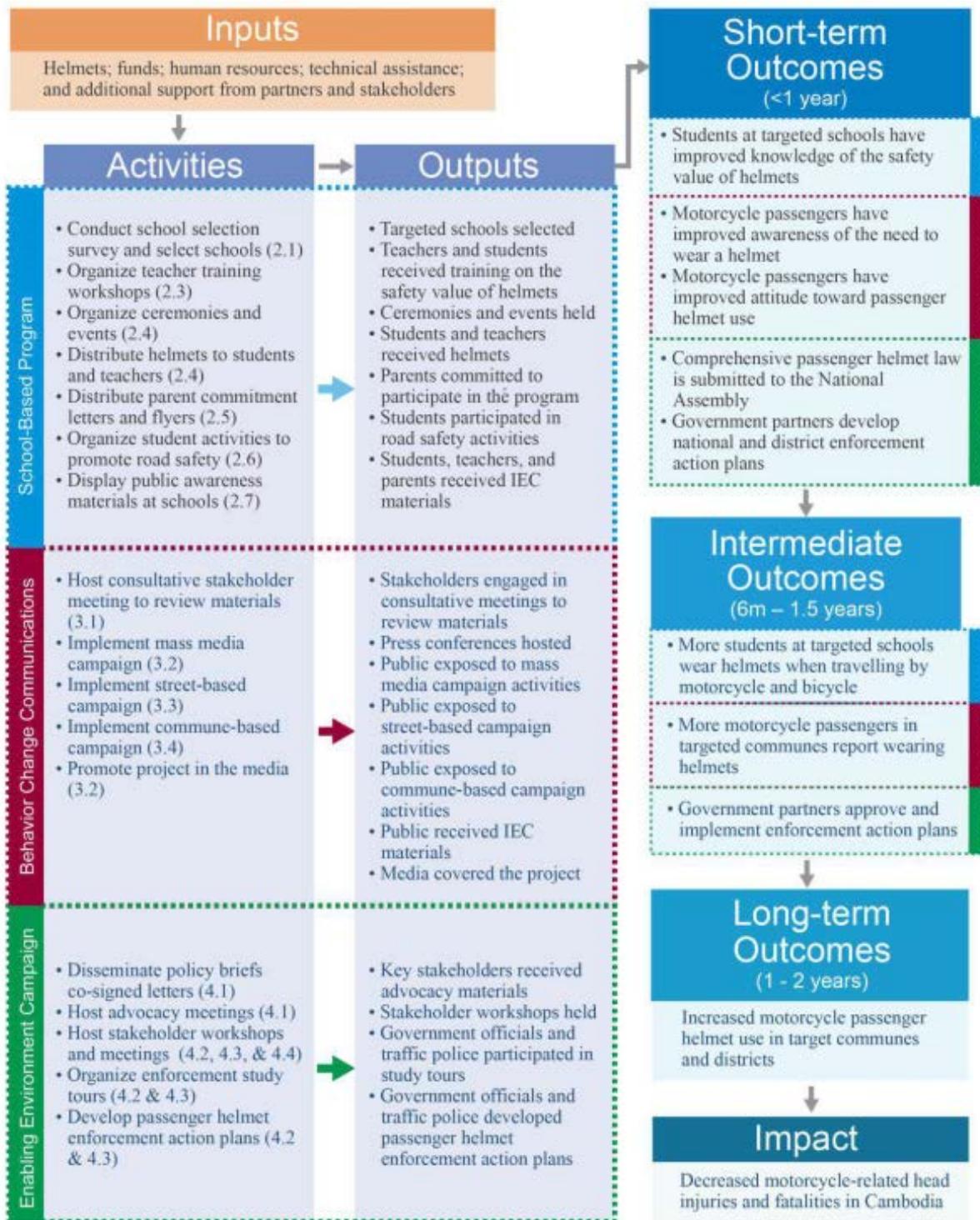
### 1.2.2. Logic Model

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

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**AIP** FOUNDATION  
MAKING ROADS SAFE

# School-Based Program Activities 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.

# School-Based Program Activities Report

Head Safe. Helmet On.

March – May 2015

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

**June 2015**



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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 Tumpong II	Phnom Penh	43	100%
October 20, 2014	Prek Tapeou Primary School	Kandal	27	93%
	Bun Rany Hun Sen Kroupeur 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 Kropeur 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

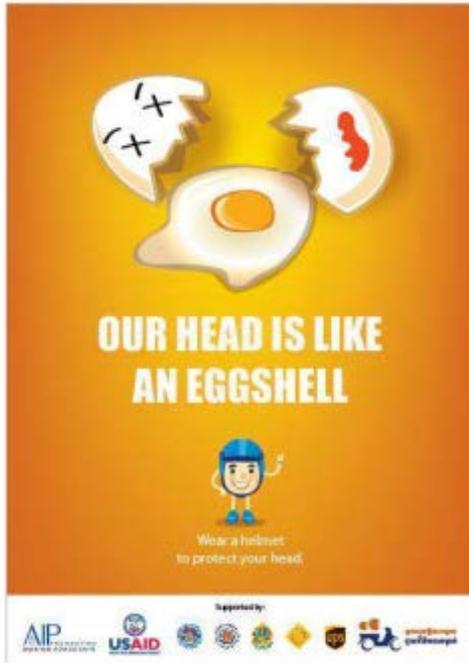
	Cham Bak Primary School	50
March 27, 2015	Santhe Pheap Primary School	36
	Ang Serey Primary School	38
	Kanduol Dom Primary School	31
		Total - 997

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.

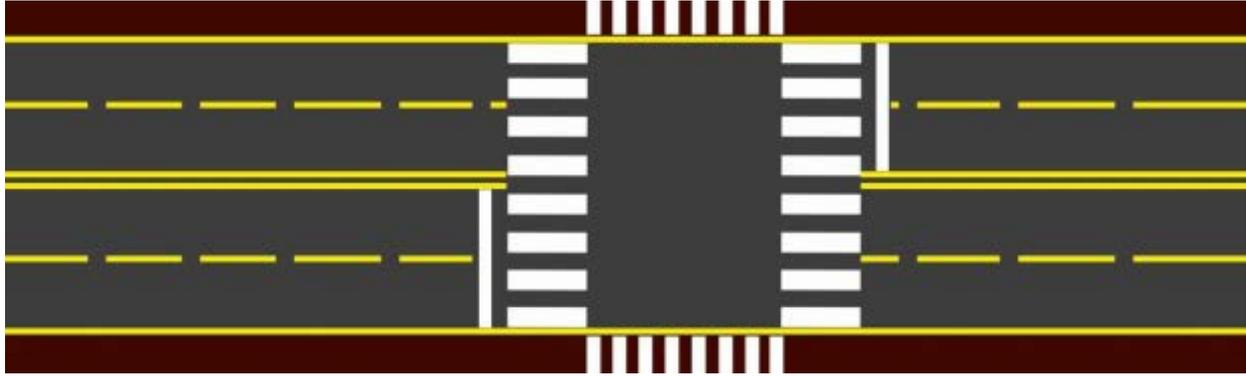


Students present signs used in activities

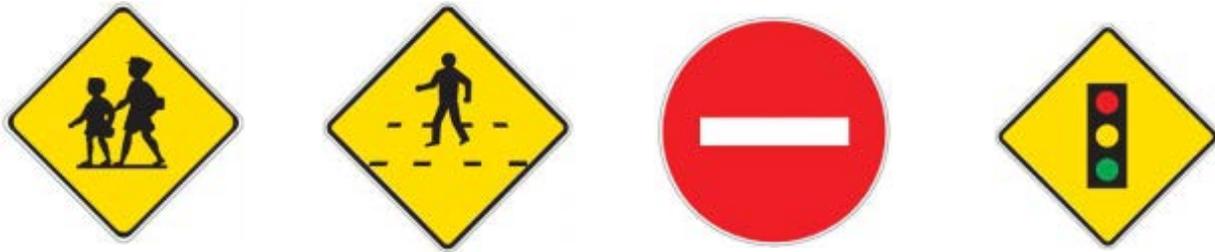
The activities were organized by school coordinators, who were trained in how to implement the activities at the October and November teacher training workshops. School principals were enlisted to encourage teachers to plan and participate in the activities. The student activities will again be held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

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MAKING ROADS SAFE

# Quarterly Progress Report

Head Safe. Helmet On.

June - August 2015



## September 2015

This report was produced for review by the United States Agency for International Development (USAID). It was prepared by AIP Foundation for Milestone 6 under Grant No. AID-OAA-F-14-00012.

# Quarterly Progress Report

Head Safe. Helmet On.  
June - August 2015

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

**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
UYFC	Union of Youth Federations of Cambodia

# 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 Newcenter, 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.

## 5. Non-Political Assistance

On March 31, 2015, the Agreement Officer's Representative (AOR) raised an issue related to the perceived political involvement of the Union of Youth Federations of Cambodia (UYFC). AIP Foundation has since shared further information in direct correspondence with the AOR and other relevant USAID staff. The AOR made additional requests on August 7, 2015 which are currently under review and process. One request was for AIP Foundation to report on how HSHO project activities are non-political assistance.

AIP Foundation had originally engaged with the UYFC to leverage volunteers to promote helmet use on the streets as part of the Behavior Change Communications. Following the notification in March, AIP Foundation found replacement volunteers to implement these activities from April 2015. An estimated amount of 25 t-shirts and 50 flyers co-branded with USAID and UYFC logos had been disseminated in March. No other material produced for HSHO bearing the UYFC logo has been distributed. AIP Foundation ceased to engage with the UYFC on the HSHO project and has had no further public relation with the organization.

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

# Passenger Helmet Use Progress Report

Head Safe. Helmet On.

June - August 2015



## September 2015

This report was produced for review by the United States Agency for International Development (USAID). It was prepared by AIP Foundation for Milestone 6 under Grant No. AID-OAA-F-14-00012.

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**September 2015**



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## **Disclaimer**

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## Acronyms

AIP	Asia Injury Prevention
BCC	Behavior Change Communications
CRSWG	Commune Road Safety Working Group
EEC	Enabling Environment Campaign
HSHO	Head Safe. Helmet On.
M&E	Monitoring and Evaluation
USAID	United States Agency for International Development

## 1. Project and Target Overview

AIP Foundation’s “Head Safe. Helmet On.” (HSHO) project is a two-year project to increase passenger helmet use in 18 target communes and 6 target districts. Helmet use statistics from 2010 state that the nationwide helmet use rates are devastatingly low: 65% for drivers and 9% for passengers.<sup>1</sup> Although a driver helmet law was passed in 2007 and enforced in 2009, a passenger helmet law was only just passed January 2015. The Cambodian government is planning to enforce the law beginning in January 2016.

The HSHO project aims to increase helmet use across target communes and target districts to 30% and 25% in Year 1 and to 80% and 60% in Year 2, respectively. 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. This report will summarize progress made towards, and evidence for, the achievement of the expected passenger helmet use rates for Year 1 within HSHO target communes and districts.

The development of the targets for the HSHO project encompassed discussions over two years among AIP Foundation’s Monitoring and Evaluation (M&E) and Cambodia teams. Additional input was taken from AIP Foundation’s experiences in other countries, particularly Vietnam, and internal and external studies on helmet use and traffic behaviors in Cambodia including AIP Foundation’s Cost and Lives Saved Analysis, and surveys by stakeholders and the government.

Several factors were identified to solidify that the helmet use rates were achievable:

- Prior experience with the passage, in June 2007, and enforcement, in December 2007, of the mandatory helmet law in Vietnam resulted in a significant increase in adult helmet use. Nearly overnight, the adult helmet use rate increased from 30% on average and only 10% on city roads to 90% nationwide<sup>2</sup>, and in 2008, road traffic crash fatalities had been reduced by 12.2 % and injuries by 24%. Additionally, a survey supported by the Cambodian government showed that eight months after the enforcement of the Cambodian motorcycle driver helmet law began, the prevalence of helmet use among drivers was 1.4 and 1.5 times higher than recorded in a baseline survey, conducted in 2007 when the law was passed, along National Roads and downtown streets. Approximately 67% of drivers on National Roads and 65% of drivers on streets wore helmets, compared to 47% and 43%, respectively. These two examples of helmet use rate increases after the enforcement of helmet laws represent the willingness of the general population to comply with effective enforcement.
- The Cambodian general public has supported the passage of a motorcycle passenger and child helmet law for several years. According to a 2012 study on roadside user behavior<sup>3</sup> and the HSHO mid-term evaluation by Handicap International, the agency procured to conduct HSHO’s helmet observations and mid-term evaluation, on roadside user behaviors, 97.5% of Cambodian parents surveyed support the passage of a child-passenger motorcycle helmet law and believe that

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<sup>1</sup> World Health Organization, *Global Status Report on Road Safety 2013: Supporting a Decade of Action* (Geneva: World Health Organization, 2013), [http://www.who.int/iris/bitstream/10665/78256/1/9789241564564\\_eng.pdf](http://www.who.int/iris/bitstream/10665/78256/1/9789241564564_eng.pdf).

<sup>2</sup> Hung, Stevenson, and Ivers, “Prevalence of Helmet Use among Motorcycle Riders in Vietnam”; Nguyen Thi Thieng et al., *Helmet Wearing Attitudes and Practices by Motorbike Users: Assessing the Effectiveness of the Public Awareness Campaign*.

<sup>3</sup> Handicap International. “Final Report on Roadside User Survey and Development of RCVIS Provincial Reports.” November 2012.

all child passengers must wear a helmet when on a motorcycle, and 98.9% of parents are willing to make their children wear a helmet.

- The target districts and communes were chosen in part due to the commitment, enthusiasm and readiness on the part of district leaders and community members to participate in road safety activities. Road safety is considered a high priority issue for commune councils. The low populations of the communes will also enable the HSHO project to reach a large percentage of the population, thereby increasing the likelihood that the target rates can be met.
- The sociocultural environment in Cambodia has fostered a desire to both improve health and create safe surroundings for themselves and others. Therefore, the AIP Foundation believes that Cambodians have, or will have before the completion of the HSHO project, the knowledge to wear helmets and simply need the extra push from effective law enforcement, and its associated consequences such as increased fines, to change their behaviors and spread awareness of safety measures on the roads.

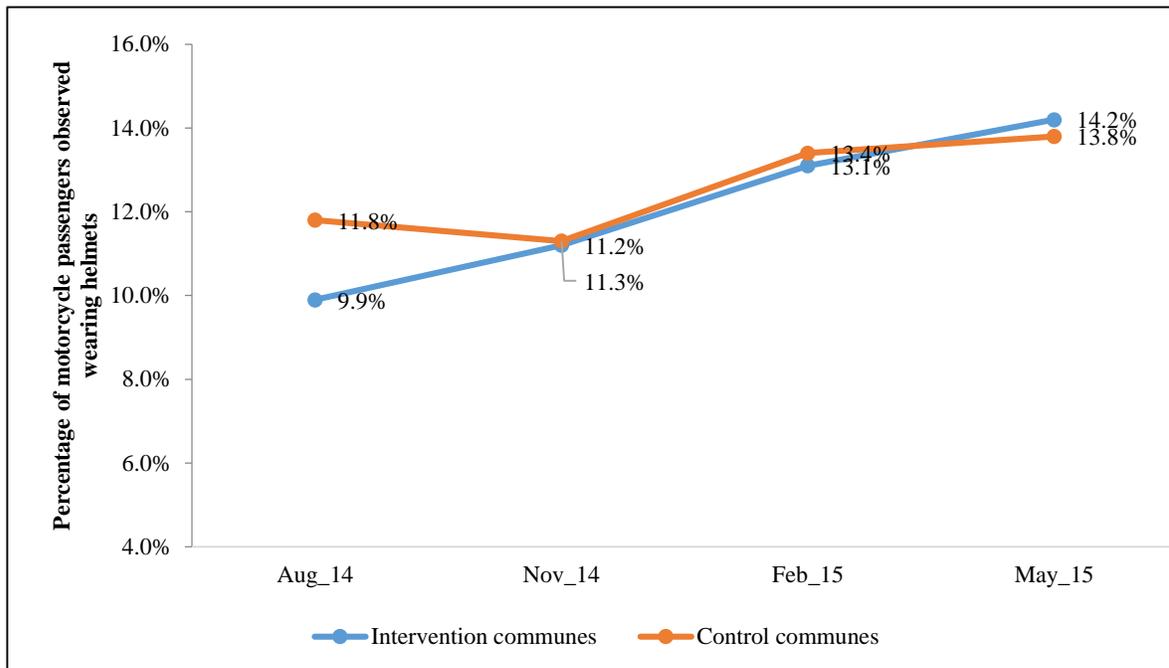
As reported previously, enforcement plays a vital role in the increase of helmet use rates and thus the success of HSHO. AIP Foundation's experience with Cambodia's driver helmet law illustrates this claim. Passed in February 2007, the driver helmet law only witnessed helmet use rates over 50% after January 2009, when enforcement began. Even in the last few months prior to enforcement, helmet use rates remained below 30%.

During the reporting period, full enforcement of the 2015 passenger helmet law did not come as expected; the sub-decree mandating fines for un-helmeted passengers only came the second week of July 2015. This critical mechanism within the law is not planned for full enforcement until January 2016.

## 2. Progress

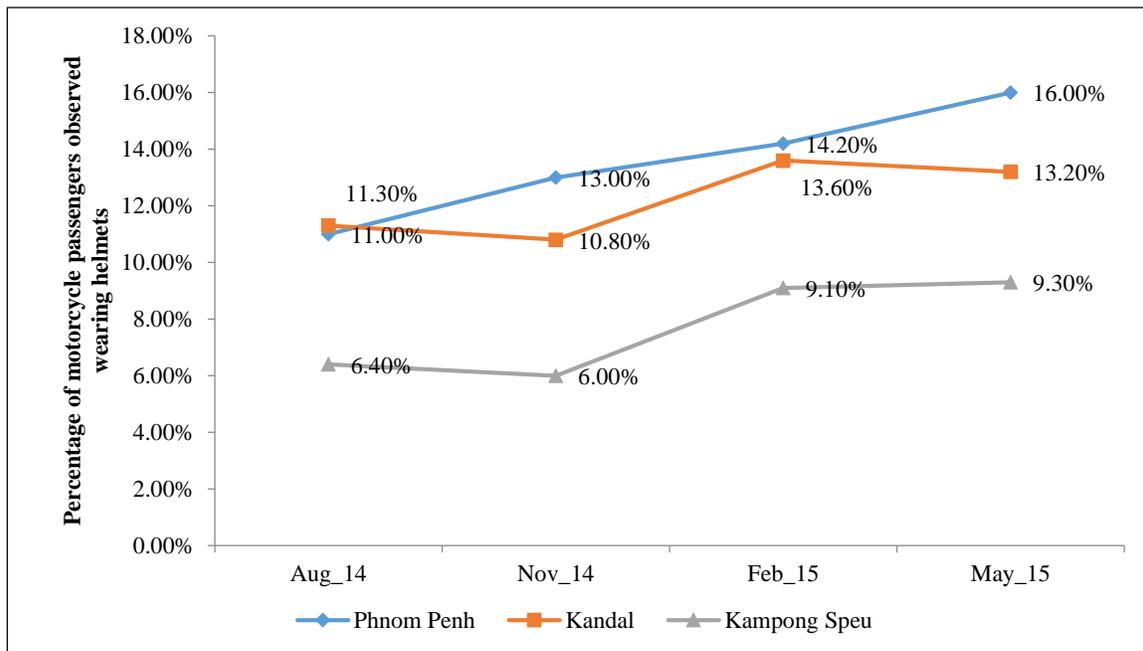
From August 2014 to May 2015, motorcycle passenger helmet use increased from 10% to 14% in the 18 target communes, compared to 12% to 14% in 6 control communes. Since the August 2014 baseline observation, passenger helmet wearing rates increased by 4.3 percentage points in target communes, compared to 2.0 percentage points in control communes. Passenger helmet wearing rates also increased from 10% to 14% at the district level.

**Figure 1 Passenger helmet use in target versus control communes**



Among target sites, Phnom Penh experienced the greatest increase, from 11% in August 2014 to 16% in May 2015. Following Phnom Penh, passenger helmet use increased from 11% to 13% in Kandal and from 6% to 9% in Kampong Speu.

**Figure 2 Passenger helmet use in target communes by province**



Further analysis of driver, child, and correct helmet use is included in the School-Based Program and Behavior Change Communications Mid-term Evaluation Report in Milestone 6.

## 3. Challenges

### 3.1 Behavior Change Communications

Originally planned to begin in March 2015, the four-month BCC mass media campaign was delayed until April. The delay was agreed upon during discussions held in March between AIP Foundation senior management, and the Cambodia and Communications teams. The decision was due to several factors: to begin closer to the date of the expected initiation of law enforcement in July 2015; to allow for extra time in obtaining approvals from sponsors for all materials; and to have the campaign coincide with the National Road Safety Week, April 7-14, 2015, and Khmer New Year, which is a time when road casualties tend to increase due to people returning to their provincial hometowns for celebrations. The other two BCC campaigns, the street-based campaign and commune-based campaign, were also delayed to coincide with the mass media campaign.

One significant challenge that the BCC team has faced is the unanticipated lack of interest by commune members in picking up subsidized helmets. Vouchers for the subsidized helmets, distributed through the district-level Campaign Days (3.3.1.), and the commune-level Commune-Wide Activities (3.4.1.), were passed out to community members from March to August. A total of 14,040 helmets were ordered for the BCC activities, and as of the May 2015 helmet observations by Handicap International, only 434 adult and child helmets had been distributed in the communes. Only 17% of the overall helmets, which are to be distributed evenly among the communes, have been distributed as of late August. As of August 30, only 1,967 adult helmets and 430 child helmets have been distributed. In Kampong Speu, Kandal and Phnom Penh, only 13%, 26% and 12% of the allocated helmets, respectively, had been distributed. AIP Foundation believes that this is due to resilience to changing road behaviors among communities, and the fact that the expected date of enforcement of the new road traffic law is six months away. The Cambodia team expects that as the date of enforcement draws near, more Cambodians will pick up helmets in order to comply with the new law.

The BCC team has also encountered unanticipated needs in behavior change among the residents of HSHO target districts and communes. First, the majority of road safety campaigns, including highway billboards and television commercials, tend to deal with high-profile areas such as speeding and drink driving. In Cambodia, AIP Foundation is the only active body behind the push to increase helmet use on roads, so exposure to the idea of wearing helmets is a new behavior that may require longer to uptake. Secondly, the existing low levels of law enforcement on roads may lead many Cambodians to believe that not wearing a helmet will not result in a road fine. Even though the Cambodian government has publicly announced enforcement of the road traffic law in January 2016, many Cambodians may be under the false pretense that law enforcement will continue to be low on the roads.

### 3.2 Enabling Environment Campaign

The delay of enforcement of the new road traffic law by the Cambodian government may result in a delayed increase in helmet use rates in HSHO target areas. The driver helmet law, passed in 2007, was not enforced until 2009 due to the elections and the restructuring of the government. However, the Cambodian Government, as stated in the approved sub-decree about the fines passed in July 2015, has

set a goal of enforcing the law beginning in January 2016, six months after the expected initiation date of July 2015. AIP Foundation has strong relationships with various government ministries, and fully expects the government to honor their goal of enforcing the law in 2016. The main reason why the government delayed enforcement was to focus on passing the Road Traffic Law's sub-decrees regarding: 1) re-structuring of the National Road Safety Committee; 2) fines for unhelmeted passengers; and, 3) speed limitations.

An additional challenge is the lack of inclusion of fines for unhelmeted children in the sub-decree. Currently under the new law, only adult passengers will be fined, but child passengers are specifically exempt from the fine. The government did not include children because it is believed that in Cambodia, where almost one quarter of the population lives beneath the poverty line, families will not be able to afford multiple helmets for all children, all of whom will need different sized helmets as they grow up. The Cambodian government has expressed a desire to consider including fines for unhelmeted children in the next couple of years, but wants to see success with fining adult drivers and passengers first.

## 4. Solutions

### 4.1 Changes to Implementation Plan and Activities

#### 4.1.1. Behavior Change Communication

In order to distribute helmets within the target communes more efficiently, the BCC team will alter their helmet distribution strategy. Discussions were held with the CRSWGs during commune-wide activities, and it was decided that AIP Foundation would work to inform the CRSWGs who would in turn inform households of when helmets would be distributed at a predetermined date. Additionally, more distribution days, including weekends, would be added to the distribution schedule in order to reach more populations.

The BCC team will work to inform larger audiences of the expected enforcement in January 2016 through increased social media presence and more announcements during the street-based and commune-based campaigns.

The team will also work with district-level police to begin the implementation of enforcement education activities among law enforcement members. These activities will involve advocacy for increasing enforcement of the driver helmet law, and announcements to the public about the expected enforcement of the passenger helmet law.

#### 4.1.2. Enabling Environment Campaign

In order to ensure that the Government's set date of enforcement, January 2016, is met, the EEC team will boost advocacy efforts for effective enforcement, and specifically to include fines specifically for un-helmeted child passengers in the relevant sub-decree which can be amended as needed. As a member of the Road Safety Network and the NGO Road Safety Working Group, both of which are

made up of road safety stakeholders and partners in Cambodia, AIP Foundation will lead discussions on advocacy efforts and activities to increase helmet rates.

Moreover, the EEC team will disseminate a fourth policy brief starting in October 2015, focused on the inclusion of children in helmet fines within two years. The EEC team will disseminate the policy brief at relevant meetings with government officials and media representatives. Advocacy to date include lobbying efforts to senior representatives and the Deputy Commissioner General in May and June, letters to Samdech Krolahorm, Deputy Prime Minister, Minister of Interior, and Chairman of the National Road Safety Committee, and responsible commissions within the National Assembly and the Senate, radio talk shows, and an email sent to road safety stakeholders in July. Activities already planned include working with the media to spread awareness, sending joint letters outlining the necessity of including children to top Cambodian dignitaries, mobilizing support from the public, and continued lobbying efforts with key leaders and institutions.

Another AIP Foundation initiative in Cambodia, Agents for Change, supports HSHO through the resulting capacity development of policymakers and media through workshops, trainings and awards. The Cambodia Country Director and the EEC team will seek further ways to crossover the participants and activities of HSHO and Agents for Change to further capitalize on the influences of policymakers on government decisions and law enforcement.

## 5. Conclusion

AIP Foundation, along with key stakeholders, remains committed to increasing motorcycle helmet use within the three HSHO target provinces in Cambodia. Despite some behavioral factors and law enforcement delays, AIP Foundation will work to achieve progress towards the Year 2 target rates by June 2016, and, in collaboration with the Cambodian government and other road safety stakeholders, anticipates increased adoption of safe behaviors on Cambodian roads.

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