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A Vietnam Case Study: Partnerships for Improving Helmet Safety

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ABOUT US

AIP Foundation is a non-profit organization dedicated to reducing road traffic fatalities and injuries in low-and middle-income countries.

WHERE WE WORK

India

Myanmar

Thailand

Cambodia

Philippines

Vietnam



VIETNAM TODAY



96.4 million
population



5th fastest
growing economy
in the world



59.2 million
two- and three
wheelers



24,970
annual road
traffic fatalities



499,400
annual road
traffic injuries

ECONOMIC GROWTH

1990



2017



ROAD DEATH & INJURY 1994 - 2002

IN LESS THAN TEN YEARS,
the number of road
deaths increased by **164%**



INJURIES DOUBLED FROM
14,174 to **29,872**
OVER THE SAME PERIOD.

(Ministry of Health data reported by Hung, Stevenson, & Ivers, 2006).

HELMET LAWS



In 2006, helmet use rates are 29% on national highways but only 6% in cities.

Source: Vietnam National Economics University

Resolution 2/ 2 March 2001

Helmet wearing is made compulsory for all motorcyclists but only on regulated roads, and there is no enforcement.

Decree 152/ 15 December 2005

Penalties for non-helmet use on highways are increased (up to 1.76 USD) + offenders motorcycle confiscated. Despite higher fines, the impact is limited.

Decree 36/ 29 May 1995

Helmet use legislation is introduced – but no fines are instituted for non-compliance.

Decree 39/ 13 July 2001

Fines of 20,000 VND (\$0.88 USD) are introduced for those not wearing helmets, failing to deter people from breaking the law.



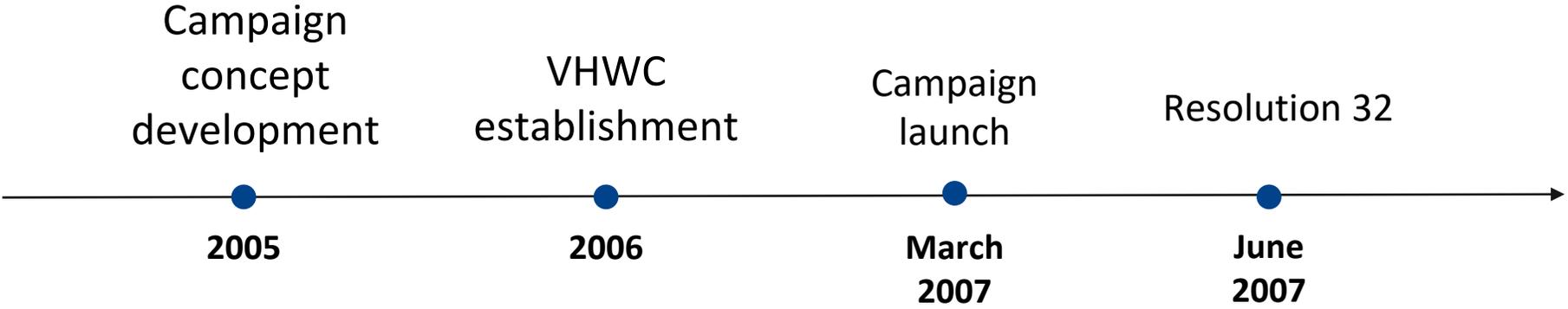
VIETNAM HELMET WEARING COALITION



Lead

Technical assistance and funding

Campaign dissemination



VIETNAM NATIONAL HELMET LAW

15 DECEMBER 2007



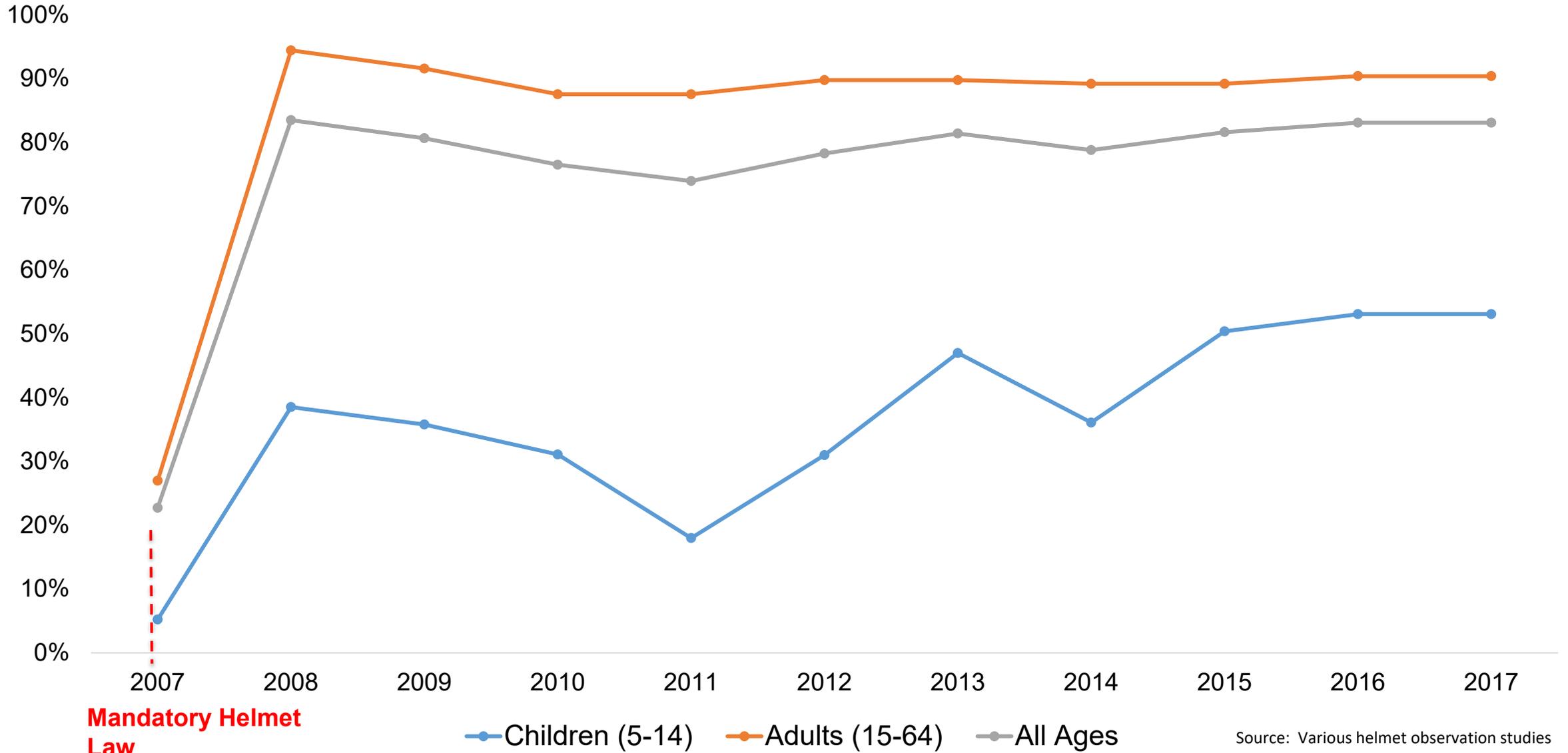
Before



After

HELMET LAW LONG TERM IMPACT

2007 – 2017



Source: Various helmet observation studies

LEGAL LOOPHOLE FOR CHILDREN

Resolution 32/ 29 June 2007:
No legal penalties when children
<14 don't wear helmets.

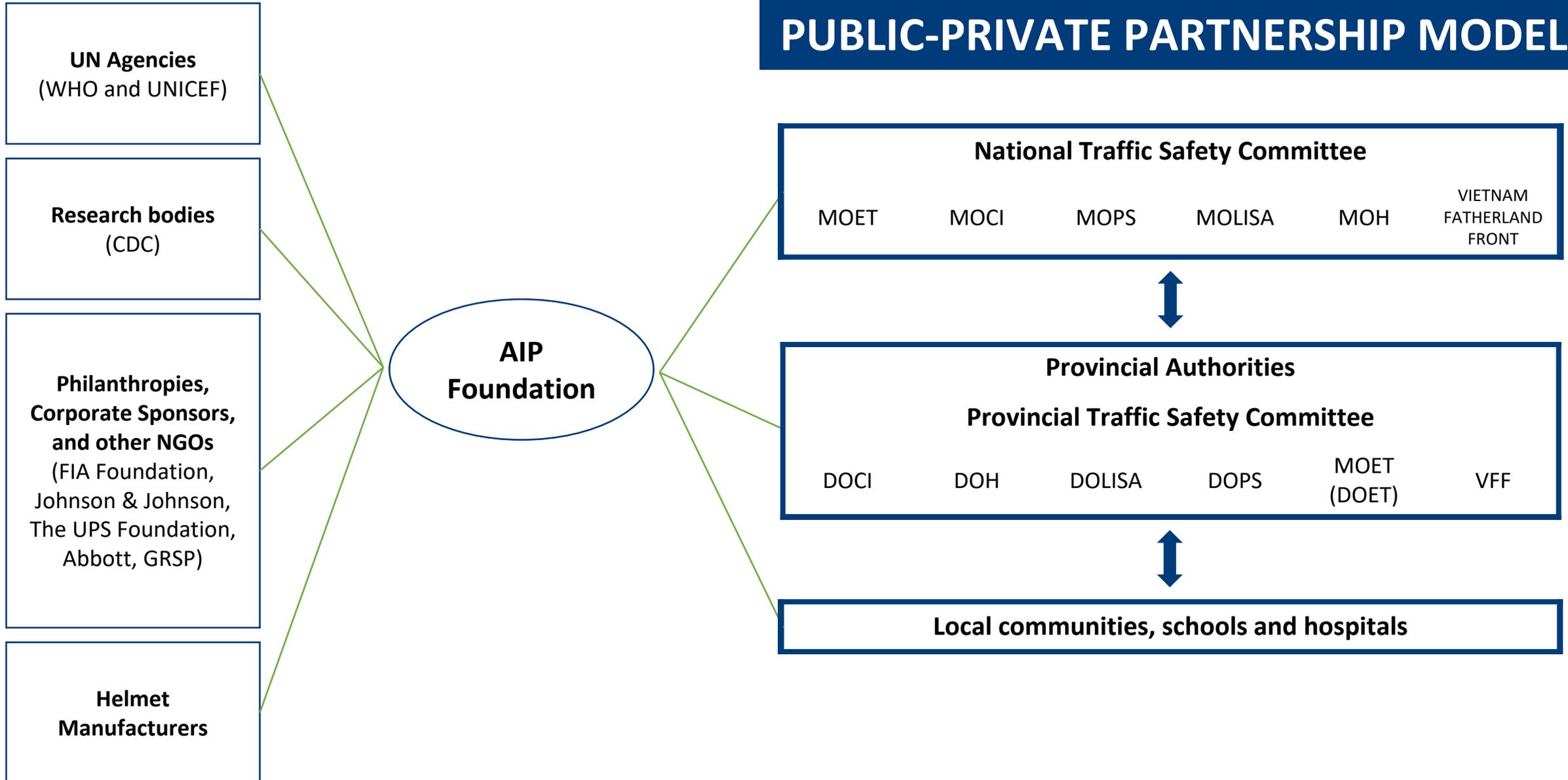


Decree 34/2 April 2010:
Fines apply to drivers when children
age 6+ don't wear helmets.



NATIONAL CHILD HELMET ACTION PLAN (NCHAP) 2014 – 2016:

PUBLIC-PRIVATE PARTNERSHIP MODEL



COMPONENTS

**Public
Awareness
Campaign**



**School-based
intervention**



**Police
Patrolling and
Enforcement**



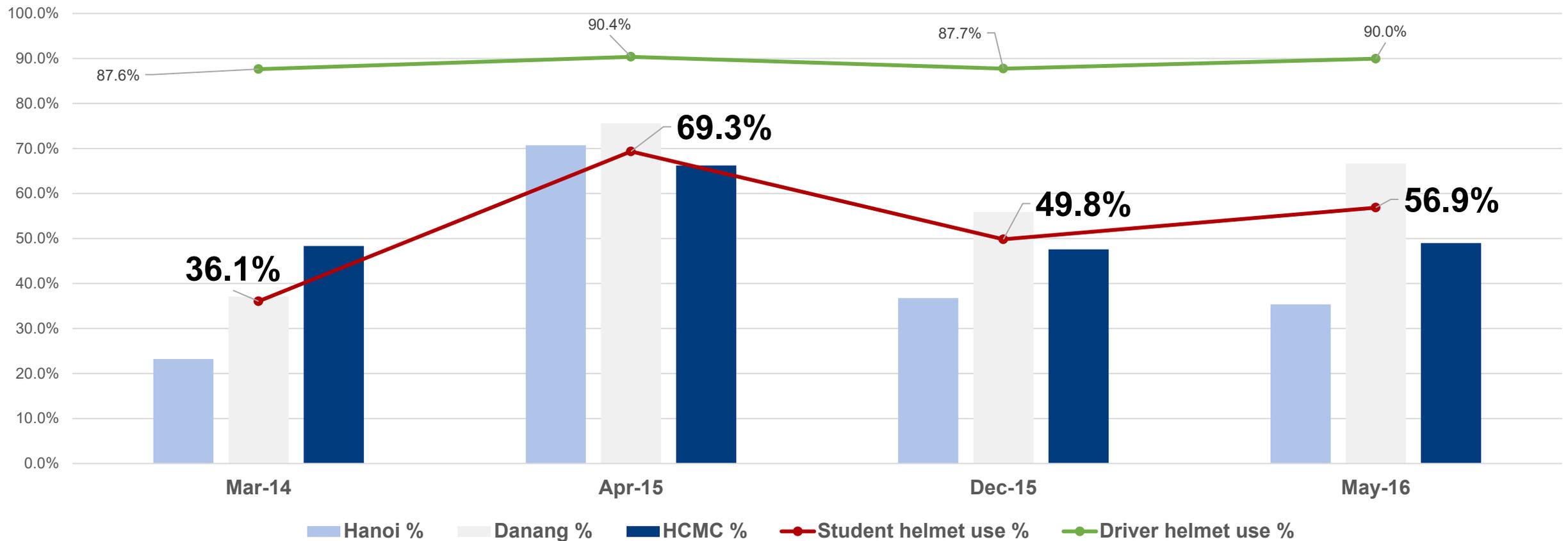
**Capacity
Building**



**Establish public-private partnerships to sustain NCHAP
Integrated multi-sector initiative to increase child helmet use**

NCHAP RESULTS

CHANGES IN CHILD HELMET USE RATES



RISING CHALLENGE: HELMET QUALITY

A large proportion of road users continue to use substandard helmets; many **motorcyclists wore helmets** predominantly **to avoid a fine**.

A 2020 study conducted by AIP Foundation in Vietnam found that of 540 surveyed helmets...

- **89.5%** of tested helmets were **substandard**
- **21%** of child helmets collected were **cap-style helmets**
- **40%** of child helmets had been **used for >3 years**



Half-face helmet splits in half during impact testing, despite passing all weight, size, and parts tests.



A helmet breaks during weight testing.

WAY FORWARD

Decree 98:

From 15 October 2020, fines increased for manufacturers of counterfeit goods, including helmets.

National Strategy for Road Traffic Order and Safety 2021-2030:

Ministry of Industry and Trade will assume responsibility for control and prevention of production and circulation of sub-standard helmets.

National Road Traffic Law:

The government has issued a technical study on 5 risk factors, including helmet and child helmet use. The study reviewed current policy inadequacies and produced recommendations for the amendment of the law.

Harmonization of standards around the world:

Social enterprise Protec works with the FIA to produce a new helmet model that will meet the UN safety standard ECE-22.05.

The rate of helmet wearing among children reached **70 percent** in **63 cities and provinces nationwide** during the **2019-2020** school year



YOUTH ENGAGEMENT IS CRITICAL



“Keep it in your head”



by Fifty Five Productions



HEAD FIRST

A CASE STUDY
OF VIETNAM'S
MOTORCYCLE HELMET
CAMPAIGN

AIP
FOUNDATION
SAFE ROADS FOR LIFE

FIA FOUNDATION



THANK YOU

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