UL Safety Index Summit
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Agenda

AIP Foundation – Who Are We?
The Global Road Crisis
Profiles: Vietnam & Thailand
The Problem
Data-driven Strategies
Results
AIP Foundation – Who Are We?

Purpose
Why We Exist

Prevent fatalities and injuries on behalf of road users in low- and middle-income countries.

Mission
What We Do

Deliver effective interventions that improve road safety in low and middle-income countries.
The Global Road Crisis

An estimated 1.34 million people die & up to 50 million are injured on the roads.

49% of those who die are the most vulnerable road users – pedestrians, bicyclists, and motorcyclists.

Low- and middle-income countries have approximately 54% of the world’s vehicles...

But account for 90% of road crash fatalities.

These incidents can generate an economic loss of 3-6% of countries’ annual GDP.
Vietnam
The Problem
The Road Safety Crisis in Vietnam

- Motorcycles represented 95% registered vehicles in 2005
- Vietnam’s rapid motorization was little more than 10 years in the making
- An estimated 22,419 traffic-related deaths, or 61 per day, and approximately 453,617 traffic-related injuries reported in 2017
Current Challenges in Vietnam

- 80% Substandard and counterfeit helmets on the market
- 15%-33% child helmet usage rates nationwide
- Lack of aggressive enforcement of helmet laws by police
Data-driven Strategies
Helmets: A Proven ‘Vaccine’

- Reduces risk of head injury by: 69%
- Reduces risk of fatality by: 42%
Methodologies

• Filmed helmet wearing observations
• Cost-savings calculations
Strategies

Targeted education
Tailored road safety education programs

Access to safe equipment
Direct provision of road safety tools

Communications for change
Public awareness and behavior change campaigns

Global and legislative advocacy
Development and enforcement of traffic standards and laws

Research, monitoring, and evaluation
Evidence for programs, policy change, and best practices
Results
Increase in Helmet Use (2007-2017)

% increase in helmet use (all ages)

- Mandatory

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Immediate Impacts of 2007 Helmet Law

Increase in Adult Helmet Use Rates

- 90 percentage point increase
- 2007: 6%  
- 2008: 96%

Decrease in Road Traffic Crash Injuries

- 2007: 10,266  
- 2008: 7,771
- 24% decrease

Decrease in Road Traffic Crash Fatalities

- 2007: 12,800  
- 2008: 11,243
- 12% decrease
Long-Term Results

After 10 years of implementing the helmet law (2008-2017):

- $3.5 billion USD saved
- 502,774 head injuries prevented
- 15,302 Lives saved
Thailand
The Problem
The Road Safety Crisis in Thailand

THAILAND HAS THE SECOND HIGHEST ROAD CRASH FATALITY RATE IN THE WORLD WITH AN AVERAGE OF 66 ROAD DEATHS EVERY DAY

Road traffic crashes are a leading cause of death among children.

2,600 children are killed and 72,000 are injured every year in road crashes.

There are almost 20,000,000 registered motorized 2-3 wheelers in Thailand where the population is around 70,000,000.

73% of road crash fatalities are riders of motorized 2- and 3-wheelers.

...resulting in yearly losses of an estimated $8 billion.
Impact on Thai Children

Each year, more than 2,500 children under the age of 20 die on Thailand’s roads from motorcycle-related crashes.

2,500 children = an entire school

According to the Ministry of Interior in Thailand, road crashes result in approximately 1,000 deaths in children under the age of 15 – with 80% being among children aged 10-15.
Data-driven Strategies
Strategies

According to surveys, over 70% of Bangkok residents believe that speeding is a major issue that needs to be resolved.

Last year, AIP Foundation launched the *Slow Down to Save Lives* project and the “Tell Auntie Pia” campaign to advocate for the establishment of pilot safe speed zones. The initiative encouraged the public to submit comments and images through social media of risky road behaviors that they witness in Bangkok.
Results
Campaign Results

• Over 11 million media impressions in online news, in print, and on television from 40+ outlets

• 2 million people engaged directly with the campaign on Facebook with over 500,000 minutes of views

• 77% of campaign participants said speeding is a problem
Long-term Results

Summer 2017:

AIP Foundation and Royal Thai Police work to submit an official recommendation to create a speed limit zone in Bangkok

February 2018:

Royal Thai Police announced a speed limit of 50 kilometers per hour on eight roads in inner Bangkok for public safety reasons.
For more information:
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Thank you!