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# Helmet Coalition Mexico



**FOUNDATION**

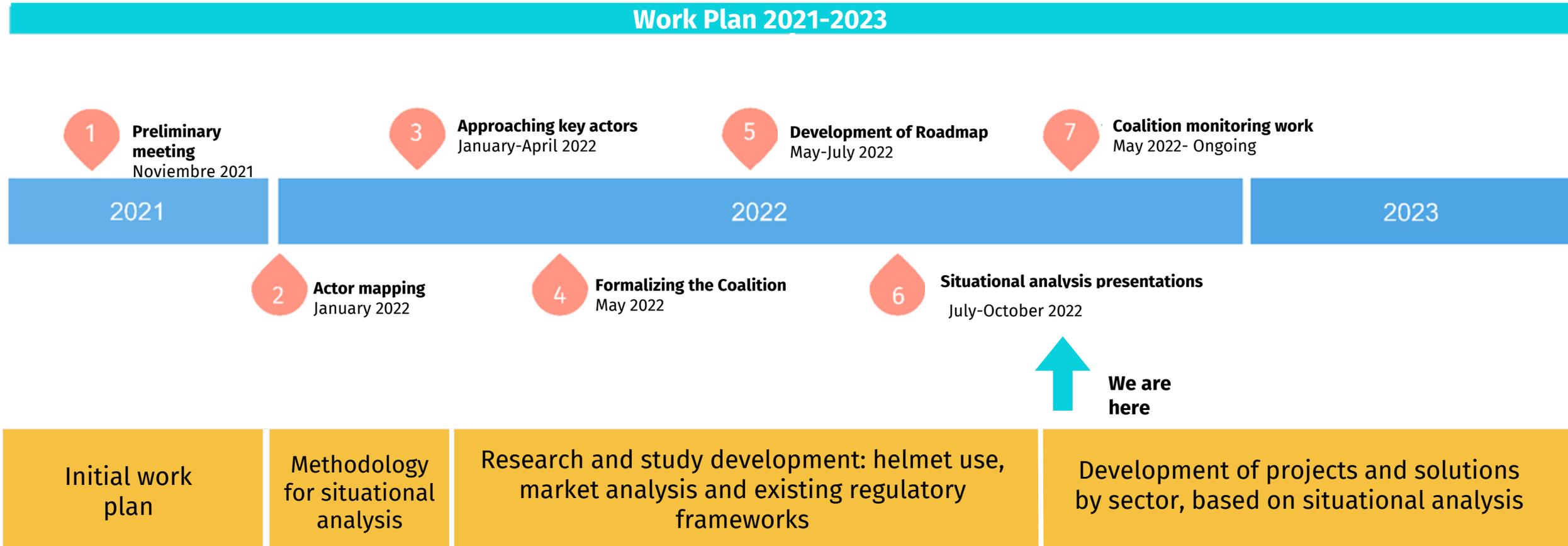


**Gonzalo Peón Carballo, Mexico Program Director, ITDP**



# Mexico's Helmet Coalition

## Work Plan 2021-2023



## Progress:

- 55 members from the public and private sector, and civil society organizations
- Situational analysis
- Agreed on goals and follow up strategy with key stakeholders.



# Situational Analysis

# Situational analysis

Situational analysis on the road safety of motorcycle riders

- Helmet use prevalence (counts and surveys in key Metropolitan Areas)
- Analysis of regulatory frameworks
- Market analysis (supply and demand of certified helmets)

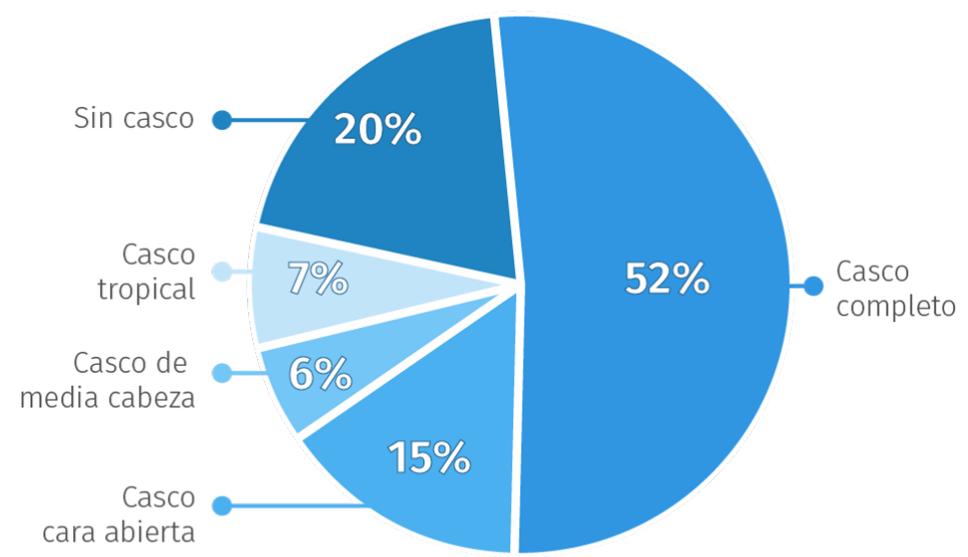


# Helmet use in Guadalajara's Metropolitan Area

Example

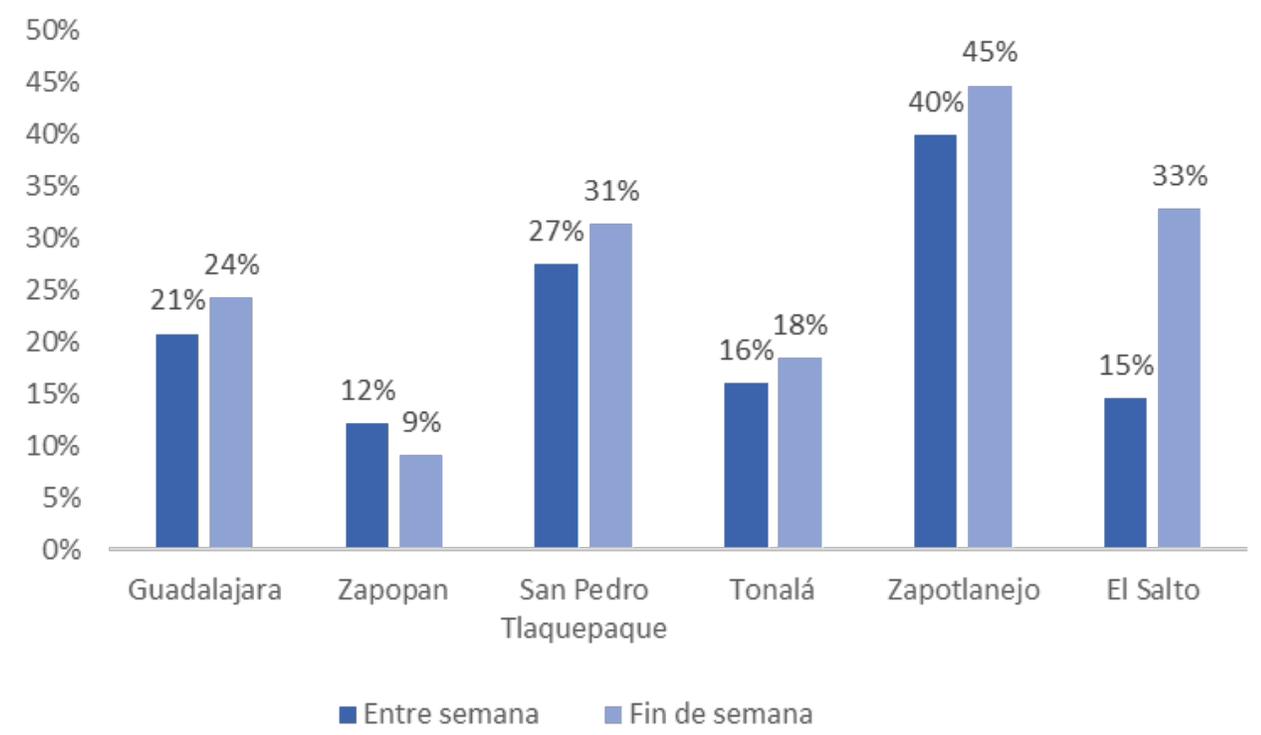
## Helmet Use

On an average weekday



**20% of motorcycle users do not wear a helmet while riding!**

## Percentage of users that do NOT wear helmets



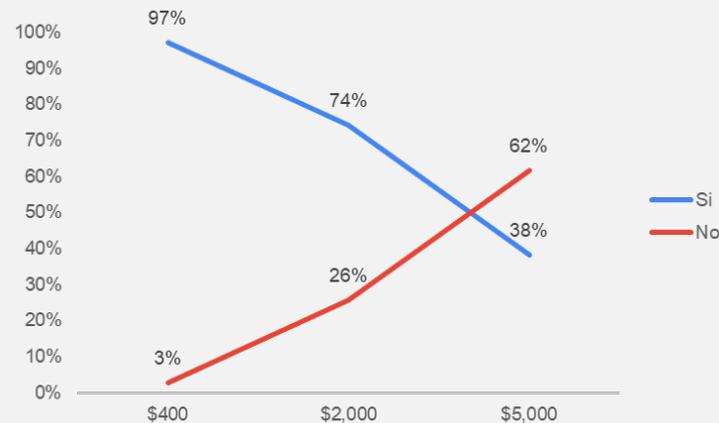
**There is a marked difference between municipalities**  
In Zapotlanejo, over 40% of users did not wear a helmet

Example

As part of the situational analysis, we carried out a market study on the different types of helmets available in the Mexican market (supply and demand based on survey responses)

## Willingness to pay for a helmet

- According to an economic valuation exercise we carried out, **97% of survey respondents would buy a helmet at \$400 pesos (approx. USD \$20)**



## Type of helmet used

- 82% of survey respondents payed less than 1,366 pesos (usd \$66) for their helmet.** Considering market prices, they're unlikely to be certified.

Type of Helmet	Average Price
All	mxn \$2,409 (usd \$116)
<b>Certified</b>	<b>mxn \$3,065 (usd \$148)</b>
With DOT certification	mxn \$2,911 (\$141)
Not certified	mxn \$1,795 (\$87)

## Market Analysis

- 35% of people** of formally employed people **earn less than mxn \$3,967 (usd \$192) per month.**
- To buy a “recommended” helmet, **35% of people would have to spend approximately two months of their salary.**



# Goals, key stakeholders and strategy

# A multisectorial strategy

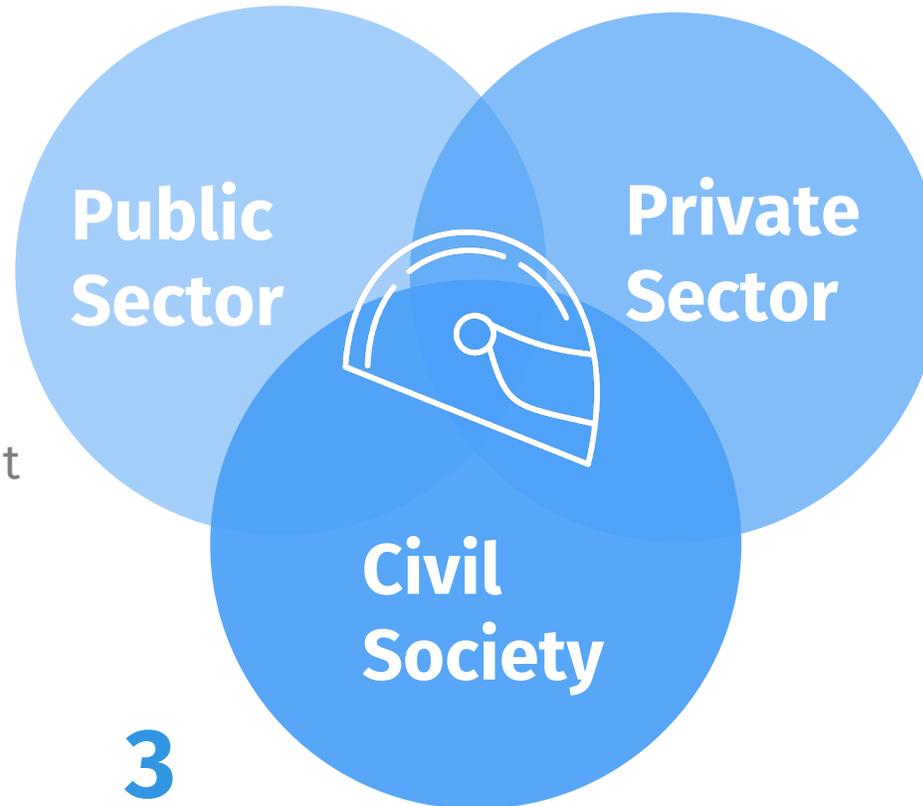
## Our strategy:

To coordinate a multisectorial strategy to drastically reduce motorcyclists' deaths and serious injuries on the road.

The Coalition brings together various key actors from different sectors to improve motorcyclists' road safety.

## Our goals:

**1**  
Strengthen regulatory frameworks and law enforcement



**2**  
Increase the supply and affordability of safe helmets

**3**  
Raise awareness about the importance of wearing certified helmets

# Ongoing partnerships

## Key stakeholders from all sectors have committed to act for the Coalition goals:

- 5 national, 8 subnational entities from the public sector, 1 multistate association
- 7 companies from the private sector
- 14 civil society and international organizations

### **IDB (Inter-american Development Bank) and AXA**

- Financial support to carry out part of our studies

### **Bloomberg Philanthropies Initiative for Global Road Safety (BIGRS) in collaboration with Mexico City's Ministry of Mobility**

- Communication campaign to raise awareness among motorcycle users of key road safety factors, which includes helmet use

### **International helmet producers**

- Building connections with Mexican manufactures and retailers

### **Mexican Association of Mobility Authorities (AMAM)**

- Fostering their partners to commit to Helmet Coalition objectives and follow-up

# Goal 1: Public Sector

In most states and municipalities, motorcyclists can use any kind of helmet.

## To strengthen the regulatory framework and its enforcement

Lines of action:

- a. **Reform** traffic regulations (2 out of 13 transit regulations consider some sort of certification)
- b. **Inform** the public about changes in regulations.
- c. **Enforce** regulations and train traffic officers.

**Alliance** with local and state authorities in 5 regions

**Involvement** of the federal authorities to support local action

**Commitment** to modify transit regulations to enforce homologated helmets in 8 states



# Goal 2: Private Sector



**Not all helmets protect us in the same way.**

Increasing the supply of affordable helmets could save thousands of lives each year.

## To increase the supply and affordability of certified helmets

Lines of action:

- a. **To provide** safe helmets to people who use motorcycles for economic reasons.
- b. **To market** safe helmets at an affordable price

**Involvement** of key motorcycle manufacturers, Helmet manufacturers and TNCs

**Commercial** ties are being created between international safe and affordable helmet manufacturers and local companies.

# Goal 3: Civil Society and Media

Many motorcycle users do not wear helmets, wear non-certified helmets .



## To raise awareness about the importance of wearing certified helmets

Lines of action:

- a. **To raise awareness** on the importance of using certified helmets.
- b. **To include** content on the use of certified helmets and other life-saving behaviors in training and education materials targeting motorcyclists.

**Alliance** of bikers, road safety and delivery workers civil society organizations.

**Launch** of a joint campaign with BIGRS in Mexico City this month.

**Commitment** to share key communication materials: “from the fine-avoiding helmet to the life-saving helmet” with infographics and videos



# Learnings to date

# Building the coalition

**Growing as a coalition with a wider range of actors committed to the strategy across all sectors**

## 1 Providing reliable data

- To establish a dialogue and a common understanding of where we are
- To create accountability for key actors
- To identify lines of action
- To have a baseline

## 2 Calling to action

- Ad hoc goals for specific stakeholders
- Clear objectives with a set of intermediate results or indicators
- Creating the momentum for change (events, focalized communications)

## 3 Driving the Coalition

- Discrete and constant follow up are needed for continued action
- Fill the gaps and foster relations between partners
- Provide support when needed not only when requested