



# The Importance of Data Collection on Traffic Crashes

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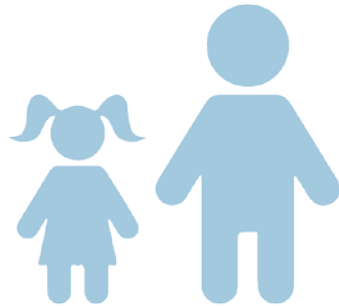


**Le Xuan Han (2000-2008)**



59%

of road deaths in Southeast Asia occur among vulnerable road users.



ROAD INJURIES ARE THE  
**LEADING CAUSE OF DEATHS**  
FOR CHILDREN AND YOUTH AGED 5-29





# Why is road crash data important?

- Understand the **problem**
- Plan **effective** interventions
- **Advocate** for action & investment



*This is My Street* campaign for International Children's Day (2018).

# Data can help to



understand the **scope** of the problem



understand crash and injury **trends**



identify **risk** factors, high risk groups and locations



design **effective programs** and strategies



monitor and **evaluate** effectiveness

# Data can help government & politicians to



illustrate **magnitude** of the problem



set **targets** and develop road safety action plans



demonstrate the **value** of unpopular policies



identify **problem location** and times for enforcement



win support and **demand** for safer roads



# Why do we need motorcycle crash data?





Motorcyclists are:

- **less visible**
- share the road with cars and **larger vehicles**
- **lack protection** and are more prone to severe or fatal injury

**What gets  
measured,  
gets managed.**

**-William Thomson, 1883**

**Kingdom of Cambodia**

**Nation Religion King**



**National Road Safety Committee**

**2016 SUMMARY REPORT**  
**ROAD CRASHES AND CASUALTIES**  
**IN**  
**CAMBODIA**

Estimated number of fatality, 2011-2020

How can we  
design effective  
**countermeasures**  
to save lives?

In the event of a crash, **helmets**  
are proven to reduce

the risk of  
death by



**42%**

&

serious head  
injury by

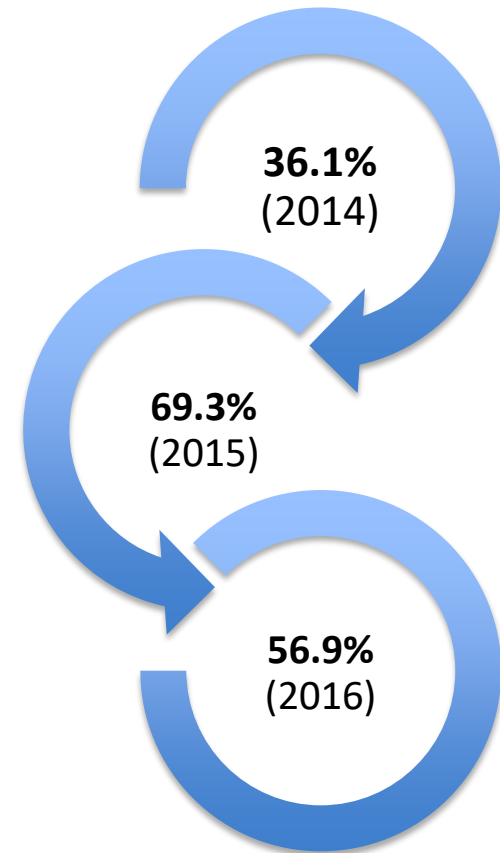


**69%.**

## Vietnam National Child Helmet Action Plan (2015)

- Wide-scale **public awareness** campaigns
- **School-led** campaigns and **policies**
- **Parent education** in the workplace
- Police **Capacity Building**
- Enhanced Patrolling & **Enforcement**

## Nationwide Child Helmet Wearing Rates









School	SR4S Rating	SR4S Rating
	Pre-modification	Post-modification
Ket Doan Primary School	★	★ ★ ★
Mach Kiem Hung Secondary School	★ ★	★ ★ ★ ★
Pham Van Chi Primary School	★ ★ ★	★ ★ ★ ★ ★
Hung Vuong Primary School	★ ★ ★	★ ★ ★ ★
Phan Dang Luu Primary School	★ ★	★ ★ ★ ★ ★
Nguyen Luong Bang School	★ ★ ★	★ ★ ★ ★

The observed average speed of cars around school zones in Pleiku City, Vietnam reduced by **11 km/h**. Buses showed reductions of almost **20 km/h**.

Student self-reported crashes fell from **25.3% to 7.4%**.

# Safe Systems Approach



# Questions?



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