

SAVE THE CHILDREN'S WORK IN ROAD SAFETY

THE
7%
PROJECT



SAVE THE CHILDREN'S WORK IN ROAD SAFETY

Road accident is the first leading cause of death for children in Thailand, especially motorbike accidents, which account for more than 70 per cent of all road accidents. Over 2,600 children die each year and more than 72,000 are injured on the roads. Research indicates that helmet use is the single most effective means of preventing injury among motorcyclists. It reduces risk of death by 40 per cent and severe head injury by 70 per cent. However, only 7 per cent of children wear helmets when riding motorcycles, even when their parents do. The main challenges limiting helmet use among children are: weak enforcement, inconvenience to the users, perception of helmets as “unfashionable”, and cultural beliefs that fate is predetermined.

Over
2,600

children die from
road crashes

More than
72,000

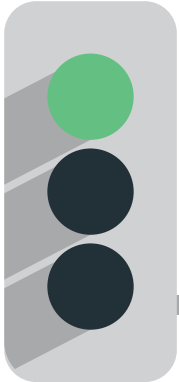
are injured
on the roads



children wear
helmets when
riding motorcycles
in Thailand.

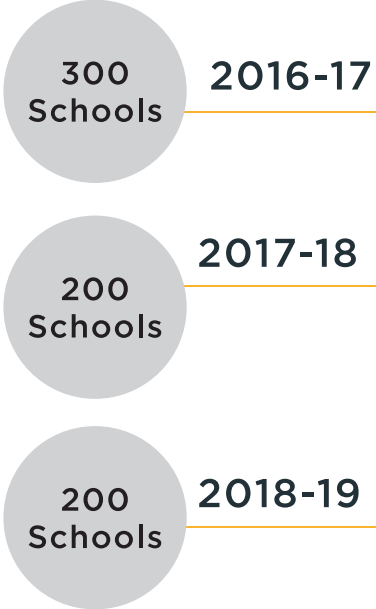
7%

BANGKOK



SAVE THE CHILDREN LAUNCHED THE

7% PROJECT



Save the Children launched the “7% Project” in Thailand to decrease motorcycle deaths and injuries among Thai children by increasing helmet use. It started as a small pilot initiative in 2015, and subsequently expanded and scaled up on activities between 2016–2019. The first year of implementation took place in Bangkok in 2016 and were being expanded to additional schools – 300 schools were targeted in the 2016–2017 academic year, 200 schools in 2017–2018 and 200 schools in 2018–2019.

4 COMPONENTS

The 7% Project design employed an integrated approach that includes partnerships with media, social enterprise, government, corporate partners, schools and communities. The key project components are:

EDUCATION

Teaching children why and how to wear helmets, with a focus on utilising social and peer influence to make helmet wearing a habit.

ADVOCACY & ENGAGEMENT

Working with schools, police, parents and caregivers, and district offices to ensure children wear helmets on every trip.

MEDIA & COMMUNICATIONS

Launching campaign to garner public support, using nationwide messaging, events, advocacy and social mobilisation.

INNOVATION & CHILD PARTICIPATION

Increasing demand on helmet use, designing helmets that youth want to wear and increasing children's understanding of road safety through art and storytelling.



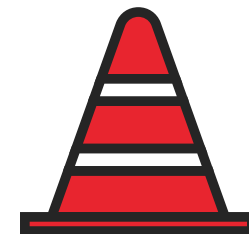
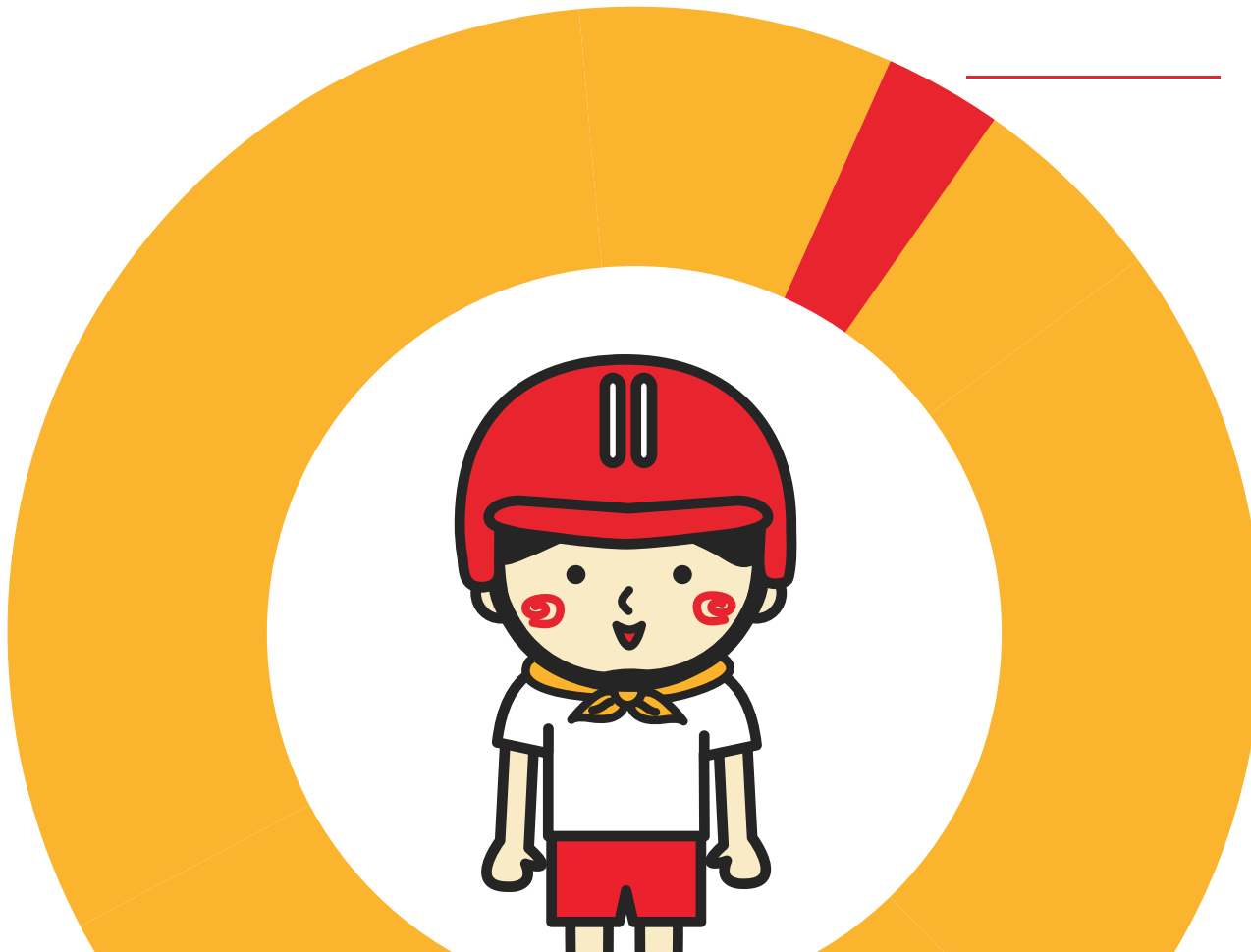


SITUATION ANALYSIS

- According to the World Health Organization (WHO), road traffic injury is now the leading cause of death for children and young adults aged 5–29 years globally (WHO, 2018).
- Thailand's roads are the deadliest in Southeast Asia and among the worst in the world for road accidents and fatalities (WHO, 2018).
- Each day over 1.3 million children travel as passengers on motorcycles in Thailand, but

ONLY 7% OF THE PASSENGERS WEAR HELMETS

despite the fact that it is required by the law. Traffic collisions kill over 3,500 children yearly, or more than 9 every day (The 14th Thailand Road Safety Seminar, 2019).



TIMELINE

2013-2014

- Research and data collection on situation analysis and strategy approach
- Project planning
- Development of road safety toolkit that aims to assist road safety practitioners to develop safety plans and helmet safety activities in school
- Development of strategic partnerships

2015

- Pilot project – Training of Trainers (ToT) based on the use of toolkit curriculum was conducted for 6 intervention schools and 6 controlled schools in Bangkok
- Monitoring and evaluation



TIMELINE

2016-2019

- Training of Trainers (ToT) for teachers under Bangkok Metropolitan Administration (BMA), Office of the Basic Education Commission (OBEC), Office of the Private Education Commission (OPEC)



Total of
501
schools

&

799
teachers



in Bangkok
were trained

- 82% (413 schools), 56% (445 teachers) from BMA
- 11% (53 schools), 14% (108 teachers) from OPEC
- 7% (35 schools), 31% (246 teachers) from OBEC

- Piloted “Road Safety Zone for Children” in 8 districts in Bangkok in collaboration with district offices, police, schools, communities to develop localised policies and promote road safety practices in communities
- Launched a number of offline/online campaign and outreach events to raise awareness on helmet use (e.g. Helmet Heroes, social experiment campaign, animation, comic book, helmet decoration, helmet storage, photo voice, school roadshows, young journalist programme) - directly reaching 589,837 children and 24,547 adults and indirectly benefited 26,133,762 audiences through digital media and TV broadcasting.
- Development of Road Safety curriculum to be integrated into different subjects of the national core education system under Ministry of Education.

This road safety curriculum consists of learning goals, objectives, standard of education, indicators and learning assessment.



EDUCATION

ROAD SAFETY ADVOCACY BLUEPRINT



Stakeholders

- Teachers, students, the Ministry of Education (Bangkok Metropolitan Administration, Office of the Basic Education Commission, Office of the Private Education Commission).

Why

- Educational institutions play an important role in developing and shaping safety culture and mindset to primary level students, both in the classroom and in the playground.

How

- Equipping teachers and children with knowledge, tools, skills, and positive attitudes on the importance of helmet use and road safety.

7% Project Key Activities

- Training of Trainers, Helmet Ambassadors, Road Safety Toolkit, Curriculum Development.

Results

A total of 501 received training and 940 teaching toolkits were distributed to teachers, policies and communities during the training of trainer workshops. A total of 57 schools received seed funds to support the implementation of school road safety initiatives. Our education component directly reaching 738 teachers, and indirectly reaching 589,837 students across Bangkok.

LOCATION
BANGKOK





ADVOCACY & ENGAGEMENT

Stakeholders

- Teachers, local police, parents/caregivers, district offices, and the support of private sector including leading motorcycle manufacturers, helmet factories and hotels.

Why

- Fostering friendly relationships and collaboration between school, local police, district offices and communities, promoting collective social responsibility and reducing feelings of hostility towards police when they enforce road safety laws and regulations.

How

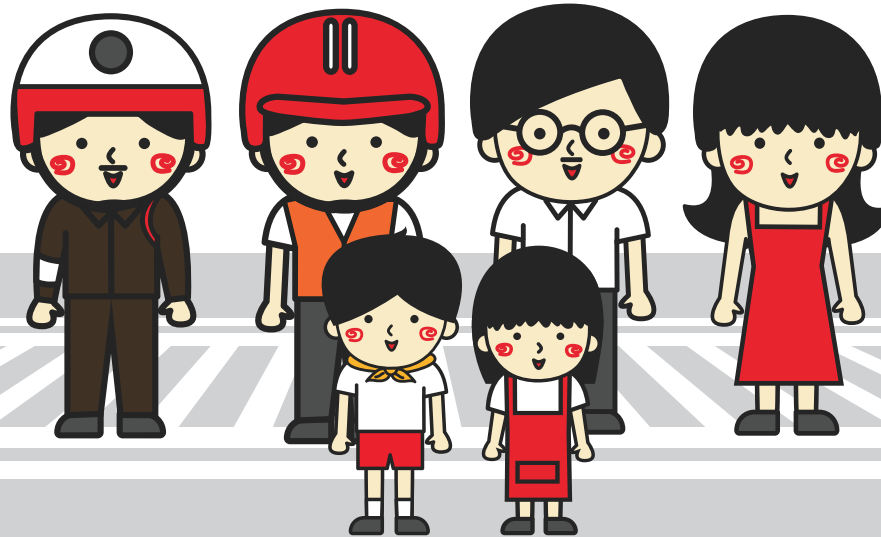
- Awareness raising and promoting safety culture in communities and creating localised policies.

7% Project Key Activities

- Road Safety Zone for Kids, School Roadshows.

Results

Relationships between law enforcement and communities are strengthened. Both children and their parents gain a deeper understanding and importance of road safety laws and regulations. The policy and law user can have stronger regulatory enforcement.





MEDIA & COMMUNICATIONS



Stakeholders

- The media and the public.

Why

- As perception and cultural beliefs play an important role in shaping individual practices, targeted and innovative road safety campaigns were launched to increase awareness on road safety and helmet safety practices. The campaign is designed to complement our regular year-long activities to garner public support.

How

- Diverse media and outreach campaigns, utilising social media, broadcast media, interactive educational activities, and public events, in mobilising and engaging public support.

7% Project Key Activities

- Digital Campaign, “Alert Little Tun” animation, Helmet Heroes Award Ceremonies, Exhibition.

Results

In 2016-2019, our Media and Outreach indirectly benefited 26,133,762 audiences through multi-media broadcasting, social media, interactive educational activities and public events to mobilise public support.

2016-2019



Outreach indirectly benefited
26,133,762 AUDIENCES



INNOVATION & CHILD PARTICIPATION



Stakeholders

- Students, corporate and media partnership (e.g. A.P. Honda, Marriott International, MCOT, ThaiPBS, among others).

Results

Why

- Bringing young people to be part of creative and innovative solutions, engaging and speaking out on issues that matter to them.

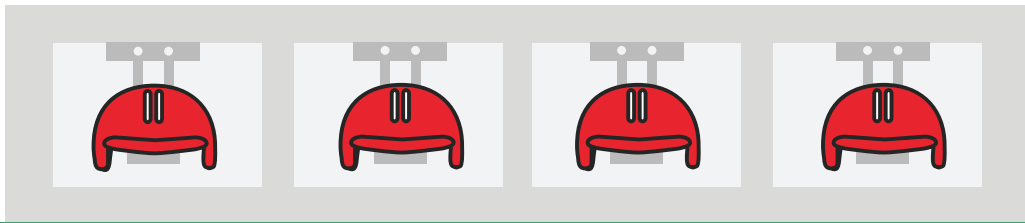
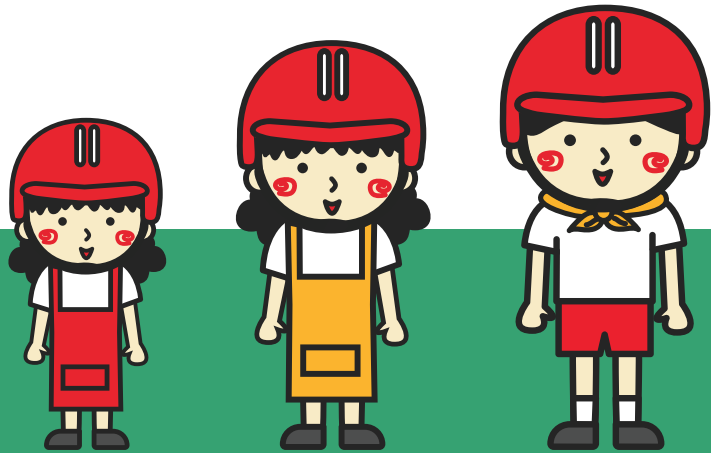
Through the process of child participation, the 7% project have gathered in depth information on issues causing the lack of helmet use, such as the absence of helmet storage. Informative and interactive activities have also influenced the perception of helmet use among children and led them to be helmet safety champions in their communities.

How

- Involving children and youth to take part in design-thinking, media, and storytelling activities. Ensuring that they are part of the dialogue and their voice are strengthened.

7% Project Key Activities

- Helmet Decoration, Young Journalist Initiative, Photo Voice, Helmet Storage.



HELMET STORAGE

EDUCATION



GUIDE TO TEACHING ROAD SAFETY

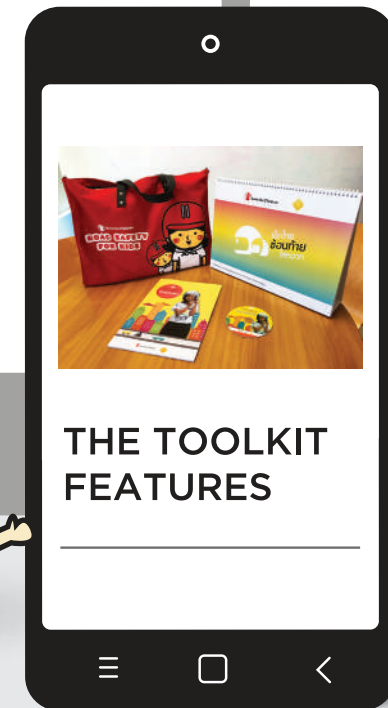
ROAD SAFETY TOOLKIT

Our Education component focuses on capacity building through the use and knowledge derives from our 'road safety toolkit'.

The programme is designed to encourage and support the role that teachers and road safety practitioners play in helping children to be safe road users and to learn about road safety through the development of safety plans, strategic enforcement, campaigns, and activities.

The 'road safety toolkit' is designed to inspire behavioural influence among children through various educational activities and strategic planning, combining the traditional way of giving children information about why, when and how to use a helmet, with interactive and innovative activities to cultivate fun learning environment and inspire good habits.

Our toolkit serves as a guide for teachers who will implement safety programme and work with student ambassadors in their school. The knowledge and activities can be tailored to the local context within each school, to allow for flexibility in their application by the educators.



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- **THE SCHOOL PROGRAMME GUIDE**

helping guide the user through the necessary steps to implement a road safety programme

- **HELMET AMBASSADOR GUIDE**

introductory to the toolkit's core 'behavioural influence' approach and the selection procedure for helmet ambassadors



- **ACTIVITY GUIDE FOR SCHOOLS**

introductory to child participation guideline

- **ACTIVITY GUIDE FOR SCHOOLS**

introductory to activities and tools to promote helmet safety and monitoring

TRAINING OF TRAINERS (TOT) FOR TEACHERS

This capacity building programme for teachers is designed to strengthen educators' capacities to



1.

DELIVER EFFECTIVE ROAD SAFETY EDUCATION

2.

DEVELOP SCHOOL ROAD SAFETY PLANS FOR YOUNG CHILDREN IN SCHOOLS

The course is dedicated to providing teachers with a structured framework for managing road safety and improving safety culture in the school, including new ideas on activities that can be used in the classroom to promote helmet use.

The format and knowledge from the workshop derives from the approach and activities from our road safety toolkit.





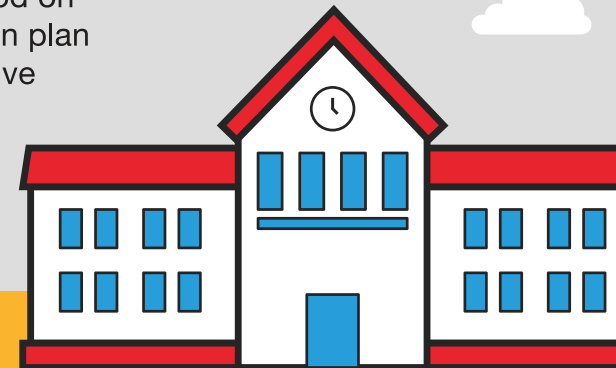
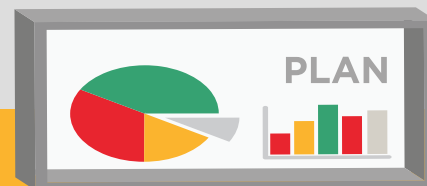
are invited to attend the Training of Trainers (ToT) workshop.

TEACHER HELMET AMBASSADORS



AT THE WORKSHOP

teachers learn how to design methods for integrating road safety lessons and activities into existing lesson plans, ideate the most suitable activities appropriate to their students' development levels and classroom context, and monitoring and evaluation method on student helmet use. Participants are asked to create an action plan and encouraged to apply for seed funds to kick start innovative road safety initiatives in their school.



STUDENT HELMET AMBASSADORS



'School Helmet Heroes'

'School Helmet Heroes' is an initiative that involves children from primary schools throughout Bangkok.

Selected by peers as the most influential within their class, students join forces to lead activities that help raise awareness and change helmet wearing practices among students as well as their families and within the community.



'SCHOOL
HELMET
HEROES'

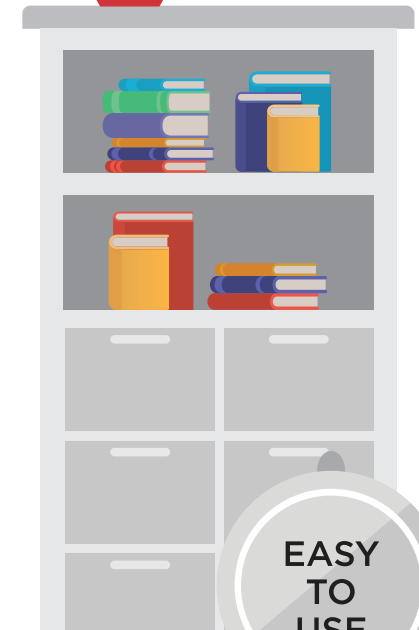


Some of the activities include making signs and promotion materials to encourage their peers to wear helmets, helping teachers monitor helmet use in school, or participating in demonstration activities e.g. egg drop and helmet decoration activities.

ONE OF THE CORE MISSIONS OF THE 7% PROJECT

ROAD SAFETY INTEGRATED CURRICULUM DEVELOPMENT

is to ensure the sustainability of the initiative in communities even without direct intervention in the future. With the support of the teacher helmet ambassadors, a 'road safety curriculum' was developed to be integrated into 9 different subjects of the national education system including for Thai language, Mathematics, Science, Social Studies, Health, Arts, Occupational Studies, and Student Development subjects.



EASY TO USE

Designed to complement the core national curriculum, teachers can select relevant and easy-to-use road safety exercises and insert them in their respective teaching subjects.

The curriculum is currently being advocated to be used under the Ministry of Education's education system.



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ADVOCACY & ENGAGEMENT

PROMOTING SAFER CITY FOR CHILDREN



While Thailand has national helmet laws applicable to both drivers and passengers, and helmet standards are mandated.

only

52%

OF RIDERS

AND

22%

OF PASSENGERS

(including 7 per cent of children)

(ThaiRoads 2019)

**are recorded as wearing helmets –
a considerably low rate of compliance.**

Our Advocacy and Engagement component incorporates proactive partnership strategy between government, private sector, and civil society to strengthen localised enforcement practices. Piloted in 8 districts in Bangkok, the 'Road Safety Zone for Children' advocacy initiative was launched to strengthen collaboration between district offices, police, schools, and communities, forming road safety working group in each area through dialogue, capacity building, and organizing public event to reassure wider awareness and engagement among community members.

THE INITIAL

8

DISTRICTS IN
BANGKOK AREAS

selected from their significantly high number of road crash incidents: high, middle and low rates and their high commitment to reduce children's risk and improve their safe environments to their children.



ROAD SAFETY ZONE FOR CHILDREN



The 'Road Safety Zone for Children' is an advocacy initiative that expanded from the approach of school education into community policy.

A series of district consultative workshops were organised to provide technical support to the identified core stakeholders including district authorities, police, schools and community leaders in developing inclusive measures to promote safety zone for children, especially in school areas and nearby.

“SAFETY ZONE”

is defined as safe area for children to travel brought by the comprehensive efforts of key road safety players in the district working together to find measures and policies to improve hazardous or accident-prone locations.

It is expected that the successful pilot districts would then go on to becoming leading examples of 'safety zones' for other Bangkok Metropolitan Administration districts, which is in line with the government's effort to create "City of Safety."

SCHOOL ROADSHOWS

IN A PARTNERSHIP WITH
A.P. HONDA AND THAI
NATIONAL BROADCASTING
CHANNEL MCOT,

SAVE THE CHILDREN
ORGANISED A SERIES OF
SCHOOL ROADSHOWS
TO BRING ROAD SAFETY
ACTIVITIES TO SCHOOLS
THROUGHOUT BANGKOK.



The roadshows featured light-hearted education activities with a hidden message on helmet use. Students could learn about traffic signs, helmet safety laws and regulations, how to correctly wear and clean a helmet, and participate in a safety bicycle driving tests.

The roadshows also included neighbourhood walking parades, mobilising support from parents, police, district office, and community members to help spread the importance of road safety messages to their community. Arts and performance including theatre performance and drawing competition were also incorporated to ensure liveliness of each roadshow.



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MEDIA & COMMUNICATIONS



SPREADING ROAD SAFETY MESSAGE TO THE PUBLIC

Mass media campaigns are an important component of road safety strategies. Road user behaviour can be improved by road safety campaigns which in combination with behavioural measures (e.g. education, training, or enforcement), can become a powerful way to persuade the public to behave more safety on the roads.

THE **7%** PROJECT

has developed a widespread and diverse media campaign, utilising social media, broadcast media, interactive education activities and public events, to raise awareness on the urgency of road safety issues in the country and to mobilise and engage public support for the helmet safety initiatives under the 7% Project.

ENGAGING WITH KEY OPINION LEADERS: HELMET HEROES

The “Helmet Heroes” campaign was launched, featuring short videos of 11 public figures and celebrities who encourage people, in their own unique ways, to wear helmets when riding motorcycles.



CHOSEN AS HELMET HEROES REPRESENT A DIFFERENT SECTION OF THAI LIFE, INCLUDING A POLICE OFFICER, RENOWNED DIRECTOR, DESIGNER, ARCHITECT, AWARD-WINNING TEACHER, AND EVEN A MONK.

These heroes represent different occupations, personalities, and ways of life, but what they all have in common is that they all take road safety, especially helmet wearing, seriously.



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The most popular video, “Pra Karn Knock” or “Helmet Monk,” was inspired by the story of the assistant abbot of Patumwanaram monastery. Using humour to appeal to the Thai public who majority are Buddhists, the video features a Buddhist monk preaching to motorcycle drivers on the street that a monk will not be able to protect them from harm on the roads, but a helmet can.

USING DIGITAL STORY TELLING: SOCIAL EXPERIMENT CAMPAIGN



Save the Children in collaboration with Toolmorrow, a social enterprise specialising in tackling and dispelling public misconceptions, launched a multi-media campaign aimed to tackle false beliefs entrenched in social norms on helmet safety.



The digital campaign featured a series of social experiment videos, comic strips, photo essays and stories featuring expert interviews. Under this campaign, adult motorcycle riders are being interviewed by a child actress about their perception on helmet use.

The campaign was well received and garnered relatively high interest from the audience with the first video clip

“DO NOT GIVE IN”

receiving a million views. The video features a scene where parents face tantrums from their children, demanding them to wear helmets when riding the motorbike with children. Another popular video showed parents putting helmets on their children, but not wearing the helmets themselves.

The key message of the importance of helmet wearing for all ages for both the drivers and passengers was emphasised by the voices of the children in the video.



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CREATING BEHAVIOURAL CHANGE CAMPAIGN

THROUGH PRIVATE PARTNERSHIP



Save the Children in collaboration with Lazada, an e-commerce website, launched a digital campaign called

‘NEGLECTING A HELMET = NEGLECTING YOUR CHILD’

The campaign targets Thai parents with a strong call of action on helmet use, promoting the concept of love and affection simply by ensuring safety of their children when riding a motorbike from home to school.

A thought provoking video was released on a cautionary tale of the dangers of unsafe road practices. The video cleverly adopts the style and visual cues of murder mystery dramas, to create a social media hook and the opportunity to emotionally connect with our audiences, while providing opportunities for viewers to get discounted price for children’s helmets when purchased them through Lazada.

The video reached

750,000

and engagement was

158,000

with more than 320 helmets being sold in the first three weeks.



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ROAD SAFETY AND HELMET USE



THE VIDEOS ARE AVAILABLE PUBLICLY
AVAILABLE ON SAVE THE CHILDREN
THAILAND'S YOUTUBE CHANNEL.

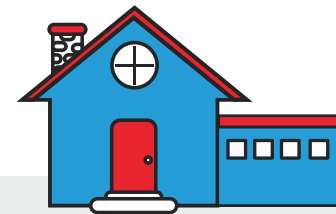
THEY ARE ALSO AVAILABLE FOR
CHILDREN TO VIEW IN THE CLASSROOM
AS A TEACHING AID IN ROAD SAFETY
TOOLKIT.

REACHING YOUNG CHILDREN:

“ALERT LITTLE TUN” ANIMATION

Realising the appeal of animation to young children, Save the Children produced a child-friendly “Alert Little Tun” animation to teach children about the importance of road safety and helmet use, as well as teaching children that they can play an important role in ensuring the safety of themselves and others.

To reach a nationwide audience, the animation was aired on Thai Public Broadcasting Service (Thai PBS). Given their popularity among children, “Alert Little Tun” characters have been translated into child safety mascots, comic books, and free giveaway communications products to deliver child-friendly messages.



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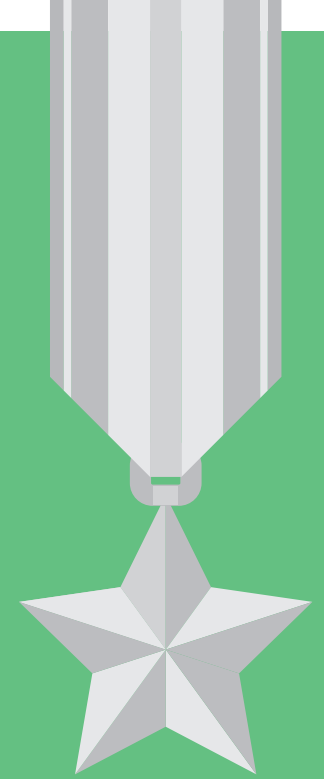


CELEBRATING ACHIEVEMENTS: HELMET HEROES AWARD CEREMONY



WE BELIEVE THAT ACKNOWLEDGING EFFORTS AND SUCCESS IS EQUALLY AS IMPORTANT AS THE WORK ITSELF. AT THE END OF EACH YEAR, SAVE THE CHILDREN HOLDS AN AWARD CEREMONY,

to inspire and celebrate the achievements of our helmet heroes for their hard work and sustained commitment to the promotion of road safety.



The ceremonies gather educators, representatives from government and private sectors, and children and youth involved in the 7% Project, highlighting the importance of inclusive partnership to creating sustainable road safety zones for children in the country.

Our award ceremonies take a form of interactive exhibition and panel discussions, showcasing success stories and best practices of our road safety champions while providing platforms for practitioners to share and exchange ideas on models for sustainable road safety interventions.



INNOVATION & CHILD PARTICIPATION

PROMOTING CHILDREN AND YOUTH PARTICIPATION

We believe that every child has the right to be heard, influence, and participate in decisions and actions affecting them. Thus, our team is committed to providing opportunities for children to be part of driving solutions and transformation. We also aim to support strengthening of children's voices so that their stories and concerns are heard.



CHILD PARTICIPATION
is one of the core principles of the

7%
PROJECT



All activities conducted under this component were designed to ensure that children and youth can engage in critical analysis and experiment with various creative problem-solving approaches to tackle issues related to helmet safety.

HELMET DECORATION



IN PARTNERSHIP WITH J.W. MARRIOT AND A.P. HONDA, A SERIES OF CHILDREN HELMET DECORATIONS EVENTS WERE ORGANISED TO PROVIDE A VENUE FOR CHILDREN TO EXPRESS THEIR CREATIVITIES AND PERSONALISE THEIR HELMET DESIGNS.

The initiative expanded into a nationwide campaign where students from all over Thailand competed in a helmet design competition. This expansion further created awareness, incentives and a sense of ownership for children to wear helmets.



HELMET STORAGE

IN RESPONSE TO A FOCUS GROUP DISCUSSION THAT REVEALS LACK OF HELMET STORAGE WAS ONE OF THE MAIN REASONS MANY STUDENTS DO NOT BRING HELMET TO SCHOOLS,

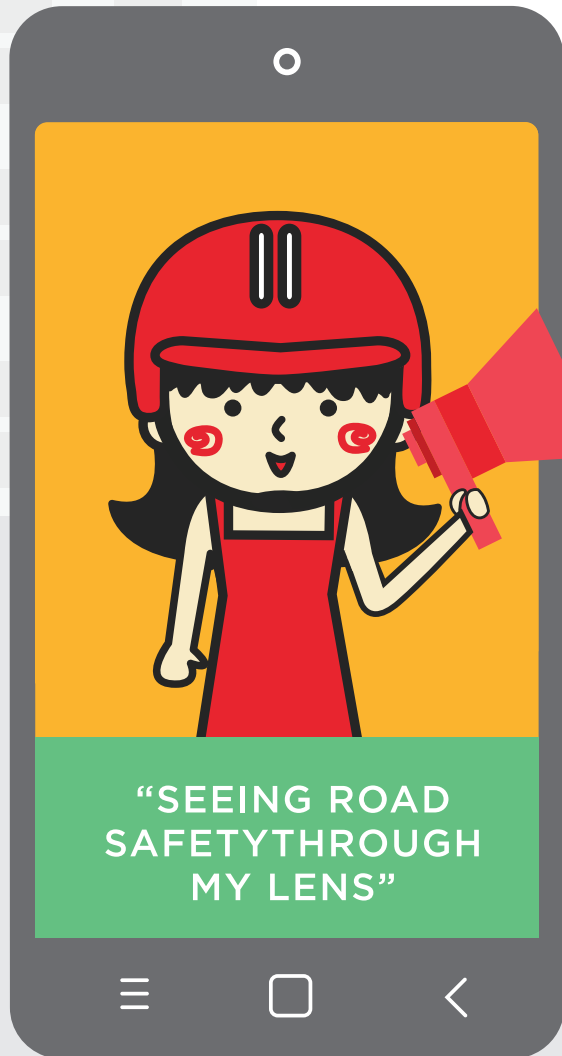


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created a design thinking workshop whereby art university students joined together to design easy-to-assemble helmet storage for schools. The helmet storage aims to create incentive to increase number of students to bring helmet to schools through solutions driven by youth.



BRINGING CHILDREN'S VOICES TO COMMUNITIES: PHOTO VOICE



To gain insights into children's perceptions on road safety and to inspire a culture of safety among youth, a photo voice workshop called

“SEEING ROAD SAFETY THROUGH MY LENS”

was created to provide platforms for children to express their concerns and bring their voices out to communities.

Photo voice is a participatory research method that combines photography and critical discussion, with the ultimate goal of engaging people most affected by the issue, through storytelling photography, to inform social action or bring about community level change.

Under this activity, children participated in photography training and took photos of hazardous areas in their local districts, focusing on routes that they travel regularly from home to school. The photos taken by children were then presented at an exhibition, where members of the community, including parents, police, and district officials came to learn about road safety concerns through the viewpoint or 'lens' of children.

The initiative not only encourage children to be active learners and citizens, but also empower a sense of community ownership among them.



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YOUNG JOURNALIST INITIATIVE



THE YOUNG JOURNALIST INITIATIVE WAS CREATED TO INSPIRE CHILDREN AND YOUTH TO ENGAGE IN EVERYDAY ROAD SAFETY ISSUES,

fostering discussions and providing platforms for children and youth to speak out and voice their concerns by taking on the role of a young reporter.

The initiative provides training for children and youth on how to produce creative content related to helmet safety news so that they can be representatives of children and youth to push for road safety among friends, parents and communities.

The activity included site visits to the newsroom, training on how to write headlines, capture key messages, and conduct interviews, as well as photography techniques and video editing.



ACTIVITY



THE
7%
PROJECT'S
GOAL

CONCLUSION

THE 7% PROJECT'S GOAL IS TO INCREASE THE SAFETY OF CHILDREN IN THAILAND AND REDUCE INJURIES AND DEATHS DUE TO MOTORCYCLE ACCIDENTS BY INCREASING HELMET USE AMONG CHILDREN.

The 7% Project features an integrated approach that involves schools, law enforcement, media, social enterprise, government agencies, corporate partners and communities. We believe that with all four components working harmoniously, sustainable change can be achieved.

During the past 5 years, there has been an expansion of the road safety network and dialogues, among teachers in Bangkok, districts police, and academics on road safety concerns.

The key actors were no longer working independently or within their departments. Instead, they continue working with each other to support changes and address road safety issues at the school and community levels.

The increased partnerships and transferable skills and knowledge of our stakeholders, partners, and beneficiaries is a key component to creating impact and sustainability of our mission.





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Save the Children is the leading independent organisation for children in need, with programmes in 120 countries. We aim to inspire breakthroughs in the way the world treats children, and to achieve immediate and lasting change in their lives by improving their health, education and economic opportunities. In times of acute crisis, we mobilise rapid assistance to help children recover from the effects of war, conflict and natural disasters.