The Global Helmet Vaccine Initiative

Helmet = Vaccine

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The Stories You Don’t Hear

Child Deaths at the Heart of Global Epidemic

A Tragic Accident

- During the Tet holiday in 2008, 8 year-old Le Xuan Han accompanied her parents on the family motorcycle to visit her grandmother
- Mom and Dad wore their helmets, but Han and her 7-year old sister Le Minh Nhu did not, because they had special hairstyles for the occasion
- A drunk driver on another motorcycle smashed into them at 10 am on a Sunday morning
- Neither parent suffered head injury, though both children did; Han died from severe brain damage and her sister suffered from a concussion

“I will never forgive myself [for not making her wear a helmet]. Never forgive myself.”

Nguyen Thi Xuan Diem

Le Xuan Han’s mother
**A Hidden Epidemic**

*Road Traffic Crash Fatalities on the Rise*

Death Toll Rapidly Increasing

**Annual Traffic Fatalities**  
*1990 - 2020*

- 1 million in 1990
- 1.2 million in 2010
- 2 million in 2020

*60% increase projected between 2010 and 2020*

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**Tipping the Scales**

“An 83% increase in traffic fatalities in poorer countries will offset a predicted 30% decrease in high income countries.”

WHO  Global Status Report on Road Safety

The Most Vulnerable at Risk

Developing Countries Assume Disproportionate Toll of Fatalities

Global Distribution of Motorized Vehicles

- **High Income Countries**: 52%
- **Low and Middle Income Countries**: 48%

Global Distribution of Traffic Fatalities, All Age Groups

- **High Income Countries**: 10%
- **Low and Middle Income Countries**: 90%

Children Facing Significant Danger

Risk Greatest for Children in Developing Countries

Traffic Fatalities by Age Group

- Adult Fatalities: 60%
- Child Fatalities: 40%

Global Distribution of Child Fatalities

- High Income Countries: 4%
- Low and Middle Income Countries: 96%

A Call to Action

UN Declares Decade of Action for Road Safety

“Trends in many countries, in particular low-and middle-income countries, suggest that the problem could become noticeably worse within the next decade. There remains a pressing need for greater efforts and resources.”

Ban–Ki Moon
UN Secretary General

“By making road safety a priority over the next decade we have the potential to save millions of lives, and to prevent many millions of injuries and disabilities. This UN Decade of Action for Road Safety provides us with a real opportunity to change direction.”

Michelle Yeoh
Make Roads Safe Global Ambassador

“The United Nations has today agreed that 2011-2020 will be the global Decade of Action for Road Safety, in a landmark victory for the FIA Foundation’s Make Roads Safe campaign... According to some of the world’s leading road safety experts, a significant coordinated effort of this kind has the potential to save five million lives and to prevent fifty million serious injuries by 2020.”

Finding a Vaccine

A New Initiative is Launched

Helmet = Vaccine

Likelihood of Fatality from Road Traffic Crash

- Without Helmet: 100%
- With Helmet: 60%

Likelihood of Severe Injury from Road Traffic Crash

- Without Helmet: 50%
- With Helmet: 10%

Our Solution

The Global Helmet Vaccine Initiative

Global Steering Committee

Country-Level Helmet Vaccine Initiative

- Lead NGO
- Corporate Sponsors
- Government Partners
- Research Institutes

Developing Effective Interventions

AIP Foundation Development Timeline

- **1999**: Greig Craft founds the Asia Injury Prevention Foundation in Vietnam
- **2000**: Bill Clinton joins the AIP Foundation to launch *Helmets for Kids*, a school-based education and helmet distribution program
- **2001**: AIP Foundation builds the world’s first non-profit helmet factory - V-SPEC Protec Helmets
- **2006**: AIP Foundation opens an office in Thailand
- **2007**: AIP Foundation joins international partners to launch the Global Helmet Vaccine Initiative
- **2009**: Decree 32, the mandatory adult helmet law, is passed in Vietnam
- **2010**: AIP Foundation opens an office in Cambodia
- **2011**: Decree 34 passes in Vietnam, mandating helmets for children 6 years+

Source: Global Helmet Vaccine Initiative analysis.
One Country’s Experience

Vietnam

Rapid Motorization Creates High-Risk Traffic Environment

Distribution of Motorized Vehicles in Vietnam

- 95% Motorcycles

Distribution of Traffic Fatalities by Road User

- 66% Motorcyclists

• AIP Foundation runs public awareness campaigns, lobbies government for universal helmet law
• Resolution 32 passed in 2007

Positive Results of Universal Helmet Law

Adult Helmet Use Rates

- 2007: 10%
- 2008: 98%

Severe Injuries Due to Road Traffic Crashes

- 2007: 24% decrease
- 2008: 24% decrease

Road Traffic Crash Fatalities

- 2007: 12% decrease
- 2008: 12% decrease

A Proven Model

A Multipronged Approach

Components of the Global Helmet Vaccine Initiative

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
   - Creating helmet standards
   - Establishing testing labs

5. Assessment, Monitoring, and Evaluation
   - Conducting baseline research
   - Collecting data to ensure programs’ efficiency

Source: Global Helmet Vaccine Initiative analysis.
A Global Focus

Expanding to Developing Countries in Africa, Asia, and Latin America

Global Helmet Vaccine Initiative Target Countries

*Nations where Helmets for Kids has been initiated
* Nations identified for further implementation

Source: Global Helmet Vaccine Initiative analysis.
Public Awareness Education

Promoting Road Safety with Cultural Sensitivity

Cambodia
Advertisements on the back of tuk-tuks (three-wheel motorbike taxis) promote universal helmet use

Vietnam
“No excuses” campaign targets common reasons people do not wear helmets, illustrating the consequences of their decisions

Senegal
Senegalese rapper Didier Awadi performs at concert to promote road safety and distribute helmets

Media Platforms

- Radio and television
- Documentary films
- Celebrity ambassadors

- Concerts
- Buses, billboards, and postcards
- Print advertisements

Source: Global Helmet Vaccine Initiative analysis.
School-based Programs

Building a Generation of Responsible Road Users

Road Safety Educational Programs

**Helmets for Kids**
- Helmet distribution and road safety education program
- Launched in 2000 by former U.S. President Bill Clinton in Vietnam
- 500,000 helmets donated and distributed in 7 countries throughout Southeast Asia, Africa, and Latin America

**Safe Routes to School**
- Interactive pedestrian and motorbike road safety education program
- Includes “Traffic Safety Corner,” a street model on the school playground comprised of an intersection with working traffic lights, traffic signs, and sidewalks

**Click on Safety e-Learning**
- Computerized road safety education program
- To be piloted in fall 2010
- Combines lessons with extracurricular activities such as playground exercises and contests

Source: Global Helmet Vaccine Initiative analysis.
Global Helmet Vaccine Initiative Implementation Timeline

Global Helmet Vaccine Initiative launched in four initial target countries: Vietnam, Cambodia, Senegal, and Nicaragua

- 2009
  - Global Helmet Vaccine Initiative founded in November at the first UN Global Ministerial Conference on Road Safety

- 2010
  - Draft country specific strategies and action plans
  - Establish partnerships for surveillance data collection
  - Secure further funding for program implantation and administration
  - Include additional founding members

- 2011

Next Countries Identified for Implementation

- ✔ Uganda
- ✔ Tanzania
- ✔ Paraguay
- ✔ Uruguay
- ✔ India

Source: Global Helmet Vaccine Initiative analysis.