

AIP Foundation 2011-2012 Year-End Report



HELMETS FOR KIDS (HFK)
PHNOM DIL PRIMARY SCHOOL
KAMPONG CHAM PROVINCE

SPONSORED BY:
ARRB GROUP LTD





"I am very grateful to ARRB Group for donating 828 helmets to the students and staff of Phnom Dil Primary School. I promise to encourage and to advise them to wear helmets correctly and every time they travel. Finally, I would like to wish ARRB Group success and happiness in all your endeavors."

Mr. Norng Sophal,
Principal of Phnom Dil
Primary School

Project Summary

Objective: Increase helmet use and road safety knowledge of students and teachers at target schools, as well as awareness in their surrounding communities

Sponsor: ARRB Group Ltd.

Duration: 4 months from April to July 2012

Budget: USD 12,035 .00

Beneficiaries: 800 students and 28 teachers at Phnom Dil Primary School

800 commitment letters signed by parents

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, stoplights, and zebra crossings are sparse
- Over 69% students commute via motorbike and bicycle, none of whom wore helmets prior to *HfK*
- Extremely vulnerable to road traffic crashes, particularly during rush hour, when they are commuting to and from school



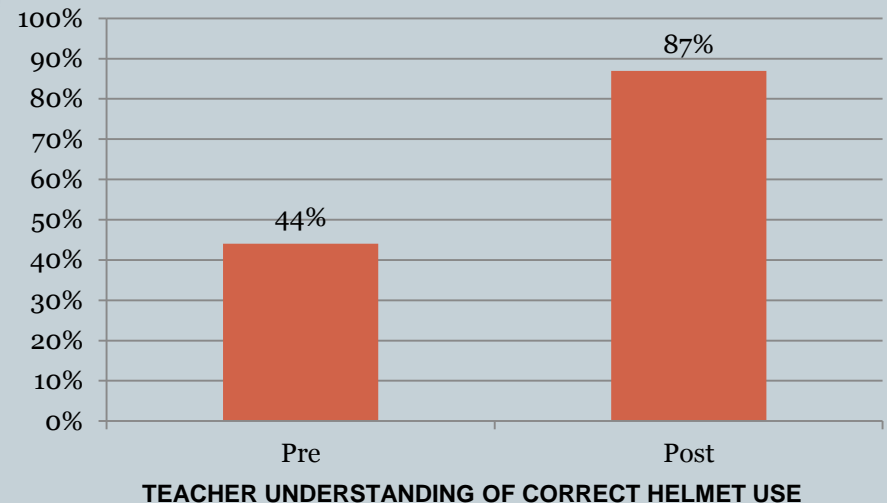
Project Implementation



TEACHER TRAINING
EDUCATIONAL MURALS
HELMET DONATION CEREMONY
STUDENT TRAINING
EXTRACURRICULAR ACTIVITIES
PARENT TRAINING

Teacher Training

- 26 teachers from Phnom Dil primary school participated in workshop on proper helmet use and road safety, to pass the knowledge on to their own students
- Learned steps involved in wearing a helmet properly and the advantages of helmet use
- Pre- and post-training assessments indicate that teachers' understanding of correct helmet use increased from 44% to 87%



Educational Murals

- Explain how to cross the road safely and how to wear a helmet correctly
- Depict motorcycle passenger helmet campaign “Always care. Always wear a helmet.” slogan
- Remind parents to put helmets on their children as a simple act of love and care



Helmet Donation Ceremony

- Honored guests: representative of the ARRB Group Ltd. , Mrs. Noha Elazar and H.E. Poeu Maly, Deputy Secretary General of the National Road Safety Committee
- Featured student performances, speeches from key stakeholders and non-class activities before the event took place



Student Training

- 800 students of Phnom Dil primary school participated in traffic safety lessons taught in-classroom
- Began in May, 2012 following helmet handover ceremony
- Teachers utilized methodical curriculum, training materials, and murals to engage students in discussions about their own traffic environments



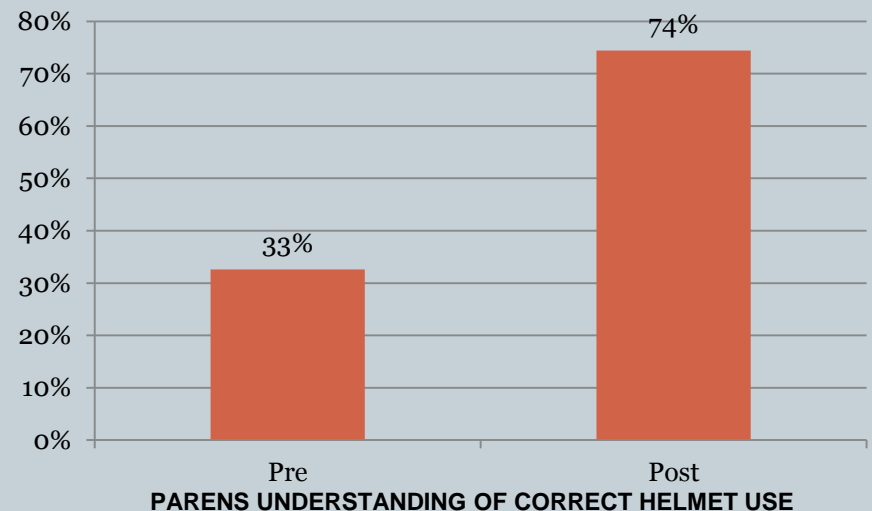
Extracurricular Activities

- Nearly 800 students participated in training outside of the classroom twice throughout the school-year
- Included games and contests on how to use a helmet correctly, how to cross the road, and how to ride a bike safely
- Activities: Painting Contest and Simulation road



Parent Training

- 49 parents participated in the road safety awareness training, discussing helmet use and their roles to ensure their children's safety on the road
- Pre- and post-assessment showed that parents' understanding of helmet use increased from 33% to 74%

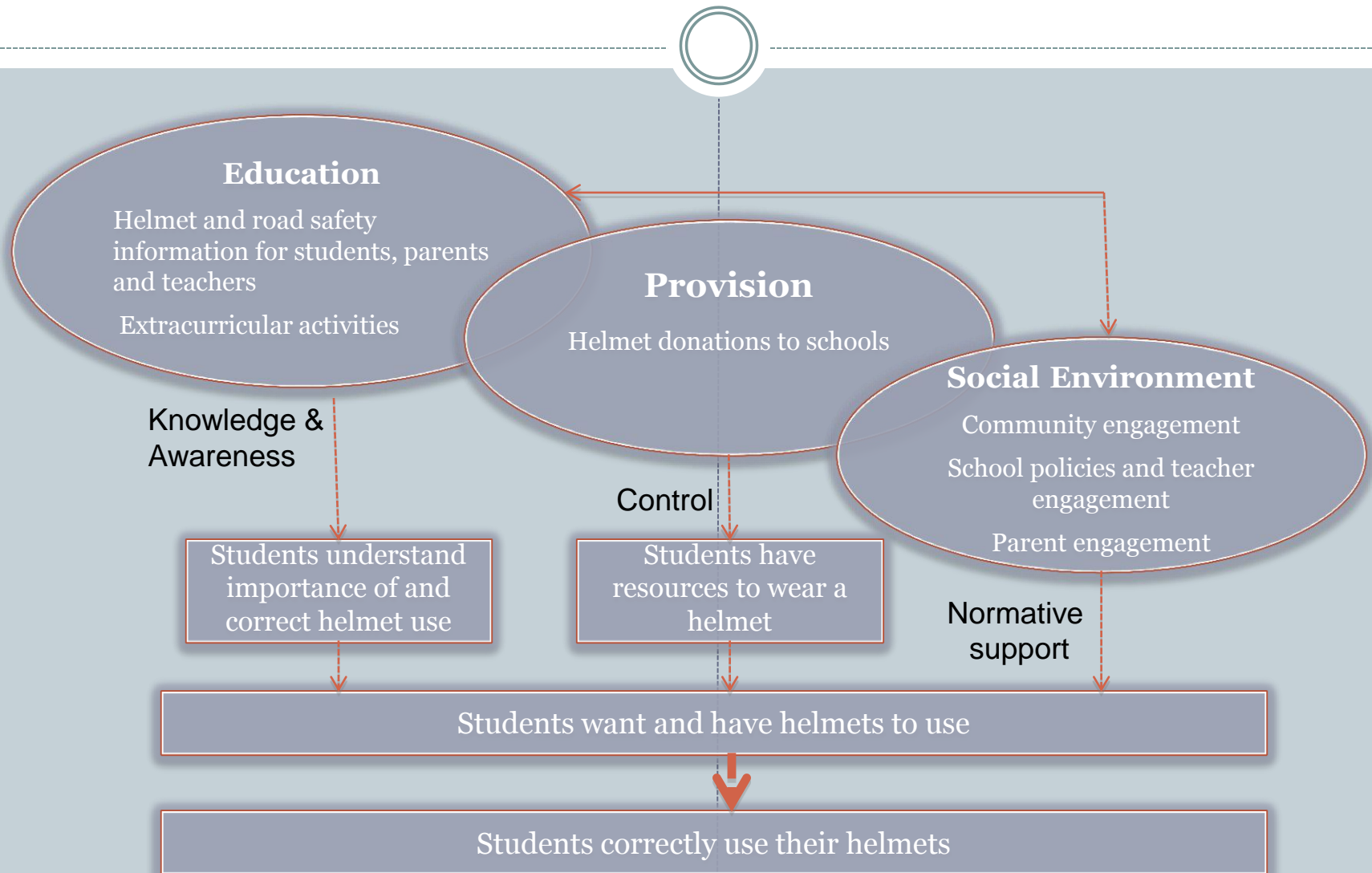


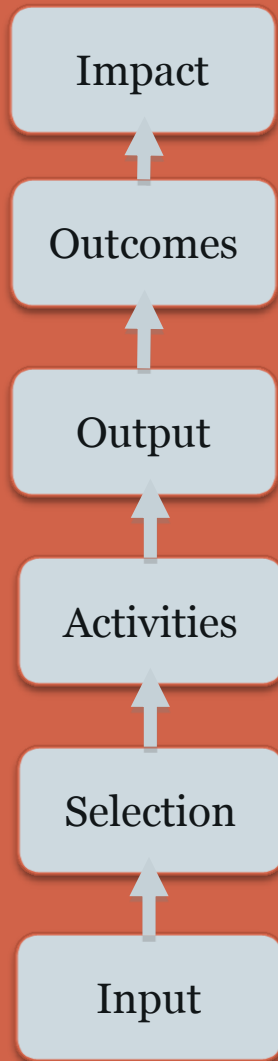
Results and Impact



THEORY
METHODOLOGIES
HELMET OBSERVATIONS
STAKEHOLDER REVIEW
CRASH REPORTING
SCHOOL FEEDBACK

Theory of Helmets for Kids





Methodologies

- Crash investigation and reporting
- Student Helmet Observations
- Stakeholder Review
- Return rate of signed parent commitment letters
- Media tracking
- Participant tracking at events, non-class
- Activity tracking
- School selection
- Budget and organizational capacity



"I think that wearing helmets correctly is very important to protect our children from head injury in road crash while traveling anywhere. On behalf of all the parents, I always remind my son and his friends to wear helmets. I would like to wish ARRB and AIP Foundation the four blessings of Buddha."

- Mr. Khin Noeun,
father of fourth grade
student at Phnom Dil
Primary School

Helmet Observation

- Assess frequency of helmet use among school children
 - Pre: before handover ceremony
 - Post 1: shortly after ceremony
 - Post 2: 8 weeks after ceremony
- School entrances were video recorded, based on prior site visit to determine optimum placement
- Approximately five minutes at each observation point at student release time
- Observers recorded student helmet use, student helmet type, type of vehicle, student gender, and motorcycle driver helmet use

Phnom Dil Primary School



Before



After





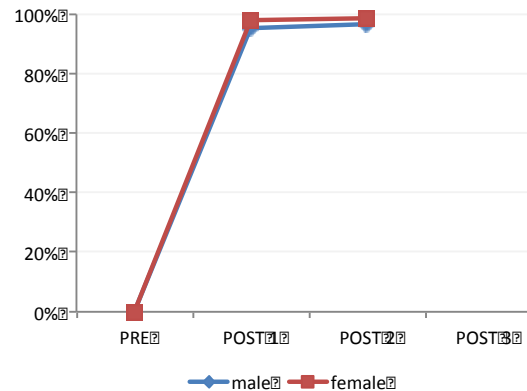
Phnom Dil Primary School (total)

- Pre: 0.0 % (N=272)
- Post 1: 97.4% (N=323)
- Post 2: 97.3% (N=243)

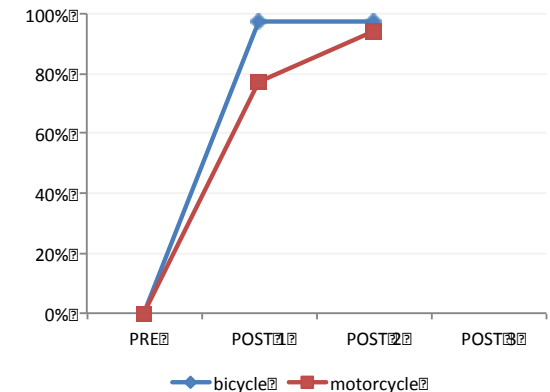
All students wearing helmets were using those donated by the ARRB Group and they wore them buckled.

(Note that for some students the gender could not be clearly defined, explaining the sometimes slightly lower sum of male and female students observed than the total number of students observed.)

Helmet Observations



	PRE	POST 1	POST 2
Total # of male students observed	163	172	154
% of male students wearing helmet	0.0%	95.3%	96.8%
Total # of female students observed	109	151	129
% of female students wearing helmet	0.0%	98.0%	98.4%



	PRE	POST 1	POST 2
Total # of students on BC observed	256	310	225
% of students on BC wearing helmet	0.0%	97.4%	97.3%
Total # of students on MC observed	16	13	18
% of students on MC wearing helmet	0.0%	76.9%	94.4%

Helmet Use at Phnom Dil Primary School by type of vehicle and gender

Stakeholder Review



- Qualitative interviews
- 8 weeks after ceremony
- Evaluation objects:
 - Supporting and hindering factors
 - Unintended outcomes
 - Ways to further exploit supporting factors, and limit or overcome hindering ones

Lower Grade Levels	Higher Grade Levels
1 parent	1 parent
1 teacher	1 teacher
School Coordinator	
Principal	



*Dear ARRB Group and AIP
Foundation,*

*I represent of all Phnom Dil
students and myself when I
express my heartfelt thanks to
ARRB Group and AIP
Foundation for giving us lovely
helmets, which we can use in
our daily lives. I commit to
take good care of and wear it
every time I commute to school
and travel no matter how near
or far.*

*Last but not least, the other
students and I would like to
wish ARRB Group and AIP
Foundation with the four
blessings from Buddha and
success in all your endeavors.*

Dara Vathana

*9 year-old, a third grade
student at Phnom Dil Primary
School*

Crash Reporting

- In the 2010-2011 school year, there was at least one traffic incident involving a student from the school: A student was injured when hit by a motorbike while on his bike alone on the way to school.
- During the April to July 2012 school year, no students at Phnom Dil primary school were involved in any road traffic crash.

School Feedback



“On behalf of the school support commission of Phnom Dil Primary School, I would like to express my acknowledgments to ARRB Group for donating helmets to students and teachers. These helmets are very valuable to save lives in case of a road crash. The teachers and I commit to wear our helmets every time we travel no matter distance and promise to take good care this helmet to be sustainable.

Finally, I would like to wish ARRB Group success in all your endeavors.”

Mr. Chea On, School Support Commission of Phnom Dil Primary School

“On behalf of teachers of Phnom Dil Primary School, I would like to say thank you to ARRB Group for caring for our students’ lives by donating lovely, quality helmets to us. We promise and commit to take good care of these helmets and wear them every time we travel.

At last, I would like to wish ARRB Group and AIP Foundation success and happiness in all your endeavors.”

Mr. Loeung Sophan, Teacher of Phnom Dil Primary School

Media Coverage



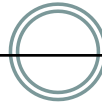
TELEVISION AND RADIO
ONLINE PRESS
PRINT MEDIA

Television and Radio



Station	Broadcast date & time		Length	Estimated viewership
Bayon TV	May 18	12:15pm	2mn 30s	74,759
SEA TV	May 11	07:00am	3mn	16,607
Our Radio (FM 106.75)	May 11	08:00am	3mn	N/A
Apsara TV	May 10	08:00pm	1mn 50s	12,000
TV3	May 10	07:15pm	2mn 50s	12,000
CTN TV	May 10	06:45pm	2mn 45s	1,983,947

Online Press



Publication	Date	Estimated Daily Visitors
<u>Facebook</u>	August	1,000+
<u>Helmet Vaccine Newsletter June 2012</u>	July 4	4,000
<u>Helmet Vaccine Newsletter May 2012</u>	June 4	4,000
<u>DAP online – Dap-news</u>	May 11	150,000
<u>Looking Today</u>	May 11	50,000
<u>Road Safety Cambodia</u>	May 11	500
<u>Asia Injury Prevention Foundation</u>	May 11	N/A
<u>Kohsantepheap Daily New</u>	May 11	70,000
<u>http://www.helmetvaccine.org</u>	May 10	N/A
<u>http://www.facebook.com/ARRBGroup</u>	May 10	147

Print Media



Publication	Date	Page	Size	Copies Printed	Estimated Readership
Koh Santepheap Daily No. 7566	May 14	A-20 A-19	17cm X 26cm And 15cm X 14cm	70,000	210,000
Kampuchea Thmey Daily No. 2858	May 12	A-5	12cm X 24cm	40,000	120,000
Rasmei Kampuchea Daily No. 5806	May 12	B-7	17cm X 33cm	30,000	90,000

Challenges



Time constraints

- Close collaboration with principal and teachers to arrange a schedule convenient for them
- Interactive teaching methods for improved lesson quality
- Extracurricular activities to reinforce the in-class lessons

Cancelled activities

- The EV71 virus spread in Cambodia led the Ministry of Education Youth and Sport (MoEYS) to end the national school year ahead of schedule
- Activities scheduled for end of July were eliminated
- To be implemented as early as possible in next school year

Lessons Learned



More time to learn

Dividing students into groups by grade will give them more attention and will also allow their schedules to be adapted without interrupting their studies.

Training in monitoring and evaluation

Teaching school staff simple but effective ways to record helmet use on a daily and weekly basis.

Helmet style

Selecting red, as it seems to be the preferred helmet color.

Parent and teacher influence

Continuing to find new ways to increase their involvement, which proves to be essential to project success.

Engaging helmet handover ceremony

- Asking students to demonstrate appropriate helmet use and answer questions about their importance.
- Organizing seating by grade in order to maintain a controlled environment.

Finances



AIP Foundation received a total of USD 12,035.00 from the ARRB Group Ltd., for the implementation of the *Helmets for Kids* projects at Phnom Dil Primary School.

By the end of August 2012, a total of USD 12,440 was expended (103.37% 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

- 120 first grade and kindergarten students at Phnom Dil Primary School need helmets this school year (2012-2013).
- Extend your support with \$2,040 and keep these students safe for another year.

Adopt a new school

- Many schools in Cambodia and Vietnam 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 2012-2013 school year and beyond (\$10,642)
- Support a school in Vietnam, Quang Trung Primary school in Dong Da District, Hanoi, providing 831 helmets and road safety education to students and teachers (\$11,896)

Join the Cambodia Helmet Vaccine Initiative's child 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.

