

ANNEX 2

CSS 2022-2026

RTG/WHO COLLABORATIVE PROGRAMME

Performance Report for the Fiscal Year 2023

COVER SHEET		
1. CCS Priority Program: <b>Road Safety</b>		
2. Funding Organization: Road Safety Foundation		
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6. <b>Report Submission Date:</b> 3 January 2567		

## I. Reporting on Activities

During the reporting period, all undertaken activities are outlined below, accompanied by a comparison between the actual and planned progress based on project objectives.

Implementation of the CCS Road Safety Plan aligns with the overarching strategy of the Global plan for the Decade of Action for Road Safety, which aims to halve the number of road-related deaths and injuries by 2030. Additionally, it aligns with Road Safety Master Plan No. 5, targeting a reduction in road accident deaths to 12 per 100,000 people by 2027. The plan concentrates on mitigating key risk factors, including 1) speed, 2) drunk driving, and achieving a 100% increase in helmet usage among motorcycle users, ultimately leading to a 50% reduction in fatalities.

The strategic operational framework of the program encompasses:

1. Translating policy into practice through empirical evidence and fostering collaboration among network partners such as policymakers, academics, funders, youth, international organizations, and other stakeholders.
2. Utilizing academic information and empirical evidence for monitoring, policy formulation, and public communication.
3. Developing the capacities of stakeholders and promoting road safety drivers.

The 2022 - 2023 work plan prioritizes the following goals:

1. Reducing motorcycle fatalities, with a particular focus on children and youth.
2. Achieving 100% helmet usage among motorcycle users.
3. Enhancing law enforcement to curb risky drunk driving behavior, with a specific emphasis on strengthening operations in Thailand through collaboration with the police and other enforcement agencies, including Departments of Land Transport, Local organization. This involves managing issues related to drunk driving risks complemented by sustained efforts to promote a 100% helmet usage rate. This is achieved by leveraging knowledge and social capital to advocate for public health, encouraging participation and responsibility across all sectors through the use of data and empirical evidence. The plan will collaborate with stakeholders to push for

Thailand to establish a monitoring and evaluation system linked to the 6th sub-committee under the Road Safety Administration Center.

Details of the operational activities, outputs, and outcomes during the recent period are as follows:

**Strategic Action 1: Strong Collaboration and Leadership among Policymakers, Academics, Funders, Youth, International Organizations, and Other Stakeholders.**

Activities conducted (before receiving support funding):

1. Conducted SWOT analysis and gathered lessons learned from implementing the WHO-CCS project on road safety from 2017-2021.
2. Developed a mechanism to drive activities through the Strategic Core Group (SCG), the main axis for operations derived from an academic network with the goal of:
  - Generating evidence-based information and designing processes to form a coalition.
  - Advocating policies and media initiatives presented to policy sectors to drive implementation at the regional level, including direct communication with regional operational units supported by funding from the National Health Security Office (NHSO) and the Road Safety Fund (RSF).
  - Oversight and evaluation tracking.
  - Expanding the impact to create a nationwide management mechanism for sustainability, with plans to extend it to other sectors such as the private sector, parliament, youth groups, and local authorities.

Outputs:

1. Established a network of the Strategic Core Group (SCG) comprising the International Health Policy Program (IHPP), the Thailand Development Research Institute (TDRI), the Injury Prevention Division, Department of Disease Control, Ministry of Public Health, the Academic Center for Road Safety (ศวปถ.), the Provincial Accident

Prevention and Solution Program (สอจร.), and the WHO-CCS on road safety. In 2023, a monthly meeting schedule was set, totaling 12 meetings, conducted via Zoom, with SCG outcomes used as input for the Sub-committee meetings every three months (four times a year).

- 1st Meeting/2023 on April 5, from 13:30 to 16:30 via Zoom.
- 2nd Meeting/2023 on June 19, 2023, from 13:30 to 16:30 via Zoom.
- 3rd Meeting/2023 on September 11, from 09:00 to 12:00 at Amari Don Muang Hotel.
- 4th Meeting/2023 on December 27, from 13:30 to 16:30 via Zoom.

Details of the SCG and Sub-committee meetings are provided in Annex 1.

2. The strategic core group actively participated and collaborated to promote the use of helmets by 100% of motorcyclists and reduce risky behaviors of drink-driving. Implemented an action plan and used Developmental Evaluation (DE) tools to drive motorcycle helmet usage by 100% and reduce risky behaviors of drink-driving.

**Activity 1.1: Organize operational meetings in collaboration with the multisectoral network on road safety four times per year to elevate collaboration (Coalition) and work together. The details of the four meetings conducted each year are as follows:**

Year 2022

1. September 14, 2022: Coalition Platform meeting #1 aimed at promoting 100% helmet usage. The meeting had 70 participants from various government agencies, civil society, educational institutions, and the private sector.
2. October 20, 2022: Coalition Platform meeting #2 focused on sustaining the drive for 100% helmet usage, introducing a Dialogue Meeting process for the first time. The process included a mix of tools, such as presentations, exhibitions, and roundtable discussions.
3. November 24, 2022: Coalition Platform meeting #3 continued to emphasize the use of the Dialogue Meeting process with the goal of facilitating interaction between

existing and new partners. The aim was to introduce new and innovative ideas that often arise from engaging in meaningful conversations and creating a conducive environment for such discussions.

4. December 9, 2022: Coalition Platform meeting #4 served as the symbolic kick-off for collaborative efforts through the signing of a Memorandum of Understanding (MOU) to promote 100% helmet usage. The event took place at Room B1-1, Parliament Building, with 280 participants.

Results:

- Various key organizations and stakeholders participating in accident prevention and solution efforts shared a common vision regarding the strategy to promote 100% helmet usage.
- Involvement of new partners, including 36 organizations from the public sector, private sector, and members of the Rotary Club of Thailand, who signed agreements during the kick-off event on December 9, 2022.
- Development of an action plan for driving accident prevention and solution efforts in 2023, collaboratively crafted by the strategic network, consisting of three organizations: the Thai Health Promotion Foundation, the Rotary Club, and the CCS project.
- The CCS project, in collaboration with nine Rotary Clubs in Phuket, pushed for a model of joint investment with the Health Promotion Foundation in creating road safety through the pilot project "Building a Network of Safe Communities in Phuket Province."

**Year 2023, 5 occasions:**

1. On January 30, 2023, at Amari Airport Hotel Don Mueang, using the dialogue process to foster collaboration across sectors, the fourth consecutive effort to promote helmet usage, following the 2022 event. The objective remains focused on emphasizing the importance and creating shared goals through the 5th edition of the Road Safety Master Plan. The aim is to reduce fatalities, encourage participation, and

exchange perspectives among various organizations through dialogues, fostering a collaborative network to successfully achieve the 100% helmet-wearing goal in Thailand. The results include (1) Participation under the Dialogue process: deep listening, (2) Sharing values, vision, and experiences, (3) Developing perspectives, pushing for 100% helmet usage, and (4) Establishing a new collaborative network to drive the success of Thailand's 100% helmet-wearing initiative.

2. On February 3, 2023, a practical seminar was held at Amari Airport Hotel Don Mueang to advocate for 100% helmet usage in Thailand. The coalition stage aimed to enhance the capabilities of the coalition by inviting two distinguished speakers: 1) Dr. Jennifer Oxley from Monash University Accident Research Centre, Australia, shared successful strategies in reducing accidents and behavioral changes. 2) Prof. Nattawut Phaotawe from Nanyang Technological University, Singapore, provided insights into behavioral economics to understand the root causes and find ways to encourage 100% helmet usage. The outcomes included communication strategies using economic behavioral theories, targeting the younger generation to influence behavioral changes from within, involving creators in media development, and using personal communication channels to disseminate messages to families, communities, and society at large.
3. On April 20, 2023, CCS invited politicians to declare their road safety policy before the May elections. The purpose was to convey academic knowledge, experiences, and insights from both local and international sources. The event facilitated learning exchange, aiming to elevate road safety management, create cooperation among stakeholders, align goals, and exchange policy perspectives among parliamentary members for future road safety improvements. The estimated participants included political representatives, government agencies, academic and social organizations, international entities, and mass media.
4. On November 22, 2023, a seminar was conducted to advocate for road safety policies to the new government and Parliament. The event gathered representatives of the parliamentary road safety related standing committee. The objectives included knowledge exchange on best practices through various formats such as seminars and exhibitions. The outcomes led to the formation of the parliamentary Road Safety Committee (22 January 2024), similar to the PACT in the UK. (On January

10, 2024, the Deputy Chairperson of Parliament made a public announcement regarding Parliament's commitment to road safety.)

5. Coalition platform Meetings:

1. The Royal College Medical Council focused on helmet promotion on May 12, 2023, via Zoom.
2. Coalition platform meetings, addressing the outcomes and preventive measures for the resolution of alcohol-related acts proposed by a political party, were scheduled for June 20, 2023, via Zoom.

For additional details on the Coalition Stage, refer to Annex 2.

**Activity 1.2: Biannual Participatory Meetings to Support the Strategic Plan for Road Accident Prevention and Resolution by the National Police Office (Collaboration with the Coalition Activity)**

In 2022, the CCS organized two participatory meetings annually to support the strategic plan for road accident prevention and resolution by the National Police Office. During the 2022 session, the initiative aimed to gather insights to elevate law enforcement in collaboration with the National Police Office. A total of 150 high-ranking police officers participated in the event, jointly organized by the CCS and the Road Safety provincial prevention Plan. This event garnered support from the Chief of the National Police, Lt. Gen. Damrongsak kitiprapatch, who recognized its significance in enforcing laws crucial for preventing and addressing road accidents. The plan conducted a SWOT analysis to identify gaps, leading to the development of an effective law enforcement and awareness campaign.

In 2023, the plan drafted recommendations presented to the Chief of the National Police on April 7, 2023. Dr. Jos Vandelaer, the representative of the World Health Organization in Thailand, supported the proposal for a 100% helmet policy. The plan suggested establishing a working group chaired by the Deputy Chief of the National Police, with representatives from various sectors, including the Department of Land Transport, Social Security Office, and Creative Media Association. The goal was to create a public relations plan to support law enforcement activities of the National Police Office. The Chief of the National Police discussed setting the D-day for the strict law enforcement policy on August 1, 2023, and directed instructions to police officers nationwide. Additionally, the plan proposed budget requests or financial support from the National Police Office to implement an electronic ticketing equipment, covering approximately 17,000 traffic police officers at a

cost not exceeding 144 million Baht. It recommended coordination with the Data Management and Performance Evaluation Committee for efficient implementation under the Road Safety Operations Center.

Following discussions, the Chief of the National Police issued orders for the National Police Office to establish a task force to develop and finalize the law enforcement and public relations plan within two months. Lt. Gen. Thana Chuvong, the Assistant Commissioner-General, was appointed as the head of the task force. The plan aimed to engage society, including the Royal Academy, to utilize research findings and advocate for effective law enforcement. A conference was held on November 22-23, 2023, involving the Parliament, with Mr. Pichet Chuamuangphan, Deputy chair-person of the member of parliament, serving as the chairman. The plan addressed key issues related to enhancing law enforcement effectiveness, proposing amendments to traffic laws, and suggesting electronic traffic ticketing under the jurisdiction of the law commission (currently under consideration). Furthermore, the plan advocated for the advancement of the Alcohol Control Act (under study) and the amendment of the Land Traffic Act to facilitate electronic ticket issuance.

In summary, the plan faced challenges due to policy changes by outgoing administrators, highlighting weaknesses in Thailand's law enforcement. It emphasized the need for societal support, collaboration with the Academic institution, and leveraging research knowledge to drive positive law enforcement changes. The plan recommended policy briefs for investing in road infrastructure, including allocating 15,000 million Baht annually for roads and investing in a CCTV system and electronic ticketing system for 144 million Baht. In January 2024, the plan, in collaboration with various sectors, planned to meet with Deputy Commissioner Lt. Gen. Surachet Hakparn to present crucial information for issuing orders to prevent road accidents. It also proposed the establishment of a working group and invited the Deputy Commissioner to visit prominent provinces, such as Chiang Mai, to observe the CCTV helmet enforcement, which can significantly increase helmet use.

### **Activity 1.3: Biannual Participatory Meetings to Support Research Network**

In 2022, the plan conducted two participatory meetings annually to support the research network. In the year 2022, two activities were carried out. On April 21, 2022, a practical data architecture design workshop was organized to facilitate the creation of a feedback loop.



Additionally, on October 28, 2022, a collaborative meeting between data scientists and data users was held in Bangkok to develop and establish a feedback loop. The outcome was the creation of a collaborative working platform utilizing multiple data sources in a feedback loop. Bangkok was selected as the pilot project for its collaborative efforts.

For the activities conducted in 2023, they are outlined as follows:

1. Development of a project linking data from various existing databases on road accidents. The aim is to analyze measures and guidelines that address the increasing public behaviors related to driving. The project framework is based on the concepts of CCS Digital Health, incorporating the ideas of data operation and data sharing. The plan has incorporated these concepts into the design process of mapping and linking data, as illustrated in Figure 1.

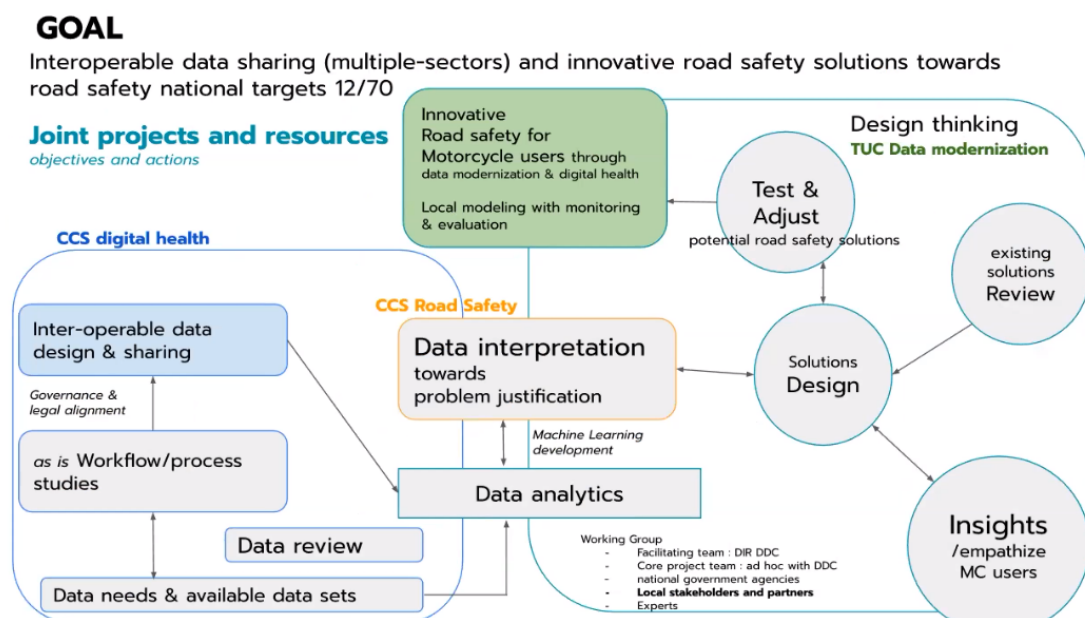


Figure 1

### Details of the Operational Steps:

1. Data Sharing:
  - Collecting relevant data, including city maps, various behavioral data, and patterns of road usage.
2. Data Interpretation and Data Analytics:

- Analyzing and interpreting the shared data.
3. Listening to User and Stakeholder Feedback:
    - Engaging with users and stakeholders to gather opinions and suggestions.
  4. Innovative Solution Creation:
    - Developing innovative solutions that address the needs of the public.
    - Initial support for data sharing was provided by CCS Digital Health, focusing on smaller datasets.
    - Project development aimed at seeking funding from the Road Safety Fund under the Department of Land Transport. The initiative commenced in the pilot province of Phuket.

In addition to the above, the following activities were conducted:

1. Collaborative Effort for Helmet-Wearing Promotion:
  - Advocating for the establishment of a data system to evaluate 100% helmet-wearing rates at the provincial level. Collaborative discussions were held with the Thai Roads Foundation, in partnership with Center of academics for Road Safety, Road Safety Policy foundation, and the Asian Institute of Technology (AIT), supported by the Thai Health Promotion foundation. Utilizing Image Processing, AI, and Machine Learning technologies, the project aimed to conduct extensive assessments and use the program to implement evaluations.
2. Collaboration for Provincial Traffic Accident Prevention:
  - Coordinating with the provincial-level road safety support plan to create the Thailand National Status Report on Road Safety, Volume 7. The objective was to provide professional teams with opportunities to develop road accident data systems, enabling the exchange of knowledge and mutual learning. The focus was on fostering integration and internal data management within provinces to understand the real situation of data effectiveness, strengths, and weaknesses in managing and implementing measures in each province.

The information gathered would serve as crucial data for presentation to provincial authorities for decision-making, policy formulation, planning, and action to prevent road accidents in the area and at the national level. The report was completed and presented at a press conference on December 19, 2026, at the Grand Fortune Hotel in Bangkok, with widespread media participation.

**Strategic Action 2 focuses on utilizing academic data and empirical evidence for monitoring, policy setting, and public communication. In Year 1, the emphasis is on helmet issues, followed by drunk driving issues and speed management in subsequent years.**

Year 2022

Activity 2.1: Collaboration with Thailand Development Research Institute (TDRI) The CCS work plan collaborates closely with TDRI to draft Road Safety Master Plan No. 5 (2022-2027). Empirical evidence collected in partnership with IHPP contributes to the plan, targeting 100% helmet wearing. The complete plan is presented to relevant executives, accompanied by helmet policy proposals disseminated through CCS program channels and partner media.

Activity 2.2: Helmet Wearing Policy through Media Guidance This activity involves several initiatives:

1. March 28, 2022: Organized an online seminar for Bangkok governor candidates on creating a livable city.
2. May 25, 2022: Submitted a letter to the Prime Minister advocating for a 100% helmet enforcement policy.
3. October 18, 2022: Forum advising the Governor of Bangkok on road safety.
4. December 13, 2022: Media advocacy campaign on 100% safety helmets through the Big-Talk media event.
5. Throughout 2022: Collected and translated global road safety news for media use.

Results:

1. Established the Urban Road Safety Network in Bangkok.
2. Announcement of the 100% helmet wearing policy by Deputy Prime Minister General Anupong Paochinda.
3. Compiled and translated road safety news for distribution.
4. Published key road safety messages in about 10 medias.

Year 2023: Activity 2.1 and 2.2: Safe Roads, Save Lives Project

1. March 9, 2023: Organized the event "100% Helmet campaign" with rotary to increase helmet wearing rates in Thailand, employing strict law enforcement and media advocacy.
2. The operational plan is committed to executing activities collaboratively with partners as part of the Safe Roads, Save Lives project, aligning with the strategic objectives outlined in the work plan. The focus of Policy and Media Advocacy is geared towards achieving 100% helmet usage. An overview of the four activities is outlined below:
  1. Create young influencers to produce media that resonates with the target audience of children and youth, enabling them to turn it into a sustainable profession.
  2. November 19, 2023, World Day of Remembrance for Road Traffic Victims road safety campaign. This initiative has garnered support from various network partners. Notably, the Rotary Club is actively organizing events nationwide to generate a significant impact on society.
  3. "A Million helmet, a Million People Safe" Activity: This initiative concentrates on children and students in development centers. It mandates young children and schools within the local area to ensure 100% helmet usage, further advocating for the utilization of local budgets to facilitate the distribution of helmets.
  4. "One Million Signatures to Submit to the Government" Activity: This activity involves citizens signing their names to submit to the government,

emphasizing the significance of addressing road accidents, with a specific focus on achieving 100% helmet usage.

3. Meeting with the Advertising Association of Thailand: Discussed cooperation in social communication to promote 100% helmet wearing.
4. Collaborate with academics to conduct policy brief studies on four topics:
  1. Explore the feasibility of utilizing traffic violation records as grounds for refraining from hiring individuals for specific positions. This effort aims to enhance the ability to propose proactive measures to senior management for managing individuals with risky behaviors in road use. In the context of Thailand, this should be achieved without compromising individual rights and freedoms. Violations of traffic laws should not be automatically classified as offenses recorded in the criminal history register, except for particular occupations like public transportation drivers or roles directly related to driving, where rejection based on traffic offenses may be considered. A formal application process to government agencies is required. Crime data control agencies and employers must implement appropriate measures to safeguard the fundamental rights and interests of personal data owners, adhering to minimum standards. In summary, a history of offenses under traffic laws is considered as a condition for assessment in recruitment, with limitations. The use of information for employment decisions should necessitate submitting a request to the Royal Thai Police every time access and usage requests are made. Additionally, there should be amendments to the Royal Thai Police Act 2022, granting the Royal Thai Police the authority to disclose information on traffic violations to employers. There should also be a system for collecting additional data on repeat offenses, which the plan will consider for advocacy channels in the future.
  2. Develop effective policy proposals, measures, and practices to reduce risky drunk driving behaviors, supporting the achievement of Thailand's sustainable development goals.
  3. Propose the development of a vehicle insurance business as a preventive partner against road accidents.

4. Suggest studying the feasibility of creating and implementing a comprehensive online traffic ticket system.

### **Strategic Action 3: Stakeholders and Road Safety Advocates Enhance Capacity Building**

In 2022, Plan 3 of the Road Safety Program progressed with Activity 3, focusing on strengthening capacity and promoting inclusivity for stakeholders and workers. The initiative aimed to foster cross-sector collaboration aligning with the Safe System Approach, Sustainable Development Goals (SDGs), 12 Global Road Safety Performance Targets, and the Second Decade of Action for Road Safety. This activity was integrated into the coalition stage.

1. Notification/Information to the Bangkok Metropolitan Administration Applicants: (1) Safety Speed on City Roads, presented by the World Health Organization Thailand. (2) Livable Cities and Road network, presented by a UN Habitat representative. (3) Lessons from Bogota, Colombia's Road Safety, presented by the Head of the Bogota Road Safety Office.
2. Proposed Topics for the Coalition Stage Participants: (1) Behavioral Economics and the Nudge Theory by Prof. Nattawut Paotawee, and Behavioral Aspects within the Safe System Approach by Prof. Jennie Oxley. (2) Developmental Evaluation (DE) for Progress by Dr. Vijarn Panich.

Utilize the insights and knowledge gained from Activities 1 and 2 to engage public interest in these topics.

Achievements: (1) Bangkok Metropolitan Administration officials collaborated internationally, formulating policies for road safety, a critical aspect of a livable city. (2) Primary stakeholders improved their capacity in behavioral economics, focusing on safer behavior through the coalition platform. (3) Developmental Evaluation (DE) became a tool in the PDCA cycle for effective operations. (4) The coalition partners drew inspiration from expert presentations, enhancing their communication with the public.

In 2023, the Road Safety Program organized a TikTok competition, themed "Life Change," centered on real-life stories of motorcycle crash survivors. The competition included two rounds: a concept submission and a short clip, leading to the selection of 30 finalists. The

top winner received a cash prize of 25,000 Baht, with the second and third winners receiving 15,000 Baht and 5,000 Baht, respectively. Private sponsors, including the Citizen Safety Foundation and the Road Safety Foundation, supported the initiative. The 30 finalists received additional training in Behavioral Economics ("Nudgeathon") and marketing techniques for road safety entrepreneurship.

The first-place winner will be honored by the Prime Minister award at the National Accident Seminar in 2024 and participated in Safety 2024 in New Delhi, India, in September 2024. The initiative not only created road safety influencers but also contributed to future employment opportunities in the field.

## **II. Program Implementation: Addressing Policy Challenges**

In executing the policy process of the operational plan, four distinct processes are engaged:

1. Policy Catalyst: Initiating policy influencers to delineate operational frameworks.
2. Collaboration and Resource Mobilization: Facilitating cooperative efforts and mobilizing resources within diverse networks.
3. Integrated Information Collaboration: Coordinating data amalgamation from various sources to establish a reflective feedback mechanism.
4. Analytical Utilization of Empirical Data: Leveraging empirical data for the formulation of policy briefs on primary risk factors, encompassing helmets, drunk driving, employment screening, and insurance.

Throughout the years 2022 and 2023, the operational plan effectively addressed policy issues, resulting in significant accomplishments:

1. The National Road Safety Policy Committee approve the 5th National Road Safety Master Plan.
2. National Mandate for 100% Helmet Wearing: The Prime Minister, Interior Minister, and Permanent Secretary of the Ministry of Interior jointly declared the 100% helmet-wearing policy as a national directive.

3. Urban Safety Policy Announcement by the Bangkok Governor: The Governor of Bangkok proclaimed road safety as a pivotal component of urban safety policies.
4. Application of Academic Knowledge for Strengthened Law Enforcement: Academic insights were employed to fortify law enforcement through the generation of empirical evidence.
5. Parliamentary Interest and Mechanism Appointment: Successful engagement with parliament members led to the initiation of processes appointing a collaborative mechanism between partners and parliament for road safety.

Moreover, all planned activities for 2022 and 2023 were seamlessly executed in alignment with the actual funding received from the World Health Organization, totaling 6,850,000 baht (originally proposed: 9,500,000 baht).

Lesson learnt:

1. Influencing High-Level Directives: Crafting a well-articulated letter to the Prime Minister played a pivotal role in building political influence for the 100% helmet policy in Thailand. However, the directive's effectiveness requires more than high-level endorsement, necessitating clear evidence, a methodological approach, coalition building, public support, and M&E.
2. Regulatory Strengthening and Public Advocacy: Harmonizing regulations and robust public campaigns play a crucial role in promoting safe behaviors related to helmet-wearing and drunk driving.
3. Information and Monitoring for Feedback Loop: Establishing comprehensive information and monitoring systems is integral to creating a feedback loop for enhancing road safety performance.
4. The plan should collaborate with the road safety network to gather opinions on the issues of 'political and social crises' that influence the government's support and decision-making policies. Brainstorming to identify policies, plans, projects, or management practices with the potential for 'good foresight and caution' in operations.



Activities that achieve the goal.:

1. Policy Proposal for 100% Helmet-Wearing: The submission of a policy proposal for mandatory 100% helmet usage to Prime Minister General Prayut Chan-o-cha.
2. Government Priority Declaration for Road Safety: The new government, led by Mr. Srettha Thaweesin, prioritized road safety nationally. Through integrated policy work and CCS advocacy, this led to resolutions supporting ongoing operations and the establishment of the Road Safety Administration Center with partner support for the 100% helmet initiative.
3. Engagement of New Partners: Collaborative efforts with key organizations, including the Rotary Club of Thailand and private sectors, resulted in MOU signings to promote 100% helmet usage. Campaigns with the Bangkok Metropolitan Administration further advanced the cause. The outcomes demonstrated effective training using the Rotary Club's budget, leading to expanded collaborative work nationwide.
4. Literature Review for Evidence-Based Proposals: A literature review provided empirical evidence compiled into a series of policy proposals supporting policymakers and partners. The knowledge package aimed at reducing risky behaviors, such as not wearing helmets, drunk driving, and optimizing insurance budgets.
5. Developmental Evaluation (DE) Implementation: DE served as a valuable evaluation approach for road safety policymakers, especially in complex or uncertain environments. DE facilitated conceptual frameworks, rapid repeatability testing, and ongoing development tracking.
6. Parliamentary Interest and Mechanism Appointment: Successful engagement with parliament members resulted in the initiation of processes appointing a collaborative mechanism between partners and parliament for road safety.

In conclusion, the operational activities during 2022 and 2023 showcased a successful strategy, aligned with actual funding and contributing significantly to Thailand's national road safety goals. Ongoing efforts emphasize result/cost measurement, fostering the continuous improvement of preventive operations, and promoting the adoption of safety helmets.

**Other problems** are divided into problems above the project level, including the political situation of the country. And the problem at the project level is the delayed transfer of budget from the funder to the project in 2022, causing the planned activities to be delayed.

**Expenditure Analysis:**

Total Budget Allocated	Source of Funds	Utilization Breakdown
7,823,828.16 THB	WHO and NHA	Amount Utilized: 5,972,091.48 THB Percentage Utilized: 76.33%

**Note:**

- In 2022, there is a carried forward balance of 979,745.41 THB.
- In 2023, contracts have been committed for a total amount of 262,000.00 THB.
- Total budget expenditure in 2023 amounts to 5,972,091.48 THB, representing 76.33% utilization.
- Therefore, the remaining balance at the end of 2023 is 1,851,736.68 THB.
- An approval from the sub-committee involves adjusting the budget by an additional 400,000 THB from the remaining balance to facilitate the following activities:
  1. Advocating for collaboration between the Thai Parliament and the United Kingdom.
  2. Supporting youth who have received awards from participating in the TIKTOK media competition, attending the World injury conference in New Delhi, India.



## I. Measurement Reporting

Output indicators	Baseline	Target	Results	Data Source
Objective 1 aims to bring about a significant change in the proportion of motorcycle users' fatalities at a high level, estimated to be 3 out of 4 total fatalities. This will be achieved by reducing risk factors such as non-helmet use, drunk driving, and speeding.				
<b>Strengthening and building networks, as well as fostering collaboration towards a partnership model between the government and private sector, members of parliament (political leaders), academics, and relevant international organizations. The</b>	Lack of a coordinating agency in road safety to establish a strong leadership and coordinate resources among key stakeholders in road safety at the national level. There is no comprehensive national action plan and time-bound target indicators.	Stakeholders in road safety include the government, parliament, and local authorities, international organizations, private sector, media, engaged citizens, youth, research funders, and academics.	<p>Activity 1.1</p> <p>Elevate Coalition Collaboration with Private Sector Partners four times a year to strengthen networks and cooperation.</p> <p>Results for 2022 and 2023:</p> <p>Network expansion with private sector partners, including 38 organizations signing agreements under the theme of promoting 100% helmet use. Signatories include private sector partners, governmental entities working on road safety, civil society, educational institutions, and research funding sources, totaling 280 organizations.</p> <p>Investment collaboration with Rotary Club of</p>	

goal is to enhance collaboration and existing initiatives for key agencies.

Phuket and the Thai Health Promotion Foundation (ThaiHealth) to train 100 community road safety volunteer to support police enforcement.

Participation in inclusive dialogues, such as the Dialogue Process, facilitated deep listening sessions, shared values, visions, and experiences, resulting in the creation of new network hosts.

Advocacy for road safety policy changes in the new government, organizing seminars for network members after the election. Establishing a working group chaired by Mr. Pichet Chuamuangparn, Deputy chairperson of the House of Representatives, to form the Parliamentary Road Safety Committee, following the model of the UK PACT, to work closely with academic partners.

Activity 1.2

Biannual participatory meetings to support the Police Strategic Plan (\*Integrated with the Coalition stage).

			<p>Results:</p> <p>National Police chief commanders adopt a mandatory 100% helmet-wearing policy.</p> <p>Identifying gaps through SWOT analysis to enhance effective campaigning and law enforcement.</p> <p>The National Police Chief Commander issues orders for the National Police Office to establish a working committee to develop a law enforcement and public relations action plan, assigning Lt. Gen. Thana Chuwang, the Assistant Commissioner, as the committee's chairman.</p> <p>Research conducted to support law enforcement effectiveness, including proposing amendments to traffic laws and introducing electronic traffic violation tickets.</p> <p>Activity 1.3</p> <p>Biannual participatory meetings to support research networks.</p>	
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			<p>Results:</p> <p>Policy briefs developed to propose effective policy measures and practices to reduce drunk driving, supporting Thailand's sustainable development goals.</p> <p>Policy briefs developed for the vehicle insurance business to engage in road accident prevention.</p> <p>Development of a project linking data from various road accident databases for analysis and formulation of measures/guidelines addressing people's road use behavior. The project framework is based on the CCS Digital health concept, incorporating data operation and sharing in mapping and linking data processes.</p>	
<p>Objective 2 focuses on a systematic approach through the Road Safety Master Plan Version 5, which sets a target of 12 road traffic fatalities per 100,000 population by the year 2027. The program will support the development of a data system, efficiency tracking, and performance evaluation to enhance feedback loops. This aims to improve the road safety cycle.</p>				
1.1 Strengthening the network and collaboration	Upon reviewing the project, gaps were identified in fostering	Enhance the capacity of stakeholders, including beneficiaries and relevant	<p>Activity 2.1</p> <p>Outputs:</p> <p>1. The National Road Safety Master Plan for</p>	

<p>among research funders, academics, policymakers, and key stakeholders.</p> <p>1.2 Supporting communication media and policy advocacy based on evidence-based approaches.</p>	<p>inclusivity among stakeholders, including beneficiaries and businesses. There is a need to promote cross-sectoral thinking to align with safety system guidelines and the effectiveness indicators of global-level Sustainable Development Goals (SDGs) – specifically, the 12 targets and the global-level action plan for the second decade.</p>	<p>parties, for safety operations with a focus on four key aspects annually.</p>	<p>Thailand, covering the years 2022-2027, has been developed and endorsed by the government.</p> <ol style="list-style-type: none"> <li>Policy briefs have been proposed to advocate for 100% helmet use.</li> <li>Collaborative activities with the community under the "Safe Roads, Save Lives" project aiming for 100% helmet use. Campaigns include public awareness, educational initiatives, commercial promotions, and incentivizing voluntary participation. Notably, the "Million Names Proposal" campaign encourages citizens to sign petitions to the government, emphasizing the importance of road safety, with a particular focus on achieving 100% helmet use.</li> </ol> <p>Activity 2.2</p> <p>Outputs:</p> <ol style="list-style-type: none"> <li>Knowledge-sharing and the creation of a "Safe City" network in Bangkok.</li> </ol>	
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			<ol style="list-style-type: none"> <li>2. Declaration of a 100% helmet use policy by Lt. Gen. Anupong Paochinda, the Deputy Prime Minister.</li> <li>3. Development of community capacities and formation of new network groups under behavioral economics theories. Additionally, the production of TIKTOK media for communication, targeting the younger generation. The campaign utilizes economic behavior theories to influence behavioral change from within, without relying on legal enforcement. Creators and influencers participating in the competition contribute media that is disseminated through personal communication channels, emphasizing the potential for change within families, communities, and society at large.</li> </ol>	
<p>Objectives 3 and 4</p> <p>1. Promote collaboration among policymakers, academics, funders, international organizations, and other stakeholders towards a</p>				

focused and result-oriented partnership.

2. Align efforts with sustainable development goals, particularly goals 3.6 and 11.2, emphasizing a safe system approach. Implement strategies that adhere to the 12 global efficiency indicators and the second decade global action plan.

Enhance the capacity of stakeholders and practitioners in four focal areas annually, aligning with the Coalition stage.	Critical Gaps in Transferring National-Level Policies and Practices Internationally	Stakeholders, Beneficiaries, and Participants from Objective 1	<b>Activity 3 Outputs:</b> <ol style="list-style-type: none"> <li>1. Establishing a network with the city of Bangkok for urban safety.</li> <li>2. Utilizing performance assessments as a tool for the development of the PDCA CCS activity.</li> </ol>	Annex 2-5 Annex 10 - 14
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Outcome indicators	Baseline	Target	Results	Data Source
<b>Objective 1-4</b>				
1. <b>Strengthening the collaboration</b>	The lack of a coordinated national	Stakeholders	Currently, the results of the operations in years	

<b>mechanism for road safety.</b>	<p>agency in road safety hinders the establishment of strong leadership and resource coordination among key stakeholders in road safety at the national level. There is currently no comprehensive and time-bound national operational plan and performance indicators in place to address this issue.</p>		<p>1 and 2 remain at the output level. It is anticipated that within the next year, there is a trend toward achieving the outcome level of the strategy. However, there is a tendency to push for a predominant role in the private sector through collaboration with Rotary Clubs, contributing financial support, and taking ownership of the Safe Roads, Save Lives project. This is expected to lead to a reduction in injuries and fatalities among road users, with activities for monitoring and evaluation planned for the coming years.</p> <p>Similarly, efforts are being made to strengthen law enforcement, which is currently under</p>	
<b>2. Enhancing enforcement and policy implementation for motorcycle safety laws.</b>	<p>From the project review, identified gaps exist in fostering the inclusive participation of stakeholders, including beneficiaries and businesses. There is a</p>	<p>The government, the Parliament and local authorities, international organizations, private sector, media, enthusiastic citizens, including youth, research</p>	<p>study and development. Policy proposals related to law enforcement are being explored and will be presented to parliament for consideration. These proposals aim to enhance the effectiveness of law enforcement based on evidence and existing findings.</p>	

	need to promote cross-sectoral thinking to align with road safety guidelines, SDGs, 12 global target indicators, and the global action plan for the second decade.	funders, and academics.		
3. <b>Implementing road safety initiatives in Thailand in alignment with the Sustainable Development Goals (SDGs) and international standards.</b>	Key Gaps in Transmitting National Policies and Practices Internationally into Action	Stakeholders and actors from Objective 1		
4. <b>Empowering stakeholders and participants to address challenges in road safety.</b>				

Impact indicators	Baseline	Target	Results	Data Source
The number of fatalities from motorcycle accidents has decreased by 50%.				

GER indicators	Baseline	Target	Results	Data Source

## I. Other issues

[Explain other aspects that you find relevant to be noted by the Coordinating Sub-committee and Executive Committee]

## II. Annexes

[These should include mainly two types of documents.

1. Meeting minutes for all the meetings held by the Programme Sub-committee.

2. Photos of activities
3. Copy of policy document/strategies relevant to the priority programme.
4. Copy of any other document mentioned in activities including reports of meetings, workshops, conferences, trainings, seminars
5. Publications in local and international academic journals
6. Media coverage. Articles weblinks, link to YouTube, podcasts...]

