

# AIP Foundation Year-End Report

2012-2013



*HELMETS FOR KIDS*  
AT PHNOM DIL PRIMARY SCHOOL  
SPONSORED BY: ARRB GROUP LTD





*“ARRB has helped us promote road safety in our community by increasing the number of students wearing helmets correctly. In the last year, helmets have effectively become a part of our school’s uniform.”*

**Mr. Norng Sophal,  
Principal of Phnom  
Dil Primary School**

## **Project Summary**

**Objectives:** Increase helmet use and road safety knowledge of students, teachers, and parents at target schools and raise awareness in surrounding communities

**Duration:** Seven months (February to August 2013)

**Budget:** \$3,154 .00

**Beneficiaries:** 187 new entry students of Phnom Dil Primary School

# About the Target School



## Phnom Dil Primary School

- Located in a high-density traffic area along national highway 6A in Kampong Cham province.
- Traffic signs and zebra crossings are sparse
- Extremely high-risk of road traffic crashes, particularly during rush hour.
- Over 90% of new students commute via motorbike and bicycle, none of whom wore helmets prior to implementation



# Summary of Key M&E Results



## **Outputs:**

- 4 educational murals painted outside school as an ongoing reminder to parents to put helmets on their children as a simple act of love and care.
- 187 helmets provided to new kindergarten and first grade students. Students were also taught correct helmet wearing and road safety lessons
- 100% of parents signed commitment letters that showed their promise to make their child wear a helmet.
- 500 students participated in extracurricular activities.
- 28 teachers participated in refresher training workshop on road safety and helmet wearing.
- Teachers understanding of correct helmet wearing increased to 100% after training compared with 95% of pre training

# Summary of Key M&E Results (con't)



## **Outcomes and impacts:**

- 2 Television segments, 16 online articles, 2 print article covered the program activities.
- Helmet observation results: 93% of students wearing helmets resulted in year-end school observation (Pre: 86%, post I: 94% Post II: 89%, post III:93%).
- No students were involved in any road traffic crash.
- Positive and encouraging feedbacks from teachers and parents on the program
- Senior representative from district and office of education and school Managements secured their commitment to support school
- Education murals at the school gate informed parents, students, and communities about the importance of helmet wearing
- Children love their (red) helmets and wear them as part of their school uniform

# Project Implementation



**EDUCATIONAL MURALS**  
**PARENTAL COMMITMENT**  
**HELMET TOP-OFF DONATION CEREMONY**  
**TEACHER TRAINING REVIEW**  
**STUDENT TRAINING**  
**EXTRACURRICULAR ACTIVITIES**

# Educational Murals

- ARRB funded educational murals in the 2011-12 school year
- Located on the inside and outside of the school fence
- Portray how to cross the road safely, how to wear a helmet correctly and depict motorcycle passenger helmet campaign slogan “Always care. Always wear a helmet.”
- Ongoing reminder to parents to put helmets on their children as a simple act of love and care
- Regularly used by teachers during lessons to continue educating students about the importance of road safety and wearing a helmet



# Parental Commitment



- As their commitment is integral to increasing children's helmet use, parents are asked to sign a letter to agree that their children will always wear a helmet
- 100% returned the letter showing their support

**ព្រះរាជាណាចក្រកម្ពុជា**  
**ជាតិ សាសនា ព្រះមហាក្សត្រ**  
(៤០៨\*១៦៦)

**គោរពជូនដំណោះស្រាយសិស្ស**

សាលាបឋមសិក្សា ភ្នំដីល បានចូលរួមអនុវត្តគម្រោងមួយមានឈ្មោះថា កម្មវិធីមួកសុវត្ថិភាពសម្រាប់កុមារ ដែល ទទួលបានការអនុញ្ញាតិដោយក្រសួងអប់រំ យុវជន និងកីឡា និង គាំទ្រដោយអង្គការមូលនិធិបង្ការរបួស អាស៊ី ប្រចាំព្រះរាជាណាចក្រកម្ពុជា។

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១. ណែនាំដល់កូនរបស់លោកអ្នក អំពីរបៀបពាក់មួកសុវត្ថិភាពឱ្យបានត្រឹមត្រូវ និងអំពីការថែរក្សាមួកសុវត្ថិភាពឱ្យបានល្អដោយប្រើគ្រប់មធ្យោបាយផ្ទាល់ខ្លួនទាំងអស់។ កុមារនឹងទទួលបានការណែនាំពីការណែនាំមួកសុវត្ថិភាពរបស់លោកគេ ។
២. ត្រៀមរំលឹក និងជំរុញឱ្យកូនរបស់អ្នកពាក់មួកសុវត្ថិភាពគ្រប់ពេលដែលលោកគេធ្វើដំណើរតាមកង់ ឬ ម៉ូតូ
៣. ត្រូវជូនដំណឹងជាបន្ទាន់ទៅ អ្នកគ្រូ-លោកគ្រូ ឬអ្នកសម្របសម្រួលសាលា ប្រសិនបើមានគ្រោះថ្នាក់កើតឡើងលើកូនរបស់អ្នកដើម្បីធ្វើការស្នើបង្គោលបញ្ជាគ្រោះថ្នាក់។ (ប្រសិនបើកូនរបស់អ្នកបានពាក់មួកសុវត្ថិភាពពេលមានគ្រោះថ្នាក់ចរាចរណ៍ហើយគ្រោះថ្នាក់នោះចុះពេលវេលាដល់សាលា នោះមួកសុវត្ថិភាពនឹងត្រូវបានផ្តល់ជូនជំនួសមួកសុវត្ថិភាពចាស់។) គណៈគ្រប់គ្រងសាលាសូមថ្លែងអំណរគុណទុកជាមុនដល់ មាតាបិតា សិស្សទាំងអស់សម្រាប់ ការចូលរួមគាំទ្រ និងការសហការនៅក្នុងសកម្មភាពខាងលើនេះ ។ គណៈគ្រប់គ្រងសាលាមានសេចក្តីសង្ឃឹមយ៉ាងមុតមាំថា មាតាបិតា សិស្ស ទាំងអស់នឹងជំរុញឱ្យកូនរបស់ខ្លួនពាក់មួកសុវត្ថិភាពគ្រប់ពេលដែលលោកគេធ្វើដំណើរតាមកង់ ឬម៉ូតូ រួមទាំងការធ្វើការ ជាមួយមាតាបិតា ឬបងប្អូនសាច់ញាតិផងដែរ ។
៤. យល់ព្រម និងឯកភាពឱ្យអង្គការមូលនិធិបង្ការរបួស អាស៊ី និងម្ចាស់ជំនួយប្រើប្រាស់ប្រចតស៊ីពីសកម្មភាពរបស់កូនលោកអ្នកដែលបានថត មុន-កំឡុងពេល និងក្រោយ តាមតំបន់ការពាក់ស្តង់។

លេខៈសិស្សៈ..... ២២០..... ៧..... ៧.....  
 ថ្នាក់ទី៖..... ១..... ៧.....  
 មតិរបស់មាតា បិតា៖  
 ខ្ញុំស្រឡាចចិត្តណាស់ក្នុងការ  
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កំពង់ចាម  
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# Helmet Top-off Donation Ceremony

- 187 helmets given to new kindergarten and first grade students at a ceremony on February 28, featuring student performances and speeches from key stakeholders
- Honored guests: H.E Maj. General Deputy Director of Central Department of Public Order, and Batheay District Governor.
- Parents were also invited to attend.

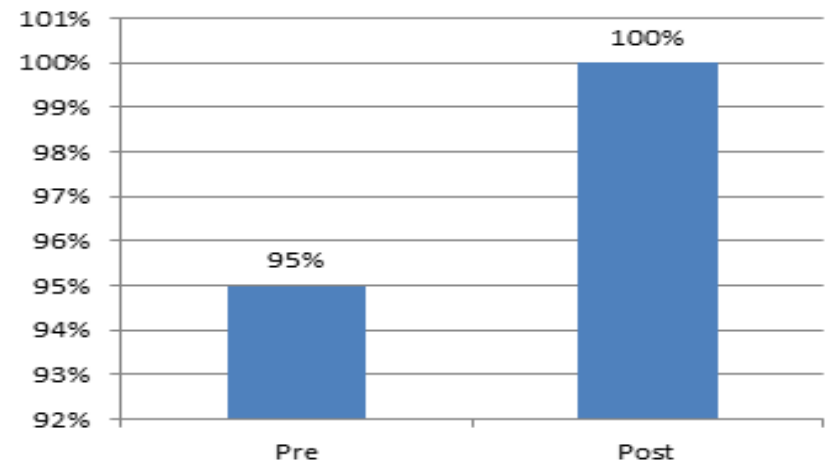


# Teacher Training Review

- 28 teachers at Phnom Dil Primary school participated in a workshop to review helmet use and road safety
- Workshop included information about how to wear a helmet properly, the advantages of helmet use, and the consequences of non-helmet use
- Pre- and post-training assessments indicate that teachers' understanding of correct helmet use at 100%



Teachers' understanding about correct helmet use.



# Student Training

- 187 kindergarten and first grade students participated in traffic safety lessons.
- Lessons began in March 2013, following the helmet donation ceremony
- Teachers utilized methodical curriculum, training materials, and murals to engage students in discussions about their own traffic environments.



# Extracurricular Activities



- Two extracurricular events were conducted on February 28 (prior to the helmet donation ceremony), and on May 10
- Activities included games and contests on how to use a helmet correctly, how to cross the road, and how to ride a bike safely
- During the UN Global Road Safety Week (6-12 May), students participated in the Long Short Walk to call for safe roads for all. Nearly 500 student participated.



# Results and Impact



**RESEARCH METHODOLOGIES**  
**HELMET OBSERVATIONS**  
**STAKEHOLDER REVIEW**  
**CRASH REPORTING**



*“On behalf of all the parents, I would like to express my thanks to ARRB Group Ltd. and AIP Foundation to providing helmets to protect children from head injury when they travel to school. I would like to wish ARRB Group Ltd. and AIP Foundation the four blessings of Buddha.”*

**- Mr. Prak Nal,**  
Representative of  
parents at Phnom Dil  
Primary School

## Research Methodologies

- Assessment of helmet use among school children
  - Pre: before handover ceremony
  - Post 1: shortly after the ceremony
  - Post 2: 12 weeks after ceremony
  - Post 3: before the school year-end
- School entrances were video recorded at a selected location based on a prior site visit to determine optimal camera placement
- Duration: 15-20 minutes per observation point
- Observers recorded: student helmet use, student helmet type, type of vehicle, student gender, and motorcycle driver helmet use

# Phnom Dil Primary School



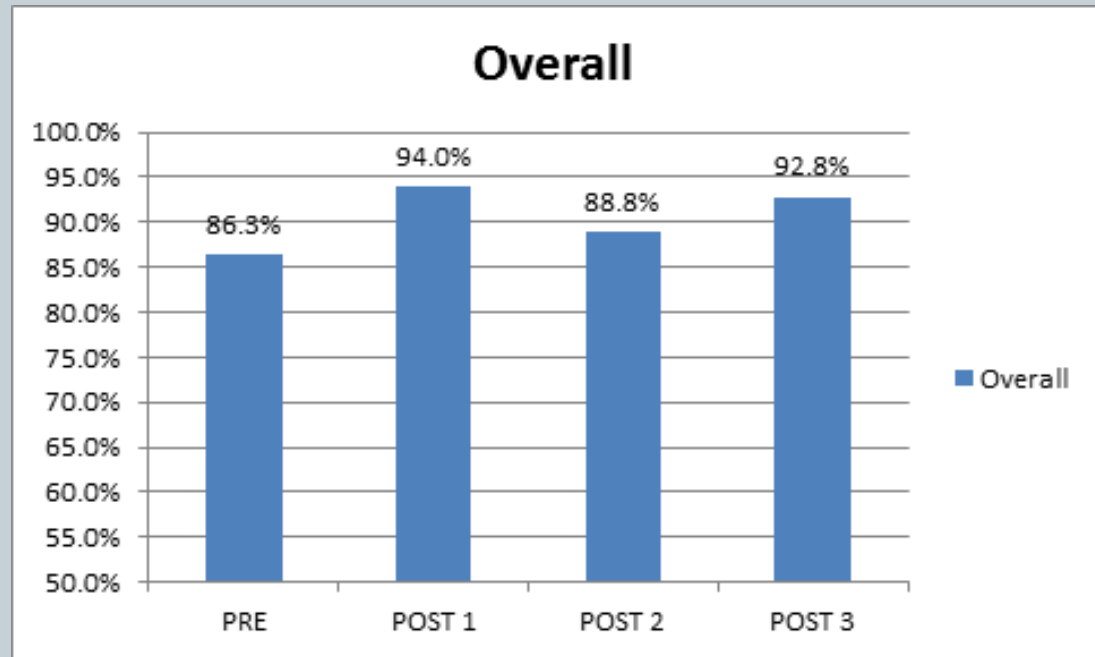
Before

After



# Helmet Observations

- 93% of students wearing helmets were using those donated by the ARRB Group
- Gender could not be clearly defined for some students, so the sum of male and female students observed is slightly lower than the total number of students observed



	PRE	POST 1	POST 2	POST 3
motorcycle	12.5%	84.2%	71.8%	86.7%
bicycle	88.4%	94.9%	91.9%	93.6%
	PRE	POST 1	POST 2	POST 3
male	84.3%	92.5%	89.3%	92.3%
female	88.8%	95.6%	88.3%	93.2%



# Stakeholder Review



- Qualitative interviews were conducted twelve weeks after the ceremony
- Participants included two parents, two teachers, a school coordinator, and the school principal
- The interviews covered:
  - Supporting and hindering factors
  - Unintended outcomes
  - Ways to further exploit supporting factors, and limit or overcome hindering ones



Dear ARRB Group and AIP Foundation,

On behalf of the students at Phnom Dil Primary School

I am very happy to receive a helmet from ARRB Group. I am thankful for the useful experience and knowledge, which I can use in every day to protect my life now and in the future.

I promise that I will always wear a helmet, no matter the distance, and will encourage my friends to wear it, too.

Thank you so much for your kind support and the lovely helmet. I wish ARRB Group, and AIP Foundation the four blessings of Buddha.

*Noem Chenda, Phnom Dil Primary school' student*

## Crash Reporting

During the project period February to July 2013, no students at Phnom Dil primary school were involved in any road traffic crash.



# Media Coverage



**2 TELEVISION SEGMENTS**

**16 ONLINE ARTICLES**

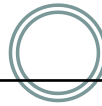
**2 PRINT ARTICLES**

# Television



<b>Station</b>	<b>Broadcast date &amp; time</b>		<b>Length</b>	<b>Estimated viewership</b>
TV3	March 01, 2013 March 02, 2013	19:00pm 06:15 am	2.25mn	12,000
SEA TV	March 01, 2013	18:00pm	2.39mn	16,607

# Online News



<b>Publication</b>	<b>Date</b>	<b>Estimated Daily Visitors</b>
<a href="#"><u>My Long Short Walk</u></a>	19/05/2013	N/A
<a href="http://www.mylongshortwalk.org"><u>www.mylongshortwalk.org</u></a>	18/05/2013	N/A
<a href="#"><u>DAP online – Dap-news</u></a>	16/05/2013	150,000
<a href="#"><u>Looking Today</u></a>	16/05/2013	50,000
<a href="http://www.apps.who.int"><u>www.apps.who.int</u></a>	14/05/2013	N/A
<a href="#"><u>Asia Injury Prevention Foundation</u></a>	14/05/2013	N/A
<a href="#"><u>AIP Foundation – Cambodia Facebook Page</u></a>	10/05/2013	1,974
<a href="#"><u>Koh Santepheap Daily</u></a>	05/03/2013	70,000

# Online News



<a href="#"><u>DAP online – Dap-news</u></a>	01/03/2013	150,000
<a href="#"><u>Looking Today</u></a>	01/03/2013	50,000
<a href="#"><u>AIP Foundation website</u></a>	28/02/2013	N/A
<a href="#"><u>AIP Foundation Facebook page</u></a>	28/02/2013	50
<a href="#"><u>ARRB Facebook page</u></a>	28/02/2013	N/A
<a href="#"><u>AIP Foundation Cambodia Facebook page</u></a>	28/02/2013- 25/03/2013	898
<a href="#"><u>AIP Foundation Cambodia Facebook page</u></a>	28/02/2013- 25/03/2013	861
<a href="#"><u>Flickr</u></a>	28/02/2013	N/A

# Print Media



<b>Publication</b>	<b>Date</b>	<b>Page</b>	<b>Size</b>	<b>Copies Printed</b>	<b>Estimated Readership</b>
Koh Santepheap Daily No. 7816	05/03/2013	A-25 A-27	18cm X 20cm And 15cm X 12cm	40,000	120,000
Rasmei Kampuchea Daily No. 6056	05/03/2013	B-4	10cm X 8cm	30,000	90,000

# Challenges



- Time constraints
- Extracurricular activities to reinforce the in-class lessons
- Limited involvement from parents to encourage their child wearing helmet
- Some students still missing wearing their helmet before go to school
- The helmets were lost in the school



# Lessons Learned



## **Helmet style**

- Red is the preferred helmet color.
- Students are familiar with helmet and they use their helmets as part of their school uniform.

## **Parent, teacher and community influence**

- Involvement by parents, teachers and community is essential to project success and further investigation into ways to involve them is being conducted.

## **Engaging helmet handover ceremony**

- Involving students in the ceremony through question and answers proved engaging for them.
- Students organized in grade-groups helps to maintain controlled environment
- More parents and local authorities should be included.

# Finances



- AIP Foundation received a total of USD 3,154.00 from the ARRB Group Ltd., for the implementation of the *Helmets for Kids* (Top-off) projects at Phnom Dil Primary School.
- By the end of August 2013, a total of USD 3,156.55 was expended (100.08% of the total fund received). Please find attached the Project Financial Report.

# Year Ahead



**There are still many students from other schools who do not wear helmets. Here are some ways to stay involved:**

## **Participate in a top-off program**

- **190** first grade and kindergarten students at Phnom Dil Primary School need helmets this school year (2013-2014).
- **Extend** your support with **\$3,230** and keep these students safe for another year.

## **Adopt a new school**

- **Many** schools in Cambodia face dangerous traffic environments and poor road conditions. These students need quality helmets and road safety education too!
- **Continue** your sponsorship to keep **626 students** of **Santepheap Primary School** in Kampong Speu province safe when they are commuting to and from school on national road 4 during the 2013-2014 school year and beyond (\$10,642)

## **Join the Cambodia Helmet Vaccine Initiative's passenger helmet campaign**

- **AIP** Foundation is working in partnership with the Cambodian government to increase passenger helmet use in the three target areas (Phnom Penh, Kandal and Kampong Speu) to 60% by the end of 2015.
- **We** are seeking resources and inputs from road safety stakeholders and welcome your involvement.

# Our sincere thanks



We are truly grateful for your generous sponsorship of Phnom Dil Primary School.

Children are among the most vulnerable road users and your donation has the potential to save hundreds of lives.

We hope you continue your involvement in *Helmets for Kids* and help us in our mission to create a generation of safer, smarter road users.

# Thank You!

