

## CCTV approach is Exceeding Expectation

Miss Sariya Taweegul

Chiang Rai Prachanukroh Hospital

Based on the road safety statistics in 2012, there were three provinces that still had low to middle level of helmet wearing rate. They were Nan, Chiang Rai, and Phayao whose helmet wearing rate was at 41%, 38%, and 24% respectively. This number is a good indicator of risk behaviour that leads to severe injuries or even death if motorcycle riders are involved in a crash. The risk becomes greater when combined with road conditions, surrounding environment, and risk spots such as the cross road, merging lanes, intersections, and U-turns, particularly at connecting roads between nearby provinces with high numbers of road users. Moreover, the density of traffic is increased at the time of a holiday season as these three provinces are popular among the tourists. This road safety situation is indeed a challenging one for all three provinces to work together in order to comply with the UN Decade of Action Declaration to cut down the road toll in half by 2020.

Applying law enforcement to suppress risk behaviours alone may not be enough, which is clearly seen from the enforcement statistics whereby police have arrested 21,592 traffic offenders each year. However, there is still inadequate task force compare to the amount of job responsibilities. The use of a technology such as CCTV to assist in risk behaviour suppression is therefore necessary.

Nan, Chiang Rai, and Phayao have installed the CCTV in their cities. People within the municipal areas need to be discouraged from taking risks when using roads as well as promoting road safety discipline especially through 100% Helmet Wearing Policy under the concept of "fault, if not corrected, will become commonly accepted and rightful" in the end.



Working approaches..... consisting of 5key elements as follows

1. **Meeting** with all relevant road safety networks to compose a project for Provincial Governor's consideration and support.
2. **Coordination** with police to take part in working group committee in order to be able to issue and send out the ticket via post office as well as police enforcement.
3. **Promote public information** on ticketing process, and coordinating with all agencies of concern to notify public through posters, pamphlets, radio programme/live interview.
4. **Assessment** through a site visit to have a discussion with people in community and hearing public opinion..
5. **Continue improvement** through knowledge exchange, lessons learned, and magnify outcomes.



**The result has exceeded the expectations....**CCTV is effectively supporting law enforcement by monitoring people's road use behaviours and recording any traffic offences in the following ways; 1) fining on FIVE traffic violations (cutting in front at the solid line zone, stop a vehicle exceeding the stop line, stop in the middle of intersection, driving on the wrong side of the road, and falsify a license plate, 2) ability to 100% complete the task within an hour, 3) it is able to monitor around the clock, 4) it is used as an evidence in court 74 times, 5) it is used for tracking down 1, 013 offenders, 6) it helps identify the cause of the crash 197 times, and 7) it helps recording when officers are on patrol 34 times.

After the use of CCTV, a survey on public satisfaction was conducted through a random survey method of 5,737 people. The results showed that 73.54% were mostly satisfied, 25.36% were moderately satisfied, and 1.10% felt that it should be improved (details as shown on belloved table).

ตัวอย่าง	มากที่สุด-มาก	ปานกลาง-น้อย	ปรับปรุง
ประชาชน	86.09 %	12.67 %	1.24 %
ตำรวจ	72.29 %	18.07 %	9.64 %
เครือข่าย	86.49 %	13.51 %	0 %
ผู้ทำผิด	45.38 %	54.22 %	0.40 %
รวม	<b>73.54 %</b>	<b>25.36 %</b>	<b>1.10 %</b>

#### KEYSto Success...

- Policy and vision driven by a leader is a key to success and needed always in order to be able to keep things “under control”.
- Support from all road safety network agencies especially those from the local administrative bodies as well as private and public sectors.
- Mutual agreement on working process design, working rules, and information sharing and its distribution.
- Responsible/dedicated staff with “successor”

**Lessons learned**...as someone has said that “nothing is too high for a man to reach”, which is also true in the case of law enforcement that can come in varieties of forms and yet be consistent. It has to give the public the impression of “persistence that police takes action seriously on all safety measures ranging from conducting a public service stop-point at risk area, conducting an interception point in a village, conducting a community check-point in city areas, using the Camera CCTV, and Mobile CCTV depending on the nature of the problem or issue and the context of the local area. All of which would eventually help correct risk behaviours of the local road users in the long run.

## Immediate Action...Brings Solution and an Organisational Prototype

Mr. Suriyan Toeyod

Chiang Rai Commercial Vocational College

A project called “Year of 100% Helmet Wearing” was launched at the Thai Army Club in 2011 by Thailand road safety partners consisting of Road Safety Directing Center of Department of Disaster Prevention and Mitigation, Office of Insurance Commission, Thai General Insurance Association, Road Accident Victims Protection Company Limited, and relevant road safety networks from both government and private sectors. The announcement intended to push for 100% helmet wearing promotion policy across the country with the aim to ignite the public interest to be aware of the project, gain knowledge on proper helmet wearing and its benefits. This will serve as a pilot project for other organisations from the government sector, government enterprises, local administration, and corporations to follow and achieve the target of 100% helmet wearing in their organisations under the Decade of Action for Road Safety’s objectives.

The Governor of Chiang Rai has declared the “Year of 100% Helmet Wearing” a provincial agenda to pave the way for sustainable helmet wearing policy in every organisation in the province. One of the organisations that participated in the project was Chiang Rai Commercial Vocational College. The college is a private institution that houses a total of 1,500 students who used motorcycles as their means of transportation. However, 90% of student riders were not wearing a helmet, and 41% did not have a driver license. In addition, the college is experiencing the loss of 1-2 students due to road crashes annually.

Based on the current road safety problem, Mr. Suriyan Toeyod and Student Leaders had taken an extra step to help reduce road crash injury and death by introducing a new road safety culture through “**Vocational College Working Model**”, which consists of FIVE working components as follows.

1. **Surveying:** A survey is conducted for data analysis before inviting relevant road safety parties including college management for a discussion on project delivery with the aim to promote road safety culture within the college.
2. **Empowering:** The team received support on information and working process from Miss Sariya Taweegul, a mentor from Chiang Rai – Thailand Road Safety Network, who provides advice on relevant strategies to a group of teachers, college management team, and target students. This has empowered the working team to be able to integrate the work from all parties effectively with the goal of continuity, sustainability, and expansion.
3. **Coordinating:** Established coordination between all relevant road safety networks and partnerships together with teachers and students through collaborative design of activities within the existing context and problems that students were facing relating to motorcycle riding, helmet wearing, driver licensing, and integrated the relevant knowledge into the existing curriculum for classroom teaching.
4. **Finding:** Student leaders from Student Committee, classes, and Road Safety Club to participate in the 2-day training on road safety knowledge and allocated a role for each student leaders to assist in “Kick Off” activities ranging from classroom road safety exhibition, college competition, and 100% helmet wearing exhibition.
5. **Seeking outcome:** An MOU with the road safety network was signed to obtain assistance in setting up the environment within the college into a helmet wearing zone, relevant rules and penalties, and awarding those who illustrated a good example. The award included a certificate and a new helmet. The project work was then monitored, followed up, and evaluated by both internal and external evaluators. The outcome has led to zero death among college students as shown in table 1.

Year	Students	Driver License (%)	Helmets (%)	Crash Statistic	Injury	Death
2015	1,458	95%	70.8 %	42	34	1
2016	1,368	98%	97.2%	26	16	-

### Highlights for Sustainability

1. Participation process by all relevant partners starting from brainstorming, implementing, evaluating, and establishing the role for students to become a driving force for change with a supporting network of college management, teachers, student peers, and Thailand Road Safety Network mentors to promote road safety awareness and damage caused by road crashes.
2. Taking systematic action with clear objectives that emphasize social capital/existing resources as cost.
3. Classroom learning integration that is consistent with the existing curriculum.
4. Support on the production of learning materials for students to be used for public information activities both inside and outside college.

The above highlights have led to “Vocational College Working Model”, which contributed to the reduction of student road toll. This model is well accepted as a project prototype for other educational institutions in Chiang Rai Province.





## “Organisation Measures Need Actions but Not Easy as Once Thought”

Miss Sariya Taweegul

Chiang Rai Prachanukroh Hospital

Road safety is serious problem issue in every area, but to solve the problem effectively the drive must come from “the desire and determination within”. Thus, the Chiang Rai – Thailand Road Safety Network team has come up with a strategy called “5-head dragon” consisting of 5 components; 1) Policy, 2) Network of Change Agent development, 3) Organisation measures, 4) MIS Ranking data system development, and 5) Public communication, to serve as a compass for road safety work.

The attention now is given to the component of organisation rules, which the team together with the relevant partnered agencies were supporting the organisation that is ready to participate in the project. There were a total of eight organisations that took part, which were 1) RopWiang Sub-district Administrative Organization in Mueang Chiang Rai District, 2) Mae Sai Sub-district Municipality in Mae Sai District, 3) HuaiKhrai Sub-district Municipality in Mae Sai District, 4) Pong Ngam Sub-district Administrative Organization in Mae Sai District, 5) Chiang Rai Prachanukroh Hospital, 6) Triamudomsoksapattanakarn Chiangrai School, 7) Chiang Rai Commercial Vocational College, and 8) Chiang Rai City Hall. The working approach for delivering the organisation rules is comprised of FIVE tactics of 1) Information technology, 2) Multi-disciplinary team, 3) Cooperation, 4) Most risky behaviour, and 5) Most cost effective measures. Additionally there are another FIVE techniques used for project implementation as follows.





1. **Invitation:** Inviting all relevant road safety agencies to a meeting with the senior management of participating organisations to explain the importance of the issue and being aware of the extent of the problem.
2. **Linkage:** Giving the opportunity to the people within the organisation to share working objectives and information with management freely. This involved;
  - 2.1 Appointing an organisation working group committee
  - 2.2 Project planning/role and responsibilities
  - 2.3 Designing data collection and analysis
  - 2.4 Signing an MOU/rules agreement/applied law enforcement
  - 2.5 Communicating with others, sharing information to public, information, promotion campaigning
  - 2.6 Motivating/promoting awareness both inside and outside the organisation to establish general acceptance
  - 2.7 Complying with the rule/plan
3. **Information sharing:** Presenting the crash data particularly on the risk behaviour at every opportunity such as meetings, discussion panels, and attending the working group committee meeting to participate in the designing of solution that is applicable to the problem.
4. **Following up:** Being involved in the follow up work such as site visit, attending the monitoring activities, meeting with local people, and providing advice.
5. **Summary of outcome:** To look at the final outcome in terms of its worthiness, cost-effective, development, room for improvement, lessons learned, project expansion, applicability to others, and sustainability.



To enhance organisational measures, remembering no organisation can do on its own. It has to be done under full cooperation that is systematically delivered through strategies, tactics, and techniques. Moreover, it has to be supported, monitored, and assessed by relevant partnered agencies from multi-disciplinarians. Thus, the senior management of each organisation is very important and centrally the driver for the project sustainability. In addition, a full cooperation and determination to be successful by those inside an organisation is equally important. In summary, to maintain its success is a real challenge for everyone in the organisation and not the success of any individual.

## “Helmet Wearing to School”, who has gotten it under control?

Mr. Wonchai Chairat

TriamudomsoksapattanakarnChiangrai School

In the past, TriamudomsoksapattanakarnChiangrai School had lost 3 – 5 students on average annually due to road crashes. The main cause was from risk behaviour linked to riding a motorcycle without wearing a helmet. As a teacher who wanted to see students travelling to and from school safely, it is time to raise students’ awareness and conscious on road safety issues. The focus was to raise awareness among students, teachers, and parents on the consequences of road crashes that can lead to serious injury and death as well as ways of prevention by wearing helmets.

### Work process begins with...

1) Recruiting allies by consulting with the Chiang Rai – Thailand Road Safety Network mentor, and connecting with the relevant partnered agencies for further cooperation. Those partners were Road Safety Directing Center of Department of Disaster Prevention and Mitigation, Office of Insurance Commission, Chiang Rai Provincial Police, Chiang Rai HighwayDistrict, Provincial Land Transport Office, Chiang Rai Prachanukroh Hospital, Road Accident Victims Protection Company Limited, The South East Insurance Company Limited, and the Parent – Teacher Association of TriamudomsoksapattanakarnChiangrai School. They all came together to plan and design activities to resolve the issue and immediately took actions under the following FIVE working procedures;

- 1) **Reflection/Survey:** A helmet wearing survey was conducted on students and parents, and found that most of them were not wearing helmets. This information was reported back to students.
- 2) **Knowledge:** Providing knowledge to students on road crash preventive measures, first-aid training, and traffic rules.

- 3) **Brainstorming:** Conducting a brainstorming session for suitable solutions, working approaches, and applicable penalties that is agreed by students, which in this case the penalty was to **give a cash donation**.
- 4) **Cooperation establishment:** To have teachers, and school staff involved in a year round public campaigning, while students were checking on their student peers' behaviour both in the morning and after school and collecting donation from students who violated the rules.
- 5) **Follow up and monitoring:** To conduct a monitoring process and evaluate the outcome before presenting the result at the meeting each month.



The result showed that there was an increase of helmet wearing rates across the board compared to the previous year where there were high numbers of violators. At present, everyone including parents is wearing helmets and there is no student mortality from motorcycle crashes. It is expected that this will become the safety culture that is adopted by new students and continued annually.

## Think of Safety and You can be Safe Already...A Case of the Rental Bus

Miss Sariya Taweegul

Chiang Rai Prachanukroh Hospital

“**TheSchool excursion**” is one means of promoting students’ learning from real life experience outside schools. This practice is popular among Opportunity Expansion schools and secondary schools that take students to important learning sites in another province. In doing so, schools normally rent a public bus from private companies, and base their selection on 1) School relationship with the owner of the bus, 2) School budget, and 3) Simplicity of contract whereby safety is not taken into account.



Chiang Rai Consumer Protection Center recognised the potential problems that relate to this practice, having foreseen the knowledge gap on people’s rights when using public transportation. Thus, the center had considered providing information to the general public on protection of consumer rights on public transportation, access to compensation, and a mechanism that supports consumer rights protection system.

### Important Working Process

The process started at 8 pilot schools located within Chiang Rai City Municipality area, which is consists of;

1. Call for a meeting to explain the purpose of the project to the City Municipality management to ensure that no extra workload is added, but rather assisting with their job.

2. Surveying the target schools, interviews and collecting data from the school principals and staff.
3. Analyse and synthesize data.
4. Composing a guidebook for safe public transportation selection criteria, which comprises of points for consideration on standardized buses, vehicle condition, driver condition, insurance coverage, public transportation license plate (yellow plate only), and most importantly the contract clauses that include the route, the date, the time of travelling, and compensation package.
5. Pushed forward to have the guide used as a standard practice for all schools to rent public transportation that is safe and provided with full consumer rights protection.

**The result showed that** 1) All schools participated in the pilot project are now equipped with a guidebook to help with their selection for safe public buses, 2) The school management and responsible staff are aware of compensation processes, 3) The school management and responsible staff are increasingly aware of the rights for compensation, and 4) The school management has recognised the importance of the bus rental procurement process identified in the guidebook.

**The exceeding expectation** is that the Thailand Road Safety Network mentoring mechanism, which is fully functional and supporting all parties to reach the work objective as planned. The mentor attended all meetings both pre and post project work as well as providing advice on the work constantly and coaching the working group with confidence until the work was completed.



## Worry about someone? Just Wear Helmets

Miss Sariya Taweegul

Chiang Rai Prachanukroh Hospital

The current road crash statistics shows an increasing number of crashes, injuries, and fatalities particularly in the case of motorcycle crashes. The data shows an increase on road fatalities and serious injuries due to head trauma when riders are not wearing helmets.

The cabinet had approved a resolution on April 29, 2010, declaring the country's Decade of Action for Road Safety from the year 2011–2020, which has become a national agenda, to seriously address road crashes across the country. To support the country's road safety agenda, Chiang Rai Provincial Disaster Prevention and Mitigation Office which is a secretariat to Chiang Rai Road Safety Directing Center, had called a meeting with Chiang Rai – Thailand Road Safety Network mentors together with other relevant agencies to consider selecting an organisation to become a prototype for a road safety promotion project. The Chiang Rai City Hall was selected to be an organisation prototype for a 100% helmet wearing promotion project. This involved knowledge distribution not only to the City Hall officers, but also people who come to the City Hall in order to promote road safety awareness and change their risk behaviours.



### Working approaches include;

1. Conducting a meeting with Chiang Rai – Thailand Road Safety Network mentors together with other relevant agencies for planning.



2. Appointing a working group committee for the project, which was named Worry about Someone? Just Wear Helmets project.
3. Issuing a provincial announcement about the project, and notifying all officers and general public of the new safety rule at Chiang Rai City Hall. The new rule required both riders and passengers to wear a helmet, for which aD-Day was set.
4. The public information signs were installed at both entrance and exit to the City Hall for clear view.
5. The rule was enforced by the Volunteer Defense Corps from the Provincial Administration Office. Their operation involved enforcing the helmet wearing rule, issuing a warning, and recording the name of those who violated the rule before lending them a helmet. In the case of City Hall officers, the name of violators was submitted to their supervisor for warning.



**Qualitative achievement:** 1) An MOU was signed between the Head of Department from all units and the Governor of Chiang Rai, 2) The rule was well communicated for everyone's awareness, which resulted in an increase on helmet wearing from 27% to 83%. Below is a provincial announcement on 100% Helmet Wearing Promotion rule that signed by the Governor.



ประกาศจังหวัดเชียงใหม่

เรื่อง เชิญชวน ข้าราชการ พนักงานราชการ เจ้าหน้าที่ นักศึกษาฝึกงาน หน่วยงานในศาลากลางจังหวัด เชียงราย และประชาชนทั่วไป ที่มาติดต่อราชการในศาลากลางจังหวัดเชียงใหม่ ให้สวมหมวกนิรภัย ทุกครั้งขณะขับขี่ หรือซ้อนท้ายรถจักรยานยนต์

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ตามที่ คณะรัฐมนตรีได้มีมติ เมื่อวันที่ ๒๙ มิถุนายน ๒๕๕๓ เห็นชอบให้ ปี ๒๕๕๔ - ๒๕๖๓ เป็นทศวรรษแห่งความปลอดภัยทางถนน (Decade of Action for Road Safety) เพื่อบูรณาการ การดำเนินงานจากทุกภาคส่วน โดยมีเป้าหมายลดอัตราการเสียชีวิตจากอุบัติเหตุทางถนนต่ำกว่า ๑๐ คนต่อ ประชากรหนึ่งแสนคนใน พ.ศ. ๒๕๖๓ และถือเป็นวาระแห่งชาติที่ต้องดำเนินการให้เข้มข้นในทุกพื้นที่ กอปรกับ สถานการณ์การเกิดอุบัติเหตุทางถนนในปัจจุบันมีอัตราเพิ่มขึ้นเรื่อยๆ โดยเฉพาะการเกิดอุบัติเหตุจากการ ขับขี่รถจักรยานยนต์โดยไม่สวมหมวกนิรภัย ทำให้จำนวนผู้เสียชีวิตและบาดเจ็บทางศีรษะเพิ่มขึ้น

จังหวัดเชียงใหม่ โดยศูนย์อำนวยการความปลอดภัยทางถนนจังหวัดเชียงใหม่ มีความห่วงใย ผู้ไม่สวมหมวกนิรภัยขณะขับขี่หรือซ้อนท้ายรถจักรยานยนต์ จึงขอเชิญชวน ข้าราชการ พนักงานราชการ เจ้าหน้าที่ นักศึกษาฝึกงาน หน่วยงานในศาลากลางจังหวัดเชียงใหม่ และประชาชนทั่วไป ที่เข้ามาติดต่อราชการใน ศาลากลางจังหวัดเชียงใหม่ ให้สวมหมวกนิรภัยทุกครั้งขณะขับขี่หรือซ้อนท้ายรถจักรยานยนต์ โดยเริ่มดำเนินการ ตั้งแต่วันที่ ๑๕ กันยายน ๒๕๕๘ เป็นต้นไป และกำหนดกฎ ระเบียบ ดังนี้

๑. กรณีข้าราชการ พนักงานราชการ เจ้าหน้าที่ นักศึกษาฝึกงาน ผู้ไม่สวมหมวกนิรภัยขณะ ขับขี่หรือซ้อนท้ายรถจักรยานยนต์ เข้ามาในศาลากลางจังหวัดเชียงใหม่ จะดำเนินการดังนี้

- ครั้งที่ ๑ ตักเตือนให้สวมหมวกนิรภัยและบันทึกประวัติ

- ครั้งที่ ๒ บันทึกประวัติและมีหนังสือแจ้งหัวหน้าหน่วยงานในสังกัดพิจารณา

ดำเนินการตามอำนาจหน้าที่ในเบื้องต้น


- ครั้งที่ ๓ บันทึกประวัติและมีหนังสือแจ้งหัวหน้าหน่วยงานในสังกัดพิจารณา

ดำเนินการนำไปประกอบการพิจารณาความดีความชอบ การเลื่อนขั้น เลื่อนเงินเดือน และการต่อสัญญาจ้าง ในแต่ละปี พร้อมทั้ง บันทึกนำเรียนผู้ว่าราชการจังหวัดเชียงใหม่ทราบ และประกาศในที่ประชุมประจำเดือน หัวหน้าส่วนราชการประจำจังหวัด ให้รับทราบโดยทั่วกัน

๒. กรณีประชาชนทั่วไป ไม่สวมหมวกนิรภัยขณะขับขี่หรือซ้อนท้ายรถจักรยานยนต์ เข้ามาใน ศาลากลางจังหวัดเชียงใหม่ ให้ตักเตือนแนะนำให้สวมหมวกนิรภัยขณะขับขี่หรือซ้อนท้ายรถจักรยานยนต์

จึงประกาศให้ทราบโดยทั่วกัน

ประกาศ ณ วันที่ ๒๑ กันยายน พ.ศ. ๒๕๕๘

  
(นายพงษ์ศักดิ์ วังเสมอ)  
ผู้ว่าราชการจังหวัดเชียงใหม่

**Key to success:** 1) Strong leadership and support shown by the Governor to secure the objective, 2) Determination by Heads of all relevant agencies and partners from the road safety network, 3) Diligent work delivered by the Volunteer Defense Corps who worked hard to turn the rule into practice. The work done by the City Hall is considered to be clearly delivered and achieved outcomes. It is a combination of leadership with good intention and cooperation from all subordinates who understand and recognised the intention. This role model demonstrated by City Hall officers is also extended to general public.

## Adults think and Children do

Mae Sai Sub-district Municipality

At Mae Sai District, road safety has become a significant issue since there is an increase in personal vehicle use in the area. However, drivers are diverse in terms of their languages, driving skills, and knowledge, which can impact on the safety of the local people as a whole.

Mae Sai Municipality School is an organisation faced with road safety issues whereby students are involved in road crashes. The statistics found that students range from 3 – 12 years of age, and there are around 800 of them travelling to and from school by parents who are using a motorcycle as a mean for transportation. These comprise up to 80% of the total student number. In addition, another 10 students bring their own motorcycles to school each day as well.

Realising the significance of the problem, Mae Sai Sub-district Municipality has conducted a road safety project called “Think and Do Together for Road Safety”. The objective is to promote a good road safety model as well as raising road safety awareness among parents and students that can lead to change in their daily road use behaviours and lead the community to become more disciplined and road safety conscious.



### Working process

1. Conducting a brainstorming meeting on project planning for all schools under the Mae Sai Municipality.

2. Appointing a working group committee to coordinate, plan, and deliver the project activities.
3. Conducting a survey on road using behaviours of teachers, parents, and students at target schools.
4. Conducting a safe riding training session with helmet wearing for teachers, parents, and students.
5. Conducting road safety activities such as traffic rules training, Young Traffic Volunteer training, and helmet sales every month.
6. Installing traffic signs at risk spots and purchasing more traffic directing equipment such as traffic safety batons, gloves, reflective vests, and stop-signal flags.
7. Conducting an evaluation, a lesson learned session, and project expansion for the continuity of the project.



### Key to success

1. The Mayor of Mae Sai Municipality has given road safety issues a priority as one would say that “Adults have started with the thoughts and actions before leading children into practice” so that they become road safety conscious when they grow up.
2. The financial support to run the project has been maintained enabling those working on the project to be able to continue their work. With budget being available, the activities can be run continuously and cover all areas and other organisations within the municipality.

## Strengthening Traffic Discipline Through Check-points

Miss Sariya Taweegul

Chiang Rai Prachanukroh Hospital

Chiang Rai is a tourist destination with travelers visiting the province all year round with a surge in numbers during holiday seasons. Mae Lao District serves as a gateway to Chiang Rai, so it is experiencing high numbers of vehicles and road crashes when travelers pass through the district. The road crash statistics of 2012 – 2014 found that Mae Lao is ranked second for the number of injuries, and third for road death per 100,000 populations in Chiang Rai Province. The road toll during 2015 fiscal budget year (01 October 2014 – 30 September 2015) was 10, however, 9 people already died in the early part of 2016 fiscal budget year (01 October 2015 – 10 December 2015).

When looking at the data in more detail, those who are injured mostly are motorcycle riders (85.46%), and the main injury that leads to death is head trauma (75.42%). The highest number of death is aged 15–29 (49%). Crashes most often occurs during 16.00 -22.00PM (43.03%), and 42.85% are involve drink driving. In addition, 79% of injured were not wearing helmets.

Based on the problems encountered by Mae Lao District, the Provincial Road Safety Working Group Committee decided to use THREE working approaches to tackle the problems to help promote road safety culture, risk reduction, and enhancing traffic disciplinary that suit the local area context.

**First approach for local village community area:** Conducting an intercept-point supervised by the Head of Village or community leaders together with community volunteers.

**Second approach for local administrative organisation area:** Conducting a check-point to issue a warning, whereby the operation is designed by the Chief Executive of the Sub-district Administrative Organization (SAO) together with Head of Police at Public Service Point (police box). The operation is supporting by the Civil Defence Volunteer and Head of



Sub-district Health Promoting Hospital.

**Third approach for district area:** Conducting a community check-point supervised by District Chief, Superintendent of Mae Lao District Police Station. The operation is supported by Mae Lao Hospital, and the Civil Defence Volunteer. CCTV and speed cameras are used for a check-point on the main road to enforce 10 key traffic law enforcements.

All the work is carried out in FIVE working processes and SEVEN tactics. The working process involves meeting, coordinating, promoting public information, assessing outcome, and work improvement. Seven tactics involve sharing of local road crash statistics with the community road safety committee, conducting a community hearing, the project information is then publically shared and distributed. This is followed by a community visit for persuasion to be part of the project, the team is then connected to the road safety multi-disciplinary network for project planning and activity design, which is covers job preparation, mutual working approaches, agreed rules, activity implementation, follow up, assessment, and review of outcome. It is then wrapped up by conducting a lesson learned session meeting where people are complimented for a good work, and sharing the work experiences for a lesson learned before sharing the information with the community for future improvement and expansion.



By conducting a community check-point at 7 pilot villages a desired outcome of community involvement has been achieved, which motivates the local people to be aware of road safety issues and safety practices. This is reflected on the road crash statistics at Mae Lao District in 2016 compared to the same period from last year where there is a reduction on the road crash injuries from 15 down to 12, and only 2 fatalities. Moreover, during New Year holiday, there were no road deaths.

The use of the intercepting-point has enabled risk monitoring in order to control the driver's risk behaviours such as drink driving, no helmet wearing, and speeding when departing the village. The statistics collected at the intercepting-point found that there were motorcycles that passed through the point 5,088 times. A total of 58 riders were either being confined, or issued with a warning where 16 of them were drink driving, 14 of them were speeding, and 28 of them were not wearing helmets. During New Year holiday, the number of injuries was reduced by 33.33% from last year and no deaths occurred in the area.



### Key to success

1. The senior management of local authorities has to give importance to the issue and seriously support as well as being dedicating to the work while the key relevant agencies on road safety has to involve the District Chief, the community leaders, and key FIVE local administrative leaders to obtain full cooperation.
2. To clearly define a policy and resolve road safety issues faced by the local community, it has to be based on systematic and reliable data for decision making process and clear target identification.
3. Coordination needs to be fast and effective which sometimes requires good personal relations, which would allow all forms of communication in all channels according to the local context.
4. By conducting a community hearing, distributing information to public, community visits and site visits during check-points operation have provided a mental support to those working in the community as well as strengthening their work.
5. By applying FIVE working processes and SEVEN tacticsto the work with other local road safety networks have helped find more new workers and leaders.



## A Reminder to youth in WiangHaeng not to Drink and Drive

Miss Sariya Taweegul

Chiang Rai Prachanukroh Hospital

“I have seen examples of older people in the village drunk and teenagers drunk and racing motorcycles. Thus, when I took part in this project I was excited but unsure that this would be successful. However, I do want to work on this project because it does give myself safety...”. This is the story of Mr. Tepakon Choksaksirikul, one of the youth leaders participating in the project.

WiangHaeng District is located near Thailand – Myanmar border, around 170 kilometers from Chiang Mai City District. Its population is diverse and drawn from 9 ethnic groups. Majority of them are farmers and work for hire. The roads in the area are winding and steep with a single lane only for traffic in each direction. There are risk spots both on main roads and community roads particularly on 6 locations with curves, damaged road surface, and no traffic light signals. Most crashes occur at the curve every month and mostly involved motorcycles, for example, villagers become drunk after work and crash afterwards. In the case of youngsters, they are found to ride modified motorcycles and get together for motorcycle racing on community roads. As for parents, they are found to ride without wearing a helmet. Then, there was a dreadful incident that caused a public outcry when a young drunk driver from WiangHaeng District drove over and killed a group of bikers in Chiang Mai City District in 2015. This incident has been widely discussed and led to a project called “A Reminder to Youth in WiangHaeng not to Drink and Drive”.

Students from secondary schools were selected as a target group since they are at the age of risk taking behaviours including drink driving. 50 youth leaders from Banpiangluang School, WiangHaengWittayakom School, and Bannamon School (boarding school) participated in the project. The aim of this project was to see youngsters having better understanding of road safety issues and change their belief that “**accident is preventable**” by starting with each individual. Moreover, it provides an opportunity for young people to

be part of road crash prevention and reduction of road crashes caused by drink drivers. By the same token, it is also a good opportunity to share the youngster's thought and view on road crashes involving drink driving behaviour. Therefore, the working approach of this project is centering on youth thinking, planning, and implementing by themselves. The project is also promoting the sense of social responsibility and positive thinking by youngsters who voluntarily want to do something good for themselves, their peers, and their society as a whole. The learning is done through the use of “**media**”, whereby young people have interest and are easily understood. These youth leaders are coached by mentors from the Co-creative Project and teachers.



WiangHaeng children in reducing drink driving problem, the learning process comprises of 1) a messenger (media producer), 2) a message (insinuating stories about drink driving in the story), 3) communication channel (posters and short film), 4) receivers (children, youth, and people in the community). The learning activity starts with a 2-day training camp to learn about traffic rules from the local police, and a production of media campaigning from Maejo University students. They are taught how to produce a poster and short film, while staff from Canon Inc. teaches them on digital camera use for filming. This is followed by a survey on local youth opinions around road crashes caused by drink drivers and ways for reduction/prevention. Once data is collected, the team is then divided for their roles and responsibilities consisting of data collection team, filming and editing team, and releasing channel team. For poster production, a poster competition is held at each school where three prizes are given for the top three winners and all competing posters are posted on Face book for students to cast their votes. The winning posters are then made into a cutout and installed at all 6 risk spots both within the community area and in WiangHaeng District.

Three short films were then produced by a team from each school, where the most interesting content and outstanding production was from Bannamon School. This school is established under a special project to provide assistance to tribal children and

underprivileged children. The story plot was based on the daily life of a boy who saw his father become drunk every day, so he turned to friends for comfort. He then started drinking and motorcycle racing until he had a crash and injured himself. The boy finally had remorse for his behaviour, while his friends came to apologise to his parents. After seeing their son injured, the parents had finally realised where the problem lie, so the father stopped drinking and family became happy once again. This short film was released on Face book and YouTube



From small activities that ran for just a few months, the groups of students were helped to gain more knowledge on road safety as well as new knowledge on learning material production, and edutainment material through short film production. Another change that this project has led to is that students participating in the project have formed a different view on road safety behaviours where they are now wearing helmets every time they are on a motorcycle, stop drinking, and riding with caution. This is well reflected in the statement made by one of students who said that “in the past, we just drove the way we

like without taking notice of others. The louder it gets the more fun we have. However, that is a thing of the past, and we now have to care for others and must wear helmets every time” we ride. In the teachers’ view, they see that these students are an important resource for school’s material production on road safety education which can expand to other community issues such as Maeaad Tributaries Reservation. As for the view of police, they believe that the cause of the crash is partly due to people in the community from a tribal background, not having learned about traffic rules and not having a driver license. Therefore, this project has filled this knowledge gap as well as promoting new knowledge on road safety practices. The learning process by other students is also easily delivered since the issue is presented in an interesting median that is produced by their peer students, which is also easily understood.

Though, the project operation is not run as smoothly as the team had hoped due to the lack of available time by students. The media production training has to be conducted after school hours, which sometimes ran into obstacles like bad weather and lack of equipment. Additionally, students do not have a chance to conduct a post assessment on use of poster cut-out at risk spots and short films after their release.

However, this project serves as an initiative for the local people to pay importance to road safety issues that occurring within their own community targeting those who showed risk behaviours. Another point to add is that the material production has taken into consideration the local context, so it is suitable and relevant to the local community rather than using materials that produced for a one fits all models. It is also important to note that the material used is produced by children, who in turn have taken ownership of the material and the lesson learned to their heart.

**Reflection from project team**

The project was intended to make children in WiangHaeng District understand that the cause of road crashes is an individual responsibility. Thus, the solution must come from them, since road crashes are preventable as one has said that “if children really understand the issue, they would not cause others their lives”. What happened to the bikers who were

killed by drunk driver from WiangHaeng District was widely shown through mainstream media, which led to a negative stereotype of Wiang Haeng children. They have been labeled as irresponsible tribal children.

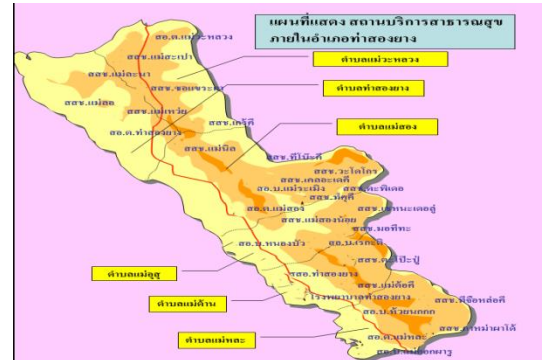
This was pointed out to students throughout the project to get them to realise the negative view of others and that they should work hard to prove themselves that they are as responsible, caring for others' lives, disciplined, and worthy just like others. More or less, their behaviours have changed for the better and cause no trouble to other road users. For the project team, we considered them passing the test. What they have learned will remain with them for life and will assist to immunize them from crashes as they grow up.

## Emergency Call Access for Highlanders

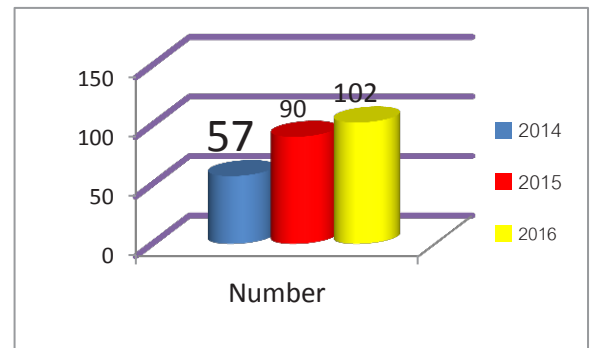
Miss Supaphorn Poomyoo

Thasongyang Hospital

Tha Song Yang District is located on the west of Tak Province with the total population of 66,210 residents, which made up of 17,022 households including hill and valley populations. People commute using Mae Sot – Mae Sariang National Highway, which winds along the mountain range. In some locations, no phone signal can be reached, while the local people are mostly from hill tribes who live from hand to mouth. Their knowledge of traffic rules is limited and they are often involved in road crashes along the route.



Nights at the emergency ward are often the same as a few nights earlier, suddenly the peaceful night is erupted by the arrival of a car carrying the injured with a cry for help. “Please help my child, my child’s vehicle was crashed”, a man said. The emergency room staff started a treatment while another staff was asking the relatives for the

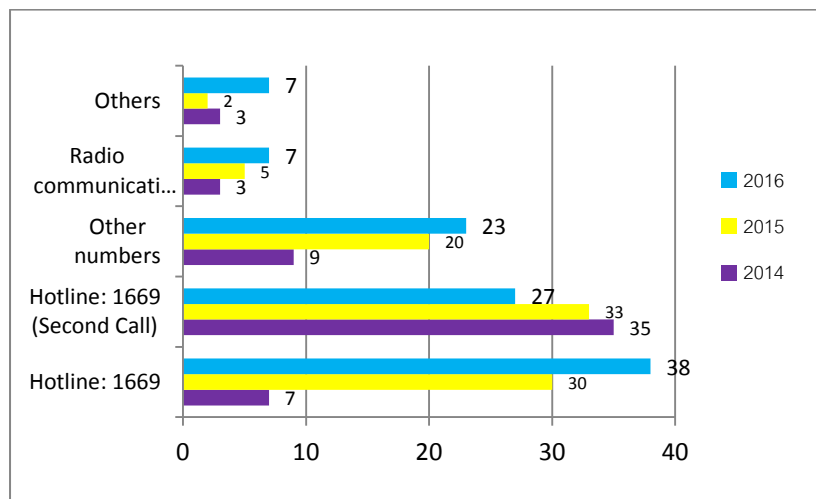


reason why they did not contact the emergency hotline number 1669 for ambulance assistance. The answer was that they did not know about it. Sometimes this kind of incident resulted in delivering the injured to the hospital

incorrectly and sometimes causing more harm. Based on the Tha Song Yang road crash report from 2013 – 2015, there were 611 patients seeking emergency medical assistance, but only 74 have done so through emergency hotline service, which is only 12.11% of the total number. Lacking opportunities to access emergency medical service by this group of the



population has prompted the hospital to conduct a project called Community Emergency Volunteer Training. The objective is to expand the emergency medicine to cover wider areas through the establishment a network of community emergency volunteers in each sub-district. The training process involved a knowledge session and practice session on emergency medical service, and its access. The volunteer also had the opportunity to visit the site to search for risk spots and the wireless signal area. This project is carried out under the cooperation of the hospital and other agencies such as Village Health Volunteer, Sub-district Administrative Organisation, Tha Song Yang Municipality School, Tha Song Yang Police Station, rescue volunteer, and the National Institute for Emergency Medicine team. After the project, there is an increasing trend on reporting numbers of emergency incidents, which is clearly seen from the record for 2014-2016.



**Emergency Medicine Network outcome:** Based on the data being collected for the past three years it was found that the majority of those who had taken part in the training were more likely to report the emergency cases through the hotline number 1669. This significant trend has given the working team a good reason to expand the network to cover all organisations and give access for people from all areas in order to provide the emergency medical service in timely manner.



## Safety Zone provides Behavioural Modification

Miss Supaphorn Poomyoo

Thasongyang Hospital

The sound of the siren is just fading away when a notification sound from the emergency rescue teams' group chat on Line Application comes in with attached photos of a crash site and details of the injured and deceased. This kind of information is coming in at all times especially around the area of Tak Town Municipality due to high density of traffic. People in the area are not using any safety equipment when using vehicles and lack traffic discipline, and often violate traffic rules. The most frequent road crash is motorcycle crash due to reckless driving, and riders are not wearing helmets.

Based on the information received and experience with the situation, many questions are raised in the minds of the people working in road safety on how to encourage people within the municipality area to safely use a motorcycle and changing their behaviours. The change of behaviours should be willingly done so by the road users and not due to people being concerned about being caught by traffic law enforcement through police checkpoints. Enforcement alone cannot sustain behavioural change.

One of the ways to tackle the problem is to use the digital camera technology to help modifying road users' behaviours. This method is not just helping police monitoring traffic law violations, but also eases the tension between police and violators since it requires no face-to-face interaction. In addition, a safety zone is designated to the route running from a main intersection to Governor's house intersection

where road users have to abide by the safety rules such as helmet wearing. This route is selected because it is the main road that visitors from other provinces travelling to pay respect to King Taksin Shrine. Moreover, the area is also surrounded by schools and government offices. The work is carried out under the cooperation of a road safety



partnership between Tak Town Municipality, relevant government agencies, private agencies, and MCOT Public Company Limited (government enterprise). The road safety activities being carried out are campaign promotion signs stating the role of camera use which advise the public that it is “real photo, real report, and real fine”. There is also warning news of the campaign operation as well as information continually being released to the public. This also included a news scoop reporting on police cameras being installed for different time periods and at different locations along the safety zone. This is followed by having a notifying letter sent to the address of the violating vehicle’s owner asking them to report back to the police. They then would be given a knowledge session on traffic rules and helmet wearing benefits before making an agreement that they would comply with the traffic law in the future.

The result is very encouraging in help change the road user’s behaviour. It is clearly showed that a digital camera can indeed change the behaviour in the safety zone. It fairly to say that technology can serve as “a tool” for promoting awareness and generating behavioural



not for fining people. The notification letter was the means to warn people and no legal action being taken against those traffic violators. A total of 1,080 notification letters were issued, 385 of them (35.65%) reported back to the police. The safety zone has also created a **Safety Mind** among the public since the

number of people wearing helmets jumped to 69.13% for riders and 38% for passengers. This coincided with the helmet wearing statistic collected in 2014 by ThaiRoads Foundation who found that Tak Province had the highest helmet wearing rate for the Northern Region at 61% for and for urban area at 51% respectively.

This can happen due to the coordination and cooperation of road safety networks that based their work on data management, which triggered a mechanism to turn the wheel

forward through the use of digital camera technology as a tool. The coordination is also carried out both vertically and horizontally to help expand the potential of human resources by getting them to systematically analyse the information, design solutions, and planning accordingly. Based on the present success, the use of a safety zone should be expanded to other organisations and schools to create their own safety mind for sustainable road safety behaviours.

## Government and Civil Sectors Coalition for Helmet Wearing in Lamphun Province

Pol. Lt. Col. Anuwat Kamsan

WiangNong Long Police Station

Based on traffic offenders arrest rate, the number shows that only 50% of local motorcycle riders are wearing helmets. This risky behaviour is leading to severe head trauma and death when the vehicle is involved in a crash. The loss of lives is greater among youngsters who are the country's future.

In the past, the WiangNong Long Police Station had conducted a project to promote road safety role models to help address the issue. The role model project involved having public health volunteers to promote helmet wearing in their community, while police enforced the helmet wearing law to support the campaign. However, the outcome is somewhat good up to a certain level, but it still cannot motivate people's conscience and gain importance adequately enough to change their behaviours sustainably.

The working approach started with identifying the target group, which consisted of 1) 712 public health volunteers, 2) Government officers and community leaders from three sub-districts in WiangNong Long District (Nong Long, Wang Phang, and NongYuang), and 3) Road users in WiangNong Long District.

Working processes involved a working group committee appointment, project implementation, and project evaluation.

Working outcomes were presented in two categories; quantitative, and qualitative. Quantitatively 80% of riders and passengers were wearing helmets, lesser number of crashes in communities were apparent and decrease of risk spots due to treatments being carried out. Qualitatively people's road using behaviours have changed by complying with traffic rules, and a lesser number of traffic law offenders.

The key success is a combination of support and leadership of local authority management, local road safety networks, and local people. However, there are still some

obstacles in terms of budget support since it is not continued, crash data is not unified, and there is a lack of support from management in some organisations.

Despite all obstacles, the working group committee is still planning to continue with the current project, and deliver a similar project in other districts by proposing it to the Thailand Road Safety Network mentor to provide funding support to the local community/villages.



## “Road Safety Community in Uttaradit”

Mr.Thanasombut Sanguanratanaket

Uttaradit Provincial Disaster Prevention and Mitigation Office

Road crashes can occur every day, on any every road, and in every area of Uttaradit Province. What is sometimes left after the crash is nothing but the loss of life, disability, or damage to the asset and the body of the injured either more or less severe. Despite knowing that road crashes could happen repeatedly and frequently, and yet we are still unable to prevent it from happening.

However, the Uttaradit– Thailand Road Safety Network led by Mr. Surachai Sinsawat felt that each crash does leave behind a trace of important information at the crash site. This people can learn from and find ways to prevent it, so the next question is “how can we benefit from it”.

There has been a project called “safe community” being conducted in four villages that are in a most risky area. People from those villages are given training on road safety practices and road crash prevention under the cooperation of Uttaradit Provincial Disaster Prevention and Mitigation Office andUttaradit Land Transport Office.

However, thetraining is does lack budget support for activities, so despite people being trained, they are unable to deliver the project or maintain the project overtime.

Therefore, the Uttaradit– Thailand Road Safety Network has used the road crash data, which is collected using the UTTARADIT ACCIDENT DATA INNOVATION (2013-2014). This innovation was awarded as the first prize winner for Outstanding Innovation of Northern Region by Thai Health Promotion Foundation and Thailand Road Safety Network on December 23<sup>rd</sup>, 2014. The information is used to form a project called “53 Road Safety Communities” in 2016 to demonstrate the change from 53 villages that are mostly prone to road crashes to the 53 safest communities. The aim of this project is to help the local community find ways to create their own road safety immunity to road crashes through their local wisdom for the community and by the community. The work involved the following process;

1. Establishment of a community based model on road safety management by turning risk areas for road crashes to become road safety areas able to manage road safety programs on their own. Under this approach, people are participating

in knowledge formation of data collection on household data, population data, vehicle data, driving skills, drinking behaviour, and road crash experience. This is followed by village working group committee for conducting community check-point, defining road safety charter, establishing risk spot monitoring and treatment team, and establishing road crash investigation and data collection team.

2. Open a community road safety classroom to educate people as well as searching for local wisdom leaders. 49 villages/communities were selected to participate in pilot road safety promotion activities. These activities were selected by the local people to address risk behaviours, for example, a bicycle was promoted to be used as a means for a healthy ride, which was later used as main transport in daily life.
3. Presented all collected information and data to the relevant authorities at the provincial road safety planning meeting for the information to be used for Uttaradit Annual Road Safety Plan of 2017-2020. This plan is part of the effort to promote road safety to cover all villages and communities within the province under the “Decade of Action for Road Safety” framework by Provincial Disaster Prevention and Mitigation Office.

A community road safety classroom is opened in all 53 villages to learn about road safety policy where its content is explained to people along with its impact and support for Road Accident Victims Protection Act. An example from a local crash incident is used to inspire people to be more considerate for another community member's safety. Moreover, to produce A-teacher who later produces B-teacher to help spreading road safety message. This approach is referred to as Community Base Disaster Risk Management: CBDRM, whereby the working group committee is acting as a mediator for community members to synthesize all collected information in order to get down to the root of the road safety problem and issue, its present situation, and number of population and vehicle.

Another activity involved the creation of risk spot mapping within each village and recommendation on treatments, which is agreed through “community resolutions”, “requiring no budget”, and linked with “local administrative organisations” to be aware of and assist in resolving it. Additionally, establishing a village road safety directing center to collect all road crash data locally and presenting the information to the Provincial Governor to inform an implementation plan for Uttaradit Road Crash Prevention and Reduction.



After one month of implementing, the Uttaradit Provincial Disaster Prevention and Mitigation Office then presented all data and information to the Provincial Road Safety Directing Center, which led to the issuance of a ministerial instruction number MI 0606/V.04448, dated 10 May 2016, for road crash prevention and reduction as stated below.

1. Provincial Road Safety Directing Center is responsible for appointing a working group committee.
2. District Road Safety Directing Center to conduct a community hearing using a civil and state approach for conducting a community check-point.
3. Traffic law enforcement targeting 10 key road safety behaviours and confiscated vehicles whose drivers have violated the traffic law as specified in the National Council for Peace and Order No. 46/2558 (2015), effective since 30 December 2015.
4. To run a road safety public relations campaign year round.
5. To conduct risk spot treatments.
6. To integrate data from all 3 relevant agencies (hospital, police, and Road Accident Victims Protection Co., Ltd.).
7. To hold a monthly meeting.

This project success could lead to another road safety promotion on a bigger scale when ASEAN framework agreement on Facilitation of Goods in Transit takes effect, in which the road network will link to a national highway 117 (Nakhon Sawan to Phu Doo International Point of Entry in Ban Khok District, Uttaradit Province) and Lao People's Democratic Republic. It is hoped that the linkage is not limited to people culture, but also becoming road safety culture permanently.



**Open a community learning class for A-Teacher**



At the opening of community  
establishment  
learning class



Community safety rules

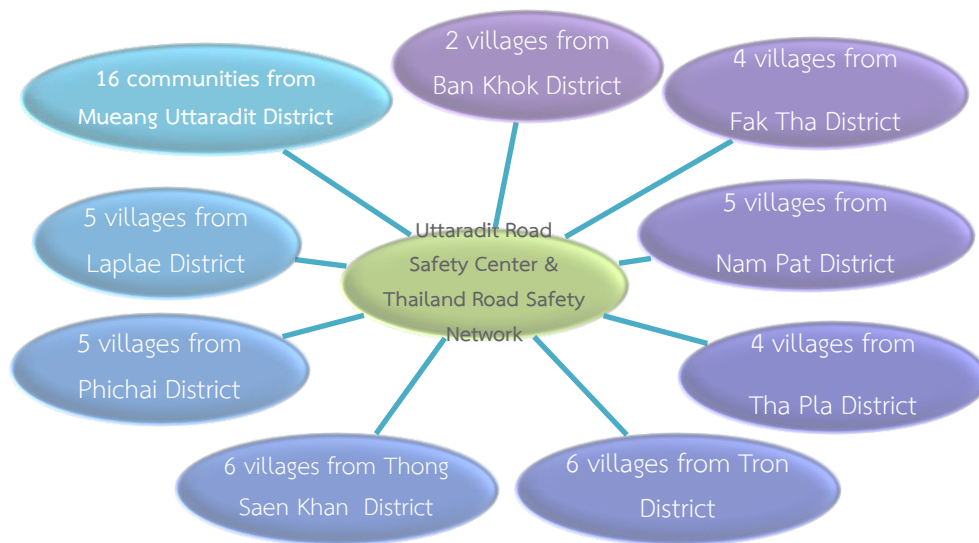


Propose to be a provincial plan



Present to the senior management

### Road Safety Learning Map for 53 Villages from 9 Districts



## “Horizontal Communication and Innovation”

Mr.Thanasombut Sanguanratanaket

Uttaradit Provincial Disaster Prevention and Mitigation Office

Road crashes can be caused by three main components of human error, road condition, and faulty vehicle. Therefore, road crashes preventive work can be made possible if all road users are giving cooperation because the human component is the only one that can be changed at any time and human road use behaviour directly impacts the road safety situation. This is varied depending on drivers' age, knowledge, profession, experience, physical health, mental health, and weather condition.

By changing road users' behaviour, it can immediately change the level of risk. Thus, repeatedly practicing safe road use behaviours can certainly promote the reduction of road crashes and increase road safety habits.

Thus, Mr. Surachai Sinsawathas used “horizontal communication” and innovation for sharing road safety information to the public with the aim of changing road users' risk behaviours in pilot communities in Uttaradit Province. It started by motivating people in the community to participate in searching for solutions through different communication methods. At first, the warning on risk behaviour is carried out as a one-on-one approach, followed by having others giving warnings, and then scaling up to community warning at risk spots.

The warning message contained information on road crash incidents that happened in the province, which is communicated through a different public campaign setting like party in the garden, street market at a local park and calling the event as “Smiling Uttaradit”, or holding a walking rally at busy a intersection or low helmet wearing area for road safety campaign. Another opportunity for public campaign used to promote road safety message is to conduct the campaign in the village at the community event, or at the community market, which has become an alternative way of communication that people gave most interest and follow in the news consistently. This has given the name to the project “horizontal communication innovation”.



Party in the Garden

Red Cross Fair

Smiling District Radio

### Programme

Uttaradit – Thailand Road Safety Network and other road safety partnered agencies had conducted the promotion campaign in all 9 districts through 3 key tactics as follows;

Good location where the campaign is conducted at the local space suitable to the local society where we communicate road safety message in all situations and even dedicated one corner in the school library to host road safety knowledge by Thailand Road Safety Network.

Good support from knowledgeable local wisdom from relevant areas of expertise such as rescuer, police, teacher, retired government officer, village headman, and sub-district headman. They assumed the role as a trainer on road safety knowledge and practices. These people are well known and well respected within the community for their uniqueness and brought with them the ability to draw people's attention and turn the session into a fun and interesting one.

Good materials used for the project by applying the current technology suitable for today's context. In addition, the material is produced from recycled material and using human as a communication material for message transfer to public by projecting it on social media such as online media, electronic media, clip video, and daily radio programme at 17.00-18.00PM on weekdays. The human communication materials are Deputy Provincial Governor (Mr.Weerachai Phupiengjai), Uttaradit Land Transport Office, Uttaradit Disaster Prevention and Mitigation Office, Tron District, Uttaradit Provincial Police, PhayaMaen Police Station, Road Accident Victims Protection Co., Ltd. – Uttaradit Branch, Uttaradit Honda Cars Company Limited, Uttaradit Songkhro Foundation, Phichai Industrial and Community Education College, Wangyang Rescue Unit, Kho Rum Rescue Unit, Glass Wing Dragonfly Youth Group, KonBannok Volunteer Group, and Nam Pat Rescue Unit.

In summary, all activities are based on a horizontal communication concept to promote road safety conscience that leads to behavioural change among people from risk communities. The outcomes are as presented below;

1. Establish road safety knowledge and understanding among people from all areas and in all levels in the community.
2. New generation of road safety leaders are born to help extend the road safety knowledge.
3. Generating more interest and awareness on road safety through a horizontal communication approach.
4. Establish pilot traffic safety disciplinary zone in Uttaradit Police constituency.
5. Establish AEC traffic safety national highway number 117 from Uttaradit to Phu Doo International Point of Entry. This has included road safety awareness among vendors selling goods along the highway, and encouraging them to move their shops to a safer location, which is provided by SaenTo Sub-district Administrative Organisation.
6. Providing basic knowledge on “human safety” to youngsters from all age groups.
7. To be used as a guide for Uttaradit road safety implementation plan for 2017.

In summary, this project is considered successful in moving forward road safety promotion campaigns and road crash reduction in community area for the target population group.



Road side communication on road safety practice

## “It is Safer at Sun Down”

Mr.Thanasombut Sanguanratanaket

UttaraditProvincial Disaster Prevention and Mitigation Office

Mrs. Warunee Chanklat, a preschool teacher at Arunrung Child Development Center, which is operated underUttaradit Town Municipality, regarded children as an important resource for the future of the country Thus, there is the need to search for ways to raise children safely, which involves parents, and Uttaradit Town Municipality management. One of the methods involves is road safety awareness of child helmet wearing when riding motorcycle with parents. Another aim is for parents to realise that helmet wearing can reduce severity or even prevent death in case of being involved in a crash. After learning about this objective, the Uttaradit – Thailand Road Safety Network has approved the funding of the child road safety promotion project commencing at Arunrung Child Development Center.

Arunrung Child Development Center is operated underthe Educational Division, Uttaradit Town Municipality. The center has conducted a project called “Child Helmet Wearing” to promote 100% helmet wearing by all children that attend the center.

The project objectives are;

1. To deliver road safety knowledge on helmet wearing to primary age children.
2. To encourage parental participation in children’s safety by ensuring their helmet wearing when travelling to and from the center in order to reduce injury severity in case of involvement in a crash.
3. To increasing the child helmet wearing to 80%.
4. To promote safety awareness in children.
5. To promote discipline among children.

The center has made a helmet storage area using animal images to represent different owners of the helmet to help motivate children’s interest and improve responsibility for their helmets.

After 2 months of implementing the activity, the working group committee has decided to expand the project to cover all local administrative organisations in the province that manage child development centers. These organisations areDan Ban Na KhamSub-



district Municipality (2 child development centers), and ThaPla Sub-district Municipality (2 child development centers).

This project implementation was then reported to the Provincial Governor by Uttaradit Provincial Disaster Prevention and Mitigation Office who pushed forward to expand the project by implementing it to all schools and turning the 100% helmet wearing programme into a provincial road safety measure.

This type of project activity is relatively simple, but it can provide support to other programme activities and contributing to a successful outcome, which is a good example of using a horizontal communication approach. It shows that the policy maker can communicate directly to the educator and the local administrative organisation to generate the establishment of organisation led road safety measures in Uttaradit Province. Furthermore, the project activities have been supported by police enforcement who have also recognise the project's benefits and support the continuity of the project.



### Project Expansion

The expectation is to expand the project to other local administrative organisations to established helmet wearing measures to promote safer road use behaviour.







Mr.Thanasombut Sanguanratanaket

Uttaradit Provincial Disaster Prevention and Mitigation Office

There was Uttaradit Provincial Order No. 2072/2557 (2014), dated on 13 October 2014, to establish Uttaradit Provincial Road Safety Directing Center and set up road safety plan for 2015. This is to strengthen law enforcement with good understanding from the general public through public relations and information distribution for road safety target behaviours of drink driving, helmet wearing, motorcycle vehicle safety, driver licensing, seatbelt wearing, and speeding.

Pol. Lt. Col. Charoen Dangruang, Deputy Superintendent of Uttaradit Provincial Police Station, initiated an enforcement law management project which allowed public engagement to take part in traffic enforcement operations targeting drink driving, helmet wearing, motorcycle vehicle safety, driver licensing, seatbelt wearing, and speeding. The people who are from a group of volunteers named “Under the Sun” became responsible for the following work.

- Informing the road users on the strict traffic law enforcement time period.
- Assisting traffic police at the check-point in Mueang Uttaradit District area and on Highway 11.
- Providing traffic directing services at school crossings that are heavily congested with traffic
- Maintenance of traffic management equipment such as painting the zebra crossing.

The work carried out by the “Under the Sun” Volunteer group has motivated cooperation from other relevant road safety agencies to participate in the project to help solve road safety issues. It has also made people aware of the problem and become more disciplined when travelling on the road. It has also provided a learning opportunity for people within the organisations to understand the underlying cause of crash and develop a suitable solution.

By having a volunteer group working alongside the police a positive impression among public evolved, which helped police achieve a good image when conducting traffic enforcement work.

Moreover, the volunteer's road maintenance work has helped the government sector save budget. They also demonstrated a good role model of self-sacrifice for the safety of the society, which has motivated others to become a volunteer.

The “under the sun” group is well known and well liked by parents when picking-up and dropping-off children at schools.

This project is carried out under the umbrella of the “horizontal communication innovation” project, which serves as a mediator between policy makers and road users. However, those who are interested in adopting the same working approach should make sure that a cooperative network between relevant government agencies and volunteers in the local area is established in order to enjoy similar success.



Cooperation between traffic police and traffic volunteer



Painting zebra crossing



Traffic directing service at school crossing

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## “Centenary Commemoration of Uttaradit Province for Safer Living”

Mr.Thanasombut Sanguanratanaket

Uttaradit Provincial Disaster Prevention and Mitigation Office

Mr. Somkid Panukarn, Head of Uttaradit Provincial Disaster Prevention and Mitigation Office, has received an important policy from the Department of Disaster Prevention and Mitigation (DDPM) to promote road safety through organisational measures. In order to be able to comply with the policy, there needs to be support from relevant road safety agencies particularly the Uttaradit – Thailand Road Safety Network, especially support on the project implementation plan. The project objective is to have an organisation establish a road safety policy and related measures to promote safety for their employees. In this case, the target group is government officers and employees from private companies. The project plan was submitted to the Provincial Road Safety Directing Center for approval and issuance of a provincial announcement to require all staff to wear helmets and fasten seatbelts within the City Hall area. The same measures were then extended to cover other government organisations, schools, local administrative organisations, government enterprises, all 9 district offices, and Uttaradit Chamber of Commerce.

The work involved;

1. At the provincial meeting, declaring Uttaradit Provincial Disaster Prevention and Mitigation Officean organisation prototype for road safety.
2. Three MOU signing ceremonies between 125 participating organisations were held.
3. New road safety policy and measures to promote 100% helmet wearing and fasten seatbelts were publically announced and implemented within participating organisations.
4. Installation of signage to indicate a designated area for an organisation’s road safety measures.





The Uttaradit – Thailand Road Safety Network has formed a working strategy for all 125 organisations to implement with details as stated below.

1. Summarising relevant traffic law, regulation, Road Safety Directing Center's instructions that are taken from the regulations of the Office of the Prime Minister on Road Accident Prevention and Reduction B.E. 2554 (2011), Section 3, Clause 16, 17, and 18 on role and responsibility of government and relevant organisations for road safety promotion.
2. Creating data collection and project monitoring and evaluation forms for all participating organisations to collect relevant data and information, whereby all of them had implemented and completed all the work as scheduled.
3. Conducting a monthly meeting for following up on their work progress.

The Uttaradit Provincial Disaster Prevention and Mitigation Office was assigned by the Governor to act as a monitoring agency to monitor all the organisation's road safety measures for government agencies, schools, local administrative organisations, government enterprises, and District Offices. The outcome is then reported directly to the Governor.

**The project outcome:** The Governor has agreed and included the project into the provincial key road safety activity that to be carried out throughout the year.

**Obstacles:** There is no large company from a private sector who had enough staff to participate in the project.

**Solutions:** Surveying a number of officers from government sector that are large enough and invited them to participate in the project.



Pre and post helmet wearing survey

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## “Emergency Management System for Safe Society”

Mr.Thanasombut Sanguanratanaket

Uttaradit Provincial Disaster Prevention and Mitigation Office

There has been an Uttaradit Provincial Order No. 2072/2557 (2014) dated on October 13<sup>th</sup>, 2014, to establish the Uttaradit Provincial Road Safety Directing Center. Developing a road safety strategic action plan for 2015 to implementing targeted road safety preventative and promotion measures to address the issues of drink driving, helmet wearing, motorcycle vehicle safety, driver licensing, seatbelt wearing, and speeding then took place

Mr.Rawat Bangliam from NakornWangyang Rescue Unit and Mr.Warawude Insaen fromKho Rum Rescue Unit, members of Uttaradit – Thailand Road Safety Network, moved the road safety work beyond the story telling by implementing road safety measures in their organisations. The main target was to promote road safety practices that help increase the safety for both staff and patients. Each rescue unit has regulated its road safety rules as follows;

1. All rescue vehicles must register with Uttaradit Provincial Police
2. All rescuers and volunteers must register with Uttaradit Provincial Police
3. All of volunteers providing assistance to patients must obtain permission from Public Health Office.
4. All volunteers must wear helmets whenever riding on motorcycles.
5. All volunteers sitting at the front seats of a vehicle must fasten seatbelts.
6. Drivers of rescue vehicles must use all lights and sound signals as required by law.
7. Smoking and drinking is prohibited in all areas of rescue station.
8. A rescue vehicle driving speed is at 90km/hr.
9. All staff and volunteers must complete a drug test and breathe test for alcohol whenever being asked by police.
10. All drivers of rescue vehicles must follow the same principle of “safe driving on rescue vehicle”.



The result showed that both rescue units have become a model for standardized road safety practice by agencies for both helmet wearing and seatbelt wearing and being awarded by Uttaradit – Thailand Road Safety Network.



## “Honda Car Company and Zero Accidents”

Mr.Thanasombut Sanguanratanaket

Uttaradit Provincial Disaster Prevention and Mitigation Office

Road crashes have impacted the lives of everyone involved either suffering trauma or financial loss. Many incidents are caused by humans who either ignore the safety measures or disobey the traffic laws. Many people continue to drive under the influence of alcohol and drugs. In some cases both drivers and passengers do not fasten seatbelts or wear helmets. Often drivers are not licensed and drive in excess of the speed limit.

The amount of damage caused by road crashes has raised great concern and prompted the country to place road safety issues on the national agenda that requires strategies to reduce the incidence as well as gain cooperation from all relevant agencies.

When the Uttaradit Governor declared all government offices a road safety zone for 100% helmet wearing and seatbelt fastening, there was one local business that participated in the project also.

Mr. Tomorn Mabua, a Service Manager of Uttaradit Honda Cars Company Limited, which is a local Honda Car dealership in Uttaradit province, recognised the benefits of this road safety project and decided to take part by signing the MOU to conduct organisation road safety measures. The company has set up 7 new safety rules as follows;

1. All staff travelling by motorcycles must wear helmets.
2. All staff travelling by cars must fasten seatbelts.
3. Erect campaign signs to inform all staff that the company area is declared a 100% helmet and seatbelt wearing zone.
4. All areas within the company are alcohol free and smoking is also prohibited.
5. Conducted random breath tests on mechanics for alcohol level. A warning is given to those with excessive alcohol level and provisions for further sanctions are made.
6. When conducting a test drive on a customer's vehicle, no speeding is allowed and they must comply with traffic law.
7. Supporting the project monitoring work by the Provincial Road Safety Directing Center.

**Project benefits:** This project has provided the most valuable image back to the company and that is a compliant human resource who is working for the company. Another benefit received is customer's trust in using company services based on the company's positive reputation for having paid attention to the safety of staff. The company's work is also well recognised and complimented on by the Uttaradit – Thailand Road Safety Network.

**Project outcome:** The work has passed the standard and being awarded for 100% helmet wearing measures by Uttaradit – Thailand Road Safety Network.



Random breathe test on mechanics for alcohol level

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## Community Check-point by Tron District Road Safety Directing Center

Mr.Thanasombut Sanguanratanaket

Uttaradit Provincial Disaster Prevention and Mitigation Office

Tron District Road Safety Directing Center supported road safety policy through implementation of a community check-point to help reduce traffic offenders.

This was led by Mr. Tawesak Poommoradoak, Deputy District Chief, who formed a proactive strategic action plan for road safety activities. A meeting with all relevant agencies and partners was held to discuss community check-points, which was expected to be operated all year round and intensified during New Year and Songkran Holidays to help prevent and reduce road crashes. Discussion with the community committee members from 5 sub-districts to seek their cooperation and involvement in implementing the activity was undertaken. They agreed to conduct a community check-point at the entrance and exit to the village. The community committee member is responsible for overseeing the duty at the check-point by taking turns for one village per day. Overseers are drawn from a ballot and the operating time is from 08:30AM. - 24:00PM. The check-point activity was communicated to the villagers through a Village broadcasting programme twice a day. The community committee has also agreed to conduct the activity in one village per sub-district for Tron District.

The community check-point was carried out for the entire budget year until after the Buddhist Lent Day in 2016. This was followed by project evaluation whereby lessons learned are summarized by the Uttaradit Road Safety Working Group Committee Members consisted of Uttaradit – Thailand Road Safety Network, Provincial Land Transport Office, Provincial Disaster Prevention and Mitigation, and Thai Health Promotion Foundation. The Working Group Committee, led by Pol. Lt. Col. Pisarn Khongphetsak, Deputy Superintendent for General Staff Division (Suppression), Uttaradit Provincial Police, has assessed the outcome of Tron District Road Safety Directing Center and found that there were no crashes during holiday the seasons. The lessons learned session was held on July 23<sup>rd</sup>, 2016 at Ban Kaeng Sub-district Municipality Fire Hydrant in Tron District. The information was given by Tron District Road Safety Working Group Committee members consisting of Deputy District Chief, District Health Officer, Municipality Officer, Local Administrative Organisation Officer, Civil Defense Volunteer, Village Health Volunteer, and local community leader in Ban Kaeng Sub-district Municipality area. Detailed information is;

### **1. Strength that contributing to project success**

- Despite receiving order from central government authority at short notice, the local agency was still able to implement the project work.
- Received support from Tron District Chief both in writing and in coordination work.
- There was an implementation plan to guide the work force, and working process with clear working schedule in accordance to the risk situation in the sub-district area.
- Applied electronic communication devices to support coordination work rather than depending on the official instruction letter alone.

### **2. Weakness or obstacles faced during project implementation**

- It is new to all parties involved with little time for preparation at the beginning.

### **3. Problems solving**

- The local work was led by the Deputy District Chief with support from Civil Defense Volunteer and Village Health Volunteer.
- The Deputy District Chief held a daily meeting to explain about the project to the implementation team. During the meeting, there was an information session given on risks, discipline checking on road users, and strict discipline on helmet wearing.

### **4. Project output**

- For example, two teenagers from Ban Mo Sub-district in Phichai District, were detained (one is 13 years old and another was 15 years old). The 15-year old teenager was tested positive for narcotic, so a physician from District Health Office had contacted his parents and he was entered into treatment programme. Drivers from other provinces and vehicles that are not road worthy were stopped for assessment. In addition, a public campaign on drink don't drive was also held during Buddhist Lent period.

### **5. View of working partners.**

- A representative from the District Health Office stated that a request for assistance from the District Office was received along with a working schedule and asked for volunteers from Sub-district Hospital staff to participate in the project activity. All local agencies in Tron District have provided full cooperation due to having an existing partnership

- The Tron Sub-district Police Officer from Ban Kaeng Public Service Point had not received the letter, but was given full cooperation.
- Hat Song Khwae Sub-district Administrative Organisation informed that there was no coordination requesting support for on the task force, but despite having limited number of staff, the organisation was still able to participate and support the project since most staff are from the local area. The local officers had a chance to participate in designing the work process on how to conduct a community check-point while the officer from Disaster Prevention and Mitigation Section in Sub-district Administrative Organisation had background training on check-point duty (former army officer working in the Deep Southern Most provinces) plus the community had publically been informed about the project activity. Thus, the implementing process was relatively easy.
- There has been a clear public information relationship improvement in Tron District.
- The district planning has taken into consideration the local population whereby law enforcement must be compatible with prevailing conditions.
- Selected the highest risk spot for setting up a community check-point to maximize the benefits.
- Tron District governing body is working in an integrated fashion.
- There should be a training given to the implementing team.
- Provide support on working equipment such as barriers, light signal, megaphone, flashlight, reflective jacket, and operating symbol.
- Must have quality data collection system on road crash statistics for long term planning.
- Securing funding and budget support with a particular focus on the way in which the Local Administrative Organisation budget is spent.
- Clear decisions on communication between team members especially during festive holiday reasons.
- Should set a qualitative work target rather than quantitative one.
- Pol. Lt. Col. Pisarn Khongphetsak pointed out that this community check-point activity can also support police on crime suppression. However, Tron community check-points were lacked necessary equipment, so their work relies strongly on discipline check up on road users.



- There was a recommendation to install a camera to record the working during check-point operation.
- Another recommendation was to have the Provincial Road Safety Directing Center to define and specify the working pattern for the center in the district level such as creating a traffic data record form, creating a horizontal communication platform and method that people in the team are reachable informally rather than waiting for official instruction specifically. By having a community platform as a group they can allow group members to request for support directly.



Brainstorming session with working committee members and community hearing in every village seeking public approval



Implementation is then proven to be easy





## Ban Thai Khung Community Safety

Mr. Thanasombut Sanguanratanaket

Uttaradit Provincial Disaster Prevention and Mitigation Office

Village No. 3, Ban Thai Khung Village, Phaya Maen Sub-district, Phichai District, Uttaradit Province, is an area where its population is seeing the highest road death in Phichai District. At the same time, the Uttaradit – Thailand Road Safety Network had learned that there was a group of villagers that came together to look for ways to solve the problem. They held a regular meeting at the end of each month and whenever the villagers were involved in a crash.

After learning about them, the Uttaradit – Thailand Road Safety Network team decided to meet with Pol. Sen. Sgt. Maj Mr. Rungsan Boonim from Phaya Maen Sub-district Police Station and Mr. Chalom Yaemsuan, the Village Headman to encourage them to participate in a road safety project. They explained that there is the need to educate people about road safety with the focus on changing people behaviours starting with community leaders. The community leaders, community committee members, and community working group members gained knowledge within the local community. This is not only for sustainability but also allows local people to take ownership and responsibility in initially solving local problem and issues based on community data collection.

Community project work involved;

1. Basing working hypothesis on road crash data collected by the UTTARADIT ACCIDENT DATA INNOVATION (2013-2014).
2. Holding a meeting with family leaders to explain about the project objective and process to seek their participation in the project.
3. Collecting household data concerning population numbers and vehicle numbers.
4. Commencing work with knowledge training, collecting data, and opening weekend community classroom sessions every second week.
5. Establishing road safety working group committees in 4 pilot villages to promote safe communities, in which villagers are do road safety activity, collecting data, and reporting back to Uttaradit Road Safety Directing Center



Road Safety Subject in Community Learning Center

6. Setting up a community speed limit to 20 kilometers/hour for all type of vehicles.
7. Setting a goal to become a village that is free from alcohol and smoking by 2020, which is part of a community agreement since villagers feel that alcohol and cigarette smoking is a leading cause to road crashes and other risk behaviours. A good role model on safe behaviour is adopted by the working group committee members.
8. Holding a weekly bicycling activity to promote community cooperation.

#### Project Activity at Ban Thai KhungVillage in PhayaMaen Sub-district



The Uttaradit – Thailand Road Safety Network working group committee and Pol. Sen. Sgt. Maj. Mr. Rungsan Boonim from PhayaMaen Sub-district Police Station are A-teacher



School teachers, police officers from PhayaMaen Sub-district Police Station, and local scholars are B-teacher



Village covenant is exercised by road traffic volunteer in school vicinity

The working approach where the work is planned and carried out by the people, with some support from the Uttaradit – Thailand Road Safety Network, has proven to be effective in strengthening road safety within the community. As a result, people at Ban Thai Khung Village are accustomed to a road safety culture. They have and truly taken ownership in solving road safety issues, which lead to sustainability on road safety project management without having to be instructed and delayed by work processes from the government system.

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## Safety Frequency

Mr.Thanasombut Sanguanratanaket

Uttaradit Disaster Prevention and Mitigation Office

**Uttaradit – Thailand Road Safety Network has shared information on the causes that lead to road crashes, which ranging from drink driving, no fastening of seatbelts, no helmet wearing, driving without a license, or driving at high speed.** The amount of damage caused by road crashes has reached an alarming level.. Uttaradit Provincial Road Safety Directing Center has declared road safety a provincial on-going agenda that needs to be given importance.

Mrs.Yuwanda Phanthong from NBT Radio Uttaradit, a Thailand Road Safety Network partners, felt that all this information should be made known to the general public for better understanding of the situation and gaining their support for law enforcement on key road safety behaviours of drink driving, helmet wearing, motorcycle vehicle safety, driver licensing, seatbelt wearing, and speeding. Moreover, this information sharing is considered to be supportive work for “horizontal communication innovation”. An hour time slot was given to the new radio programme to promote road safety knowledge. The programme is named “Uttaradit Safe Travel”, which is aired on weekdays from 17:00PM to 18:00PM and supported by Uttaradit Provincial Land Transport Office with the aim to become a radio station for road safety at FM. 96.75MHz frequency with the following concepts.

1. NBT Radio Uttaradit is to be part of the organisation road safety measures project.
2. NBT Radio Uttaradit to be knowledge distributor for correct road safety information reaching to public far and wide.
3. All NBT Radio Uttaradit officers to comply with the traffic law at all time and places.

During the programme run at 17:00 – 18:00PM, the member of Uttaradit – Thailand Road Safety Network takes turn of attending the programme as a guest speaker in an informal style talk. The radio is a live programme that uses fun and simple language that people in general would easily understand, and open for people to phone in to share their view.

The result showed that the information from relevant agencies has been transferred to people based on different methods in obtaining the information, for example;

- By receiving the information from relevant agencies to being aired.
- By inviting relevant agencies to speak at the programme.
- By having a phone interview with experts.
- By interviewing the management of Thai Health Promotion Foundation and Thailand Road Safety Network.



Interviewing the management of Thai Health Promotion Foundation and  
Thailand Road Safety Network



Guest speakers from Uttaradit – Thailand Road Safety Network partnered agencies.

## TESCO Lotus Uttaradit Subjugated Road Crashes

Mr.Thanasombut Sanguanratanaket

Uttaradit Provincial Disaster Prevention and Mitigation Office

Under the Provincial Order, Uttaradit Provincial Road Safety Directing Center has declared road safety a provincial on-going agenda where road crashes have to be reduced and prevented and that law enforcement on key road safety behaviours must be strengthened. The key behaviours are drink driving, helmet wearing, motorcycle vehicle safety, driver licensing, seatbelt wearing, and speeding. This has included all companies in the private sector whereby they should consider having organisational road safety measures to prevent losses due to road crashes.

Mrs. Korakoch Pansanga, General Manager of TESCO Lotus Uttaradit, has consulted with Road Accident Victims Protection Company Limited (RVP) – Uttaradit Branch and Uttaradit – Thailand Road Safety Network to come up with road safety measures to both staff and customers.

The work involved the following steps;

1. Conducted a survey on all staff travelling method to and from work, and found that
  - There is a total of 169 staff; 83 are female and 86 are male.
  - 30 of them travel by cars; 10 are female and 20 are male.
  - 139 of them travel by motorcycles; 73 are female and 66 are male.
  - Thus, 82.24% of staff is travelling by motorcycles while only 17.75% is travelling by cars, which shows that majority of staff are possibly more prone to road crashes.
2. The survey outcome has presented concern for TESCO Lotus Uttaradit since all staff that have been trained and work are seen as valuable asset to the organisation. Therefore, staff safety has to be promoted and this is also extended to all customers who come to shop at TESCO Lotus Uttaradit. As a result, the organisation has conducted road safety activities by dividing into two parts.
  - Part 1: Internal road safety activities for staff.
  - Part 2: Social activities for customers and local primary schools for road safety awareness.

3. Organisation road safety measures for staff are;
  - All staff travelling to and from work by motorcycles must wear helmets.
  - Alcohol consumption and cigarette smoking is prohibited during working hours and within theTESCO Lotus Uttaradit vicinity.
  - Advising customers to correctly wearing helmets when riding on motorcycles and fasten seatbelts when travelling by cars.
4. Reorganising the traffic system within the building complex to limit speed to 10 kilometers/hr. as well as allocating enough safe area for disabled, mothers and children.
5. All area of TESCO Lotus Uttaradit is free from alcohol and smoking.
6. Supported helmet wearing promotion activity in primary schools.
7. Coordinated with the Uttaradit Provincial Police Station to check on traffic offenders list for staff names, and found that no staff had violated traffic law from January 2015 to July 2016 record period.

The success is contributed to by the support from RVP Uttaradit Branch and Uttaradit – Thailand Road Safety Network in connecting the organisation with Uttaradit Road Safety Directing Center. In doing so, the organisation has received knowledge, advice, and guidance for conducting activities with problems and received full cooperation from staff and customers as well as being accepted by the society.



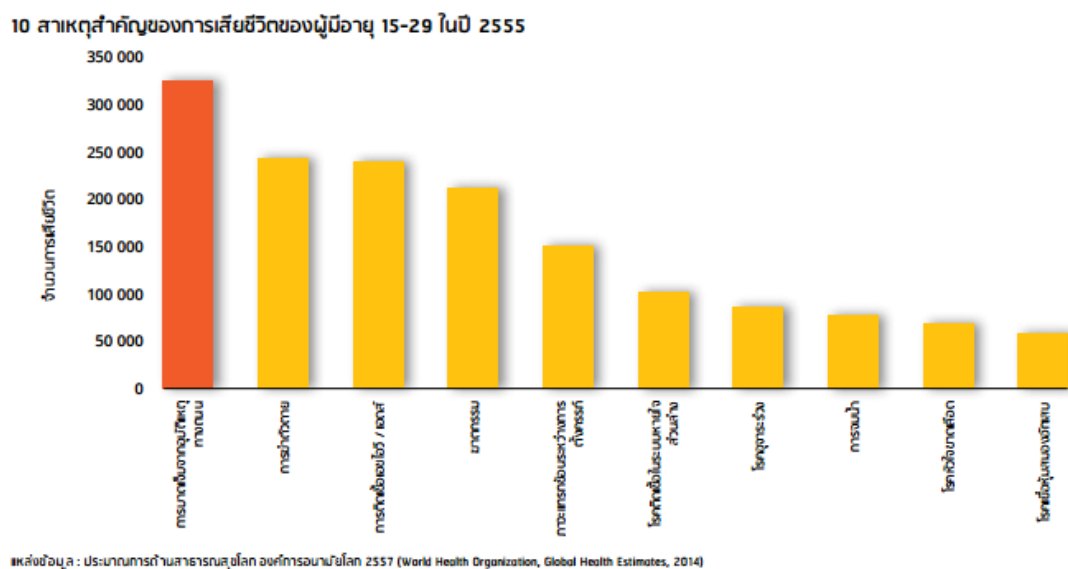


## Thailand Road Safety Network for Road Crash Prevention in Schools

Pol.Lt.Col. Sakulrach Khongthong

Chiang Mai Provincial Police

In 2015 the World Health Organisation (WTO) had reported the road crash statistics from 2012 indicating 10 main causes on a global scale aged between 15-29, which shows leading cause of death is road crashes (as shown in graph 1).



In the case of Thailand, the statistic from Child Safety Promotion and Injury Prevention Research Center (CSIP) showed that from 2003 – 2013 there were a total of 34,877 children were killed or injured from road crashes. The road toll had decreased from 3,730 in 2002 to 2,636 in 2013. The highest cause of death for children age 1-9 is drowning, the second highest cause of death is road crashes. In 2002, the total road toll for children age 1-14 was 827, which reduced to 670 in 2013. When looking at the age group, the statistics showed that the road toll for children age 1-9 has decreased however there was an increase by 12% for children age 10-14 due to motorcycle reckless riding behaviours. It appears they are riding motorcycles earlier than permitted, riding without a license, drink driving, speeding, and not wearing helmets.

Pol.Lt.Col. Sakulrach Khongthong, Traffic Section, Chiang Mai Provincial Police, decided to conduct a project called **“Thailand Road Safety Network for Road Crash Prevention in Schools”**. The project was supported by the mentor from Thailand Road Safety Network of Northern Region for advice and guidance together with the support from

other road safety network partners consisting of 1) Traffic Section Police Officers, 2) Radio hosts and officers of NBT Radio Chiang Mai FM96.75MHz and a group of private schools in Chiang Mai (Montfort College Primary Section, Montfort College Secondary Section, SarasasWitaed Chiang Mai School, Sacred Heart College, The Chiang Mai Christian School, Regina Coeli College, and VareeChiangmai School)

The project focus was on preventive measures aimed at 1) establishing traffic discipline and knowledge on causes leading to road crashes for students to practice in their daily lives to help preventing future road crashes, 2) to learn from parents, students, teachers, and school staff about risk spots and possible causes that may lead to road crashes to come up with appropriate preventive measures, and 3) to create a good relationship within a family through the road safety promotion campaign where parents and children participating in activities.

**The target group** is divided into three sub-groups of 1) Grade 5-6 and Grade 7-9 students, 2) Parents, and 3) Teachers from Student Disciplinary Office that are responsible for traffic work.

#### **Project working process**

1. Coordination with pilot schools for allocating students, parents, teachers to participate in the project where the project objectives and benefits were explained.
2. Assigned Traffic Sub-Inspector Police to speak at a radio programme at NBT Radio Station FM96.75MHz. Another activity was to promote traffic law and road crash prevention which was conducted after school and at morning ceremony together with information pamphlet for parents on traffic management.
3. Information on the traffic situation and risk spots was distributed through a radio programme.
4. Sharing information on traffic issues and road crashes with other relevant agencies for road crash prevention work.

#### **Quantitative outcome**

All participated students from 7 schools are aware of the road crash causes and learned how it can be prevented. Students' understanding is reflected through the radio programmes hosting activity and road safety promotion video production activity.

## Problems/Obstacles

The project working team would like to see that all relevant road safety agencies from all sectors give importance to road safety awareness and traffic discipline from early age for safe behaviour development for future road use.

## Key to success

The school teachers, parents, and students were taking interest in the project and participated very well in activities. Statistically speaking the road crash incident has declined when compared between pre and post project work.

This successful outcome has given the project working team confidence to conduct a future road safety project to promote a project called “Road of Good People” where participants will get to produce a video clip and audio clip to promote road safety and crash prevention. This future project will involve teachers from each school to help plan the activity and invite other agencies from all sectors to support in school activity as required.

The project working team meeting, planning, delivering activities are shown below.



## Increasing Safety Performance of National Highway 101 at Ban Fai - Rong Kwang Intersection

Pol. Lt. Col. Manop Jaioun

Phai Thon Sub-district Police, Phrae Province

National Highway 101 at Ban Fai - Rong Kwang Intersection is a 4-lane road intersecting with National Highway 1134 and a local road linking to large sub-district and villages. The traffic is busy and experiences a high number of road crashes since the road is leading to PaeMueng Pee Royal Park, which is a famous tourist attraction site for Phrae Province. It is also used as a main route to Phayao, Nan, and Chiang Rai Province as well as serving as a main transportation route for goods and products to Bangkok and Eastern Regional Pier. The highway operating at capacity in terms of traffic engineering and surrounding environment, which also needs to be addressed as the area is being urbanized as the city is expanded.

The project working group committee had conducted a site survey led by Phrae Highway Office to look at obstacles and limitation in terms of road engineering, road structure, and its surrounding environment. The information will be used in project planning, to be submitted to Bureau of Planning, Department of Highways. The project objectives are 1) to reduce the intensity of traffic flow from all directions heading to the intersection, 2) to increase the highway performance in receiving higher traffic density in the future, 3) to service and increase safety of road users, and 4) to reduce travel costs and reduce road crashes.

### Survey outcomes

1. The intersection is located on the hill with a speed limit of 80km/h, it is tilted in +/- 4% with vision distance of 79.271 meters and the safe vehicle stopping distance is at 81.280 meters.
2. It lies within of Mae Lai Sub-district, Mae Yom Sub-district, Nam Cham Sub-district, Nong Muang Khai District.
3. The Ban Fai - Rong Kwang is a high risk spot with high number of road crashes for the province and the main cause is due to speeding with vehicles cutting in front at close distance. Below data shows the road crash statistics at Ban Fai - Rong Kwang from 2012 – 2014 and an example of a crash scene.



4. The solution to the problem is for Phrae Highway Office to submit the information and 2 project proposals to Bureau of Planning at Department of Highway. The first project is to increase highway performance of National Highway 101 at Ban Fai - Rong Kwang Intersection on 255+210KM - 258+497KM, and the second project is to increase highway performance of National Highway 101 at Ban Fai - Rong Kwang Intersection on 257+510KM - 259+200KM.

5. A community hearing was held to seek public opinion and approval in according to the Regulations of the Office of the Prime Minister on Public Hearing B.E. 2548 (2005) as required by the 2007 Constitution where people have the right and access to project information initiated by government, state enterprises, and local administrative

organisations prior to project approval or implementation that may affect the quality of lives, health, environment, or any others that are impacted. The Phrae Highway Office is taking this step seriously since the success of the project is dependent on public support whilst the project has to be delivered with transparency, to maximize public benefits.



The public hearing was opened to the head of local



administrative organisations, community leaders, people from affected areas, government agencies, state enterprises, media, and general public. The detail of the project is shared, discussed, and views exchanged throughout the life of the project. All the views shared at the hearing sessions were then incorporated into improving the project work

**Photo showing community participation of Project 1: Increasing Highway Performance of National Highway 101 at Ban Fai - Rong Kwang Intersection on 255+210KM - 258+497KM**



Wednesday, November 5<sup>th</sup>, 2014 at 09:00AM – 12:00PM

At Mae Lai Sub-district Municipality Meeting Room, Mae Lai Sub-district, Mueang Phrae District, Phrae Province

### Summary of Public Participation for Project 1

- 1) People attended the public hearing agreed that the project is important and beneficial to the communities as a whole to a high degree (average score of 2.79 or 93.00%)
- 2) About 99.41% of them agreed with the project (the total number of people was 170 and 169 of them agreed with the project, 0% disagree, and 0.59% no opinion).

**Photo showing community participation of Project 2: Increasing Highway Performance of National Highway 101 at Ban Fai - Rong Kwang Intersection on 257+510KM - 259+200KM**





Wednesday, December 23<sup>rd</sup>, 2015 at 09:00AM– 12:00PM

At Mae Lai Sub-district Municipality Meeting Room, Mae Lai Sub-district, Mueang Phrae District, Phrae Province

### Summary of Public Participation for Project 2

- 1) People attended the public hearing agreed that the project is important and beneficial to the communities as a whole to a high degree (average score of 4.43 or 90.002%)
- 2) 100% of them agreed with the project (the total number of people was 130 and 130 of them agreed with the project, 0% disagree, and 0% no opinion).

## Traffic Discipline and Helmet Wearing in Lampang Province

Mrs. Pimchan Phosawang

Head of Upper Northern Region



The cabinet had approved a resolution on April 29, 2010, declaring the country's Decade of Action for Road Safety from 2011–2020 and set a policy for road safety integrated partnership. This coincides with the government policy number 5 led by General Prayut Chan-o-cha, Prime minister, to uplift the quality of healthcare service and public health. Under this policy, road crash prevention and a reduction is stated as item number 5.4 requiring cooperation from all relevant agencies to enforce, prevent, report, and care for those affected by road crashes.

Lampang Provincial road crash statistics from 2012-2015 found that the type of vehicle mostly involved in road crashes is motorcycles, followed by pick-up trucks, and family cars. The cause of crashes is drink driving, violating the traffic light signal, driving on wrong lane, and not wearing helmets. This has led to a high number of road trauma. During this period of data collection, there were a total of 55,267 people being injured and 704 were killed. 466 of the total death were from motorcycle crashes compared to 2 deaths due to dengue fever from the same period.

Therefore, Lampang Provincial Road Safety Directing Center has conducted a road safety project called “**Traffic Discipline and Helmet Wearing in Lampang Province**” to promote organisational road safety measures for 100% helmet wearing and compliance with traffic law.

### Project work process

The project target group was organisations from government, state enterprises, independent organisations, local administrative organisations, private organisations from all 13 districts including 14 schools. Those schools were Hang Chat Wittaya School, Soemngam Witthayakhom School, Maeprik Wittaya School, Sobprabpittayakom School, Triam Udom Suksa Pattanakarn Khelangakorn School, Muang Pan Wittaya School, Chae Hom Wittaya School, Mae Tha Phatthana Sueksa School, Ko Kha Witthaya School, Maemoh Wittaya School, Assumption College Lampang, Lampang Kanlayanee School, Thoen Wittaya School, Pracharat Thammakhun School.

### Working process

1. The province has announced the “Traffic Discipline and Helmet Wearing in Lampang Province” to be a provincial project operating year round in 2016. Under this project operation, 4 road safety measures are being enforced, which are helmet wearing, driving on the wrong lane, violating traffic light signal, and drink driving. In supporting the enforcement, a new tactic was used where a reward of 1,000 THB cash was given by the Governor for a photo or a video clip of those not wearing a helmet in government offices.
2. A letter informing of the enforcement and helmet wearing zone was sent to all organisations and schools. Each organisation then installed a sign to inform the public of the 100% helmet wearing rule whereby those disobeying will be subject to 500 THB fine. For the remaining traffic enforcement, it was agreed by all agencies to have police applying the maximum fine for any offenders from January 1<sup>st</sup>, 2016 onwards.
3. Conducted a launch for the 100% helmet wearing campaign across the province on Wednesday, December 23<sup>rd</sup>, 2015 at 09:00 AM. The provincial launch was held at Clock Tower Junction, while other districts were holding the event in front of the District Office together with a parade of motorcycle riders wearing helmets.
4. Promoting knowledge on traffic rules in schools and colleges.
5. Promote a model for organisation’s 100% helmet wearing measures.
6. Conducted a public campaign on Traffic Disciplinary and Helmet Wearing in Lampang Province project.
7. Follow up on the project outcome.

The success indicators are; 1) people become safety conscious often referred to as safety mind, and willingly creating safety culture in the society, 2) reduction on road crashes, injuries, and death, 3) the target population paying attention to safety first, 4) evaluate the target population 1 month after project completion.

**Problems or obstacles:** The target group does not yet cover all schools due to time constraints for project completion in some schools.

**Project outcomes:** 1) Quantitatively speaking there is number of organisations in Lampang Province that were interested in participating in the project, 2) Qualitatively speaking those that took part in the project have better understanding and knowledge on road safety prevention and reduction.

**Key success:** 1) the highest management of the province took interest in solving the problem issue and declared it a provincial agenda, 2) all agencies provided good support and cooperation, 3) target population take interest and provided good participation in project activities, 4) school management gave importance to the issue and supported the project work, 5) road safety network partnered agencies and working team are earnest and dedicated to road safety work.

**Future work:** to conduct project evaluation and lessons learned session between districts.

**Recommendation by Thailand Road Safety Network mentor:** 1) to participate in MOU, 2) lesson and knowledge sharing, 3) showing and sharing the project outcomes.



## Lumphun Road Crash Reduction by Labour Sector

Mr.Pratuan Srisok

Lumphun Shindengen Co., Ltd.

Lumphun is home to industrial estates for northern region that employed a total of 68,652 employees (data from 2011). Around 80% of employees use motorcycles as main means of transportation. However, the road crash situation in industrial estates from 2013-2014 had escalated resulting in an increasing loss of lives and injuries, where the leading cause is presumed to be human error such as drink driving and speeding.

The senior executive and management of Lumphun Shindengen Co., Ltd. has recognised the impact that road crashes had on everyone involved and decided to step in to help solve the issue. The company has conducted a project called “Lumphun Road Crash Reduction by Labour Sector” with the aim to promote road safety policy and activity within a group of private companies located in Sahaphat Group Industrial Park. The safety work is comprised of the creation of safety culture among employees and establishes a road safety network partnership with other companies.

The project has two target groups; company’s employees, and participating companies who needed to follow the working process. The process began by conducting a seminar session to inform safety officers from each participating company and other partnered organisations from Road Accident Victims Protection Company Limited (RVP), Lumphun Provincial Disaster Prevention and Mitigation Office, and Lumphun Provincial Land Transport Office. This is followed by conducting supporting activities like helmet wearing and safe driving day in support of organisational road safety measures.

### Quantitative outcomes

1. Number of participating organisations has increased by 50%.
2. Increasing number of employees that complied with the traffic law.
3. Reducing number of road crashes involving employees.

### Qualitative outcomes

1. Number of risk spots has been treated.
2. Employees’ behaviours become more compliant to the traffic law.
3. Increasing productivity in companies
4. Increasing quality of health and safety for employees.



## 5. Reduction in number of traffic offenders.

### Project performance indicators

Quantitatively speaking all motorcycle riders and passengers wear helmets 100 %, and the number of employees involving in road crashes has reduced.

Qualitatively speaking motorcycle riders and passengers are more aware of road safety issues and changing their behaviour for the better by complying with traffic law.

### Problems or obstacles

There is no consolidated budget for project operation and in some cases the company does not provide the budget support.

### Project achievements

- 1) Provincial leader giving importance to the issue.
- 2) Receiving support from network and partnered agencies within the province and good cooperation from employees.

Based on the above achievements, the working group is willing to continue the project work with a shifting focus to expand the organisation road safety measures to cover the entire province as well as creating community road safety measures.

### Recommendation by Thailand Road Safety Network mentor

Agree to provide budget support to participating company and local community.

