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MAKING ROADS SAFE

# Quarterly Progress Report

December 2015 - February 2016



## March 2016

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Head Safe. Helmet On.

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**March 2016**



AIP Foundation  
12B Ngoc Khanh, Ngoc Khanh Ward  
Ba Dinh District, Hanoi, Vietnam, 1148457  
(84-8) 3771 0700 Fax (84-8) 3771 0701  
[www.aip-foundation.org](http://www.aip-foundation.org)

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## Acronyms

AIP	Asia Injury Prevention
BCC	Behavior Change Communications
CDC	United States Centers for Disease Control and Prevention
CRSWG	Commune Road Safety Working Group
DAP	Dem Ampil newspaper
EEC	Enabling Environment Campaign
HI	Handicap International
HSHO	Head Safe. Helmet On.
IEC	Information, Education and Communications
M&E	Monitoring and Evaluation
NGO	Non-Governmental Organization
NRSC	National Road Safety Committee
Q&A	Question and answer
RCVIS	Road Crash and Victim Information System
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 seventh quarterly progress report covers the implementation period from December 1<sup>st</sup>, 2015 to February 29<sup>th</sup>, 2016 of the “Head Safe. Helmet On.” (HSHO) project in Cambodia, supported by 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. Project implementation period is from June 1<sup>st</sup>, 2014 to June 1<sup>st</sup>, 2016.

Notably during the reporting period, **January saw an important rise in helmet wearing rates, nearly tripling since project start.** It was the month that the Government of Cambodia began enforcement of its new Road Traffic Law. For the first time, motorcycle passengers – in addition to drivers – are now required by law to wear helmets. Though a major gain, enforcement was politicized to a degree, and work remains to be done in terms of strengthening law enforcement, as well as public awareness and compliance.

In this context, the HSHO team continued its efforts to effectively implement HSHO activities for each of its three programmatic components:

**School-Based Program (SBP)** aims to increase helmet use and road safety skills at 18 target schools by providing quality helmets and road safety education to all students and teachers while reinforcing messages through various interactive activities that also engage parents and other stakeholders.

- SBP distributed HSHO helmets to all new-entry students for the school year, and conducted crash monitoring at each school.

**Behavior Change Communications (BCC)** seeks to raise awareness on the importance of motorcycle passenger helmet use, including for children, and improve related attitudes and behavior through mass media, as well as street- and commune-based campaigns.

- BCC has launched the second phase of its mass media campaign, calling public attention to January start of enforcement of the new passenger helmet law.

**Enabling Environment Campaign (EEC)** aims to support the commitment towards and effectiveness of enforcement of the newly-passed passenger helmet law by continuously engaging relevant stakeholders in meetings, workshops and study tours, as well as producing complementary advocacy materials.

- EEC continued to work closely with sub-national levels in finalizing district-level enforcement action plans.

## 2. Quarterly Progress

The HSHO team continues to make solid progress towards the fulfillment of project objectives, having completed most activities planned for the quarter. These activities are outlined and elaborated upon as follows:

### 2.1 Initial Program Activities

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

1.1 New Staff Recruitment

### 2.2 Program Components

#### **2.2.1 School-based Program (SBP)**

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 Communications (BCC)**

3.1 BCC Materials Development

3.2 Mass Media Campaign

3.4 Commune-Based Campaign

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

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 SBP M&E

5.2 BCC 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

Various activities and tasks were completed in order to recruit or appoint new staff for the HSHO team.

#### 1.1 New Staff Recruitment

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

Last quarter, AIP Foundation's Cambodia-based Finance Assistant and HSHO's SBP Assistant left their roles. For both, recruitment periods have been concluded, with interviews and written examinations held for top candidates. However, AIP Foundation has struggled to find a qualified candidate willing to accept the short-term placements, as the project will complete its activities by June 1<sup>st</sup>, 2016.

Instead, AIP Foundation is now seeking a Junior Finance Assistant and Junior SBP Assistant. This is to accompany an expansion of the roles of Operations Officer and SBP Program Manager, who are both well-experienced with the project from its start. Interviews and written examinations for the Junior SBP Assistant have already been completed, and a hiring decision is expected early March. Earlier in this quarter, a Junior Finance Assistant was hired and began work, but has already been offered a more permanent contract elsewhere, and her position is currently being re-advertised.

## 2.2. Program Components

### 2.2.1 School-Based Program (SBP)

During the reporting period, the SBP team distributed HSHO helmets to all new-entry students for the school year and renewed teacher and parent commitment to the project.

## 2.3 Teacher Activities

### 2.3.1 Organize Teacher Trainer Workshops

Refresher workshops for teachers were held during December 2015, as outlined in Table 1 below. They focused on updates on results of the first school year under HSHO, and participants discussed ways to increase parental involvement as well as helmet use and knowledge among students.

**Table 1 Refresher Workshops for Teachers**

No.	School	Date	Location
01	Prek Eng	17 Dec 2015	Chbar Ampov District
02	Veal Sbov		
03	Chbar Ampov		
04	Prek Ho		Takhmao City
05	Prek Tapoeu		
06	Krapeu Ha		
07	Kor Ki Thom	21 Dec 2015	Kien Svay District
08	Bantheay Daek		
09	Sdao Kanleng		
10	Cham Bak	22 Dec 2015	Samrong Tong District
11	Prey Pdao		
12	Ang Metrey		
13	Ang Serey	23 Dec 2015	Chbar Morn City
14	Sante Pheap		
15	Kandoul Dom		
16	Toul Svay Prey	28 Dec 2015	Chamka Morn District
17	Toul Tumpong II		
18	Boeung Trabaek		

### 2.3.2 Select and Meet with School Coordinators

Alongside the teacher refresher workshops (See 2.3.1), meetings with school coordinators were held to discuss tasks for the second year under HSHO. Discussions covered ways to ensure that teachers continue promoting helmet use through fun, educational activities.

## 2.4 Ceremonies and Events

### 2.4.4 Organize Ceremonies and Events



*Figure 1 New-entry students receive quality helmets*

Throughout December 2015, helmet handover ceremonies and event activities for new-entry students, as well as some newly-hired teachers, were held across the 18 target schools, as detailed in Table 2 below. A total of 4,242 quality helmets were distributed.

**Table 2 Helmet Handovers for New-entry Students**

No.	School	Date	Location	Notable Attendees	# of helmets	Activities
01	Prek Eng	9 Dec 2015	Chbar Ampov District	- Mr. Chhoun Voun, Deputy Director General of Transport and Permanent Deputy Secretary General of the National Road Safety Committee - H.E Major General Lay Bunthorn, High Representative of the General Commissariat of the National Police	270	Non-class activities such as: How to cross the road safely, how to wear a helmet correctly, Q&A on helmet use, and road safety drawing contest
02	Veal Sbov	18 Dec 2015		School principal and teachers	81	Q&A on helmet use at the flagpole
03	Chbar Ampov	30 Dec 2015		School principal and Teachers	620	Q&A on helmet use at the flagpole
04	Prek Ho	18 Dec 2015	Takhmao City	School principal and Teachers	165	Q&A on helmet use at the flagpole
05	Prek Tapoeu			School principal and Teachers	296	Q&A on helmet use at the flagpole
06	Krapeu Ha			School principal and Teachers	293	Q&A on helmet use at the flagpole
07	Kor Ki Thom	22 Dec 2015	Kien Svay District	School principal and Teachers	197	Q&A on helmet use at the flagpole
08	Bantheay Daek			School principal and Teachers	219	Q&A on helmet use at the flagpole

09	Sdao Kanleng			School principal and Teachers	209	Q&A on helmet use at the flagpole
10	Cham Bak	23 Dec 2015	Samrong Tong District	School principal and Teachers	147	Q&A on helmet use at the flagpole
11	Prey Pdao			School principal and Teachers	192	Q&A on helmet use at the flagpole
12	Ang Metrey			School principal and Teachers	121	Q&A on helmet use at the flagpole
13	Ang Serey	24 Dec 2015	Chbar Morn City	School principal and chief of Ang Serey commune	170	Non-class activities such as: How to cross the road safely, how to wear a helmet correctly, Q&A on helmet use, and road safety drawing contest
14	Sante Pheap	24 Dec 2015		School principal and Teachers	186	Q&A on helmet use at the flagpole
15	Kandoul Dom			School principal and Teachers	176	Q&A on helmet use at the flagpole
16	Toul Svay Prey	29 Dec 2015	Chamka Morn district	School principal and Teachers	281	Q&A on helmet use at the flagpole
17	Toul Tumpong II			School principal and Teachers	264	Q&A on helmet use at the flagpole
18	Boeung Trabaek			School principal and Teachers	355	Q&A on helmet use at the flagpole

## 2.5 Parent Activities

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

Across target schools, 4,228 parent commitment letters were disseminated during teacher refresher workshops (see 2.3.1) and provided to new-entry students. About 3,500 letters, or 82.5%, were signed and returned by parents to the schools. The letter underline the parent's role in encouraging helmet use and exemplifying safe road behavior. As an annex to the letter, flyers produced under the BCC campaign (see

Figure 2 below; see also 3.1.1) were included to raise awareness on passenger helmet law enforcement.

**AP FOUNDATION**  
MAKE YOUR ROADS SAFE

**FROM 1<sup>ST</sup> JANUARY 2016,  
POLICE WILL FINE 15,000 RIELS  
FOR EACH NON-HELMETED PERSON.**

**PROTECT YOUR PASSENGERS'S LIVES.  
MAKE SURE THEY WEAR HELMETS.**

Supported by:

**3 X MORE THAN**  
landmines, malaria, and dengue fever combined.

**6 LIVES**  
are lost on Cambodia's roads each day.

**2/3**  
of whom suffer head injuries.

The majority of victims are **MOTORCYCLISTS.**

Appropriate helmet use reduces the risk of severe head injury by **69%** and fatality by **42%.**

**3 STEPS TO WEARING A HELMET CORRECTLY**

- 1** Put the helmet comfortably on your head so that the rim is parallel to your eyebrows.
- 2** The front of the helmet should only be two finger widths above your eyebrows.
- 3** Buckle the chinstrap snugly under your chin.

[www.aip-foundation.org](http://www.aip-foundation.org)

Figure 2 English version of distributed flyer

## 2.5.2 Organize Parent Information Sessions

Parent information sessions are being planned for March 2015.

## 2.6 Student Activities

### 2.6.1 Organize Student Activities to Promote Road Safety



*Figure 3 Following refresher workshops, teachers and students reviewed proper helmet wearing, making sure to involve new-entry students. Approximately 17,000 total students were reached through these activities.*

Non-class activities for students were organized and held throughout January, as detailed by Table 3 below. Implemented by school coordinators and teachers, the activities targeted grades 4-6, and included how to cross the road safely. These were complemented by regular in-class activities, such as a review on how to wear a helmet correctly.

**Table 3 Non-class Activities**

No	School	Date
01	Prek Eng	9 Jan 2016
02	Veal Sbov	
03	Chbar Ampov	
04	Prek Ho	14 Jan 2016
05	Prek Tapoeu	
06	Krapeu Ha	
07	Kor Ki Thom	
08	Bantheay Daek	
09	Sdao Kanleng	21 Jan 2016
10	Cham Bak	
11	Prey Pdao	
12	Ang Metrey	
13	Ang Serey	
14	Sante Pheap	
15	Kandoul Dom	

16	Toul Svay Prey	30 Jan 2016
17	Toul Tumpong II	
18	Boeung Trabaek	

## 2.7 Public Awareness Activities

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

During the reporting period, HSHO team followed up with the target schools, all of which confirmed that the helmet use billboards installed for year one remain in good condition for continued use. No repairs or replacements are necessary at this time.

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

As with the billboards (see 2.7.1), helmet use posters from year one remain displayed and in good condition for continued use across target schools. No repairs or replacements are necessary at this time.

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

During the quarter, BCC launched the second phase of its mass media campaign, calling public attention to January start of enforcement of the new passenger helmet law.

## 3.1 BCC Materials Development

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

In support of the countdown campaign to passenger helmet law enforcement, AIP Foundation produced 860 t-shirts, 120,000 flyers, 2,500 posters, 72 long banners (3.2.8), 60 tuk-tuk panels (3.2.9), and replaced 2 billboard skins (3.2.7). The materials included the new tag-line, "From 1<sup>st</sup> January 2016, police will fine 15000 riels for each non-helmeted person."

## 3.2 Mass Media Campaign

### **3.2.1 Host Press Conferences**



Figure 4 Representatives of the NRSC, National Police, USAID Mission to Cambodia, and AIP Foundation launch the enforcement countdown campaign.

On December 9<sup>th</sup>, 2015, HSHO hosted the launch event of the Countdown Campaign to Passenger Helmet Law Enforcement, at Prek Eng Primary School in Phnom Penh.

HSHO project stakeholders gathered to inform the public about the upcoming passenger helmet law enforcement and to kick-off the second phase of BCC. The event brought together approximately 300 attendees including representatives from AIP Foundation’s donors and sponsors, government ministries, the private sector, and the media. Relevant stakeholders, development partners, teachers, students, and parents were also involved in the event. Among the attendees were Mr Chhuon Voun, Permanent Deputy Secretary General of the National Road Safety Committee (NRSC), Major General Lay Bunthorn, High Representative of the General Commissariat of National Police, Senior Representatives from the Ministry of Education, Youth and Sports, and Mr. Chantha Chak, from USAID Mission to Cambodia. At the event, AIP Foundation presented HSHO mid-term evaluation results and discussed upcoming HSHO activities.

Attendees participated in fun road-safety activities and games, a question and answer session, and a forum led by senior officials from the NRSC and the National Police to speak about law enforcement to raise awareness as the passenger helmet law enforcement date approaches.

### 3.2.2 Coordinate Public Relations Campaign

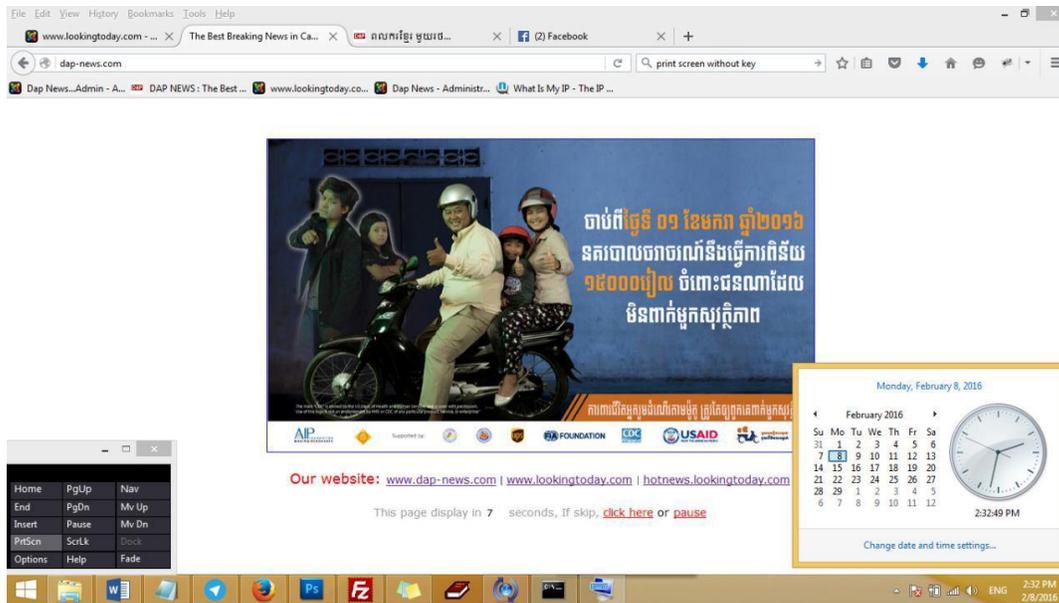


Figure 5 Banner produced for DAP news site

The HSHO web banner is being published on two online newspapers: Dem Ampil (DAP), from December 2015 to March 2016; and Thmey Thmey, for December 2015 and January 2016. The banner messages are “From 1<sup>st</sup> January 2016, police will fine 15000 riels for each non-helmeted person.” and “Protect your passengers’ lives. Make sure they wear helmets.” As of February 2016, the banner was posted on Thmey Thmey for 27 days with 188, 608 views; and on DAP for 20 days with 2,650,000 views.

The banner is also featured on AIP Foundation’s Cambodia Facebook account, with a reach of over 125,000 users.

Additionally, a media consultant has been contracted to write and publish three editorials promoting motorcycle passenger helmet, for publication on seven media outlets: Rasmei Kampucher newspaper, Kampucher Thmey newspaper, Koh Santepheap newspaper, Cambodia News online newspaper, New Youth online newspaper, Thmey Thmey online newspaper, and DAP online newspaper. On December 31, 2015 and January 1, 2016, the first story was published on those media outlets. The story was about the importance and benefit of stringent motorcycle passenger helmet law enforcement. For the full English version, please refer to Annex II. BCC First Editorial.

The second and third stories will be published in April and May 2016, according to plan.

### 3.2.3 Air Television Commercial

AIP Foundation contracted Solidus Marketing Co. Ltd to air the HSHO television commercial a total of 218 times on CTN, MyTV, TV5, and HMTV; and the HSHO radio commercial a total of 515 times on FM102Mz, FM102.5Mz, 105.5 MHz, and 107.5Mz, for four months starting from December 9<sup>th</sup>, 2015. As

of the end of January 2016, 116 TV and 308 radio commercials were aired according to plan. The reach of TV commercial was 92.4% of total population in the three target areas and 84.3 % of those people had seen the commercial at least 3 times.

### 3.2.4 Produce and Air Televised Roundtable Discussions

AIP Foundation contracted the National Television of Cambodia to produce a second televised roundtable discussion. The discussion was aimed at informing audiences about passenger helmet law enforcement and fines. The guest speakers in the discussion were H.E Min Meanvy, Secretary of State of Transportation and Secretary General of NRSC; H.E Lieutenant General Him Yan, Deputy Commissioner General of the National Police; and Mr. Kim Pagna, Country Director of AIP Foundation in Cambodia. The discussion was broadcasted four times, from December 2015 through January 2016.

### 3.2.5 Air Radio Commercial

Please see 3.2.3.

### 3.2.6 Produce and Air Radio Talk Shows



*Figure 6 A radio discussion on December 14th, 2015, featuring Mr. Kim Pagna of AIP Foundation and General Ty Long, Deputy Director of Traffic Police and Public Order Department.*

AIP Foundation is working with the local station FM102Mz to produce four radio talk shows – one produced, aired live, and rebroadcasted per month from December 2015 to March 2016.

The topic of the first talk show in December was the then-upcoming start of enforcement. The guest speakers were Mr. Kim Pagna, Country Director of AIP Foundation and Major General Ty Long, Deputy Director of Traffic Police and Public Order Department (See Figure 5 above).

The second talk show, in January, gave an update on law enforcement, with guests including: Mr. Sok

Nop, Deputy Director of Traffic Police and Public Order Department; Ms. Lim Sokchea, Executive Director of Coalition for Road Safety; and Mr. Youn Sophon, Tuol Tumpoung II Commune Chief.

The third talk show, in February, was about the public's role in road safety, especially in terms of youth's respect for the passenger helmet law. Mr. Chhuon Voun, senior representative from the NRSC, and Mr. Sath Sokna, AIP Foundation's youth volunteer, participated in the talk show.

The fourth talk show, to take place in March, will provide a deeper assessment of enforcement efforts, including available data on the impact enforcement has had, with a guest representative from the Department of Traffic Police and Public Order.

### 3.2.7 Install and Display Billboards

In February 2016, billboard skins with the revised BCC messages replaced original skins in Kien Svay District, Kandal Province and Samrong Tong District, Kampong Speu Province.

### 3.2.8 Hang and Display Long Banners

A total of 72 long banners were produced with the revised BCC messages. Four banners were posted in each of the 18 target communes, including in front of commune offices, on school fences, and in other public locations.

### 3.2.9 Post and Display Tuk Tuk Panels



Figure 7A tuk-tuk displays the BCC panel in Phnom Penh.

A total of 60 tuk tuk drivers (24 in Phnom Penh, 17 in Kandal, and 19 in Kampong Speu) were contracted to display panels with the revised BCC messages, for four-month display beginning from January 2016.

## 3.4 Commune-Based Campaign

### 3.4.1 Organize Commune-Wide Activities

By the end of February, seventeen communes each organized a commune wide activity. During the activity at each commune, community members gathered at a public place and received information pertaining to the BCC messages, as well as the general road situation, and the importance of helmet use. For the most part, a commune chief and a district police representative presided over the gathering. In total 1,453 local community members participated, and were able to ask teachers, police, and/or officials questions they had regarding enforcement. After each gathering, the respective Commune Road Safety Working Group (CRSWG) members and villagers organized motorcycle parades and door-to-door visits to further spread awareness and knowledge of the law.

**Table 4 Participants of Commune-wide Activities**

No	Location	Total number of participants	Number of public participants	Number of teacher participants	Number of police participants	Number of commune working group participants
1	Boeng Trabaek	97	80	1	2	14
2	Tuol Tumpung II	90	75	1	2	12
3	Tuol Svay Prey II	82	69	1	2	10
4	Preaek Aeng	93	75	1	2	15
5	Veal Sbov	121	100	1	7	13
6	Daeum Mien	116	96	3	4	13
7	Preaek Hour	119	100	0	5	14
8	Preaek Ruessei	97	80	2	3	12
9	Dei Edth	104	83	1	5	15
10	Banteay Daek	114	95	1	5	13
11	Kokir Thum	51	32	1	5	13
12	Sopoar Tep	120	100	2	5	13
13	Roka Thum	120	100	2	5	13
14	Kandaol Dom	120	100	3	5	12
15	Roleang Kreul	121	100	1	7	13
16	Trapeang Kong	101	75	2	9	15
17	Vor Sa	116	93	3	8	12
	<i>Total</i>	1,782	1,453	26	81	222

### 3.4.2 Promote Campaign through Loudspeakers



*Figure 8 Loudspeaker announcements in Kampong Speu by AIP Foundation's youth volunteer*

Loudspeaker announcements of the BCC messages began in February and will continue through April, with two announcements planned per target commune. In addition to the BCC messages, the announcements include an update on road crash statistics, messages from traffic police, and emphasis on the importance of passenger helmet use, including for children.

### 3.4.3 Organize Door-to-Door Campaign

By early February, CRSWGs and HSHO staff together conducted 34 door-to-door activities in 18 target communes, beginning December 2015. During these campaign days, the CRSWG members visit community households and gathering places to share with their community members the BCC messages and discuss the importance of helmet use. CRSWG members also distributed flyers and posters to community members. In total, 11,799 adults and 2,698 children were exposed to road safety education. The campaign continues through April 2016.

### 3.4.4 Distribute Flyers in Common Areas

A total of 120,000 flyers and 2,500 calendar posters were produced with the revised BCC messages. As of early February, all posters and 70,500 flyers were distributed during door-to-door, commune-wide, and street-based activities. Free flyers are also displayed at commune offices, schools, and shops.

### 2.2.3. Enabling Environment Campaign (EEC)

During the quarter, EEC continued to work closely with sub-national levels in finalizing district-level

enforcement action plans.

### 4.3 District-Wide Activities

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



*Figure 9 H.E Ty Long, Deputy Director of Department of Traffic Police and Public Order, Ministry of Interior discuss the key actions in the finalization of district helmet passenger enforcement plan.*

On December 17<sup>th</sup>, 2015 and January 4<sup>th</sup>, 2016, follow-up meetings were held with senior police from the Department of Traffic Police and Public Order, Deputy Provincial Police and Deputy District Police to finalize, and outline the process to gain approval for, district level helmet passenger enforcement action plans. Next, a letter to district police will be submitted in March, seeking signature for the action plan. Approval of the plans is tentatively expected early April.

### 4.4 Commune-Wide Activities

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

The third round of commune wide meetings was held during November and December 2015 and January and February 2016. Six total meetings took place, as detailed by Table 5 below, engaging a total of 252 participants, including from: Office of Police, Office of Transportation, Office of Education, Youth, and Sport at district level, CRSWG members, and representatives of the private sector. Discussions reviewed members' roles and responsibilities, as well as respective communes' ongoing implementation of road safety activities plans.

Materials distributed included a cost- and lives- savings analysis of the passenger helmet law, HSHO's

third and fourth policy briefs, a summary of fine rates under the new helmet law, and the BCC flyer.

Two local media channels – Bayon and Hang Meas TV – gave coverage to the meetings a total of four times.

**Table 5 Third Round of Commune Wide Meetings**

Date	District	Province	Number of Participants
November 11	Chbamorn	Kampong Speu	45
November 15	Samrong Torng	Kampong Speu	35
December 31	Takhmao	Kandal	41
December 31	Chamkarmorn	Phnom Penh	47
January 26	Kien Svay	Kandal	47
February 12	Chbar Ampov	Phnom Penh	37

## 2.3. Cross-Cutting Activities

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

#### 5.1 SBP M&E

##### 5.1.1 Conduct School Helmet Observations

Pre- and Post-1 helmet observations for the second school year under HSHO were conducted in December and January respectively. The data is still being compiled and will be reported on in the next quarterly report. Post-2 helmet observations will take place in March.

##### 5.1.2 Conduct Crash Monitoring

In February, the SBP visited each target school to collect Crash Notification Forms and obtain information on motorcycle and bicycle crashes involving students that have occurred between May 2015 and February 2016. In total, there were a reported total of 425 incidents in the ten month span, and about 70% of students involved were wearing a helmet at the time of the incident. A breakdown of the numbers per school are shown in Table 6 below.

**Table 6 Crash Monitoring at Schools**

No	School name	Total number of Crashes Involving Students (May 2015- Feb 2016)	Total number of students wearing helmets during crashes	Number of Crashes involving Motorcycle	Number of Crashes involving Bicycle
1	Sdao Kanleng	31	25	3	28
2	Banteay Daek	38	20	8	30

3	Korki Thom	10	9	0	10
4	Prek Tapov	54	41	7	47
5	Hun Sen Krapeur Ha	24	18	10	14
6	Prek Ho	25	15	2	23
7	Kandoul Dom	14	10	3	11
8	Sante Pheap	25	16	8	17
9	Ang Serey	14	10	2	12
10	Ang Metrey	4	3	1	3
11	Chambak	30	28	3	27
12	Prey Pdao	12	9	0	12
13	Chbar Ampov I	28	20	6	22
14	Veal Sbov	17	10	5	12
15	Prek Eng	21	15	5	16
16	Tuol Svay Prey	33	21	13	20
17	Tuol Tumpong II	34	18	14	20
18	Boeung Trabaek-Earth	11	8	4	7
	<b>Sum Total</b>	425	296	94	331

### 5.3 BCC M&E

#### **5.2.3 Conduct Media Monitoring**

AIP Foundation has contracted a media monitoring agency—Cambodian Media & Research for Development—to monitor the TV and radio commercial airing. The agency reports to AIP Foundation regularly about spots aired, missed spots, compensated spots, and extra spots. As of the January 31<sup>st</sup> report, the commercials have been aired according to plan.

### 5.4 Project-Wide M&E

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

The HSHO team conducts routine monitoring to keep track of outputs from project activities. For the quarter, this covered helmet distribution (2.4.4), materials distribution (2.5.1, 3.2.1, 3.2.7, 3.2.8, 3.2.9, 3.4.1, 3.4.3, 3.4.4, 4.4.1) public outreach (3.2.2, 3.2.4, 3.2.5, 3.2.6, 3.4.2), and stakeholder engagement (3.2.1, 3.2.4, 3.2.6, 3.4.1, 4.3.4, 4.4.1). All data is regularly entered into AIP Foundation’s monitoring database, where it is verified by the global M&E team and extracted for reporting and evaluation purposes.

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

In February 2016, Handicap International (HI), the agency contracted to conduct quarterly helmet observations for HSHO target and control areas, submitted their seventh quarterly report on data

collected during January 2016. For the full report, please see Annex III. HI January Helmet Observation Summary Report.

From August 2014 to January 2016, motorcycle passenger helmet use increased from 10% to 29.9% in target communes, compared to 12% to 27.9% in the six control communes. Since August 2014 baseline observation, passenger helmet wearing rates increased by 19.9 percentage points in target communes, compared to 15.9 percentage points in control communes.

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

The Road Crash and Victim Information System (RCVIS) (i.e. national unit) verified an extract report on monthly data on crashes, injuries and fatalities from July-December 2014 from target and control areas, presented in simple tables. They have also shared related data for January-June 2014.

**5.4.4 Consult with Technical Consultant**

During the reporting period, AIP Foundation had support from the U.S the United States Centers for Disease Control and Prevention (CDC) in producing an abstract on mid-term BCC results, which was submitted to and accepted for the oral presentation at the 12<sup>th</sup> World Conference on Injury Prevention and Safety Promotion in Finland in mid-September 2016. (However, the committee’s decision on scholarship support to AIP Foundation’s participation is still forthcoming.) Please find the full abstract in Annex IV. Injury Prevention Abstract on BCC Results.

HSHO will consult with the CDC in the upcoming quarter, for M&E-related input on the project’s final evaluation.

**2.3.2. Materials Development**

AIP Foundation developed Information, Education, and Communications (IEC) materials to support project activities during the quarter, as shown in Table 4 below.

**Table 7 IEC Materials Summary**

Activity	IEC Materials	Target Audience
2.5.1 Distribute Parent Commitment Letters and Flyers	Letters to parents seeking commitment to helmet use; informational flyers w revised BCC tagline	Parents, as role models, of target school students

3.1.1. Design and Produce BCC Materials	860 t-shirts, 120,000 flyers, 2,500 posters, 72 long banners (3.2.8), 60 tuk-tuk panels (3.2.9), and replaced 2 billboard skins (3.2.7) with the revised BCC tagline	Community members of all 18 target communes engaged in BCC activities (3.4.1, 3.4.2, 3.4.3, 3.4.4)
3.2.1 Host Press Conferences	Backdrop for Enforcement Countdown Campaign event	Event attendees including Mr Chhuon Voun, Permanent Deputy Secretary General of the National Road Safety Committee, Major General Lay Bunthorn, High Representative of the General Commissariat of National Police, Senior Representatives from the Ministry of Education, Youth and Sports, and Mr. Chantha Chak, from USAID Mission to Cambodia; as well as teachers, students, and parents.
3.2.2 Coordinate Public Relations Campaign	BCC web banner w revised tagline	Nation-wide audience of motorcycle users aged 15-44

### 2.3.3. Procurement

During the reporting period, 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 (Table 8) procurements are presented below. There are no pending procurements for the reporting period.

**Table 8 Completed Procurements**

Activity	Procurements	Provider	Funding Source
3.1.1 Design and Produce BCC Materials	2,500 posters and 860 t-shirts	Colors Advertising	FIAF/USAID
3.1.1 Design and Produce BCC Materials	120,000 flyers	T&S Printing	FIAF
3.2.2 Coordinate Public Relations Campaign	BCC banner on Thmey Thmey website for 27 days (16 contracted, 11 gratis)	Cambodia Media Broadcasting Corporation	USAID
3.2.2 Coordinate Public Relations Campaign	BCC banner on DAP website (25 days contracted)	DAP Media Center	USAID

3.2.3 Air Television Commercial; 3.2.5 Air Radio Commercial	Airing of BCC TV and radio spots	Solidus Marketing, Co., Ltd	USAID
3.2.6 Produce and Air Radio Talk Shows	Producing and airing radio talk shows on motorcycle passenger helmet topics	Women’s Media Center	USAID
5.3.2 Conduct Media Monitoring	Monitoring for BCC TV and radio spots	Cambodia Media & Research for Development	USAID

## 3. Challenges and Opportunities

### 3.1 Challenges

January’s start of enforcement elicited some public criticism, primarily on Facebook and in regards to the cost of licensure, registration, and fines. The Prime Minister swiftly responded to these criticisms by overriding the requirement of licenses for motorcycles 125cc or below, and by ordering the formation of working groups to review the law and its enforcement, as well as public awareness raising efforts. In the meantime, stringent enforcement has been pushed back to March 15.

Even though the month saw a notable increase in helmet wearing rates (reaching almost 30% average across target areas, nearly tripled since project start), HSHO considers that the aforementioned issue concerning enforcement resulted in much lower rates than could have been achieved. The politicization of traffic law enforcement provides a challenge to the project, but HSHO energetically fosters the commitment of relevant stakeholders to ultimately achieve effective enforcement nationwide. In this regard, AIP Foundation convened an emergency meeting of Cambodia’s Network of Road Safety NGOs on January 10<sup>th</sup>, 2015. On January 27<sup>th</sup>, the network held a press conference to issue a joint statement to the Government urging them to uphold enforcement. To read more, visit [here](#).

Over the reporting quarter, HSHO encountered a number of other challenges to learn from and to monitor across the three project components, as elaborated below.

One general, and difficult to avoid challenge, is ongoing construction along target area roads, which can prevent traffic police from enforcing the law via streetside checkpoints. Such is the case now in Chbar Ampov province. Moreover, the nearing end of project implementation makes it difficult to hire replacement staff. This has incurred additional workloads for remaining staff during ongoing periods of recruitment.

#### School Based Program

It is an ongoing challenge to fully engage parents of target school students, as many have competing priorities at work, or additional children who attend a different school and have not acquired a helmet, nor the habit to wear one. The SBP Program Manager consults with AIP Foundation staff, school coordinators, and teachers to brainstorm new and effective ways to reach this influential target group.

## Behavior Change Communications

As a more general observation, BCC notes that its awareness raising campaign is one of the few that focuses on road safety. The attention of donors, government bodies, and the wider public is more largely dedicated to other pressing public health or development issues, such as HIV/AIDS or malaria. This poses an inherent challenge less so during HSHO, but in the long term, to keep awareness of road safety as a major ongoing crisis.

## Enabling Environment Campaign

Decisions/approvals are easily delayed by frequent rotation of participant, long procedures of government, or busy schedules. For example, a scheduling conflict among district authorities caused delay to the commune-wide meeting in Chbar Ampov. The re-scheduling was met with lessened support from district authorities. In the end, HSHO worked with target communes to hold the meeting at the commune office, with no participation and limited coordination support from the district authorities.

Regular follow-up and engagement with government partners from all levels is crucial to ensure the success of activities, as well as commitment to project progress.

## Monitoring and Evaluation

The Vietnam-based M&E Manager hired last quarter is still familiarizing herself with breadth and depth of AIP Foundation's global projects, and support to HSHO can be delayed in this regard. Otherwise, M&E related elements of the project proceed well according to plan.

## 3.2. Opportunities

January 2016 importantly marked the start of enforcement for Cambodia's new traffic law, and for the first time motorcycle passengers in addition to drivers are required to wear helmets. Based on observations that same month, helmet wearing rates rose significantly, nearly tripling since project start. This provides strong evidence reinforcing the HSHO intervention model, and especially in regards to the EEC component. The EEC team is using this opportunity to promote commitment by the government and other stakeholders to fortify enforcement efforts nation-wide.

The results HSHO has seen under the BCC component form the basis of an abstract AIP Foundation submitted to the 12<sup>th</sup> World Conference on Injury Prevention in Finland in mid-September 2016. Drafted in consultation with partners at the CDC, the abstract was recently accepted for presentation, though details on scholarship support are forthcoming. The paper concludes that BCC can increase public know can increase public knowledge of and attitude toward the importance of motorcycle helmet use, and thereby improve citizens' practices.

Additional recognition for the HSHO model came when Safe Boda, another USAID-DIV grantee in Uganda, sought contact with AIP Foundation to support their development of data collection capabilities. AIP Foundation shared its background and expertise in helmet observations with them. The exchange of experiences and ideas between the two organizations is ongoing.

Reinforcing HSHO, AIP Foundation continues to implement projects with shared objectives: the “Agents for Change” project, which in December conducted a two day training for approximately forty journalists on effective road safety coverage, and is now running an awards completion for excellence in road safety journalism; and the “Safe Roads. Safe Communities.” Project, which in HSHO target areas has recently launched “Commune of Excellence” and “School of Excellence” competitions to incentivize and reward best practices in road safety initiatives.

Positive developments have also taken place in the wider road safety community. The U.S. Ambassador to Cambodia, William B. Heidt, included in his holiday video on social media a prominent message about the importance of motorcycle helmets. AIP Foundation arranged the Ambassador’s message, and he and his wife wore Protec helmets as they reminded the public about the new law enforcement. To watch the full video on Youtube, please click [here](#).

On January 18<sup>th</sup>, 2016, Pope Francis gave his signature to the Child Declaration for Road Safety, during a meeting with United Nations representatives at the Vatican. The Declaration recognized that 500 kids are killed every day on the world’s roads, and approximately 20,000 more sustain injuries. The Pope’s signature contributed to the #SaveKidsLives campaign, for which AIP Foundation has already collected over 500,000 signatures.

Also in January, FIA Foundation, a cost-share partner under HSHO and a long-standing supporter of AIP Foundation’s road safety work, published its 2015 Annual Report, titled “Goals for Change, Partners for Action”. It directly references AIP Foundation’s work in Cambodia, its support from USAID, and the major gains in relation to legislation and advocacy seen in recent years.

Finally, from February 18-19<sup>th</sup>, President of AIP Foundation Greig Craft attended the international Conference on Safety of Powered Two Wheelers for South-East Asia, held in Delhi, India. There, he joined a panel presentation on Safety Apparel including Helmet Safety Standards. Among the participants were the Road Safety Forum of the UN Economic Commission for Europe and the United Nations Economic and Social Commission for Asia and the Pacific.

## 4. Changes to Project Plan

No substantial changes have been made to the project plan in this quarter.

## 5. Non-Political Assistance

On September 12<sup>th</sup>, 2015, AIP Foundation submitted the three following formal assurances to USAID-DIV regarding USAID-DIV’s concerns over the perceived political involvement of the Union of Youth Federations of Cambodia (UYFC): (1) USAID funding is not being directed to UYFC in any form; (2) AIP Foundation will not associate USAID branding and UYFC branding on materials for display or

distribution; and (3) AIP Foundation commits to mitigating any appearance of political assistance or support under the USAID-supported HSHO Project. Toward this end, AIP Foundation has included into milestone reporting (beginning with Milestone 6) a component that describes how AIP Foundation has endeavored to maintain non-political assistance.

It continues to hold true that AIP Foundation has ceased all cooperation with UYFC under HSHO.

Moreover, AIP Foundation does not collaborate, nor offer any form of support to, politically-affiliated, nor religiously-affiliated, organizations under HSHO.

## 6. Next Quarter Activities

The following activities, as shown in Table 9, will be completed in the next reporting quarter, March 1<sup>st</sup> 2016 through May 31<sup>st</sup>, 2016:

**Table 9 Next Quarter Activities**

<b>Date</b>	<b>Activity</b>
March, April, May	2.5.2 Organize Parent Information Sessions
March, April, May	2.6.1 Organize Student Activities to Promote Road Safety
March, April, May	2.7.1 Install and Display Helmet Use Billboards
March, April, May	2.7.2 Hang and Display Helmet Use Posters
March, April, May	3.2.2 Coordinate Public Relations Campaign
March, April	3.2.3 Air Television Commercial
March	3.2.4 Produce and Air Televised Routable Discussions
March, April	3.2.5 Air Radio Commercial
March	3.2.6 Produce and Air Radio Talk Shows
March, April, May	3.2.7 Install and Display Billboards
March, April, May	3.2.8 Hang and Display Long Banners
March, April, May	3.2.9 Post and Display Tuk Tuk Panels
April, May	3.3.1 Organize Campaign Days with Flyers and Helmet Vouchers
April, May	3.4.1 Organize Commune-wide Activities
April, May	3.4.2 Promote Campaign through Loudspeakers
March, April	3.4.3 Organize Door-to-door Campaign
March, April, May	3.4.4 Distribute Flyers in Common Areas
March	4.1.3 Send Co-signed Letters to Senior-level Government Officials
May	4.2.1 Host Nation-wide Stakeholder Workshops
May	4.3.1 Host District Wide Stakeholder Workshops
March	4.3.4 Develop District Passenger Helmet Enforcement Action Plans
April, May	4.4.1 Host Commune-wide Meetings
March, April, May	5.1.2 Conduct Crash Monitoring
April, May	5.1.3 Conduct School-based Evaluations
March, April	5.2.4 Conduct Mid-term and Final Evaluations

March, April, May	5.4.1 Conduct Routine Monitoring
May	5.4.2 Conduct Project-wide Helmet Observations
March, April, May	5.4.3 Coordinate with Local Agency for Injury and Fatality Data Extraction

# Behavior Change Campaign Update Report

Head Safe. Helmet On.  
March 2016

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

**March 2016**



AIP Foundation  
12B Ngoc Khanh, Ngoc Khanh Ward  
Ba Dinh District, Hanoi, Vietnam, 1148457  
(84-8) 3771 0700 Fax (84-8) 3771 0701  
[www.aip-foundation.org](http://www.aip-foundation.org)

## **Disclaimer**

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## Acronyms

AIP	Asia Injury Prevention
CRSWG	Commune Road Safety Working Group
BCC	Behavior Change Communications
HSHO	Head Safe. Helmet On.
USAID-DIV	United States Agency for International Development, Development Innovation Ventures

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### 1. Executive Summary

The Behavior Change Communications (BCC) campaign is one of three programmatic components within the two-year “Head Safe. Helmet On.” (HSHO) project in Cambodia, supported by the United States Agency for International Development’s Development Innovations Ventures (USAID-DIV). HSHO implementation period runs from June 1, 2014 to June 1, 2016.

The BCC campaign seeks to improve the public’s knowledge of, attitudes toward, and practices of passenger helmet use, through two approaches: one is national mass media broadcasting across television and radio, and the other is face-to-face communication.

The latter comprises a series of public displays and activities directly in 18 target communes within HSHO’s three target provinces of Phnom Penh, Kandal, and Kampong Speu. BCC utilizes ‘grassroots’ campaigning to engage and educate local community members, in a way that mass media broadcasting cannot. On the ground, the BCC team opens two-way conversations with target groups, which allows for more comprehensive information-sharing about the importance of helmet use. Importantly, it also allows for the voicing of local perspectives on road safety, law enforcement, and how attitudes may be changing over time among different stakeholder groups. Alongside HSHO project staff, commune officials and local traffic police join in implementing BCC events, creating a sustainable and collaborative effort to make roads safer, community by community.

Over the past year, since March 2015, BCC campaigning has occurred in two phases that include street-based, commune-based, and door-to-door activities.

This summary report under HSHO Milestone 8 presents an overview of these activities and their outcomes. It does not cover the mass media campaign under BCC. To conclude, it reflects on challenges and lessons learned, and presents a set of recommendations for the future.

## 2. Overview of Activities

### 2.1 Overview of Street- and Commune-based Activities

BCC street- and commune-based activities occur across the two phases of BCC. These activities are defined as follows:

- Street-based: AIP Foundation trained volunteers and traffic police hold a one-hour blitz, during which they stop all passing motorcycles with un-helmeted passengers to educate them about the law and related fines. Passengers receive a BCC flyer and a voucher for a subsidized helmet.
- Commune-based:
  - Organized with support from AIP Foundation, local officials implement activities that promote helmet use, including local parades, Q&A, or festivals.
  - Outside of events, regular loudspeaker announcements remind communities of helmet importance.
  - Door-to-door: Volunteers and local officials visit households to distribute BCC literature and have brief conversations informing community members about helmet use and laws.

In Phase I, the key message of the campaign was “Protect your passengers’ lives. Make sure they wear helmets.” Please see Figure 1 below.



Figure 10 BCC Phase 1

In Phase II (currently underway), the key message of the campaign is “Protect your passengers’ lives. Make sure they wear helmets.” alongside “From January 1<sup>st</sup>, 2016, police will fine 15,000 Riels for each non-helmeted person.” Please see Figure 2 below.



Figure 11 BCC Phase 2

Table 1 below presents an overview of the activities across the two phases.

**Table 1 Overview of Activities**

Phase	Dates	Output (total across communes)	# of people reached
Phase I	Late March 2015 to July 2015	<ul style="list-style-type: none"> <li>• 78 street-based campaigns;</li> <li>• 54 door-to-door campaigns;</li> <li>• 18 commune-based activities;</li> <li>• 72 loudspeaker announcements.</li> </ul>	<ul style="list-style-type: none"> <li>• Street-based Campaigns reached 9,943 drivers, 7,556 adult passengers and 880 child passengers;</li> <li>• Door to door campaigns reached 21,331 adult community members and 5,029 children;</li> <li>• Commune-based activities reached 2,501 community members;</li> <li>• Loudspeakers announcements cannot identify the # of people reached.</li> </ul>

Phase II	December 2015 to May 2016 (ongoing)	<ul style="list-style-type: none"> <li>• 9 street-based campaigns;</li> <li>• 17 commune-based activities;</li> <li>• 34 door-to-door campaigns;</li> <li>• 7 loudspeaker announcements.</li> </ul>	<ul style="list-style-type: none"> <li>• Street-based Campaigns reached 1,241 drivers, 1,091 adult passengers and 135 child passengers;</li> <li>• Commune-based activities reached 1,453 community members;</li> <li>• Door to door campaigns reached 11,799 adult community members and 2,698 children;</li> <li>• Loudspeakers announcements cannot identify the # of people reach.</li> </ul>
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### 2.2 Overview of BCC Materials

Supporting the abovementioned activities are a variety of BCC materials, as elaborated in Table 2 below.

**Table 2 Summary of materials**

Type	Distributed in Phase I	Distributed in Phase II to date
T-shirts	300	589
Flyers	70,000	84,000
Posters	2,500	2,500
Long banners	72	72
Tuk-tuk panels	60	60
Billboard skins	6	2 (replaced)

### 2.3 Vouchers for Subsidized Helmets

In addition to communications materials, the campaigns utilize subsidized helmet vouchers to promote helmet use, especially in lower-income areas. These are distributed most commonly during street-based campaigns, as traffic police provide education to non-helmeted road users. To date, the total amount of adult helmets distributed through vouchers is 2,548, while for children it is 551.

## 3. Outcomes of Activities

The BCC component of HSHO seeks to achieve improved awareness of the need for helmets, improved attitudes toward helmet use, and increased reported helmet wearing rates. By doing so, it should increase passenger helmet rates, and ultimately decrease the number of head injuries and fatalities occurring on Cambodia's roads.

To measure its results, a BCC mid-term evaluation was conducted in August 2015 by the contracted agency, Indochina Research. It provided an in-depth assessment of BCC activities in target areas. Relevant to the above-mentioned activities, it found:

- Both passengers and drivers are more willing to wear helmets more often after seeing, hearing, and reading about AIP Foundation's street based activities. 94% of people will be much more likely to wear a helmet as a driver; 73% of people will be much more likely to wear a helmet as a passenger.
- Among the BCC material, excluding mass media, billboards were the most popular source of advertising, followed by long banners, then tuk-tuk panels, then flyers. However, tuk-tuk panels were reportedly most effective, reaching a slightly larger audience (42%) compared to billboards (36%), long banners (17%), or flyers (9%).
- 43% of the target population claimed to have seen AIP Foundation's street campaign during its Phase 1.
- 66% of those surveyed who were aware of the street campaign, felt the street campaign was "very important"; another 33% felt it was "quite important." Only 1% felt it was "not very important."
- 74% of all respondents reported recommending others to wear a helmet as a driver and/or passenger. This strongly suggests that face-to-face activities have the added impact of wider public awareness raising.

The final evaluation of BCC will take place during April 2016.

## 4. Ensuring Local Ownership

### 3.1 Commune Road Safety Working Groups

Through HSHO, all target communes have established local mechanisms to implement road safety awareness raising and education activities – namely, Commune Road Safety Working Groups (CRSWGs). Each headed by the respective Commune Chief, CRSWGs on average consist of about 15 members, among which are: commune clerk; primary school representative; a health center representative; commune police (NB: separate from traffic police); road safety focal person; village chiefs, and commune council representatives.

The CRSWGs play an essential role in conducting BCC activities on the ground. This is meant to build a

strong sense of local ownership, felt mutually by officials and their community members. Toward this end, HSHO worked with CRSWGs to determine:

- Members' roles and responsibilities. This is done through Commune Decrees, through which all CRSWGs have gained official recognition from District- and Provincial-level committees, as outlined by the sub-decree on the establishment of the National Road Safety Committee.
- Road safety activities plans. All communes developed plans respective to their needs and capacity, and have gained approval by the Commune Chief/CRSWG Head for implementation.
- Budget allocation. To date, six communes (five in Kampong Speu, one in Kandal) have successfully incorporated road safety into their Commune Investment Programs.

### 3.2 Traffic Police



*Figure 12 Traffic police stop non-helmeted road users, distributing flyers and vouchers*

Traffic police, as an additional stakeholder group, participate in BCC street-based activities, and work with HSHO to develop district-level enforcement plans that include public awareness raising (e.g. education at roadside checkpoints).

## 5. Challenges, Lessons Learned, and Recommendations

### 5.1 Regarding CRSWGs

Before HSHO began, AIP Foundation observed that, at the commune level, road safety initiatives almost exclusively took the form of infrastructure improvements. This addressed a real need of the community and gave visible results, while also serving to increase or maintain public favor of local officials. With HSHO, 'soft' road safety efforts – like education and awareness raising – were introduced as a viable, necessary undertaking for local officials to benefit their communities. Commune officials, who have shown good cooperation throughout BCC activities, were and remain very receptive to these activities.

However, there is still room for CRSWGs to take greater initiative in organizing ‘soft’ road safety campaigns and lobbying for necessary budget allocations.

To date, six communes have integrated road safety into Commune Investment Plans, which can allow for easier budget allocation to activities. However, some communes seemingly lack interest to do so. AIP Foundation is continuing to engage and encourage them, but it is not considered a priority issue in certain areas with other pressing community needs.

HSHO considers feedback from CRSWGs on BCC campaign activities highly relevant for sustainability. Activities that CRSWGs found appealing and feasible have the greatest likelihood for continuation following the project period. Generally speaking, door-to-door activities are popular among officials across the communes, as they are not resource-intensive (requiring mostly time but little money). In contrast, commune-based campaign days usually require greater budgetary resources than some communes feel certain they can commit over the long term.

It is recommended that commune officials conduct greater advocacy for budget allocations to their level, specifically for road safety educational activities. Additionally, communes should continue to develop targeted activities that are within their capacity and aligned with the main needs of their respective communities.

## 5.2 Regarding Target Community Engagement

Among HSHO’s target groups are motorcycle passengers aged 15-44 years of age. In communes with low socio-economic status, members of this age group may obtain employment in more urban centers, and return home each weekend. Unless campaign activities are scheduled on weekends, it can prove difficult to engage with them face-to-face. However, there is difficulty to secure regular, robust participation by CRSWG members on non-working days. As a result, most BCC activities have been implemented during weekdays and business hours, when most community people, in particular those who were counted in helmet observations conducted in early morning/noon time, would be outside of their communities for work.

As a compromise, activities should be strategically scheduled both on working and non-working days, with larger public events planned for weekends when participation can be largest. Forward planning and monitoring of community attendance can help to overcome this challenge. There should be strong encouragement for participants to share new knowledge gained with their friends and loved ones.

Also as a consequence of low socio-economic status, target community members will often express feeling a lack of personal agency over their or their family’s safety on the roads. A common issue is a parent’s ability to afford a helmet for one or two, but not all, of their children. It is important to remind parents especially that helmets are an affordable investment, as they save money by avoiding fines as well as costly injuries. At the same time, local governments, companies and factories should be encouraged to provide or subsidize helmets to employees and/or communities in need.

An unexpected challenge for BCC was the lack of interest in subsidized helmets before the law enforcement began. Initial interest lagged in public willingness to pay for helmets, even at the subsidized prices. However, there is a building demand for helmet vouchers in light of the January start of enforcement of the law.

## 5.3 Other

More generally speaking, BCC can observe that other public health campaigns receive greater donor funding and local attention, with multiple international and national NGOs promoting awareness and education. Road safety remains an under-recognized, under-funded crisis in the country.

## **AIP FOUNDATION**

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

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

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