

VIETNAM'S NATIONAL CHILD HELMET ACTION PLAN: What Happens When We Work Together

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The Road Crisis in Vietnam

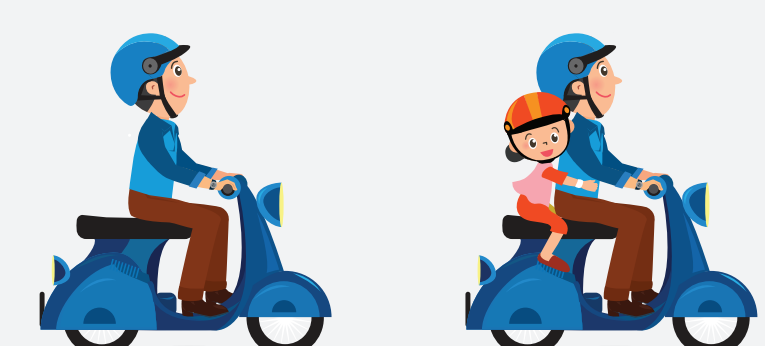
THERE ARE MORE THAN **22,000** ROAD CRASH DEATHS ON VIETNAM'S ROADS EVERY YEAR.



The motorcycle is the dominant form of transportation nationwide and is often the family vehicle – there are **48** motorcycles for every car.

Motorcyclists account for **57.9%** of road deaths annually,

and **78%** of these fatalities result from head injuries.



Motorcycle helmet use has been compulsory in Vietnam for adults since **2007** and children since **2010**.

2007 2010

ADULT HELMET RATES ARE GENERALLY **MORE THAN 90%**, THOUGH CHILD HELMET USE IS OFTEN JUST **BETWEEN 15%-53%**.

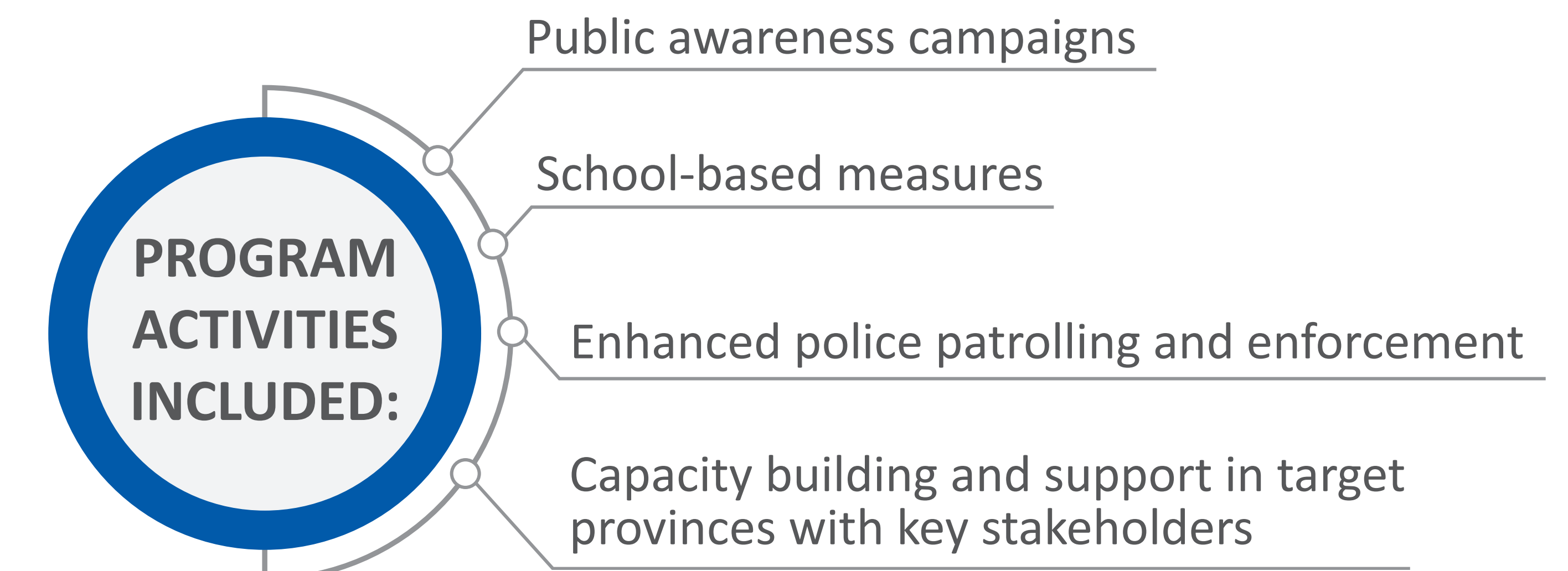
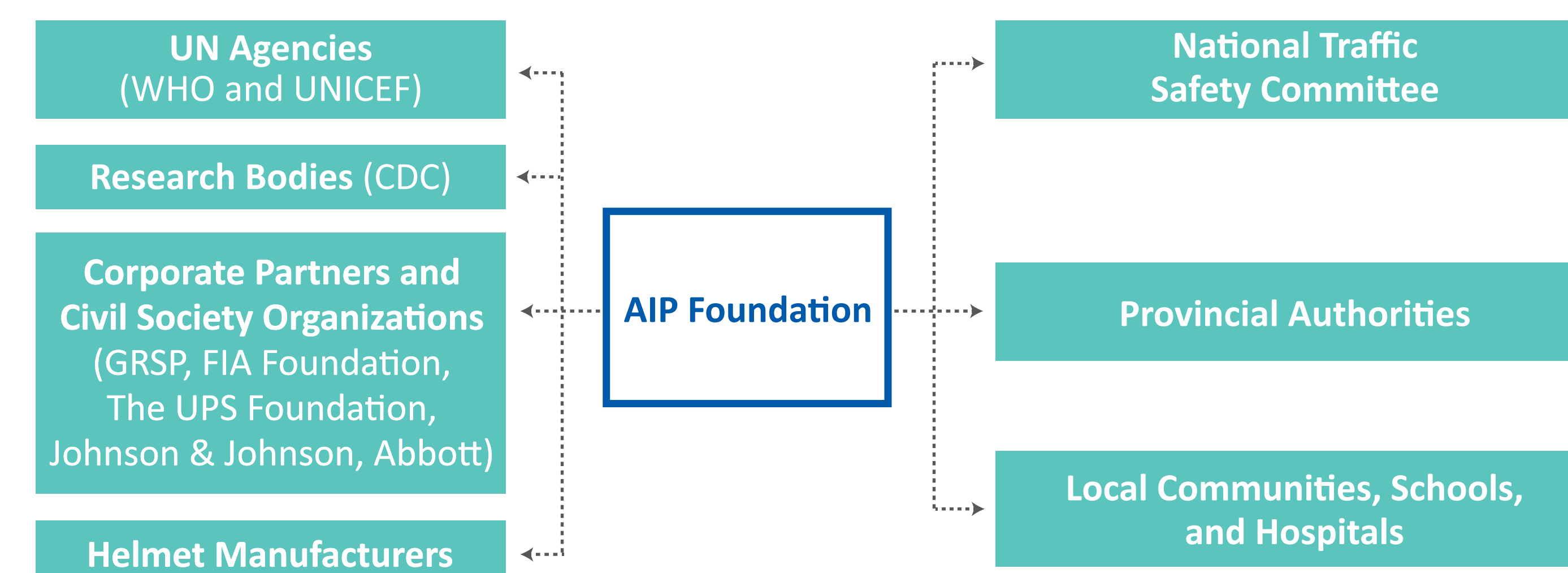


MORE THAN **90%**

The National Child Helmet Action Plan: October 2014 – December 2015

The *National Child Helmet Action Plan (NCHAP)* was a Vietnamese government initiative, which included a coordinated multi-sectoral intervention, with the aim of increasing child helmet use.

Diverse stakeholders contributed to the initiative:



Notably, a police enforcement blitz with warnings, then fines, was conducted in early April 2015 across key provinces, including Vietnam's three biggest cities.

Research Objective

Evaluate the effectiveness of Vietnam's national integrated, multi-sector campaign to increase child motorcycle helmet use.

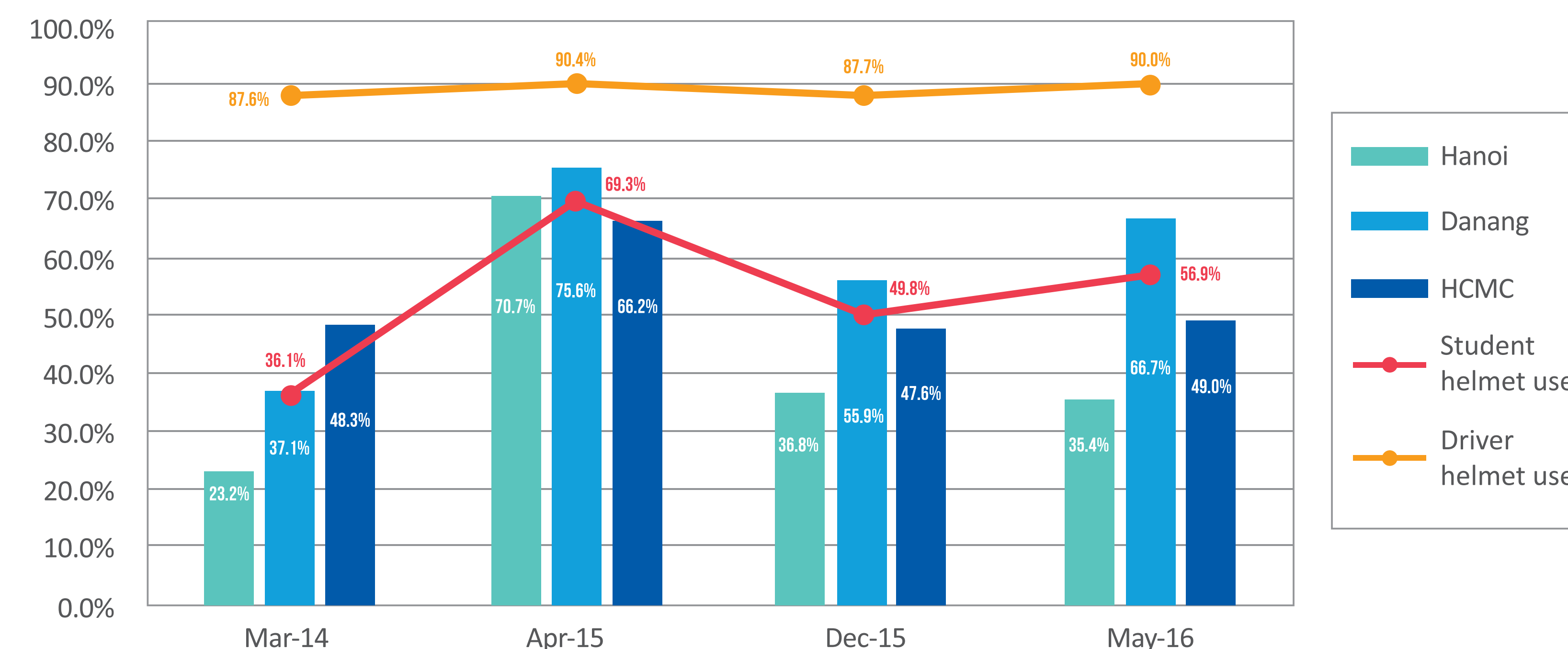
Methodologies

AIP Foundation conducted unannounced, filmed helmet observations around school gates to measure students' helmet wearing rates in key communities pre- and post-intervention. This methodology was co-developed by the U.S. Centers for Disease Control and Prevention.

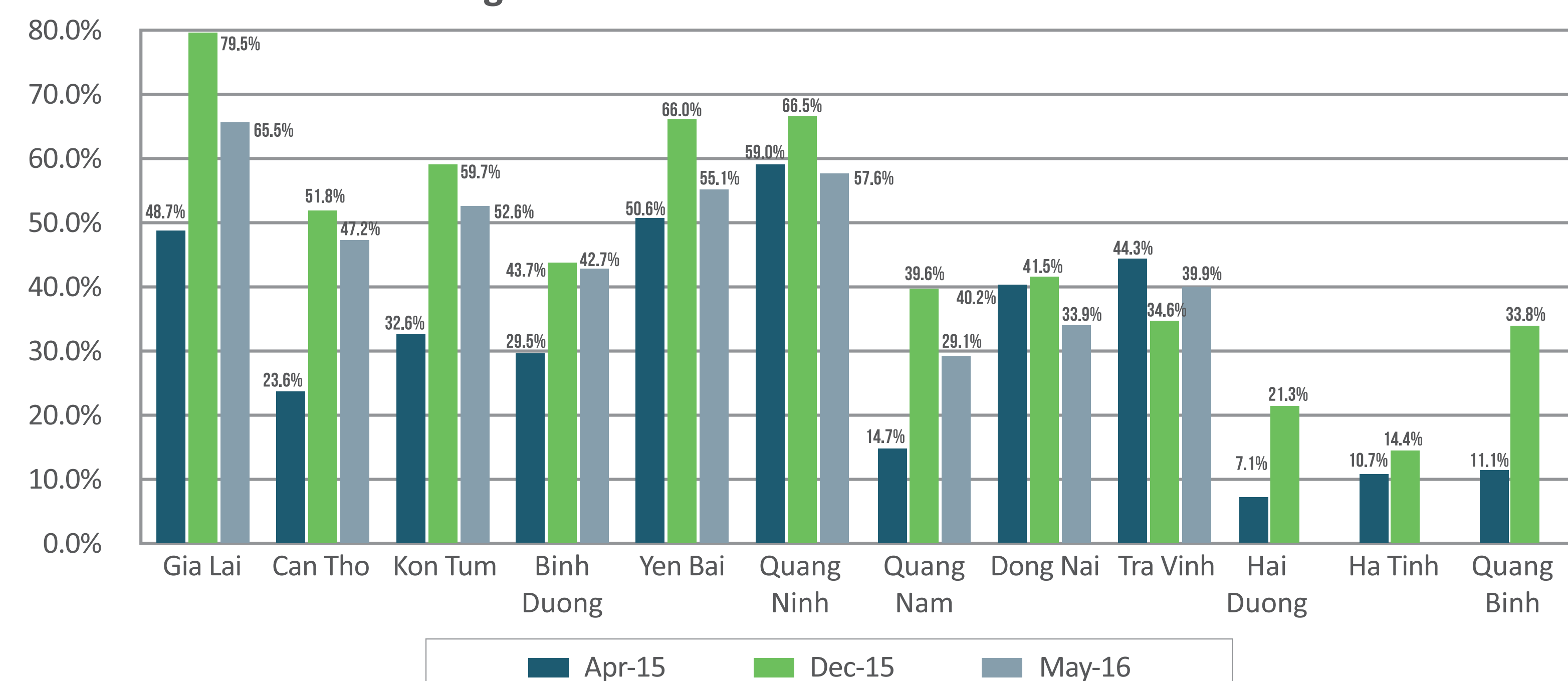
In the three major cities, 84,225 students were observed in March 2014, April 2015, December 2015, and May 2016. In the other 12 provinces, 62,334 were observed in March 2015, December 2015, and May 2016.

Results

Changes in Child Helmet Use Rates In Three Major Cities: Hanoi, Danang, Ho Chi Minh City



Changes in Child Helmet Use Rates in 12 Provinces



Lessons Learned

Coordination and cooperation among many stakeholders saw a near doubling in child helmet compliance.

Particularly, enforcement is critical during a child helmet campaign to maximize helmet use. The highest compliance rates occurred straight after police blitzes and tapered off in the months following.

Moving Forward

The government is continuing to implement *NCHAP* activities nationwide.

AIP Foundation is continuing its school-based and awareness campaigns, while also working closely with the government to ensure continued progress.