



Socio-Economic Development and Traffic Safety: Status and Challenges in Southeast Asia

Global Interactive Forum on Traffic & Safety GIFTS 2019

October 25, 2019 | Tokyo, Japan

Presented by : Mirjam Sidik | AIP Foundation CEO

STATUS OF TRAFFIC SAFETY IN SOUTHEAST ASIA

In the Asia-Pacific region, **one person is killed** in a road crash **every 40 seconds**. This is equivalent to 2,000 lives lost per day or 15,000 per week, causing immeasurable economic and social losses.



Countries with “good laws” in WHO’s Southeast Asia region:

Vehicle standards: **0**

Speed: **1**

Child Seats: **0**

Drink-driving: **1**

MOTORCYCLE = SYMBOL OF PROGRESS



In the 1980s and 90s, Vietnam was recovering from the effects of a war that devastated the country. As the 20th century came to a close, the country began to experience an **impressive economic boom**.

BY 2005, MOTORISED TWO- AND THREE-WHEELERS

ACCOUNTED
FOR NEARLY

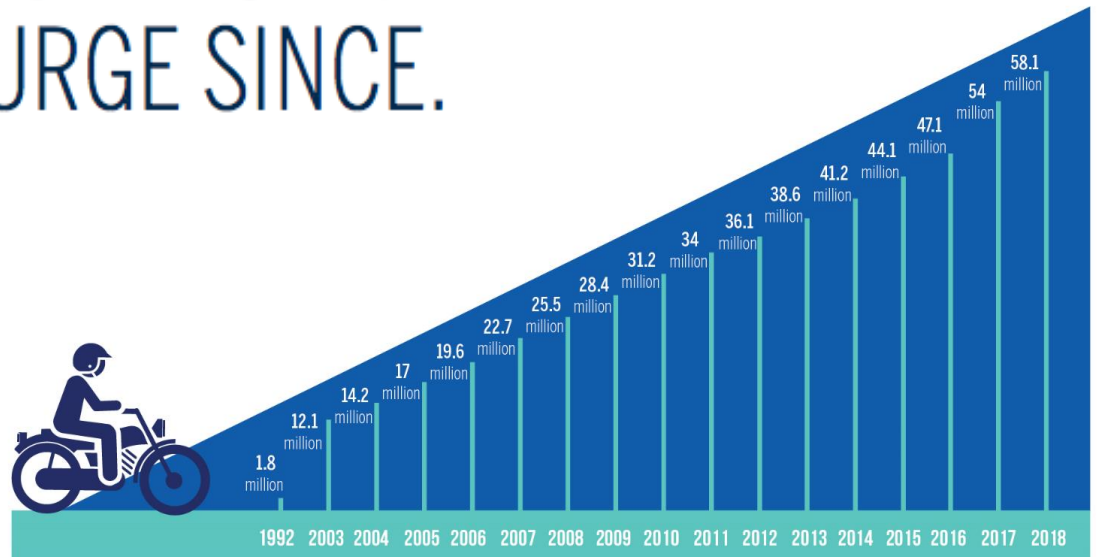
95%

OF ALL REGISTERED
VEHICLES.

VIETNAM'S RAPID MOTORISATION WAS LITTLE

MORE THAN 10 YEARS

IN THE MAKING, AND NUMBERS HAVE
CONTINUED TO SURGE SINCE.



IN LESS THAN TEN YEARS,
the number of road
deaths increased by **164%**



INJURIES DOUBLED FROM
14,174 to **29,872**
OVER THE SAME PERIOD.

(Ministry of Health data reported by Hung, Stevenson, & Ivers, 2006).

INEFFECTIVE HELMET LEGISLATION

29 May,
1995

Decree 36

Helmet use legislation is introduced – but **no fines** are instituted for non-compliance.

2 March,
2001

Resolution 2

Helmet wearing is made compulsory for all motorcyclists but **only on regulated roads**, and there is **no enforcement**.

13 July,
2001

Decree 39

Fines of only 20,000 VND (\$0.88 USD) are introduced for those not wearing helmets, failing to deter people from breaking the law.

INEFFECTIVE PUBLIC AWARENESS CAMPAIGNS

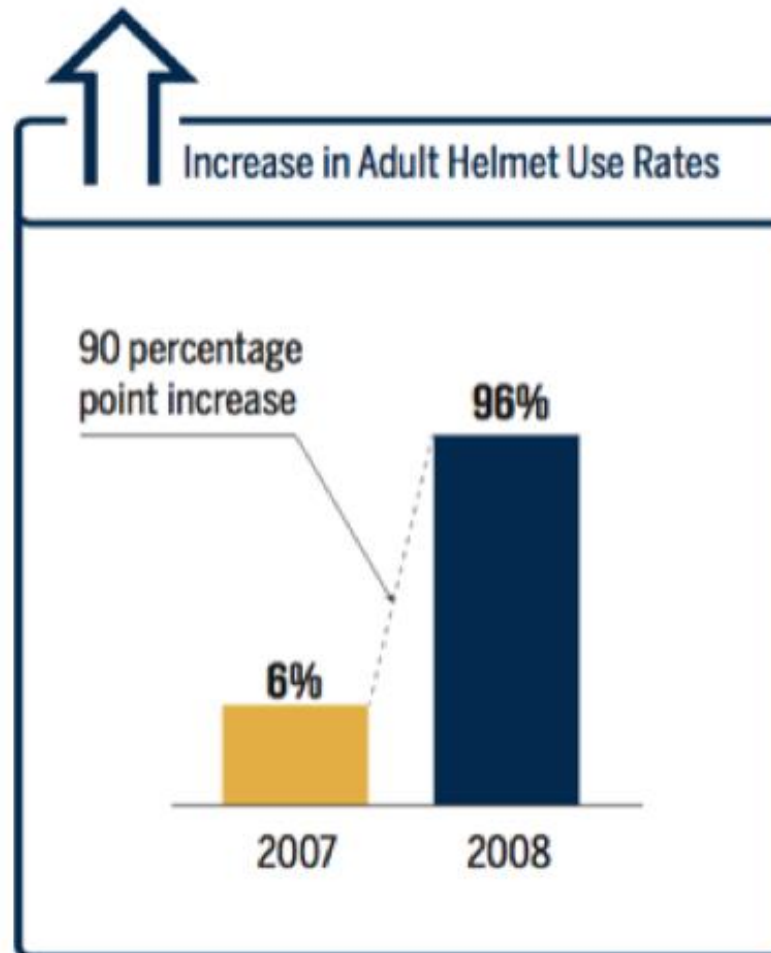


Campaigns before 2006:

- Not based on research
- Happy, propaganda style
- Limited reach

IMMEDIATE IMPACT

1 year after the passage of a universal helmet law (in December 2007),
adult helmet use increased to:



LONG-TERM IMPACTS

10 years after the passage of a universal helmet law (in December 2007),
increased helmet use led to:



\$3.5
BILLION USD

saved



502,774
HEAD INJURIES

prevented



15,302
LIVES

saved

CHALLENGE: LOOPHOLES & MYTHS

- 2007: **No legal penalties** for children <14 not wearing a helmet
- Parents believed that **helmets are harmful for children**
- 2010: Helmets become **mandatory for children** from age 6
- Now: **Low child helmet use**



What measures should have been taken?

- ✓ **Comprehensive legislation**
- ✓ **Effective enforcement**

CHALLENGE: QUALITY



In 2013, in testing 800 helmets, **only 25%** passed a quality test and **met the government-established standards** in Vietnam. (WHO & Hanoi School of Public Health)

What measures should have been taken?

- ✓ **Better coordination between market regulating agencies**
- ✓ **Unannounced inspection of manufacturers**
- ✓ **Stricter fines for manufacturers of sub-standard helmets**
- ✓ **Public education about the importance of quality helmets**
- ✓ **Enhanced enforcement**

LOOKING TOWARDS THE FUTURE

- **Political leadership**
- **Integrated agenda & collaboration** across sectors (transportation, health, environment, occupational health)
- **Greater investment:** \$700 million per year to achieve SDG target 3.6 by 2030 (UNECE 2017)
- **Vision Zero**

SUSTAINABLE DEVELOPMENT GOALS





Contact:

Mirjam Sidik, CEO
18bis/19 Nguyen Thi Minh Khai,
Da Kao Ward, District 1,
Ho Chi Minh City, Vietnam
Mirjam.Sidik@aipf-vietnam.org
Tel: (84-28) 6299 1409

For further information:

Visit www.aip-foundation.org
Find us on [Facebook](#)
Follow us on [Twitter](#)