

# WHO-RTG CCS 2022-2026

## **Road Safety Program**

### Progress Report

16 January 2024

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Project Manager

# 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%

# Harnessing Evidence-Based Practices to Propel System Advancements: What work for Thailand.

## 5 measures to reduce road traffic crash



# 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






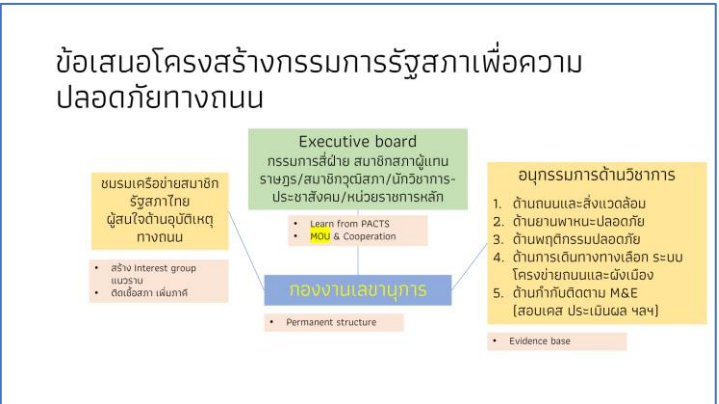
# Strategic Action 1

## Activity 1.1; 8 Coalition Platform

|                       |  |
|-----------------------|--|
| 30 Jan<br>#Onsite     | Pushing forward 100% helmet wearing dialogue meeting.  |
| 3 Feb<br>#Onsite      | A workshop to promote 100% helmet adoption, with two keynote speakers: 1) Dr. Jennifer Oxley 2) Prof. Nattawut Paothawee   |
| 20 Apr 23<br>#Onsite  | <b>1<sup>st</sup> Seminar forum with political parties</b> to formulate road safety policy   |
| May<br>#Online        | Meetings with <b>the Medical Council, the Thai Society of Traumatologists, the Royal College of Surgeons of Thailand, Rotary and related parties</b> to seek cooperation       |
| June - Aug<br>#Online | Brainstorming meeting for Preparation toward <b>Social movement of 100% Helmet on 19 Nov 23 (World day of remembrance)</b>   |
| 22 Nov<br>#Onsite     | <b>2<sup>nd</sup> Pushing for road safety policy in the new government</b> By organizing <b>a seminar for the parliamentarian's network on road safety</b> after the election. |

## 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
-  **Mechanism formed:** The House of Representatives drafted the Thailand Safety Committee, comparable to PACT UK.





# Strategic Action 1 and Expected Outputs

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

|     |  |
|-----|--|
| Apr | Meeting with the Royal Thai Police Chief Commander, Director-General of Ministry of Interior’s DDPM for 100% helmet wearing law enforcement policy |
|-----|--|

## 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



The Challenges of Enforcing traffic Laws, Reinforced by regulatory offence Laws and Administrative Court Orders:

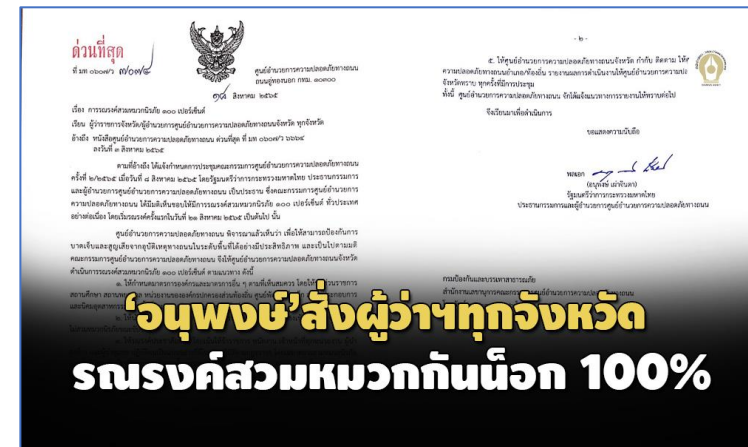
- 17% fine payment rate.
- Cost of Traffic litigation expenses 28,000 million THB/year.

1. Advocated for a 100% helmet wearing policy with the **Prime Minister and Bangkok Governor**
2. TikTok short clip contest, topic **"Life change"** with content related to "The real life of a motorcycle accident victim"  
Based on true story
3. Drive activities together with partners under **the Safe Roads, Save lives project.**

1. **Nationwide 100% Helmet campaign under Safe Roads, Save lives project.**
2. **100% helmet wearing policy** endorsed by the government.



100%  
helmet  
wearing  
policy



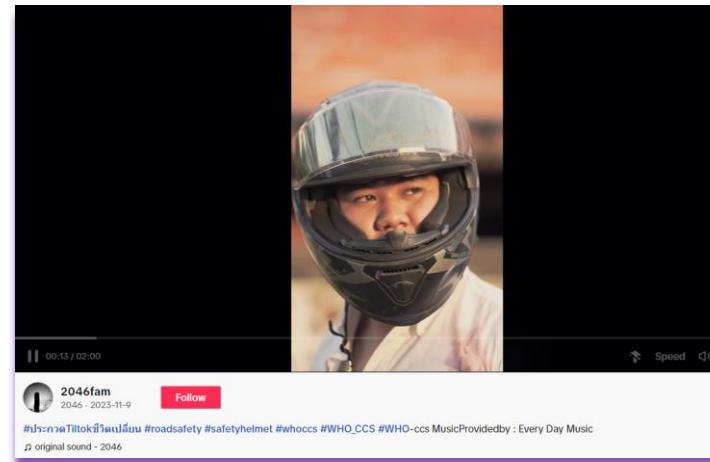
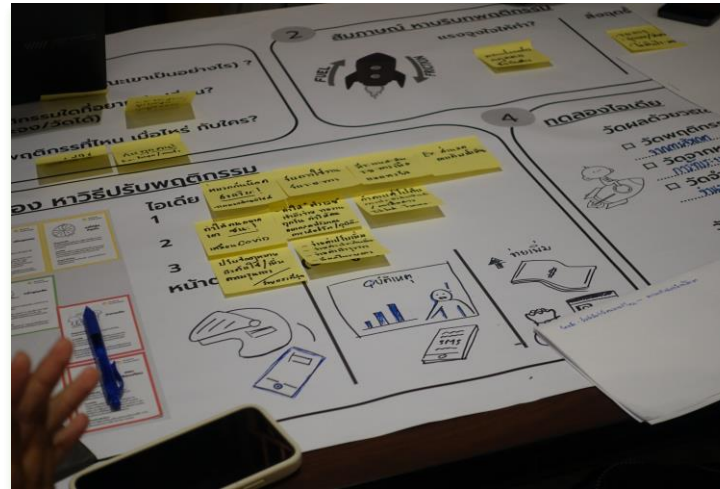


#### Activities

1. Workshop on Nudge Theory to encourage 100% helmet wearing in Thailand, Amari Hotel
2. Training on Nudgeathon to create new influencers on road safety

#### Outputs

- Engagement of **young road safety influencers** with a capacity for behavioral science..





# 2024 Strategic Action: Parliamentary coalition to address challenges.

PACTS Thailand/ MP standing committee/Government/Police

- Policy
- Legislative Improvement.
- Budget allocation.
- M&E
- Social Leadership

## 1. Strengthening law enforcement

1. Proposed traffic law (traffic court) (at the Council of State)
2. Propose adjustments Will Adjustment Act (MP. received)
3. Progressive Liquor Act (studying)
4. Proposing to amend the Land Traffic Act No. 13 to send tickets electronically (Policy Brief finished)

## 2. Strengthening road safety management

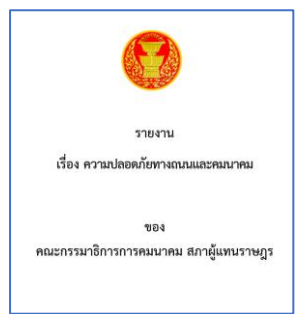
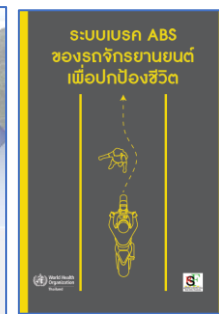
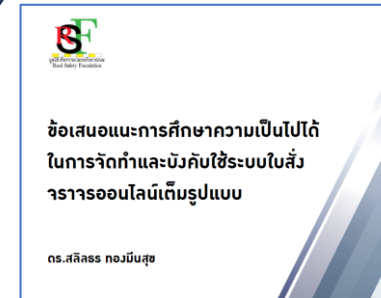
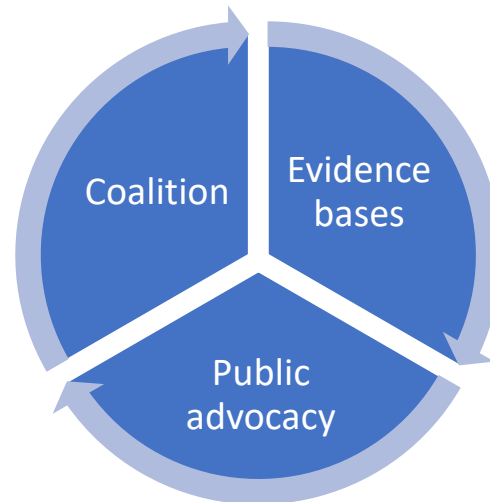
- Amending the Regulations of the Office of the Prime Minister on Road Safety 2011

## 3. Financing:

- Earmark Traffic fine for road safety
- Involvement of Insurance in Road Safety Initiatives (Policy brief finished)

## 4. Investing:

- Achieve a 3-star rating for roads through an annual investment of 15,000 million Thai Baht
- Invest in CCTV for the detection of helmet-wearing compliance.
- Invest in e-ticket equipment 144 million Thai Baht
- Multimodal transportation



รายงานความก้าวหน้าฉบับที่ 1

โครงการพัฒนาข้อเสนอแนะเชิงนโยบายด้านมาตรการและแนวปฏิบัติที่มีประสิทธิภาพเพื่อลดพฤติกรรมเสี่ยงด้านดื่มแล้วขับ เพื่อสนับสนุนการบรรลุเป้าหมายการพัฒนาที่ยั่งยืนของประเทศไทย

การพัฒนาข้อเสนอแนะเชิงนโยบาย:  
ระบบการประกันภัยรถยนต์ (ภาคบังคับ) เพื่อการป้องกันปัญหาอุบัติเหตุทางถนน

โดย นางสาวนิชฌิม ท่องพัฒน์ และคณะ  
มูลนิธิสถาบันวิจัยเพื่อการพัฒนาประเทศไทย (ทีดีอาร์ไอ)

# Lessons learned (1)

Thailand's success in consistently reducing road traffic fatalities can be further enhanced by implementing **the Safe System approach and the second decade of the action plan** outlined in the 5th Road Safety Plan.

Key measures like promoting helmet use and reducing drink-driving are essential, akin to low-hanging fruit. Achieving success in these areas necessitates 1) impactful public campaigns, 2) stringent law enforcement, and 3) active public support. **Systematically addressing obstacles to law enforcement is crucial for lasting results.**

## Lessons learned (2)

The **World Health Organization's social capital** can play a vital role in supporting and facilitating comprehensive efforts across various levels, including organizations, the private sector, parliament, and government.

**The support mechanisms from parliament** have the power to address road traffic accident problems both legislatively and operationally, necessitating consistent and robust evidence support.

# Challenges/barriers to implementation

Thailand lacks a clear **Lead agency** responsible for road safety.

**Political policies**, such as increasing the speed limit to 120 km/h, allowing free production of alcohol, and extending alcohol sales hours, contribute negatively, increasing the risk of road accidents.

Thailand also lacks clear policies outlining the direction of **multimodal transportation and land use**, which are critical for achieving sustainable development goals.



# Financial situation 2023 outstanding balances

| Outlines planned and estimated expenditures 2023   |                     |                     |               |                     |              |                     |              |
|--|---------------------|---------------------|---------------|---------------------|--------------|---------------------|--------------|
| on 31 Dec. 2023  |                     |                     |               |                     |              |                     |              |
| year 2   |                     |                     |               |                     |              |                     |              |
| Activities   | Total               | Adjust              | %             | Expense             | %            | Balance             | %            |
| <b>Operating Expense</b>   |                     |                     |               |                     |              |                     |              |
| Policy brief   | 622,503.38          | 622,503.38          | 100.00        | 301,560.00          | 48.44        | 320,943.38          | 51.56        |
| Public advocacy  | 815,000.00          | 815,000.00          | 100.00        | 794,183.08          | 97.45        | 20,816.92           | 2.55         |
| Coalition online/onsite Meeting ; Helmet,drink-driving   | 690,196.50          | <b>1,000,196.50</b> | 100.00        | 833,121.40          | 83.30        | 167,075.10          | 16.70        |
| Team to support expert meeting preparation, document minutes and summary report  | 720,000.00          | <b>360,000.00</b>   | 100.00        | 360,000.00          | 100.00       | -                   | -            |
| Co-ordination with International expert on policy for road safety  | 144,000.00          | 144,000.00          | 100.00        | 120,000.00          | 83.33        | 24,000.00           | 16.67        |
| Interpreter  | 100,000.00          | <b>50,000.00</b>    | 100.00        | 2,600.00            | 5.20         | 47,400.00           | 94.80        |
| 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)  |                     | <b>300,000.00</b>   | 100.00        | -                   | -            | 300,000.00          | 100.00       |
| <b>Management cost</b>   |                     |                     |               |                     |              |                     |              |
| Sub-com meeting onsite/online  | 676,087.58          | <b>551,087.58</b>   | 100.00        | 147,786.64          | 26.82        | 403,300.94          | 73.18        |
| Strategic Core Group meeting online/onsite<br>(for Road Safety Specialist 15 person)   | 805,486.96          | <b>537,986.96</b>   | 100.00        | 166,110.00          | 30.88        | 371,876.96          | 69.12        |
| Adhoc meetings with experts on Road safety   | 154,128.43          | <b>404,128.43</b>   | 100.00        | 378,516.70          | 93.66        | 25,611.73           | 6.34         |
| Office material and administrative cost<br>- office stationeries and office running cost (i.e photo copy for meetings, pens, paper, cartridges = 70,000 THB; <b>adjust 74,773 THB</b><br>- Postal cost, delivery cost = THB 20,000<br>- Telephone bill in 12 mths = THB 10,000<br>- etc (i.e unforeseen cost for general expenses and service cost for fixing the office equipment) = 28,500 THB | 196,779.31          | <b>201,552.31</b>   | 100.00        | 59,356.66           | 29.45        | 142,195.65          | 70.55        |
| <b>Remuneration (6 staff)</b>  |                     |                     |               |                     |              |                     |              |
| Program Manager  | 480,000.00          | 480,000.00          | 100.00        | 480,000.00          | 100.00       | -                   | -            |
| Sub-Program Manager  | 420,000.00          | 420,000.00          | 100.00        | 420,000.00          | 100.00       | -                   | -            |
| Administration Manager   | 360,000.00          | 360,000.00          | 100.00        | 360,000.00          | 100.00       | -                   | -            |
| Secretariat  | 300,000.00          | 300,000.00          | 100.00        | 300,000.00          | 100.00       | -                   | -            |
| Administration, finance officer and accountant   | 375,000.00          | 375,000.00          | 100.00        | 360,000.00          | 96.00        | 15,000.00           | 4.00         |
| <b>Overhead (indirect cost) = 10% of total budget</b>  | 685,000.00          | <b>622,727.00</b>   | 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>5,710,091.48</b> | <b>72.98</b> | <b>2,113,736.68</b> | <b>27.02</b> |
| <b>Overall budget</b>  |                     |                     |               |                     |              |                     |              |

## Note

- 2022 carry over 979,745.41 THB
- Overall expense 5,972,091.48 THB = 76.33 %
- 2023 contracted 262,000.00 THB
- Carryover 1,851,736.68 THB
- Approved by sub-com to use 400,000 THB of the carryover to
  1. Conduct Thai-UK parliament cooperation.
  2. Support Youth media to attend world injury conference in new deli.

## 2024 financial requirements

Outlines planned and estimated expenditures

|  |      |        |           |      |          |                    |                   | Year 3<br>(2024) | Remark |
|--|------|--------|-----------|------|----------|--------------------|-------------------|------------------|--------|
| Activities   | Item | person | unit cost | time | work day | travelling expense | Meal+ Documentary | Total            |        |
| <b>Operating Expense</b>   |      |        |           |      |          |                    |                   |                  |        |
| Policy brief   | 2    |        | 250,000   |      |          |                    |                   | 500,000          |        |
| Public advocacy  | 3    |        | 250,000   |      |          |                    |                   | 750,000          |        |
| Coalition Meeting (onsite + online): Helmet, drink-driving   |      | 70     | 1,000     | 3    |          | 300,000            | 240,000           | 750,000          |        |
| Team to support expert team meeting preparation, document minutes and summary report)  |      | 2      |           | 12   |          |                    |                   | 600,000          |        |
| Co-ordination with International expert on policy for road safety  |      | -      | -         | -    |          |                    |                   | -                |        |
| Interpreter  |      |        |           |      |          |                    |                   |                  |        |
| Participate in 5th road safety national key agencies meeting   |      |        | -         | 12   |          |                    |                   | -                |        |
| Prepare formal written agreement defines intensive agreement   |      |        | -         | 1    |          |                    |                   | -                |        |
| Participatory meeting to support research network  |      | 50     | 1,000     | 2    |          | 100,000            | 75,000            | 275,000          |        |
| Road Safety Literature review research   |      |        | 100,000   | 3    |          |                    |                   | 300,000          |        |
| <b>Management cost</b>   |      |        |           |      |          |                    |                   |                  |        |
| Sub-com meeting onsite + online meeting  |      | 30     | 2,000     | 4    |          | 40,000             | 45,000            | 325,000          |        |
| Strategic Core Group meeting onsite + online (for Road Safety Specialist 15 persons)   |      | 15     | 1,000     | 12   |          | 90,000             | 33,750            | 303,750          |        |
| Adhoc meetings with experts on Road safety   |      |        | 30,000    | 10   |          |                    |                   | 300,000          |        |
| <b>Office material and administrative cost</b>   |      |        |           |      |          |                    |                   |                  |        |
| - office stationeries and office running cost (i.e photo copy for meetings, pens, paper, cartridges = 74,773 THB;<br>Adjust to 145,023 |      |        |           |      |          |                    |                   |                  |        |
| - Postal cost, delivery cost = THB 20,000  |      |        |           |      |          |                    |                   |                  |        |
| - Telephone bill in 12 mths = THB 10,000.  |      |        |           |      |          |                    |                   |                  |        |
| - etc (i.e unforeseen cost for general expenses and service cost for fixing the office equipment) = 28,500 THB                         |      |        |           |      |          |                    |                   | 203,523          |        |
| Overhead = 10% of total budget   |      |        |           |      |          |                    |                   | 622,727          |        |
| <b>Remuneration (6 staff)</b>  |      |        |           |      |          |                    |                   |                  |        |
| Program Manager  |      | 1      | 4,000     | 12   | 10       |                    |                   | 480,000          |        |
| Sub-Program Manager  |      | 1      | 3,500     | 12   | 10       |                    |                   | 420,000          |        |
| Administration Manager   |      | 1      | 3,000     | 12   | 10       |                    |                   | 360,000          |        |
| Secretariat  |      | 1      | 2,500     | 12   | 10       |                    |                   | 300,000          |        |
| Administration, finance officer and accountant   |      | 2      | 1,500     | 12   | 10       |                    |                   | 360,000          |        |
| <b>Total budget</b>  |      |        |           |      |          |                    |                   | <b>6,850,000</b> |        |