

# WHO-RTG CCS 2022-2026

## **Road Safety Program**

### Progress Report

1/2023 CSC meeting  
10 August 2023

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# Conceptual Framework

## Goal

Thailand achieves the road safety national target plan of 12 traffic deaths per 100,000 populations in 2027



## Policy transfer

### 5th National Road safety plan

SDGs 3.6 and 11.2

Safe system approach

Stockholm declaration

12 performance global target indicators and Global Plan of Second Decade of Action

### Policy implementation (Evidence based and Create coalition)

Strong coalition and leadership of policy makers, academia, funders, youth, international organizations, and other stakeholders

The evidence-based data to support M&E, policy and media advocacy

Stakeholders and actors' capacity have been strengthened

### Result focus

Achieve the 12 traffic accident deaths per 100,000 populations in 2027

Bring down the number of deaths among motorcycle users by 50%

# Activities, Outputs, Expected Outcomes and Impacts



## Strengthen cooperation mechanism

- Extensive, broad-based cooperation to share responsibility.
- Law enforcement cooperation.
- Research cooperation.
- Feedback loop of 5<sup>th</sup> National Road Safety Plan at central and local level.



## Laws and policy implementation



**Reduce  
motorcycle  
users'  
death by  
50%**

## Policy and media advocacy



- Helmet wearing, drink-driving and speeding.
- SDGs and international guidelines.
- Identified Gaps, Capacity Building and Training

## Capacity Development



Strategic Action 1 and Expected Outputs

Strong Coalition Platform 2022 - 2023

Activity 1.1 Four coalition/partnership platforms per year to enhance networking and cooperation

Coalition Platform, 2022

14 Sep 2022	Coalition platform 1: 70 participants from public and private sectors
20 Oct 2022	Coalition platform 2: Dialogue meeting 1
24 Nov 2022	Coalition platform 3: Dialogue meeting 2
9 Dec 2022	Coalition Platform 4: 38 organizations signed MOU on Safe Road Safe live and 100% Helmet Wearing at the Parliament



8 Coalition Platform, 2023

30 Jan 23 Onsite	Coalition Platform No. 4: Pushing forward 100% helmet wearing, Amari Hotel
20 Apr 23 Onsite(Support by WHO)	Seminar forum with political parties to formulate road safety policy, Pullman Hotel, Bangkok
12, 23 May 23 Online	Meetings with the Medical Council, the Thai Society of Traumatologists, the Royal College of Surgeons of Thailand and related parties to seek cooperation
8, 28 June 6 July 3 Aug 23 Online	Brainstorming meeting for Preparation toward Social movement of 100% Helmet on 19 Nov 23 (World day of remembrance)

Output



Shared vision of 100% helmet wearing strategy among key stakeholders.



Engagement of 23 public and private partners: the Rotary of Thailand, the Medical Council, the Thai Society of Traumatologists, the Royal College of Surgeons of Thailand, the Thai Medical Student Association, etc.





# Strategic Action 1 and Expected Outputs

Activity 1.2 Two participatory meetings per year to support the Royal Thai Police’s strategic plan (integrated with coalition platforms)

19 Aug 22	Enforcement Brain storming : 150 police officers participated (joint project with The Provincial Road Safety Support Program)
7 Apr 23	Meeting with the Royal Thai Police Chief Commander for 100% helmet wearing law enforcement policy
19 Apr 23	Meeting with Director-General of Ministry of Interior’s DDPM

### Output

- 1. Shared vision of 100% helmet wearing strategy among key stakeholders at a policy level.
- 2. 1 July 2023 D-day Strong enforcement policy from Police chief commander



# Strong Coalition Platform 2022 - 2023

Activity 1.3 Two participatory meetings per year to support networking on research (integrated with Strategic Core Group meetings)

21 April 2022	Data architecture designed for feedback loops
28 Oct 2022	Participatory meeting among data scientists and data users to create a feedback loop for Bangkok
Jan 2023 - present 20 Jun 23	4 Strategic Core Group Meetings with research partners Alcohol research network meeting

### Output

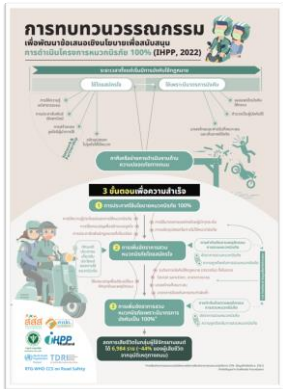
- 1. Collaboration of multiple data sources to utilize as a feedback loop
- 2. 4 Policy Briefs identified (2 completed, 2 in process)

✓ 100% Helmet Wearing

✓ Using traffic violation records as criteria for employment screening

Addressing the introduction of an alcohol liberalization policy (in process)

Implementing vehicle insurance systems to prevent road crashes (in process)



# Strategic Action 2 and Expected Outputs

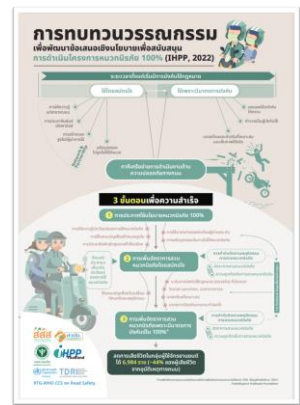
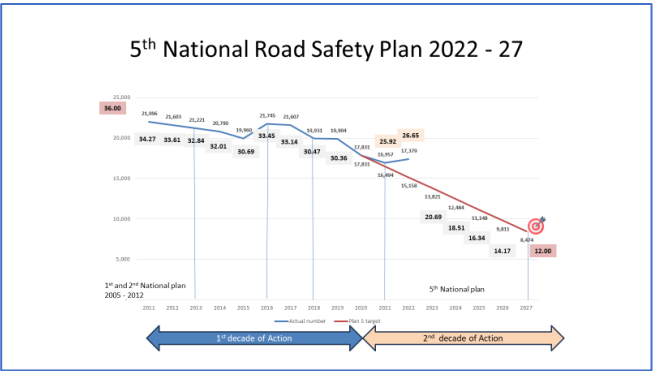
**Activity 2.1** Two evidence-based package produced per year (helmet wearing, drink-driving and speeding year 1, SDGs, etc subsequent years)

## Activities 2022 - 2023

- 1. Worked closely with TDRI to develop **Thailand’s Road Safety Master Plan 2022 – 2027**
- 2. Reviewed evidence and **developed policy briefs**

## Output

- 1. **Thailand’s Road Safety Master Plan 2022 – 2027** has been developed using four data sources and was endorsed by the government.
- 2. **Two evidence-based policy briefs** on 1) helmet wearing, 2) using traffic violation records as criteria for employment screening.



# Evidence-based information to support M&E, policy and media advocacy 2022 -2023

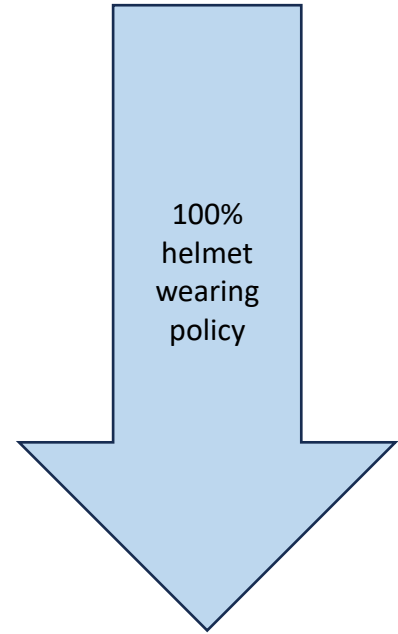
**Activity 2.2** Helmet, drink-driving and speeding policy and media advocacy (first years) SDGs, Global Plan of Second Decade of Action etc. other years

## Activities 2022 – 2023

- 1. Organized a webinar on Livable City to advocate for road safety with the Bangkok governor candidates
- 2. Advocated for a 100% helmet wearing policy with the Prime Minister
- 3. Submitted a request for cooperation on the topic of social advertising film contest "The Young Producer Award 2023"

## Output

- 1. **Road safety awareness and networking** with the Bangkok Metropolitan Administration and the Advertising Association of Thailand.
- 2. **100% helmet wearing policy** endorsed by the government.





Strategic Action 3 and Expected Outputs

Stakeholders and actors' capacity have been strengthened 2022 - 2023

Activity 3: Organize participatory capacity building for stakeholders and actors, promote initiatives across sectors to work in line with the Safe System Approach and SDGs, 12 performance global target indicators and Global Plan of Second Decade of Action.

Activities 2022 Capacity Building together with Coalition Platforms

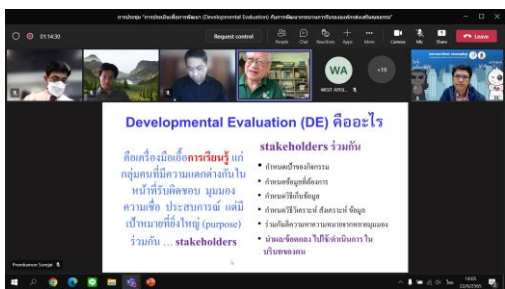
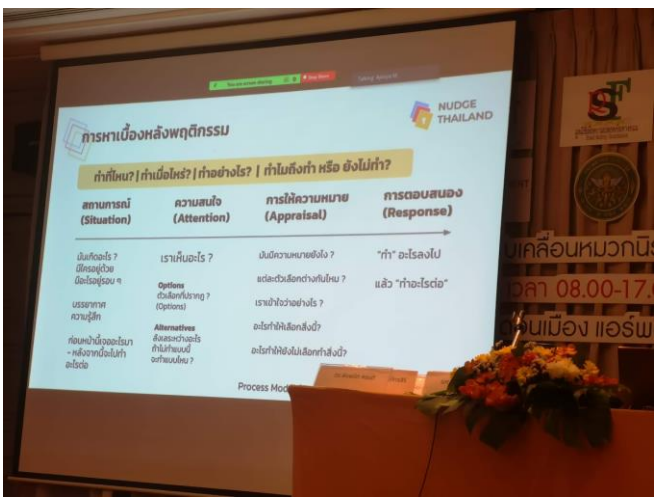
- (1) Webinar on Livable City with the BKK governor candidates and international experts
- (2) Behavioral economics and Nudge Theory by Prof. Dr. Nattavudh Powdthavee and Prof. Jennie Oxley
- (3) Developmental Evaluation by Dr. Vijarn Panich

Activities 2023

- (1) 3 Feb: Workshop on Nudge Theory to encourage 100% helmet wearing in Thailand, Amari Hotel
- (2) 9-10 Sep: Training on Nudgeathon to create new influencers on road safety

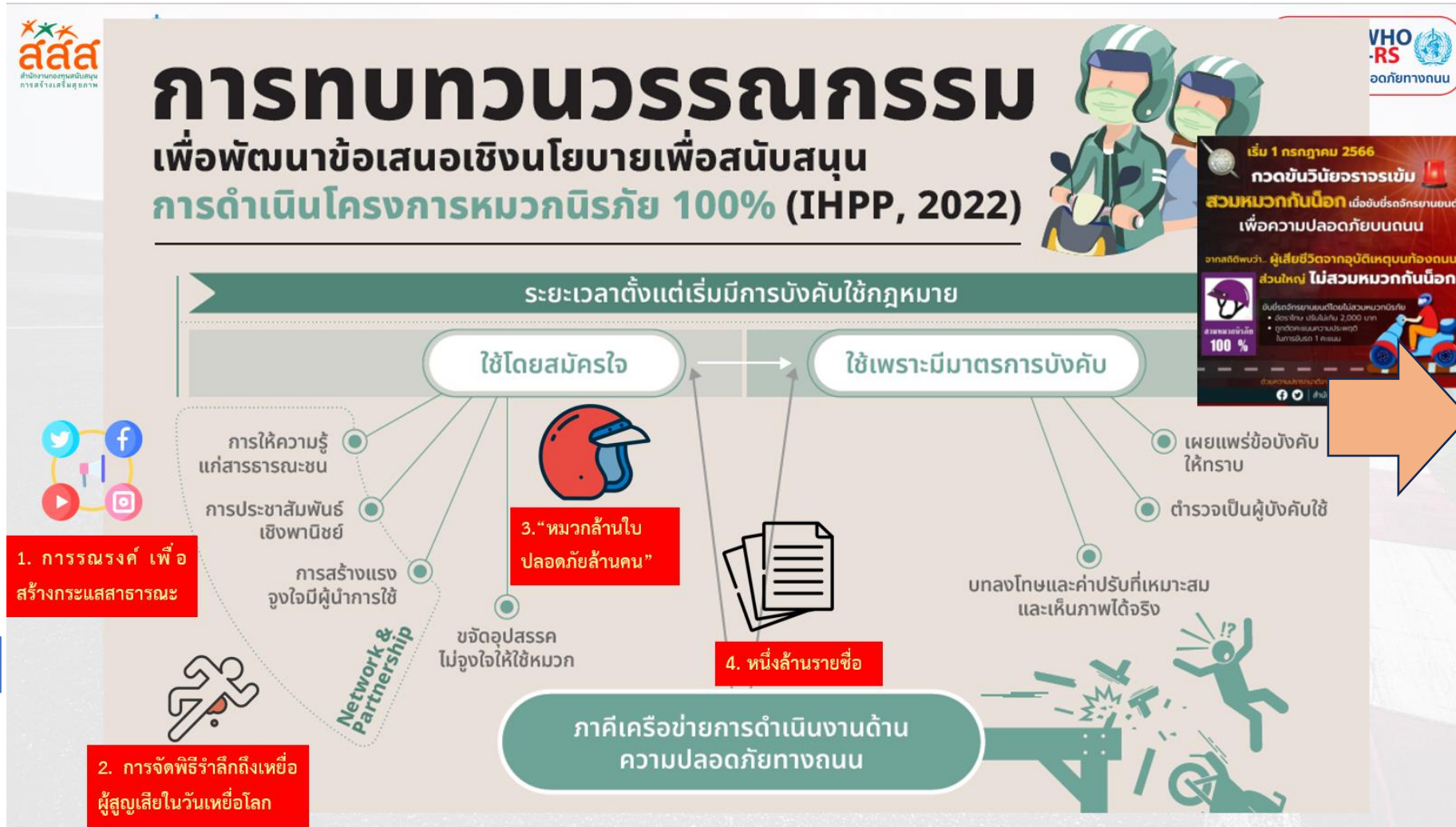
Output

- 1. **Livable city concept that includes road safety** was introduced to the Bangkok Metropolitan Administration.
- 2. **Behavioural economics and Nudge Theory** were introduced to partners as a tool to formulate the 100% helmet wearing action plan.
- 3. **Developmental Evaluation** was used as a tool for monitoring project activities.



# Looking forward...

## Plans are on track for the rest of 2023





# Lessons learned (1)

While the well-prepared letter by the Programme to the Prime Minister helped influence political support for the 100% helmet wearing policy, just an order from this high level is not enough to action implementation. Continued advocacy aimed at relevant agencies, strong evidence, how-to packages, coalitions between multi-stakeholders and public support are necessary to achieve the national target.

Based on the evidence review by the Programme, change in behaviour on helmet wearing requires 1) hard-hitting public campaigns, 2) strong law enforcement, and 3) public support and participation.

While waiting for the new government to take office, the Programme was able to work with the leadership of the responsible agencies to progress the D-Day for implementing 100% helmet wearing in all provinces. However, improvement of data and monitoring are needed to support effective implementation.

# Lessons learned (2)

To maximize research efforts on reducing drink driving and to increase synergy on alcohol-related adverse outcomes, the Programme actively engaged stakeholders who are already leading on alcohol control policies.

Based on international experience, the Programme aims to engage insurance companies to work towards common goals on road safety which will benefit all parties (win-win approach).

To increase success in road safety campaigning, Nudge Theory could be applied in order to support innovative approaches among responsible agencies including using this approach to encourage greater engagement among young people as new influencers.

# Challenges/barriers to implementation

Accountability for Road Safety Target of government agencies.

The uncertainty of coming new government.



# Financial progress

Outlines planned and estimated expenditures 2023							
on 31 July 2023							
year 2							
Activities	Total	Adjust	%	Expense	%	Balance	%
<b>Operating Expense</b>							
Policy brief	622,503.38	622,503.38	100.00	90,000.00	14.46	532,503.38	85.54
Public advocacy	815,000.00	815,000.00	100.00	315,000.00	38.65	500,000.00	61.35
Coalition online/onsite Meeting ; HelmeL,drink/driving	690,196.50	1,000,196.50	100.00	384,075.20	38.40	616,121.30	61.60
Team to support expert meeting preparation, document minutes and summary report	720,000.00	360,000.00	100.00	252,000.00	70.00	108,000.00	30.00
Co-ordination with International expert on policy for road safety	144,000.00	144,000.00	100.00	84,000.00	58.33	60,000.00	41.67
Interpreter	100,000.00	50,000.00	100.00	-	-	50,000.00	100.00
Participate in 5th road safety national key agencies meeting	-	-	-	-	-	-	-
Prepare formal written agreement defines intensive agreement	-	-	-	-	-	-	-
Participatory meeting to support research network	279,646.00	279,646.00	100.00	4,130.00	1.48	275,516.00	98.52
Road Safety Literature review research ( 300,000 THB)	-	300,000.00	100.00	-	-	300,000.00	100.00
<b>Management cost</b>							
Sub-com meeting onsite/online	676,087.58	551,087.58	100.00	46,270.00	8.40	504,817.58	91.60
Strategic Core Group meeting online/onsite (for Road Safety Specialist 15 person)	805,486.96	537,986.96	100.00	113,810.00	21.15	424,176.96	78.85
Adhoc meetings with experts on Road safety	154,128.43	404,128.43	100.00	160,578.92	39.73	243,549.51	60.27
Office material and administrative cost - office stationeries and office running cost (ie photo copy for meetings, pens, paper, cartridges = 70,000 THB; adjust 74,773 THB - Postal cost, delivery cost = THB 20,000 - Telephone bill in 12 mths = THB 10,000 - etc (ie unforeseen cost for general expenses and service cost for fixing the office equipment) = 28,500 THB	196,779.31	201,552.31	100.00	22,266.80	11.05	179,285.51	88.95
<b>Remuneration (6 staff)</b>							
Program Manager	480,000.00	480,000.00	100.00	280,000.00	58.33	200,000.00	41.67
Sub-Program Manager	420,000.00	420,000.00	100.00	245,000.00	58.33	175,000.00	41.67
Administration Manager	360,000.00	360,000.00	100.00	210,000.00	58.33	150,000.00	41.67
Secretariat	300,000.00	300,000.00	100.00	175,000.00	58.33	125,000.00	41.67
Administration, finance officer and accountant	375,000.00	375,000.00	100.00	210,000.00	56.00	165,000.00	44.00
Overhead (indirect cost) = 10% of total budget	685,000.00	622,727.00	100.00	-	-	622,727.00	100.00
<b>Total budget</b>	<b>7,823,828.16</b>	<b>7,823,828.16</b>	<b>100.00</b>	<b>2,592,130.92</b>	<b>33.13</b>	<b>5,231,697.24</b>	<b>66.87</b>
<b>Overall budget</b>							

## Progress until date

- Expense 35 %
- The plans on track for the rest of 2023

## Challenges/barriers to implementation

- The late transfer of budget from funders according to financial audit report delayed planned activities.