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Helmet Coalition Mexico



FOUNDATION

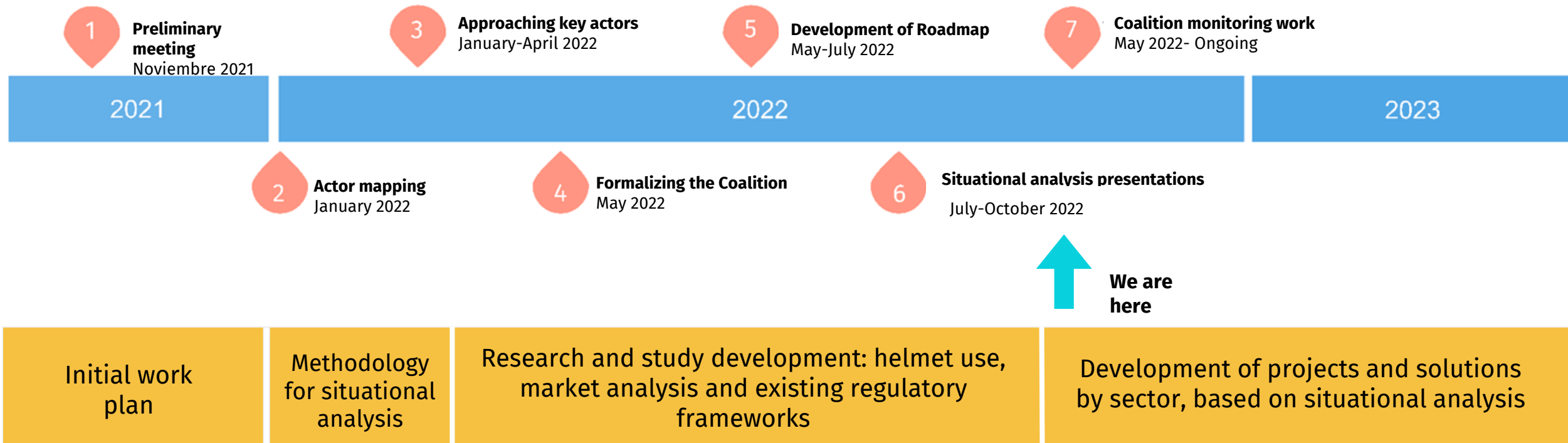


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Mexico's Helmet Coalition

Work Plan 2021-2023



Background

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)

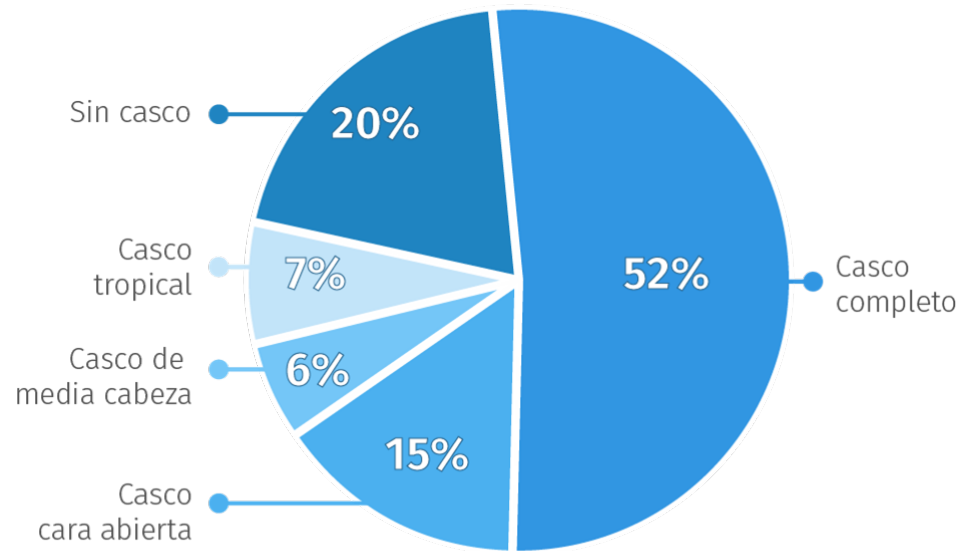


Helmet use in Guadalajara's Metropolitan Area

Example

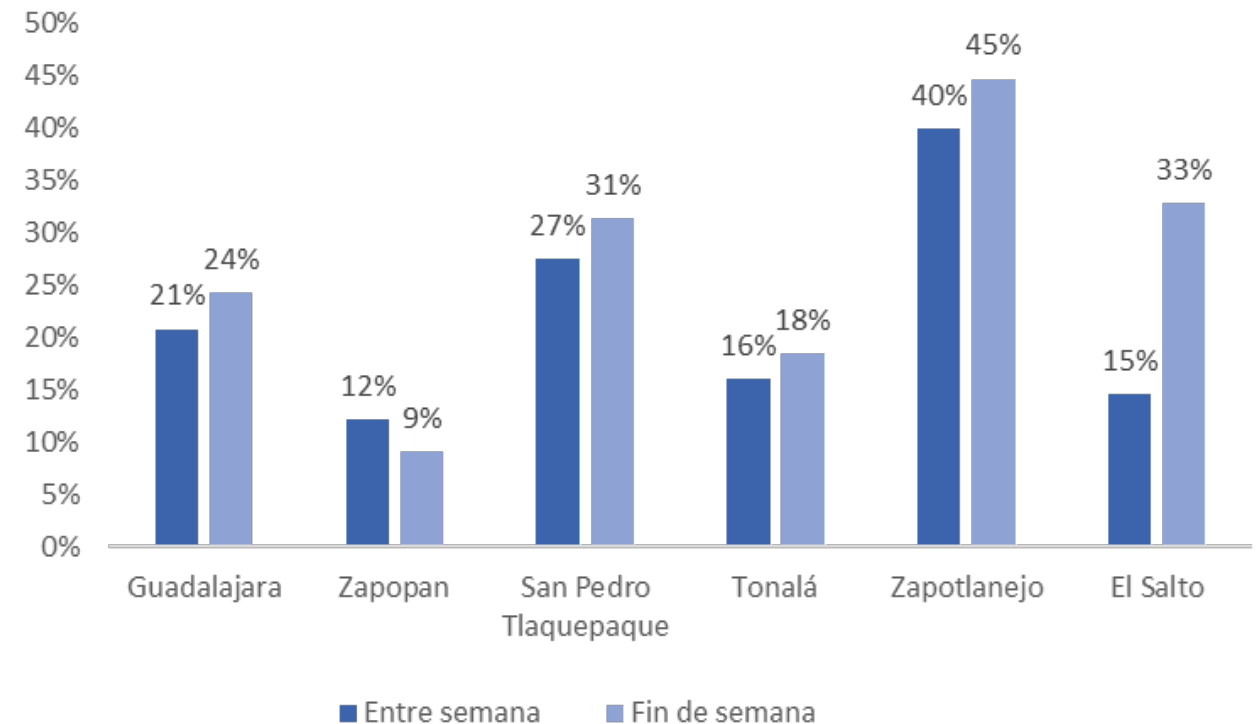
Helmet Use

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

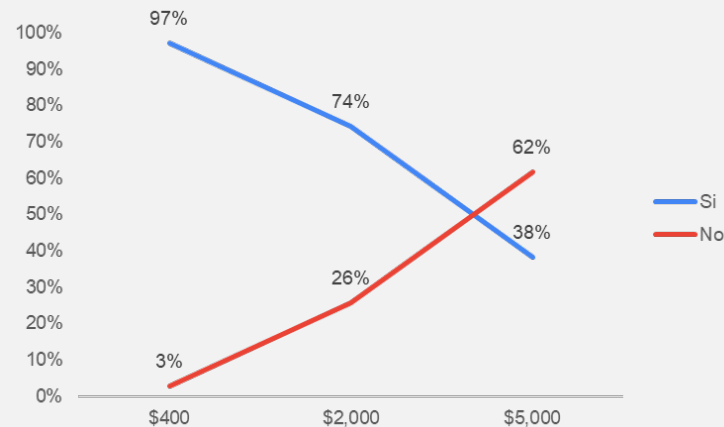
Methodology: market analysis and surveys

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)
Certified	mxn \$3,065 (usd \$148)
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

Public Sector

2

Increase the supply and affordability of safe helmets

Private Sector

3

Raise awareness about the importance of wearing certified helmets

Civil Society



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:

- Reform** traffic regulations (2 out of 13 transit regulations consider some sort of certification)
- Inform** the public about changes in regulations.
- 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:

- To provide** safe helmets to people who use motorcycles for economic reasons.
- 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