

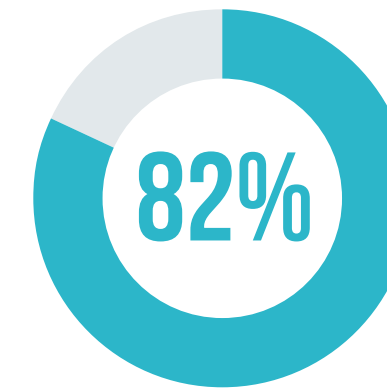
SAFETY DELIVERED

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

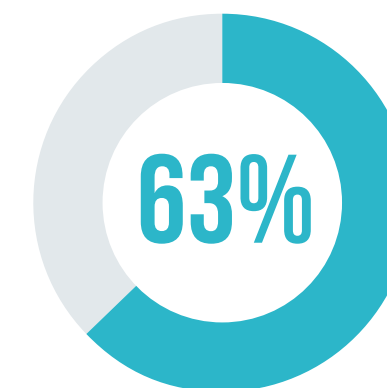


Safety Delivered operated across Vietnam, Cambodia, Thailand, and Myanmar over the course of two years (2017-2018) to improve driving skills among youth, increase child helmet use, and ultimately reduce road crash injuries and fatalities.

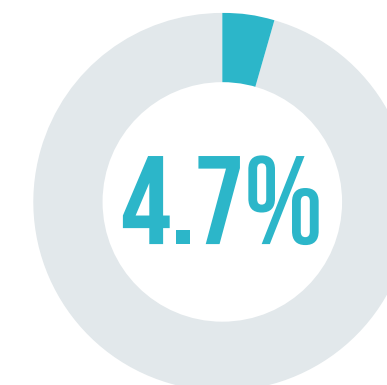
The Problem



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



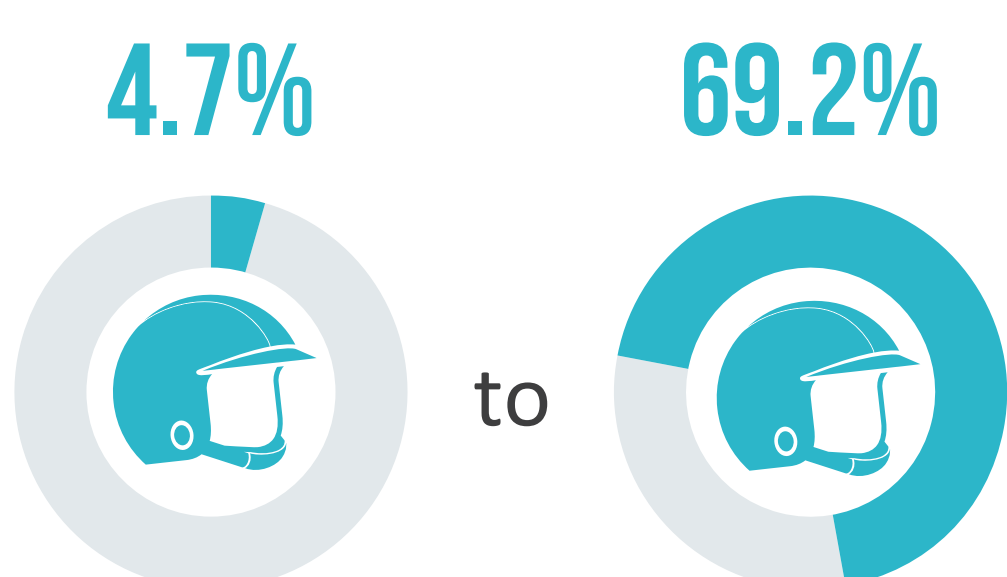
14,044 parents engaged and **554** teachers trained on the importance of helmet use and road safety curriculum development



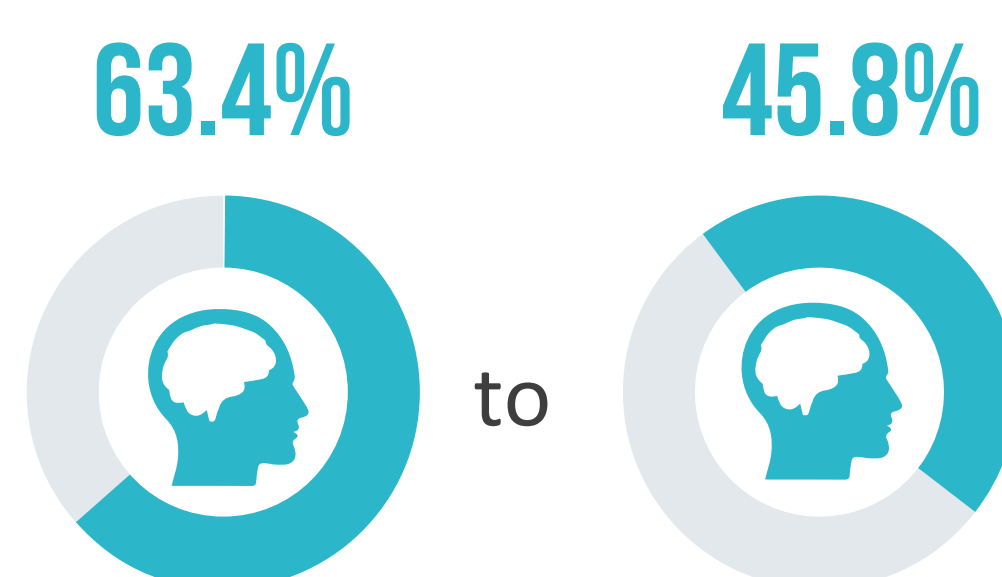
Our multi-country digital public awareness campaign has over **2.6** million video views and has reached over **3.9** million people on Facebook.

Key Results

Child helmet use at program schools increased from



University students showing high risk behavior reduced from



University students with high knowledge of mobile phone use laws:



60.3% of university students exposed to the campaign had high knowledge

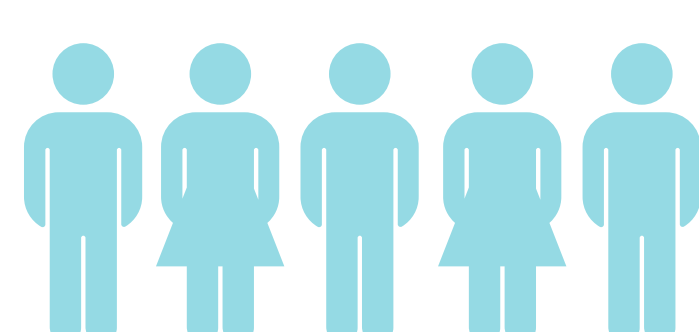


Only **16.6%** of university students un-exposed to the campaign had high knowledge

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.