



The Helmet Vaccine Initiative

Helmet Safety for All Children

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The Child Road Safety in the Americas Congress

Thursday, May 7, 2015

“Road Safety”

What does it really mean?

“Road Safety Promotion”

“Road safety Instruction”

“Road Safety Lessons”

“Road Safety Improvement”

Are these clearer?

Malaria
Starvation
Cancer
Brain Injury

- Clearer imagery is imperative
- A new paradigm is essential

The phrase “Road Safety” is
ambiguous and misleading

Crashes are the core killer in
“Road Safety”:
Violent events...
...Catastrophic results
“Road War” is more exact.

VIDEO: A REAL CRASH

▶ <https://www.youtube.com/watch?v=UW133308530>

The Global Helmet Vaccine Initiative



HISTORY OF THE HELMET VACCINE INITIATIVE

- Launched in 2009 in Geneva
- DARRS VS GHVI
 - AIP Foundation
 - FIA Foundation
 - Center for Diseases Control
 - Inter-American Development Bank
 - World Bank



WHAT ARE WE DEALING WITH?



Sichuan, China



Hanoi, Vietnam



Ho Chi Minh City, Vietnam



Kampala, Uganda



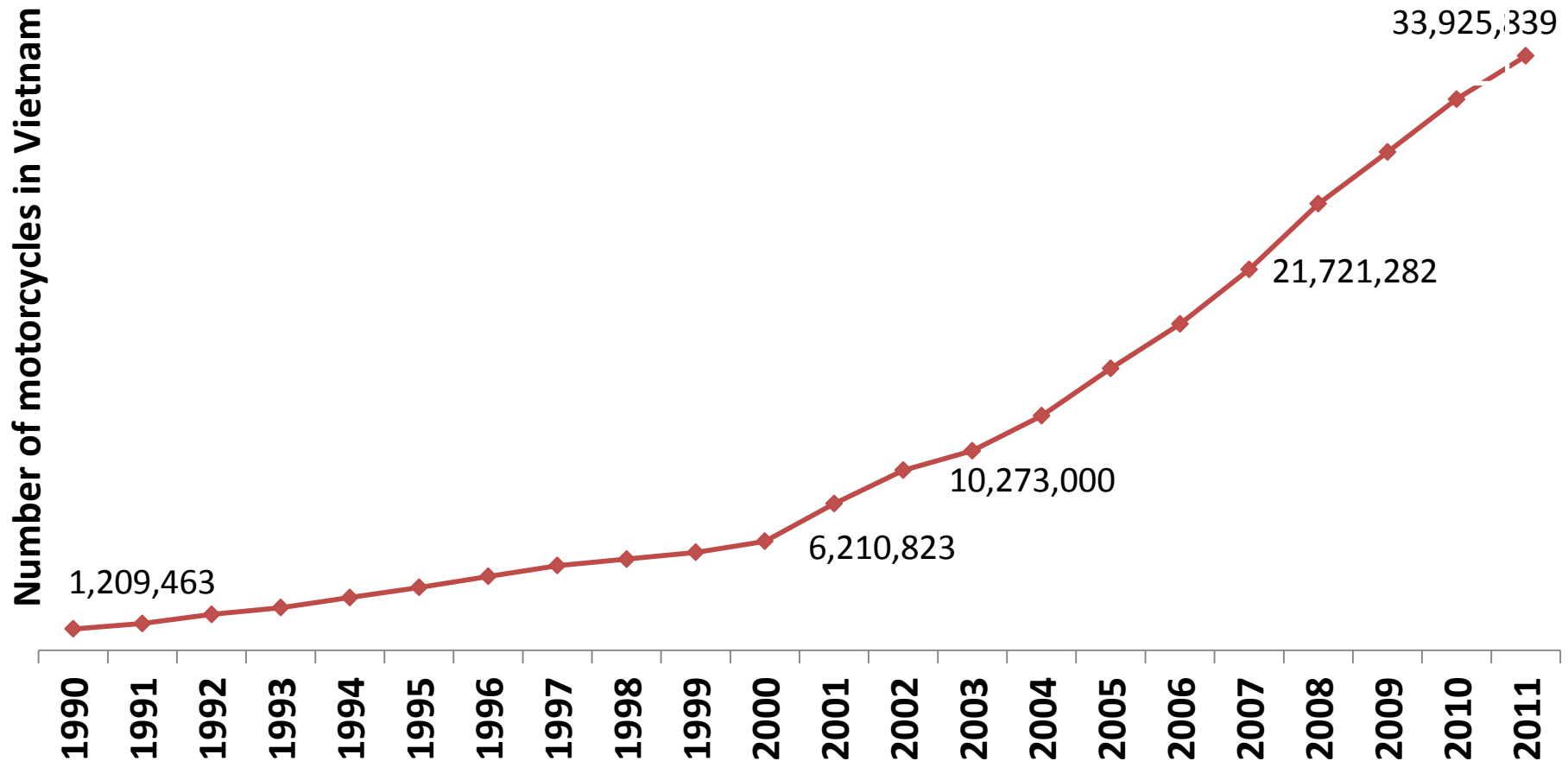
Hanoi, Vietnam



This is ***YOUR*** future, very soon

VIETNAM STORY

- Motorcycles account for approximately 95% of the total motorized vehicles in Vietnam
- 75.8% of road crashes are motorbike-related



RISKS VIETNAMESE CHILDREN FACE

- #1 cause of death for young people aged 15 to 29
- #2 cause of death for children aged 5 to 14

LATIN AMERICA EXAMPLES

- **In Costa Rica:**

- 330 fatalities and 24,024 injuries in 2012
- 7 deaths per 100,000 people
- Total number of vehicles increased by 37% from 2007 to 2012
- Vulnerable road users (pedestrians, cyclists, motorcyclists) account for 75% of road deaths

- **In Colombia:**

- 6,152 fatalities and 39,440 injuries in 2012
- 13 deaths per 100,000 people
- Total number of vehicles increased by 38% from 2007 to 2012
- Vulnerable road users (pedestrians, cyclists, motorcyclists) account for 76% of road deaths
- 1.2% GDP lost in 2010

HELMETS = VACCINE

Appropriate Helmet Use



REDUCES

risk of
**severe
head injury**
by:

69%



REDUCES

risk of
fatality
by:

42%



INTEGRATED CAMPAIGNS TO INCREASE CHILD HELMET WEARING RATES



1 Helmet Provision

- Building non-profit helmet factories that employ the physically disabled
- Importing high-quality helmets



2 Public Awareness Education

- Using mass media campaigns to disseminate culturally-appropriate messages



3 School-based Programs

- *Helmets for Kids*
- Safe Routes to School
- Click on Safety e-Learning



4 Technical Assistance, Advocacy, Enforcement

- Creating helmet standards
- Encouraging law enforcement



5 Research, Monitoring, and Evaluation

- Conducting baseline research
- Collecting data to ensure programs' efficiency

HIGH VISIBILITY



Former President Bill Clinton launched AIP Foundation's *Helmets for Kids* in 2000.

PROTEC TROPICAL HELMET FACTORY

- World's first non-profit factory
- Access high-quality, low-cost helmets
- Climate appropriate helmets
- Employ physically disabled



ADVOCACY



Mass Media Campaign: "Wear a helmet - there are no excuses."



Public service announcement TVC: "Rush Hour"

ADVOCACY

Effective Date of Mandatory Helmet Law:
15 December 2007

BEFORE



AFTER



PUBLIC SERVICE ANNOUNCEMENT: “RUSH HOUR”

“WHEN I GROW UP”



Monitoring & Evaluation

Critically Important

- Identify high-risk road users
- Design evidence-based campaigns
- Monitor behavior change
- Conduct mid-term and post-project evaluation
- Evidence-based research
- Influence policy
- Engage the CDC



CONCLUSION: WHAT WORKS?

Integrated campaign approach:

1. Public awareness campaigns
2. School-based education
3. Legislative advocacy and **enforcement**
4. Partnership and capacity building

We are willing to help



Public Awareness
Campaigns



School-based
Education



Police
Enforcement



Partnership and
Capacity Building

VIETNAM CAMPAIGN RESULTS

By the end of the third phase of the integrated campaign:

- 94% reported hearing or seeing the public awareness campaign.
- 96% knew regulation children >6 must wear a helmet, compared to 78% pre campaign.
- 96% believed necessary for children to wear a helmet on motorcycle.
- **Only 10% believed that helmet is harmful, compared to 33% pre campaign.**
- Six provinces developed action plans to increase child helmet use.
- **Child helmet use increased substantially from 18% in 2011 to 38% post campaign.**
- Multiple long-term corporate partnerships developed to sustain financial support and continue the campaign.

THANK YOU!

For further information:

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