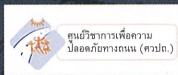


The 4 Ps

for Progress
in Thailand
Road Safety



Office of Transport and Traffic Policy and Planning
Ministry of Transport

PEOPLE

Each year, more than 11,000 have died from traffic accidents in Thai road systems. One third of those were breadwinners of their families, leaving those left behind in mourning and unprepared for what lies ahead of them.

By comparison to other countries, the Thailand fatality rate of 17.77 per 100,000 populations in 2008 is significantly better improvement than average rate in middle income countries as 19.5 (Reference from Global Status Report). Within the ASEAN Countries Region, Thailand is ranked as number four (Shown in Figure 1).

Road traffic death rate per 100,000 population in ASEAN countries

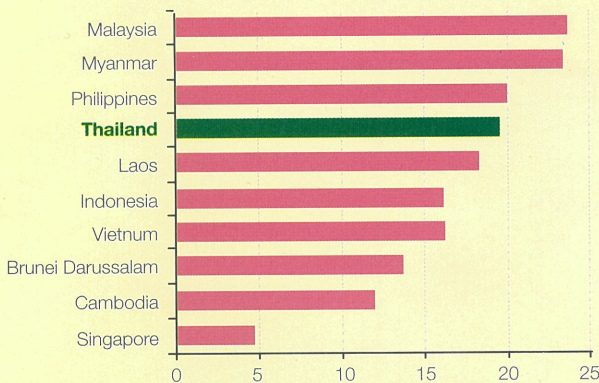
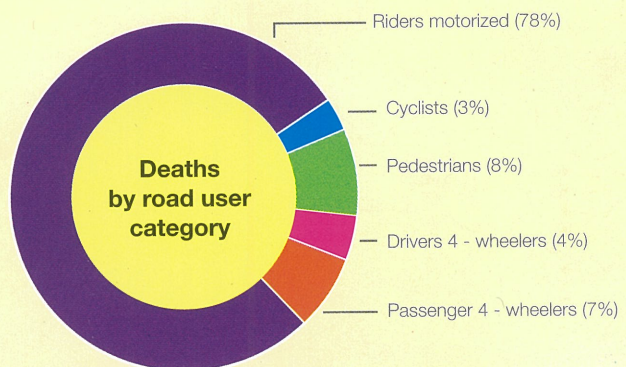


Figure 1 (Source: Global Status Report)

However, the level of lost in vulnerable road users, especially, motorcyclists remains high. From the Injury Surveillance Report by Ministry of Public Health, the highest fatality among road user category is riders motorized 2-or3-wheelers at about 70%. Four major contributing factors for those high numbers of motorcycling deaths include Speeding, Non-helmet Wearing (only 27% rate of wearing), Insufficient Police Enforcement (Score 2 and 5 out of 10), and Alcohol.



Source : 2007 Injury Surveillance (sentinel sites), Bureau of Epidemiology Ministry of Public Health

National Legislation	
Speed limits set nationally	Yes
Local authorities can set lower limits	Yes
Maximum limit urban roads	80 km/h
Enforcement	0 1 2 3 4 5 6 7 8 9
Drink-driving law	Yes
BAC limit - general population	0.05 g/dl
BAC limit - young or novice drivers	0.05 g/dl
Random breath testing and/or police checkpoints	Yes
Road traffic deaths involving alcohol	4%
Enforcement	0 1 2 3 4 5 6 7 8 9
Motorcycle helmet law	Yes
Applies to all rides	Yes
Helmet standards mandated	Yes
Helmet wearing rate	27%
Enforcement	0 1 2 3 4 5 6 7 8 9
Seat-belt law	Yes
Applies to all occupants	No
Seat-belt wearing rate	56% Front, 3% Rear
Enforcement	0 1 2 3 4 5 6 7 8 9
Child restraints law	No
Enforcement	n/a

Figure 2 (Source: Global Status Report)

Despite all the challenges, the strong determination of Thai government, still holding **People Agenda**, road accidents will continue to be **Thailand National Agenda**.



POLICY

Thailand Road Safety is managed by the Road Safety Operation Center or RSOC with the Prime Minister or Assigned Vice Prime Minister as Director of RSOC and the Department of Disaster Prevention and Mitigation under the Ministry of Interior as Secretariat. The RSOC is comprised of multiple agencies from both public and private sectors, and by following the five areas of the National Strategic Plan: Education and Public Relations, Enforcement of the Laws and Rules, Engineering in the area of Road and Vehicle Safety, Emergency Medical Service (EMS), and Evaluation and Information System.

Recently, the Cabinet has passed the new Thailand Road Safety Master Plan 2009-2012. This new Master Plan will help coordinating and pushing forward the strategic directions of highly ambitious vision and targeted outcomes. The new Vision for this plan is

On our roads, all lives will be saved up to the Global Standard.

To achieve the Vision, the goal for this continuing mission is to sustainably establish the core values of Road Safety Culture and Safe System in Thailand. This plan has two strategic outcomes or targets, i.e., 4-year and 10-year outcomes. The final or 10-year target is to reduce fatality rate by half within ten years. For the current plan, the target is to reduce fatality rate to fewer than 14.15 deaths/100,000 populations in 2012. Three level of strategies will be implemented concurrently as show in Table.

Five Action Plans will help coordinating efforts among related agencies, i.e.,

1. Safety Culture Plan
2. Safe System Plan
3. Area-based Interventions Plan or Provincial Action Plan
4. Law & Regulation Reform Plan
5. Research, Monitoring & Evaluation Plan
6. Motorcycle Safety Plan

Policy-level Strategies	Tactical-level Strategies
1. National Agenda	(Safe System)
2. Institutional Strengthening	(Proper Education and Training) (Attitude Modification)
3. Law/Regulation Reform	(Behavior/Social Climate Change to better support Enforcement)
4. Government-based Facilitations	(Area-based Knowledge Strengthening) (Community-based Encouragement)
5. Local-based Implementations	(Automatic Enforcement) (Law/Regulation Reform) (Safer Roads)
6. Research, Monitoring & Evaluation	(ICT for Action) (Economics Incentives) (Rehabilitation Care)

Motorcycle-focused Strategies
(Preparing Motorcyclists for Safe Driving) (Minimizing High Accident Rate Scenario) (Implementing Helmet-wearing Manual) (Detecting and Sanctioning Recidivist drivers) (Adopting Mitigation Measures)



PRACTICE

Enforcement

Realizing the importance of law enforcement, Thai Health Promotion Foundation, Royal Thai Police, and other government agencies has been partnering to successfully reduce the number of road casualties to a program called "365 Dangerous Days". The purpose of the program is to encourage traffic police enforcement on a daily routine basis. The program demonstrates the importance of continuing enforcement that encourages better behaviors for drivers.

Engineering

Key partners to develop better and safer road infrastructure and vehicles in Thailand include Department of Highway, Department of Rural Highway, Department of Land Transport and Office of Transport and Traffic Policy and Planning under the Ministry of Transport. Major activities and pilot projects or studies include;

- Blackspot Improvement Program
- Road Safety Audit Training and Implementation
- Setting up road accident investigation teams
- Improving safety at railway-grade crossing
- Conducting researches to improve safety for both road and vehicle standards

To meet with the new challenge in supporting new UN Resolution on Road Safety Target, the MOT will continue to allocate enormous efforts and new strategies such as increasing ridership in safer public transportation systems specifically school buses, initiating better management in Land Use and Transportation Planning.

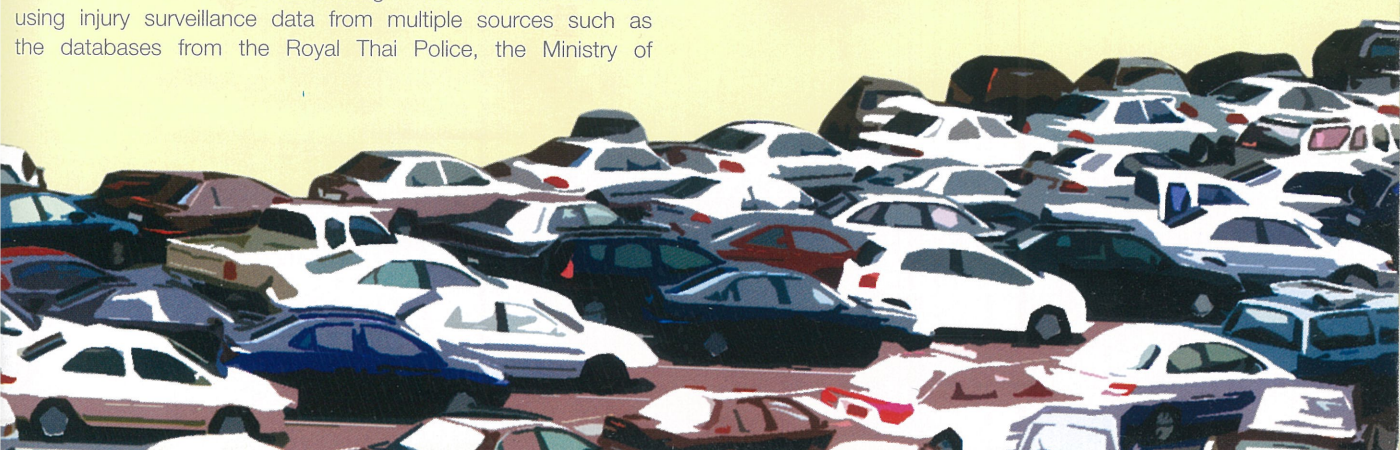
Evaluation

Information system is the key to promote prevention towards road traffic accidents at the national level and the drive to put forward the five areas of the National Strategic Plan. Thailand has been using injury surveillance data from multiple sources such as the databases from the Royal Thai Police, the Ministry of

Transport, and Insurance System. One of the key systems that drives a continuing measure up to now is the National Injury Surveillance System which has been continuously developed by the Ministry of Public Health since 1995. The system provides detailed data in the areas of epidemiology, behavioral risks, and quality of health care, and is able to identify deeper problems clearly. The system enables Thailand to make use of the aforementioned information to plan and solve road traffic accidents as well as to drive key policies and put them into practice, such as the issuance of law requiring the driver and the accompanying passenger of a motorcycle to wear helmets, all drivers of vehicles shall have blood alcohol not to exceed 50 gm%, give support of the promulgation of Alcohol Consumption Control Act, push on the issuing of laws prohibiting sales of alcohol on important Buddhist days, increase quality of medical care, transfer of patients between hospitals, first-aid treatment of the injured at the site of accident, etc. This leads to a policy set in developing and legalizing the national emergency medical service (EMS) in 2008. The system is not only used at the national level, but is also applied at the provincial level to continuously drive the preventive measures of accidents.

PARTICIPATION

In attacking the burden such as road safety with multi-faceted, multi-sectoral involvements, strong private-public partnership is a must and should be reflected in any government policy. One key organization that has been strongly supported this partnership and encouraged participations from multi-level participants, e.g., academics, local communities, and NGO, is Thai Health Promotion Foundation.





THAI HEALTH

Thai Health Promotion Foundation (ThaiHealth) was established in 2001, the first organization of its kind in Asia. Created under the Health Promotion Foundation Act 2001, ThaiHealth is an autonomous state agency outside the formal structure of government. It is funded by 'sin taxes' collected from producers and importers of alcohol and tobacco. It has an annual budget of around \$US 80-90 million, which is spent only on health promoting activities. It has a governing board chaired by the Prime Minister with half of its members from independent social organizations.

ThaiHealth emphasizes healthy public policies, issues-based programs, and holistic approaches. ThaiHealth acts as a catalyst for projects that change values, lifestyles, and social environments directed to positive changes in health status. The philosophy of ThaiHealth is that all Thais can attain better lives, in a self-reliant way, though increases in cooperation. ThaiHealth targets its activities at the social determinants of health.

Traffic accidents are one of the leading causes of death in Thailand. According to an ADB-ASEAN report released in March 2004, the average economic cost of one traffic accident death is about 2.85 million baht. In addition, there is also the inestimable psychological damage.

A cabinet resolution on 29 July 2003 instructed ThaiHealth to support measures to improve road safety standards in Thailand. Since March 2003, ThaiHealth has been giving support to research projects on the prevention of road accidents, including research on model provinces.

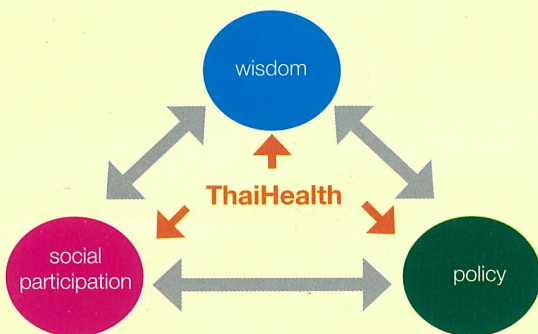
PROMOTION FOUNDATION

Strategy

ThaiHealth has employed the concept that we call "The Triangle that Moves the Mountain" as the key strategy to solve difficult social problems, by simultaneously strengthening capacity in three interrelated sectors. These are

- 1) creation of relevant knowledge through research
- 2) social movements (social mobilization) and
- 3) political involvement.

The mountain itself, the centre of all this, is health improvement.



Activities

1. Capacity building for key personnel

Training is being given to officers of the Road Safety Division and provincial disaster prevention officers. The training focuses on methods to coordinate with private and government sector personnel in order to cooperation and effectiveness. Incentive measures to encourage compliance with laws are being developed.

2. Support organizations working on road safety

ThaiHealth is providing support to existing organizations, and helping to establish new organizations. New organizations include a disabled people's association, a traffic discipline promotion association, and a passengers' and pedestrians' rights association.

3. Media campaigns

Plans will be developed for using the mass media to reach target groups, and to support provincial safety campaigns.

4. Information Center for Road Accidents

An Information Center for Road Accidents will be established to collect and synthesize data from relevant organizations. Such data are necessary for policy design and implementation. Support will also be given to local organizations that wish to establish their own information centers.

5. Knowledge management and creation

ThaiHealth will develop mechanisms for organizations in different provinces to exchange experiences. The establishment of networks will be encouraged. ThaiHealth will provide support for policy-relevant research. (Road Safety Group:RSG Thailand, National Health Foundation: NHF)

6. Other activities

ThaiHealth will support reviews or case studies of road safety campaigns from other countries, and the production of manuals and information systems. It will also assist organizations wishing to set up pilot projects.

Some examples of the accomplishments achieved by ThaiHealth and its Partners on Road Accident

- ThaiHealth is one of the organizations responsible for supporting successful accident reduction rates during Thai festival periods, as well as, the remainder of the year throughout Thailand.
- ThaiHealth's Stop Drinking during Buddhist Lent campaign is a successful example of using cultural capital. The percentage of Thai people abstaining from alcohol during Lent increased from 40% in 1996 to 65.2% in 2009 and saving pocket money 1,277 Baht (40 US\$)
- ThaiHealth supported passing the Land Traffic Act, which prohibits drivers from using any form of telephones or communication devices while driving.