



Alliance
**Empowerment
Program**

Welcome to
**ALLIANCE
EMPOWERMENT
PROGRAM**

Risk Factor Crash Course

Motor cycle helmets

2016



Alliance
**Empowerment
Program**

Welcome to
**ALLIANCE
EMPOWERMENT
PROGRAM**

1. **Helmet use**
2. **Drunk driving**
3. **Speeding**
4. **Seatbelts**
5. **Child Restraints**
6. **Drowsy/Fatigue Driving**

Find all on www.roadsafetyngos.org/empowerment-program



Evaluation and questions

go to

[www. roadsafetyngos.org/empowerment-program/](http://www.roadsafetyngos.org/empowerment-program/)

2016



HELMET USE

An example from Vietnam

Na Huong Hoang - Deputy Chief Executive Officer
Hanoi office, AIP Foundation

INTRODUCTION



Presented by

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Hanoi office, AIP Foundation**

CONTENT

- 1. Introduction to AIP Foundation**

- 2. The child helmet use problem in Vietnam**

- 3. The importance of proper helmet use**

- 4. The main reasons for not wearing helmets**

- 5. Case study - 2015 National Child Helmet Action Plan**

AIP FOUNDATION



Mission: To provide life-saving road safety knowledge and skills to low- and middle-income countries with the goal of preventing road fatalities and injuries.

HISTORY OF AIP FOUNDATION, THE PROTEC FACTORY, AND TROPICAL HELMETS

- In 2000, Helmets for Kids was launched by, former President of the United States, Bill Clinton
- In 2001, AIP Foundation received its license to produce helmets and developed the world's first "tropical" motorcycle helmet
- Production began at the social enterprise Protec Factory in Hanoi in 2002
- In 2008, the mandatory helmet standard was revised to complement the 2007 law mandating motorcycle users wear a helmet
- AIP Foundation and Protec operate together as a social enterprise



AIP FOUNDATION MODEL

1



Access to
helmets

2



Communications
for change

3



Targeted
education

4



Global and
legislative
advocacy

5



Research,
monitoring,
and
evaluation

THE PROBLEM IN VIETNAM



THE RISKS FOR VIETNAMESE CHILDREN

- Motorcycles account for approximately 95% of total motorized vehicles in Vietnam
- Motorcycles often act as the family vehicle
- 75.8% of road crashes in Vietnam are motorcycle-related
- Child helmet law passed in 2010, but child helmet use is still low
- The younger the child, the less likely he/she wears a helmet



ROAD CRASHES IN VIETNAM

22,404 road crashes occurred in 2015,
which included:



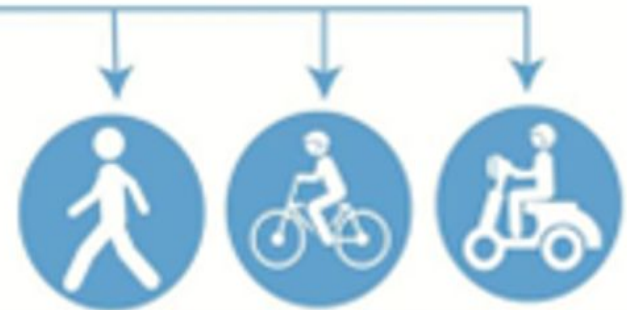
20,556

injured cases



8,671

fatal cases



80%

**fatal cases were pedestrians, cyclists,
and motorcyclists.**

CHILDREN AFFECTED BY ROAD INJURIES



4,000

Children died from motor
vehicle accidents

2,088

Cases of
traumatic brain
injury in children
aged 15-19

1,436

Cases of
traumatic brain
injury in children
aging 0-14

*In the year 2010 alone at Cho
Ray Hospital

Quality helmets can help prevent these tragedies

AN EFFECTIVE SOLUTION: HELMETS = VACCINE

Appropriate Helmet Use



Reduces risk of
head injury
by:

69%



Reduces risk of
fatality
by:

42%

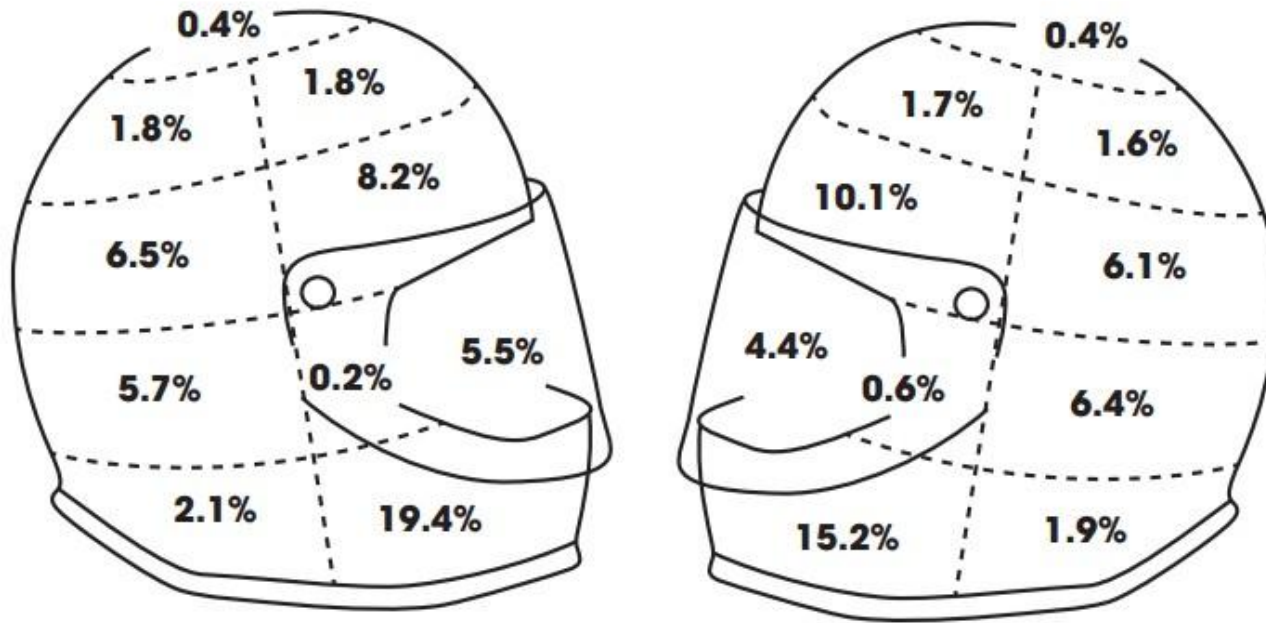


HOW DOES A HELMET WORK?



- Reduces the risk of serious intracranial and brain injury
- Reduces the risk of head concussion ☐ Reduces brain impact ☐ Reduces impact between the skull and the brain
- Absorbs and dissipates the force of impact on the outer shell ☐ Reduces the pressure on a specific point on the skull
- Prevents trauma between the brain and the skull

HOW CAN A HELMET PROTECT YOUR HEAD?



Percentage chart of helmet areas affected during a collision

If the injury risk affecting the jaw area is 35%, that means the protective area of a helmet covering only head and ears is only at 65% compared to a full-face helmet. If you wear a half helmet, that means you're denying your brain 61% of protectable area.

Quoting Otte Dietmar, Hannover Medical School, Center for Traffic Accident Research

Source: www.en150a.net

PROTECTIVE COMPONENTS OF A QUALITY HELMET

Outer Shell

- Helps dissipate the force of impact over the area covered
- Reduces impact on head
- Protects helmet from penetration by sharp objects
- Protects inner lining from being torn/penetrated



Protective Foam

- Made from soft, pressed material (polystyrene, Styrofoam,...)



Strap

- Keeps the helmet in place during impact



Helmet Liner

- Made from polymer or fabric – Helps the helmet fit properly and comfortably



Notes

- The protective foam can only absorb the force of an impact one time. For this reason, the helmet needs to be replaced after an impact.
- It also has an expiration period, which is why it is highly recommended that the helmet is replaced within 3 years.

WHY IS CHILD HELMET USE LOW IN VIETNAM?

The most common myths about child helmet use in Vietnam



- Accidents don't happen on short trips, so I don't need to put a helmet on my child
- I am an excellent driver, so I won't have an accident
- It takes too long to put a helmet on my child
- Helmets for children are too expensive, and I don't know if they are of high quality

VIETNAM CASE STUDY

2015 National Child Helmet Action Plan

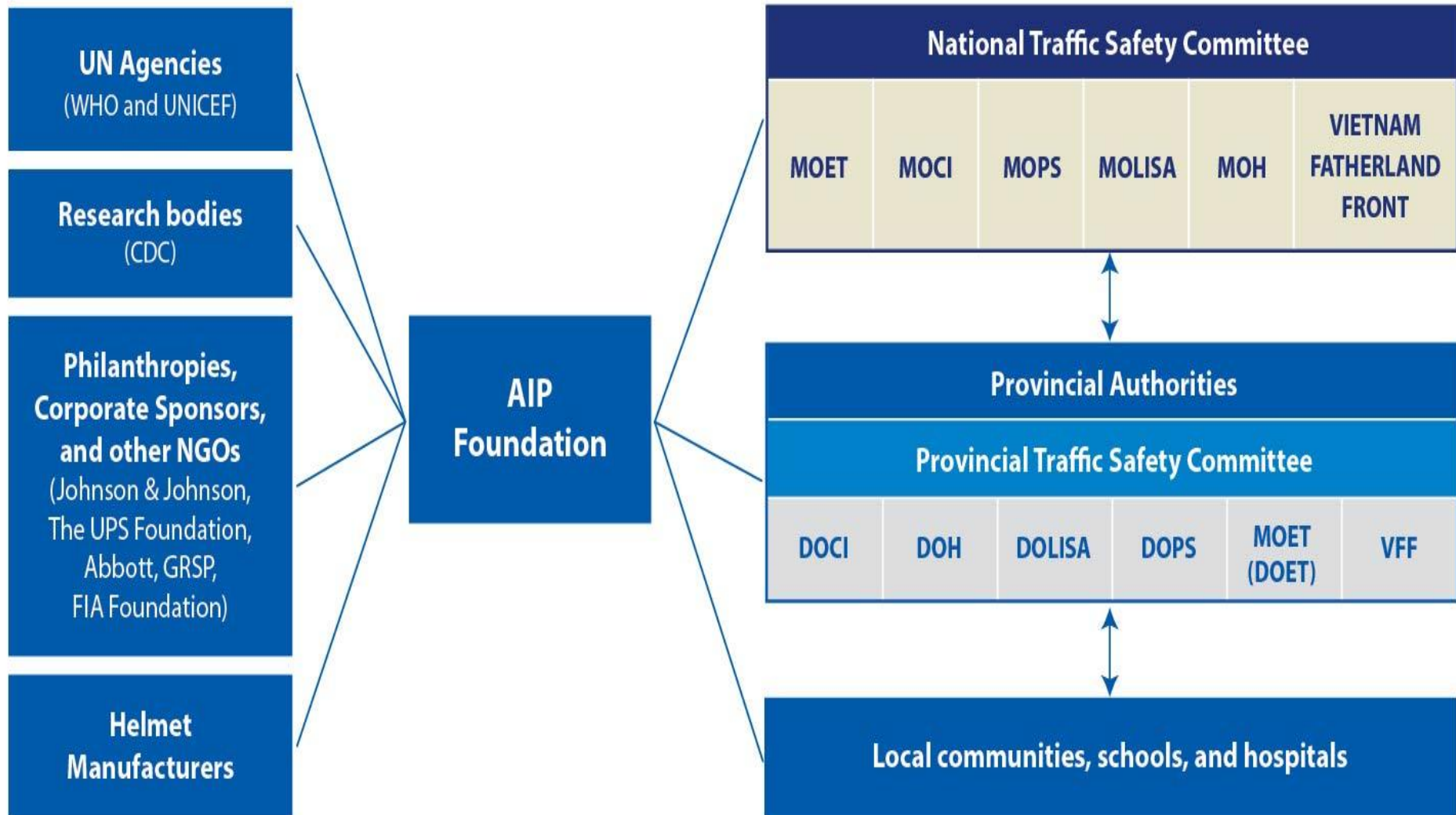
AN INTEGRATED CAMPAIGN TO INCREASE CHILD HELMET WEARING RATES

- **Public–private** partnerships
- (for sustainability

- (helmet donation & helmet discount vouchers)

Monitoring and Evaluation (M&E)

PUBLIC-PRIVATE PARTNERSHIP MODEL



PUBLIC-PRIVATE PARTNERSHIP MODEL

- Global Road Safety Week themed “Children and Road Safety”
- National directives, policies, targets
- Police enforcement
- Incentives for change
- Public communications
- School education

Enhances national political will and motivation

Promotes competition among provinces & guides resource allocation

Improves implementation capacity for success

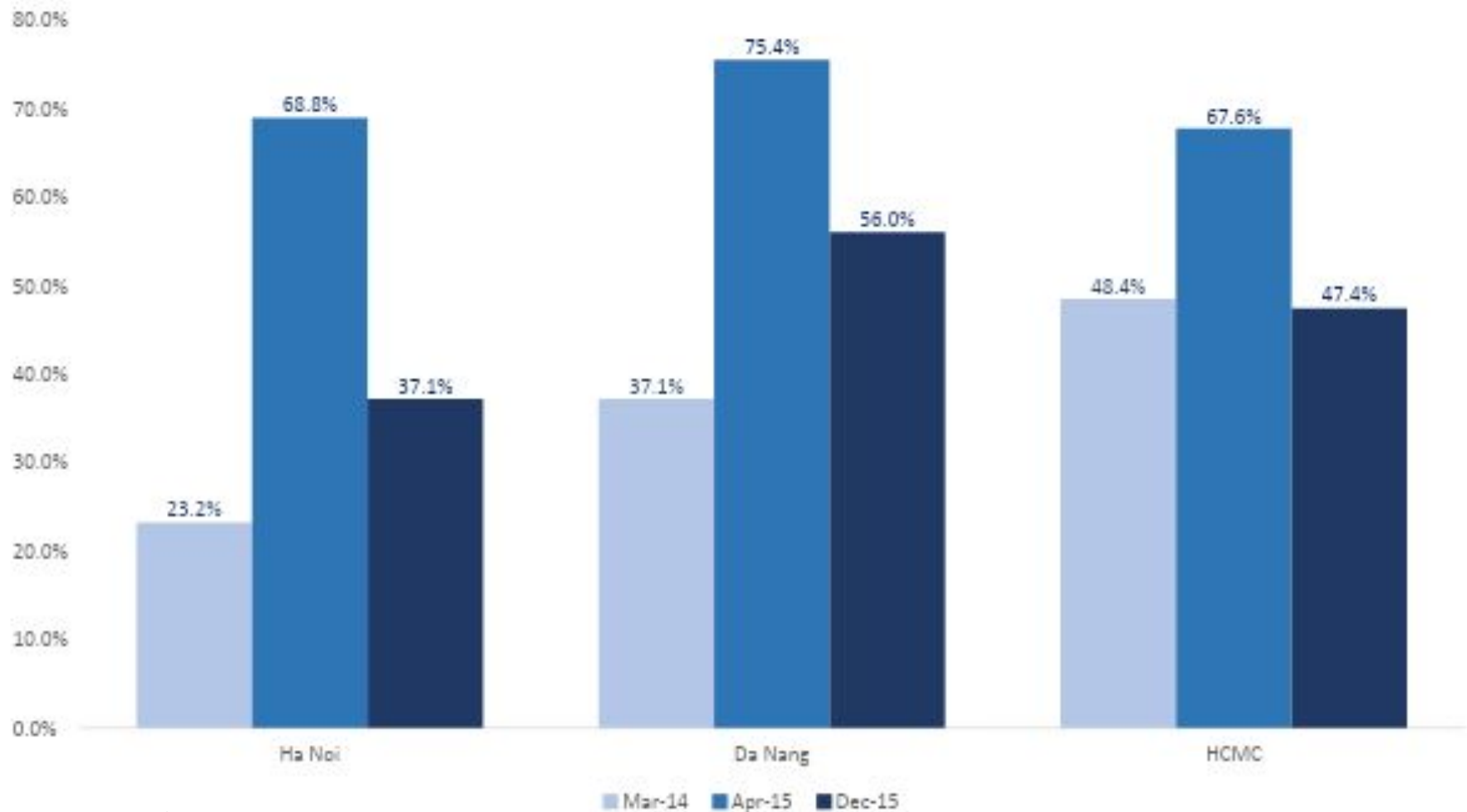
Deterrence theory:
Punishment to discourage violations
Access to helmets facilitates behavior change

Key message: helmet use = love, reinforcing & calling for actions from parents, teachers, police

Helmet safety culture in schools through school manual implementation

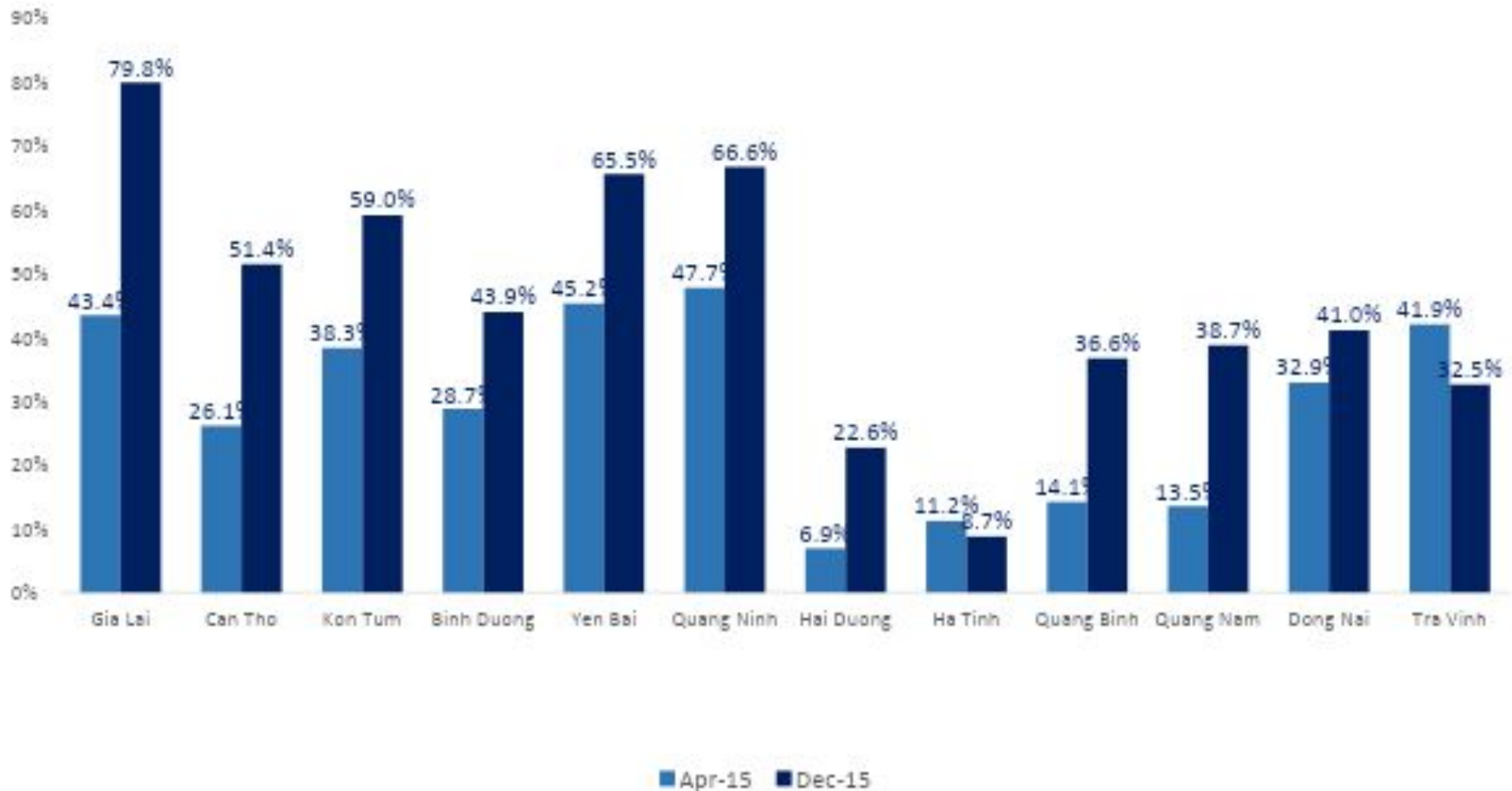
TRENDS IN CHILD HELMET USE IN THREE MAJOR CITIES 2014 - 2015

Child helmet use rates in three major cities
from March 2014 to December 2015, adjusted by city weight



TRENDS IN CHILD HELMET USE IN 12 OTHER PROVINCES/CITIES

Child helmet use rates in 12 other provinces and cities from April 2015 to December 2015, adjusted by city weight



MAIN CHALLENGES

- Government's capacity is limited in implementing programming (skills, human resources, funding, time, etc.)
- Shortage of funding to cover all provinces to sustain child helmet use nationwide
- Differing timelines across intervention programs, which lessens the effectiveness of the nationwide campaign



THANK YOU FOR YOUR SUPPORT

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For further information:

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Thank you

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