SAFETY DELIVERED | A MULTI-COUNTRY APPROACH TO MAKE ROADS SAFE FOR YOUNG RIDERS

Safety Delivered operated across Vietnam, Cambodia, Thailand, and Myanmar over the course of two years (2017-2018) to improve driving skills among youth, increase child helmet use, and ultimately reduce road crash injuries and fatalities.

The Problem
- We found that 82% of university students used a mobile phone while riding and
- 63% displayed high-risk distracted driving behavior.
- At our program schools, only 4.7% of children wore helmets prior to implementation.

What did we do?
- 16,433 helmets donated to students at 15 primary and secondary schools
- 396 youth ambassadors at 14 universities led peer-to-peer education, youth dialogues, and community events to reduce distracted driving behavior among their peers
- 14,044 parents engaged and 554 teachers trained on the importance of helmet use and road safety curriculum development
- Our multi-country digital public awareness campaign has over 2.6 million video views and has reached over 3.9 million people on Facebook.

Key Results
- Child helmet use at program schools increased from 4.7% to 69.2%
- University students showing high risk behavior reduced from 63.4% to 45.8%
- University students with high knowledge of mobile phone use laws:
  - 60.3% of university students exposed to the campaign had high knowledge
  - Only 16.6% of university students un-exposed to the campaign had high knowledge

Our youth distracted driving and child helmet use campaigns led to
- 3.68 million people directly served,
- 22.4 million people indirectly reached, and
- $14.3 million saved in prevented injuries, deaths, and loss of productivity and income.