

Good Practice Model for Traffic Injury Prevention Provincial Level, Thailand 2014



Good Practice Model for Traffic Injury Prevention: Provincial Level 2014

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This report demonstrates good practice learned under the work carried out by The Thailand Road Safety Network. Made possible by the collaboration of working partners from multiple disciplines in the hope that this report will serve as a guide to help move forward road safety work that is suitable to local community area.

The Working Group Committee would like to take this opportunity to express our sincere appreciation to the Advisory Committee, Central and Regional, the Executive Board of Thailand Road Safety Network, Dr. Thanapong Jinvong Manager of Road Safety Group Thailand, Assoc. Prof. Nongluch Suphanchaimat, the internal assessment team, the technical advisory team, for the advice and recommendations to help complete this report.

Thai Road Safety Network Working Group Committee

Community road safety is a feature of most successful road safety programs in many countries around the world. It has long been recognized that the energy, commitment and hard work of local agencies and volunteers can make a significant contribution to the implementation of road safety countermeasures.

The development of the Thailand Road Safety Network led by the Thailand Health Promotion Foundation is a major step forward in building efforts to control road trauma in Thailand. The effort of Provincial, District and Village agencies and individual volunteers is applauded. The stories documented in this report detail innovation and practical solutions to improving road user behaviours and road crash locations associated with road crashes. Taken together they provide a compelling account of the wonderful contribution being undertaken by the Thailand Road Safety Network and form the basis of further network development to meet the ongoing road safety challenge.

Rob Klein

Project Director

ADB/ASEAN Road Safety Capacity Building Project

PREFACE

A road traffic crash is a complex issue involving multiple factors, conditions, and dimensions, the prevention of which cannot be resolved by a single organization. The problem must be tackled by all relevant agencies through work integration with a shared goal of road users' safety.

Thailand Road Safety Network has continued its work on prevention measures through number of strategies in law enforcement, traffic engineering, public relations and media, public knowledge, network cooperation, management and monitoring, and individual strategy used by each province to heighten success. For example, one province had adopted a strategy called "5Ch" (Thai term), which applied 5 steps into all road safety work to resolve road traffic issues. Ch1 is presentation of information to present an issue to the senior management to be aware of the problem, actual cause, and full impact of the problem. This leads to Ch2, which is coordination with all relevant agencies to discuss, and brainstorm for a solution, communication, and cooperation. Next, Ch3 is selection of appropriate innovation to address problem issues before conducting Ch4, which is assessment to look into its success or obstacles to improve work effectiveness. Finally, Ch5 is expression of appreciation to those who dedicated themselves towards road safety work. Moreover, another set of "5S" has also been utilized; S1 is information technology, S2 is riskiest factor, S3 is multi-sectors, S4 is worthiness, and S5 is participation. 5S helps guiding the work by utilizing the information to its full benefit, which leading to selecting the most risky factor to work on. By knowing what the risk factor to work on, the most appropriate and worthiest measure can be identified, which allow participation from all relevant agencies and community network to take part. Subsequently, community network expansion is promoted by adopting the INN approach being developed by Prof. Emeritus PrawaseWasi, M.D. Under INN approach, a person (Individual) within the community is developed to become a leader, which later formed a working group (Node), and expanded into a multi working groups (Network).

Some provinces conducted a meeting among networks to exchange the information and lesson learned. Successful outcome and problem solving have been shared and adopted by others according to their context.

Thailand Road Safety Network has been established since 2005 where our team and networks in each province are continuing to put together a strong teamwork and dedication towards road safety. Through a decade of work, Thailand Road Safety Network has created a number of good innovation and strategies in every province that concretely reduce the losses caused by road crashes and continue to do so until today.

Therefore, the strategy, tactics, and successful factors that evolved from this network is considered to be valuable knowledge, and should be put in record for those who work in road safety to learn and apply the knowledge within their responsible area.

As a result, the working group has put together all working experiences from different provinces that enable to reach their work target and eventually decrease the road toll. It is in our hope that these successful stories would inspire the relevant stakeholders and serve as guidance for those who work in road safety sector to promote road safety into the future.

Lastly, the working group committees would like to take this opportunity to express our appreciation for the contribution of all stakeholders being given to this report done. For further comments, or recommendation to make this report more complete, please do not hesitate to send in to Email: Kulleab@gmail.com.



Dr. Witaya Chadbunchachai
Honorary Doctor
Chairman of Thai Road Safety Network

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Quality of Life Consequences following a Road Crash

Samut Songkhram Province

In our village, there is a man named Mr. Boon. He is hardly ever seen by people and only appears when there is a free distribution of goods organized by the District Administration Organization or other donors. Due to his distanced behaviour and keeping his house closed he has been accused by other villagers for being an ogre. This has caused animosity from people in the community towards him.

As part of a road safety working group, I asked the community road safety leader to bring a group of street racers to visit Mr.Boon's house as part of a road safety activity that teaches these young racers to learn more about their community.

At first instant, Mr. Boon was not welcoming unexpected visitors, but as he learned that we just came to see how he is doing, he then broken in tears. When we went into his house, we found that his wife has been paralyzed after his three-wheel cart crashed five years ago. Mr. Boon admitted that it was his fault for riding on the wrong lane before being hit head on by a pick-up truck that was overtaking on the left side of a ten-wheel truck. He was thrown out and landed on the side of the road without injuries except loosing 2 teeth. However, his wife was not so lucky since she was hit by the pick-up truck.

She was so critically injured, the doctor asked him whether he wants to let her live or die He decided to look after her and has been doing just that for the past 5 years. As a full time caretaker, he cannot go to work and lives on a Senior Citizen allowance of 600 Baht/month, and Disable Welfare of 500 Baht/month. Every now and then he receives 1,000-2,000 baht from his children who work in another province. He has to provide care around the clock and has to do everything for his wife. He did not take good care of himself in order to save all money for his wife. His house is unkept and he is no longer able to leave home longer than 20 minutes, so he has been cut off from the community completely. His decision to save his wife's life has brought more sorrow into his life more than the sorrow that he would feel from losing her.

After hearing his story, our young racer group has promised to wear helmets and will ride a motorcycle more responsibly. Mr. Boon's story is a good lesson learned for everyone considering that one wrong decision can turn the person's life upside down, and in the case of a road crash, it often takes away the entire family with it.

The Road Crash Victims become the Preventers

Sing Buri Province

At a road safety meeting held in In-Buri District, the atmosphere suddenly become somewhat uncomfortable after the participants were informed that the district has been criticized by the provincial team for continually recording the highest road crash rate in Sing Buri Province. This prompted dissatisfaction from some members, and they are now asking for the actual cause of the issue and to take full responsibility to solve it. That is exactly what the team has done by identifying the sources of the problems and setting out to fix them.

Road crashes in Sing Buri Province mostly occur to young riders who are riding carelessly, disobeying the traffic law and signs by riding on the wrong lane, and not wearing helmets. Information is analyzed and a target group is identified to focus on young riders who are viewed as the source to the problem. Consequently a project is set to begin in schools.

The In Buri District Road Safety Network team has started the project by providing one-day training for student leaders from twelve schools. The training content is focused on traffic discipline, safe road use, and road crash consequences. At the end of the training, students are given budget support to run activities in their schools where other students are asked to design activities and plan freely. However, students have to deliver the activity themselves with advisory support from teachers.

Activities are varied due to different school context, issue of interest, and school resources, so the outcomes are also different from one another. However, regardless of school sizes, and budget all schools have in common a group of student road safety leaders who are capable in designing, planning and implementing their activities themselves. Some activity may be insignificant in adults' eyes like making traffic signs and putting them up around school, but it is something that they are proud of and makes them feel good about themselves. Another observation made is that by having students conducting and delivering activities has attracted interest from their peers. Something we do not see when police or Public Health officers are involved. The activity has become ongoing by having the issue being integrated into school class teaching. Moreover, each activity is conducted appropriately to students' age group, and it uses little budget support.

It has shown that the source to the problem can also become a helper in solving the problem as well, so this working approach is considered to be worthwhile to use in the case of In Buri District.

When a project conclusion meeting is held, the first question the team received from students is whether this project would continue or not. Students said that they are now wearing helmets and no longer ride on the wrong lane, so they would like to work on this project again to pass on safety knowledge to the younger one. They also suggested that they would like to visit the disable people in the community. The working team is very happy to see that this project has helped students develop and change their behaviour for the better, riding safer, and taking social responsibility. It has been noted that adults who used to think that youngsters are trouble makers now think twice and recognize their capability especially when they get the chance and support from adults.



Students visit a crash victim who was hit on a community road and now paralyzed.

From Stranger to Good Friend

Suphan Buri Province

The motivation for the leaders of provincial authorities to turn their attention to road safety is driven by the numbers shown on statistics. In Suphan Buri Province, there are 1,099 road crashes where 11 people die and this number is not decreasing. The relevant agencies have been called for a meeting, which lead to the establishment of a multidisciplinary working group with the Provincial Disaster Prevention and Mitigation Office acting as a coordinator. In the initial stages there has been some resistance from some of the agencies as they had been working on the issue individually and had never known each other before. However, as the team has a chance to meet more often and get to know each other, and more importantly has to share work objectives, the atmosphere has changed. From strangers change has been to good friends, from conflict changes to team work, and from aimless to shared goals. Moreover, there is a special working nature of Suphan Buri Provincial team where team members can contact each other at all time and in all levels. This includes the Governor, District Chief, Provincial Police Office, Provincial Administrative Organization, Provincial Disaster Prevention and Mitigation Office, Provincial Highway Office, Highway District Office, Provincial Roads Office, Provincial Public Health Office, Provincial Public Relations Office Radio Thailand Suphan Buri, Educational Service Areas, and Provincial Transport Office. The team approach to solving road safety issues in the province is to discuss the issue, share the expertise in finding solutions, and work together to achieve the goal that has been set together as everyone has the same believe that road crashes can be prevented.

Suphan Buri road safety team has adopted this working approach since 2009, and has been working to address road safety issues such as data collection, and risk spot treatments. The work has covered the local area with the help from the community volunteer group, and has been delivered in ten districts.

***“Sawang Benjatham Rescue Team, Please Respond to Incident on
Rama 2 Road at Kilometer Number 69.”***

Samut Songkhram Province

Sawang Benjatham Foundation provides emergency response services to the public in Samut Songkhram Province. Through its service, there is one particular location where the rescue team has repeatedly seen road crashes of a similar type and level of severity on Rama 2 Road at kilometer number 69. Thus, the foundation has decided to take a more proactive role in dealing with this issue by changing the working approach through a joint operation with other agencies to systematically cooperate for road safety on Rama 2 Road, Samut Songkhram-Bang Pae Road, and Ekachai Road in 2012-2013. Consequently a change from waiting for a call to the crash site to transfer the injured to hospitals or collect bodies into a public road safety knowledge campaign. It has also joined the Thailand Road Safety Network team to promote road crash prevention with other rescue teams from nearby areas such as Sapparachane Foundation, Samutsakhon Foundation from Samutsakhon Province, Swang San Petch Rescue at Khao Yoi District Branch in Phetchaburi Province, Nursing Club from Phetchaburi Rajabhat University, and Sawangthammasatarn Foundation from Prachuab Kirikan.



The work begins with a meeting involving all relevant network partners to get a clear understanding of the work plan, and generating commitment from all team members to practice road safety behavior by wearing helmets as a good role model for general public. The next step involves initial road crash investigation training both in theory and practice before analyzing the data and presenting the information to other agencies. They are also given training on the EMT Alert: Mobile-Based Accident Reporting System to help them identify risk spots and their causes. The information is then used by others to find ways to correct the problem and treat risk spots appropriately.

By working together with other rescue teams improved working relationships and coordination evolved. It has also made members realize the importance of data collection processes and road safety practice among themselves.

Thailand Road Safety Network Coaching in Mae Klong Sub-district

Samut Songkhram Province

Samut Songkhram Province has become popular tourist destination which has increased over the past 5 years. The traffic now has high density on all main roads such as Rama 2 Road and Samut Songkhram – Bang Pae Road, secondary roads such as Ekachai Road, Mae Klong – Pak Tor Road, and other community roads. There are many curved locations on all roads with lots of intersections, which have made them dangerous and prone to crashes. The statistics show that in 2012, 1,347 people were injured and 54 people were killed. 86.20% were motorcycles, and 24.63% whose age was 15-20 years old. The cause to the crashes includes riding without helmets, riding on the wrong lane, unroadworthy vehicles and unsafe road conditions. These crashes led to high number of people with disabilities apart from



cost to the lives and property.

Samut Songkhram Road Safety Network has set up a multidisciplinary team and started working about two years ago. It has provided support to road safety activities including the 100% helmet wearing in school project where the target group of young students became involved to help promote road safety behaviours. Each activity is given funding

support of 3,000 – 5,000 baht per project, while a project introduction seminar is conducted for teachers and other relevant parties. Students are taught to conduct data collection and risk spot analysis before putting together a work plan. They are also trained on First Aid, the emergency contact number at 1669, safe riding, and the Driving Act. There were 13 schools participating in 2012 where five of them have become a leading school to coach and support another eight schools in 2014. All these activities have contributed to developing a road safety conscience among youngsters who are now aware of road safety issues, risk spots and possible consequences, and the need for practicing safe riding behaviours such as helmet wearing, and complying with traffic law.

Road safety work in Samut Songkhram Province is based on the local area context, and then supported by school activity projects to increase the level of involvement from the younger people. Throughout the road safety program there is a group of road safety coaches who provide support on coordination, information integration and presentation to all relevant

agencies since September, 2013 until today. They also give their support to their area of expertise to take up job based on an integrated work plan including program evaluation for further improvement. Tan example of team work coordination is the asking of other local administrative organizations to provide funding support for making a zebra crossing in the area of Laem Yai Sub-district Administrative Organization. Another example is to send a request to Provincial Transport Office and Samut Songkram Police Station to provide support on child helmets to be distributed in schools. In addition, the Provincial Administrative Organization has been providing a financial support as well as venues for use.

Significant findings

By allowing students to put theory into practice themselves such as data collection and risk spot investigation they enjoy a real learning experience. Teachers have to be prepared to coach them and allow them to do actual work by conducting a good implementation plan with appropriate time allocation. Another important learning step is to conduct a



feedback session where students are allowed to express their views freely. This will provide students self-confidence to express their thoughts and boost their creativity to think outside the box with the ability to work as a team. Students need to develop their thinking processes, analytical and planning skills. All project and activity should also be conducted continuously, and should be during a school term rather than school holidays. One more thing that teachers can do is to integrate road safety issues into their teaching, and even develop a curriculum to help promote road safety awareness.

Another significant finding is in order to change peoples behaviour, it has to begin from a young age and work through schools. This project should be expanded into all sixteen Community Child Centers in three districts. Road safety work by its nature cannot be done by a single organization. It has to be integrated into a group work plan that is carried out by all relevant agencies from all sectors. Therefore, good coordination and information sharing is very necessary. If these qualities can be obtained, it will ensure sustainability in solving road safety issues.

The role played by road safety network coach is also essential to road safety work since it is vital in coordinating, sharing, and checking on all road safety work and activities.

From a Reactive to Proactive Approach: “We can be more than just helpers collecting bodies”

Samut Songkhram Province

There is a question among rescue team members from Sawang Benjatham Foundation concerning help for “the injured alone or also the victim’s family as well?”. This question has been triggered by the fact that the rescue team is highly trained, but when the crashes occur all



they can do is to try to keep the injured alive or collect dead bodies.

Another issue that the rescue team has observed is that the crash has been occurring on the same location particularly in the case of Rama 2 Road. For example, a motorcycle rider was hit and killed one evening. Then, another crash happened to a family of three when their motorcycle was hit on the Rama 2 Road, on the in-bound lane heading to Samut Songkhram near Bangkaew Central Market. At first they found only the father and his daughter, but after transferring them to the hospital twenty minutes later they

learned from the relatives that there is another son that was missing, so the team went back to the scene and found a six year old boy lying one hundred meters away from the crash site. The team has again been called to the same location, but this time a crash had occurred on the out-bound lane heading to Bangkok. When the team arrived at the scene they already found one person killed, and another injured who was sitting in the middle of the lane about one hundred meters away. She was holding her daughter in her arms.



The amount of grief and losses being witnessed by the rescue team time and again is beyond words, and they cannot help but think that what they are doing is to help solving the problem after the crash has occurred and simply attempting to save lives at the last second is too late.



Therefore, the foundation would like to see more work done on preventative side rather than waiting for road crashes to happen. This could happen in parallel to their main role as a rescue team. Normally the rescue team would attend a meeting on 17th of each month. Their job is to present data they have been collected at the crash scene such as the time of the crash, crash location, and types of injury.

หน่วยกู้ภัยมูลนิธิสว่างเบญจธรรม สมุทรสงคราม													
สถิติ ประจำปี พ.ศ.2554 ตั้งแต่วันที่ 1 มกราคม 2554 ถึง วันที่ 31 ธันวาคม 2554													
รายการ	ม.ค.	ก.พ.	มี.ค.	เม.ย.	พ.ค.	มิ.ย.	ก.ค.	ส.ค.	ก.ย.	ต.ค.	พ.ย.	ธ.ค.	รวม
• ผู้บาดเจ็บ สาเหตุ อุบัติเหตุบนถนน (1,40)	140	116	117	118	89	107	97	93	119	124	122	138	1380
ผู้บาดเจ็บ สาเหตุ อุบัติเหตุร่างกาย (200)	9	6	8	9	1	6	5	7	5	6	8	7	77
ผู้บาดเจ็บ สาเหตุ ป่วย และสาเหตุอื่นๆ	84	75	79	102	92	82	85	80	101	98	108	99	1085
รวมบาดเจ็บ	233	197	204	229	182	195	187	180	225	228	238	244	2542
• ผู้เสียชีวิต สาเหตุ อุบัติเหตุบนถนน (1,40)	7	6		8	10	3			2	5	3	6	50
ผู้เสียชีวิต สาเหตุ ฆาตกรรม (241)						2				2	2		6
ผู้เสียชีวิต สาเหตุ ลอยน้ำ			2		1	1		1					5
ผู้เสียชีวิต สาเหตุ จมน้ำ	1		1			2		0	4				8
ผู้เสียชีวิต สาเหตุ ฆาตกรรม		1						1	1				3
ผู้เสียชีวิต สาเหตุ ไฟฟ้าดูด			1										1
ผู้เสียชีวิต สาเหตุ ตกจากที่สูง													0
ผู้เสียชีวิต สาเหตุ ป่วย	14	7	16	15	14	15	14	8	16	9		14	142
ผู้เสียชีวิต ไม่ทราบสาเหตุ	2		2	1	3	1	4	1	1		14		29
รวมผู้เสียชีวิต	24	14	22	24	28	24	18	11	24	16	19	20	244
• บริการ รับ – ส่ง ผู้เสียชีวิต ภายในจังหวัด	14	9	11	16	15	15	14	7	14	5	11	16	147
บริการ รับ – ส่ง ผู้เสียชีวิต ต่างจังหวัด	0	1	5	2	2	3	2	1	3	3	2	1	25
บริการ รับ – ส่ง ผู้เสียชีวิต สถาบันนิติเวช	3	1	3		4	4	5	3	1				25
บริการ นำผู้เสียชีวิตส่งสุสาน	1						1						2
บริการ รับ – ส่ง ผู้ป่วยภายในจังหวัด	22	4	24	14	26	23	19	13	17	11	12	16	201
บริการ รถเสียระหว่างทาง	9	19	14	18	27	23	35	18	20	16	12	8	219
บริการ จักร	7	12	13	21	23	24	30	25	20	15	7	13	210
บริการ ขับตัวเงินตัวทอง	2	1	4	5	7	5	6	4	3	1		2	40
บริการทั่วไป	270	255	216	238	307	237	208	209	228	228	240	244	2880
รวมบริการ	328	272	290	296	364	289	277	256	272	260	259	267	3430

With regard to data collection, the rescue team felt that it is not their job since their main goal is to help save lives, transfer the injured, and assist in other life threatening aspects. However, all information they have been collecting has become the heart of the operation because this information is now used by the police, the hospital, the insurance company, and especially for the crash victims who need it for evidences to possibly tender in court. Other agencies are also using the information to assess a risk spot and evaluate possible road engineering work and maintenance, which can eventually leading to road crash prevention. Therefore, the rescue teams' working objective is no longer just assisting the victims but also promoting road crash prevention through road safety networks





As someone from the rescue team put it *“even though we are experts in rescue, the number of road crashes and level of severity is also increasing day by day. Thus, what could measure our professional work, better is the ability to save life, or the ability to prevent it from happening?”*

The Role of Community Road Safety Volunteers

Lopburi Province

The Phatthana Nikhom Hospital has been working on road crash preventative measures at a local level including risk spot treatments for some years. However, risk spot treatment work was not covering all of the community area, and some of the risk spot information was missing due to discontinuity of data collection. In some cases the risk spot information in community areas is not up to date, while medical rescue assistance is still having some operational problems. Thus, when the Provincial Road Safety Network team was established the Phatthana Nikhom Hospital decided to join and bring the road safety and road crash prevention work into a community volunteer team context called the Community Public Health Volunteer, Civil Defence Volunteer, and Community Police Volunteers. This has resulted in having a medical team reach the risk spot quickly, data is collected and recorded correctly, enabling a plan to be drawn to prevent crashes. All the work is based on principles of partnership where all stakeholders are encouraged and allowed to participate in the work. The community is therefore taking charge of road safety and crash prevention work. The work is further supported by a group of volunteers who can quickly get to the crash site to provide First Aid assistance, reporting incidents, recording crash data (both manually and electronically) in Phatthana Nikhom District. All data that is collected is also used for risk spot management to help prevent crashes by other agencies in the area of Lopburi Province.

Phatthana Nikhom District has also established a District Road Safety Center to illustrate the role and responsibility of each relevant road safety agency within the center. The District Chief Officer is a director to the center, and the Assistant District Chief Officer is the Secretary to the center. All nine Sub-district Administrative Organizations and relevant agencies are invited to the meeting one or twice a month. At this meeting, all relevant agencies have an opportunity to present their road safety data and information, which is used as a basis for solutions and suitable risk spot treatments.



This meeting also provides an opportunity for relevant agencies to share their problems and limitations in their work. This has allowed other agencies to provide their support wherever possible such as funding support, workforce support, and technical support. Thus, all resources are effectively utilized, and workloads are shared. Subsequently, there is a view to develop a harmonized crash data system as well as a search for a suitable technology to be used by eighty nine villages located within nine sub-districts in Phatthana Nikhom District. The community road safety team is also established and consists of five Community Public Health Volunteers from each village, a Civil Defence Volunteer, a Police Community Volunteer, and a rescue volunteer. They are given details on the projects, objectives, and attend a meeting with the district road safety team where they are trained on First Aid, traffic rules and the emergency contact number, 1669. The district team also provides coaching to the volunteer group by visiting the community and establishing the roles and responsibilities of volunteers such as risk spot data collection, zoning area analysis (roads, border, and forestry) and identify and identifying risky driving behaviours of people in the community.



This project has helped create a dedicated team to work as a road safety network with community volunteers. This has enabled risk spot data to be properly collected and updated, and further used by all relevant agencies that can in turn establish their own work plan on risk spot treatment and management. This leads to the ability to prevent road crashes from happening, which is a proactive approach to tackle road safety issues sustainably.

Thailand Road Safety Network Supports Projects in Nong Suea District

Pathum Thani Province

Pathum Thani Province is located adjacent to Bangkok and has linkage routes traversing it to other provinces. It has also been experiencing rapid expansion of its industrial and residential areas, resulting in heavy traffic and high road crash rates. Road crash data from Pathum Thani Disaster Prevention and Mitigation Office, dated from January 1st to November 5th, 2014, showed that Nong Suea District has the highest road toll in the province. Most casualties are motorcycle riders who characteristically wear no helmets and speed. Thus, Nong Suea District has been selected as a pilot district for risk spot management in 2014.

Once a working team is established, a regular meeting is conducted for group discussion and information sharing on risk spot treatments. It begins with the work by the Bureau of Rural Roads who installs more reflective signs on the side of the road at risk spots. The bureau is also working on road maintenance on Khlong 8-9 Roads (two kilometers in length). Nong Suea Highway Sub-district Office has received a special budget support from Nakhon Nayok Maintenance Highway Office to repair the road in front of Nong Suea Hospital and Nong Suea District Office. It has also refilled the dangerous edge of a canal at the Wat Buengba Khlong 10 Bridge Furniture at Village 6, Buengba Sub-district, Nong Suea District.

Other road safety activity examples are the local administrative organizations supporting road safety promotion campaign activities to provide information on risk spot data collection procedure, and promotion of the emergency number, 1669. Other activities include helmet wearing promotion signs, and conducting road crash investigations with the Office of Disease Prevention and Control team whenever there is a crash in the district. All data collected is



handed to the responsible agencies for further work on their respective responsible areas. Another category of data collection on Injury Surveillance (IS) is also added to database at Pathum Thani Hospital. This project has also provided an opportunity to bring in the Buengba Sub-district Administrative Organization to help draw up a strategic plan with the district team to solve the road safety issue in the community. This is very good example for other sub-district administrative organizations to follow and deliver road safety activity in their local area.

The heart to the project success lies within the ability to use information and statistics to devise solutions to treat risk spots. Moreover, all relevant agencies and staff have to be dedicated and provide full cooperation continuously. They have to find ways to integrate work with all agencies in all levels. Additionally, all risk spot treatment work, data collection, and public knowledge promotion campaign have to be carried out in parallel to one another in order to maximized work effectiveness. There is also the need for central coordinating body to link all relevant agencies and teams together, and across all levels and areas. Last but not least is to evaluate and monitor agreed performance indicators using village data collection.



It is now recognized that road safety work is no longer someone else's responsibility, but rather the work of all relevant road safety agencies who are members of the Thailand Road Safety Network team and multidisciplinary groups. Thus, challenges still remain in delivering road safety work such as risk spot treatment to cover the entire province. There is also a need to consider how work can be more proactive and motivating and generate participation of local administrative bodies within the community to integrate road safety into their regular work plan. In addition the community should establish its own emergency rescue team and road crash investigation team. The overall road safety work should also provide capacity building to coaching staff and enforce the law strictly and constantly. The target group should also focus on young road users, teenage riders, and parents so they become more road safety conscious and responsible to the safety of the community.

Thailand Road Safety Network together with Rajabhat University Promote Community Development Activities

Ratchaburi Province

My friend and I have been working together for at least four years as teachers where we also focus on our performance indicators.

Recently we were invited to work with Thailand Road Safety Network, on a road safety project. Around the same time one evening two motorcycles collided. Both riders were badly injured and one had blood all over his student uniform. There were so many people looking at them, but no one had given them any assistance. On the same night at around 22.00PM, a pickup truck ran into a motorcycle on the Wan Kru Intersection. None on the motorcycle were wearing helmets, so the rider was seriously injured while the passenger was killed. Everyone may think that it is just another crash. We soon realized that the dead one was our student, and this fact focused our mind on why we should work with Thailand Road Safety Network.

This led to a team decision to conduct a discussion forum with students to have their views heard and share the information with other stakeholders. The provincial team has since conducted the first discussion forum as a demonstration for all coaches to see so that they can all go and organize the activity on their own. There are twelve student discussion forums with a total of 4,956 students and 14 teachers.

The discussion started with three simple questions on the traffic condition in Ratchaburi Rajabhat University area, the driving behavior, and risk spots in university. The answers are;



- 1) There is a national highway road passing the university to get to Suan Phueng District. It is a transportation center with a Van Shuttle Service Station for Bangkok - Ratchaburi Route, and public transport from Suan Phueng - Ratchaburi. Parking space is not sufficient and there are vendors along the side of the road. A zebra crossing is also not

clearly marked, and traffic is jammed during rush hours even though there is a bicycle lane.

- 2) Students are riding at high speed, often in the wrong lane and without helmets. Sometimes they are riding in parallel with another motorcycle and many drivers do not have a licence.
- 3) Risk spots within the university area are the curve road, and the entire road length leading to the university entrance. Risk spots outside the university are Lang Tam Road, Wan Kru Intersection, Bus Depot Intersection, in front of Day and Night Market, the intersection behind the Government Savings Bank.

Once a location is identified we meet other working partners and explain to them the project background. Our partners are Chom Bueng Sub-district Municipality, Chom Bueng Sub-district Administrative Organization, Chom Bueng District Office, Provincial Transport Office (Chom Bueng Branch), Chom Bueng Sub-district Police Station, Ratchaburi Highway Sub-district Office, Ratchaburi (Thung Noi) Highway District Office, Suan Phueng (Ban Kha) Highway Sub-district Office. Coordination systems are established and the first activity is focused on the helmet wearing promotion with free helmet distribution. The work then focused on district crash data, risk spots in the district area, and risk spot site visits. During this time, the risk spot at the Bus Depot Intersection has been the subject of public complaint via TV media. Thus, the



police have taken the information from the team to report to their supervisors, and issue a letter to all relevant agencies to help resolve the issue on all risk spots in the district. In the case of our university area, the team has submitted a report to the senior management which has led two risk spots being treated at Sunflower Kindergarten School Intersection, and University Dormitory Complex. The university has also been requested by the Provincial Transport Office to be a training center for the driver licence written tests.

Although it is the first activity it has given meaning and value to everyone involved. Road Safety is the kind of activity where a person must think in a bigger context but work on a small scale at a local level. Then, it is possible to involve more people once they realize how significant road safety is. As a university teacher, it is important to push for an organizational road safety policy to promote safer road environment and a sustainable one for all people including students in university.

The Sentiment from a City Embracing Risk.....Chon Buri Province

Chon Buri Province

Chonburi is a tourist and industrial city where human behaviours have made Chon Buri a risky town for road safety. The police force however is developing has a strong record on crash investigation. The outcome of the crash investigations is pushing and driving road safety networks in the eastern region. A budget of one hundred thousand baht, is funding the following key working processes;

Key processes for on engineering; risk spot management, maintenance and development of main route for transportation based on police crash investigation team, and area patrol.

Key process on public relations materials; road sign management

Key process on capacity building for relevant agencies; in-depth investigation training and online conferences for a use of technology in road safety management.

All key process work is based on teamwork principles whose members are dedicated and recognizes the significance of road safety work. This is a criteria for forming teamwork in both district and provincial levels to work under the 5E concept where all relevant parties carry out their role and responsibility under an integrated work plan. Team's understanding and learning are promoted through the following activities.

Activity	Development Opportunity
1. Police report on crash investigation	1. Road sign management
2. Risk management on main transport route	2. Tourist safety
3. Support equipment for alcohol testing to effectively enforcing law	3. Safety in industrial zone and work places

Development opportunity leads to development plan.

From Trouble Makers to Future Force for Good

Chachoengsao Province

Chachoengsao Province is located near Bangkok and has been experiencing increasing problems related to youth motorcyclists. Consequently they were chosen as a target group for training under this road safety project. Despite this a number of concerns were still in the back of our mind about the future training support, key responsible agency, persisting problems on youth riders, and private sector support for employees training.

The working framework is based on a principle of teamwork whose members are dedicated and truly recognizes the significance of road safety work. This has to be a criterion for forming teamwork in both district and provincial levels. Moreover, the point of focus has to be identified, and considered in all dimensions to enable to comparisons of the strengths and weaknesses of the working process.

Focus Point	Strength	Weakness
Training	<ul style="list-style-type: none"> - Training can be extended to other target groups - Trainers are from road safety networks - Small budget required - Public awareness on government attempt to look after its people 	<ul style="list-style-type: none"> - There is a question on outcome evaluation since the crash incidents are still occurring despite conducting training. - Limited number of participants due to limited budget - To have a training content that coincide with the driver license test, which can further developed into a training prior to license examination

Apart from the training and networking, other activities have also been delivered. They are Road Safety Center meeting, road safety surveillance during New Year and Songkran holidays, public information dissemination, and reports on key success as followed.

Key Success

- Public knowledge
- Team is more alert and quickly respond to the situation

Development Opportunity

- Provincial data system development
- Maximize potential benefit of road safety network
- Youth and motorcycle riding
- Provide knowledge training on youth, and relevant training for data entry staff
- Team communication through internet network
- Strong new network such as insurance commission

With strong networks and teamwork, it is in our hope that one day our children would realize our good intention towards their safety and able to transfer their knowledge to next generation. Until then, our province would truly enjoy road safety experience.

Danger Reduction through Networking

Chanthaburi Province

“Without serious work on managing road safety the situation will not improve and one day it could easily directly involve anyone of us or even our family.”

Chanthaburi is a well-known province for orchard fruit, and natural attractions such as the mountains, waterfalls, and beaches. There is also a strong trade in jewelry and good seafood. The towns are often filled with tourists and various kinds of vehicles with motorcycles being the chosen means transport for most families. The province is home to a number of Thailand Champion motorcyclists like Mr. Preeda Joonmonton, whose success may have inspired number of teenagers to become a racer. People in our province appreciate fast service, so motorcycle taxi and van taxi businesses have “mushroomed”. Longon trees are grown and the fruit exported overseas. The labour was drawn from Cambodia whose people sometimes overloaded their trucks and resulted in overturned vehicles causing various injuries. The south grows rubber trees to process into rubber sheets including a rubber crepe which tends to leave rubber pellets spilled on the road causing the road to be slippery and lead to crashes.

As we can see there are considerable challenges in making our roads safer. Our road safety working team often heard people said that the problems were an excuse for poor road safety. We also heard that “no staff, no money, no time”, but when money is provided, then the next thing we hear is “who to be in charge in getting the job done?” This may be the case for every province where team members are moving out into the province or community, and need to search for new team members to take up the road safety challenge. The replacement process to find a new people and agency that is willing to take up responsibility is really hard work in itself. In the beginning of tackling road safety issues in our province, we received funding support from Thai Health Promotion Foundation (ThaiHealth) to set up an integrated working group at provincial level. The team consisted of police, Provincial Transport Office, Provincial Education Office, Public Health, and local hospitals. As the time goes by we realized that we need more team players like those from the local public media, the private company, and the Provincial Highways Office. Our proposition is to get road users to follow a set of safety practices of wearing a helmet, drink do not drive, safe riding behaviours, obtain a driver license, fasten seatbelts, no speeding (being referred to by the Thailand Road Safety Network team as 3M, 2K, 1R).

To help a team happily enjoy working, approval and support from the management is a must. There should be a paperless working environment between different agencies and utilize more communication using telephone and electronic applications. This would help promote

harmonization among team members and enable them to openly exchange their view. Some project examples are;

Student knowledge and training in 30 secondary schools on safe motorcycle riding, traffic rules, and drive licensing. The trainers are traffic police, nurses, Provincial Transport officers, and Honda Automobile (Thailand) Co., Ltd. Team. This training is well received by students, parents, and teachers since their children can get a licence at schools.

Road cleaning to remove rubber pellets before a holiday season on New Year and Songkran Day. The key responsible agencies are the Local Administration Office and the Provincial Highways Office. This project is particularly good in obtaining public interest as the community recognized how well it helps keep the road clean and prevent crashes, and has now become an annual project in the province.

Reducing motorcycle racing on a known community risk spot located along Sukhumvit Road between Chanthaburi-Makam route and Chanthaburi-Klung route. During the activity, the riders are shown the risk location and how to ride safely by the police and rider trainers from a private company. This is a useful learning event for people in the community who are then able to ride safer when approaching risk spot. This project receives support from number of agencies. For example, the Road Accident Victims Protection Company Limited (RVP) sponsored the helmet, the educational institutions organized for student applicants to participate in the activity, while police, nurses, and honour guests were judges. The winning prize was sponsored by the Department of Land Transport License Plate Registration Number Auction.

A new motorcycle is normally not immediately given a license plate as it takes sometimes for processing. This can result in police arresting riders for a violation. The solution to this is to have the police working together with the Provincial Transport Office to issue a red license plate for new vehicle until the official license plate issuance process is completed. In the case of a motorcycle taxi, the police removed a mafia like gang who demanded money for a riding route fee.

For the rubber pellets truck, the police could have conduct a checkpoint and impose a stiff fine as an easy solution. However, as this is part of the people ways of earning a living, we have gone for a more diplomatic solution by holding a meeting with all parties involved especially the people from rubber industry to come up with a solution. The team received funding support from the Thailand Road Safety Network support this project for one year. However more needs to be done

Today, we can say that the team from government sector, private sector, and public sector has grown in size and awareness in road safety related issues. Even though the road to sustainable success is still a long way, but at least we have started something worthwhile to pass on to the next generation to come and carry over our work into the future.

Relying upon Police for Road Safety

Rayong Province

Rayong Province is home to an industrial zone and tourist destination. The population is mostly of working age group with high economic value circulating in local economy. Thus, the local knowledge on safety is higher than other provinces, so having funding support from the Thailand Road Safety Network can enable more projects to be done as follows;

1. Engineering process work: Begins with risk spot management based on police crash investigation work and observation on changes to the environment and locations as the cities continue to grow. The changes include the increasing number of van taxi services, and people's risky behavior.

2. Capacity building program for relevant agencies: The focus is the police and industrial manufacturing companies. The desired skill development is on coordination, team player, and supportive work from all members. This is particularly important because at first everyone feels that road safety work is a government responsibility. Thus, what needs to be done is to get the private sector to recognize the significance of road safety prevention, and more importantly we have to ensure them that we are not simply interested in getting a report done for the sake of our own beneficial gain. The ideal working environment should be like a friend helping out another friend. Moreover, the provincial working group should balance and maintain standard in not over promoting anyone over another since this is not a commercial advertisement campaign for private companies. If we overdo it, other companies may be discouraged by it and we could miss an opportunity and the work is not transparent in public eyes. This would definitely cripple our potential network expansion.

Our success story is from the police work in resolving the risk spot, crashes in industrial companies, risk behavior reduction in youth and labour group, and traffic law enforcement. The next step up is to target the road crashes preventive measure on workers.

Road safety work is like making a soap opera where we need not just the main actor and actress, but we need all extras to make the show complete. Thus, a good understanding between team members and all parties involved is very important. It is true that the province has given attention to all safety related issues, but by strengthening community capability through the public health network system would enable them to help prevent problems from happening. This is to give a good helping hand for the Provincial Disaster Prevention and Mitigation whose staff is not enough compared to their area of responsibility. Within the road safety framework, the cooperation from multidisciplinary agencies with support from the main agency like the Provincial Disaster Prevention and Mitigation would provide a happy working environment and successful work.

Implementing through Lessons Learned

Trat Province

Trat Province has previously received funding support for special police road safety work. This previous work forms a basis and connects to the work now developed with support from the Thailand Road Safety Network. All work has followed the project framework under 100,000THB budget requirements. The initial focus is on the **training process** for risk groups, and key network agencies. Fortunately Trat has done a good job in curriculum development and police enforcement giving a strong foundation for this project to proceed with. However, the challenge faced by the working team is to turn the training into routine work in the future to secure continuity into next generation. This seems to exceed the capacity and work load of their current capacity. In addition, in some locations, the problems from trained group of risk population have increased, for example, youth motorcycle riders. It is also proven to be difficult to gain interest from private companies to have their attention on road safety issues especially in the case of Trat since the main industry is tourism. The area consists of number of islands, which are prone to unique risk and remain to be a challenge for the team to learn and progress. Regarding the challenge faced by the working team, what needs to keep in mind is the workload from delivering this project. This presented a real threat to the project sustainability because the responsible officer may be bombarded by all the work and eventually burns out. Another job aspect we often see is that there is an attitude among people that the better the work is there is an increasing demand to do more. In the end, road safety work may not been given a maximum chance to prosper due to the lack of team members. Under current working environment, it is posing a barrier on the active team player while other bystanders are watching silently. The dedicated working team is easily subject to criticism by other agencies and networks. Thus, the question is back to the mentor and regional team to come up with an answer to overcome this burden and help strengthening the local team work to make a step forward on their road safety work. This answer will be a good performance indicator for the regional team to win the heart of the provincial and local teams in considering helping the Thailand Road Safety Network in the future. Rather than leaving them to find ways to cope with the problem by themselves.

In terms of a key to success, what has been done in Trat is considered unique in the way each team is coordinating with one another. It is appropriate in attracting cooperation from all team members, which is a good warning sign for some people who think that they are better than others and may have overlooked on other members to be a loser. However, the work from this province has proven that a real good one has to start to listen, take a step back, or fight back whenever appropriate in order to get the job done for the benefit of the people in the province, the country, and the world as a whole.

It Happened in the Community

Nakhon Nayok Province

Many people think that any development work or changes must be initiated by the government sector, at provincial or National level. Few however would think that a good idea started from a small village before spreading into Sub-district and District such as what happened in Nakhon Nayok Province.

Nakhon Nayok is located in a suburb of Bangkok where people like to visit for natural sightseeing and bicycling. This can worsen the traffic especially during a holiday or long weekends. Annually, Nakhon Nayok has around 56 road deaths, and 1,000 injured. This has prompted a community to get together to do something to solve the problem and this has led to provincial level work. Consequently, Nakhon Nayok has been selected as a development model for community involvement approaches.

Subsequently, the key road safety agencies like the Provincial Disaster Prevention and Mitigation, the police, and the Provincial Transport Office, decided to work together with the community. Since there are only 4 districts in the province, training for the community leaders at village level is very possible. A village from each district was selected with the expectation that these community leaders would motivate all villagers to help in road safety work. The selected villages are Ban Jung Thoom Village (Khao Phra Sub-district, Muang Nakhon Nayok District), Ban Kor Ka Village (Tha Ruea Sub-district, Pak Phli District), Ban Lek Village (Asa Sub-district, Ban Na District), Ban Kor Wat Village (Ongkharak Sub-district, Ongkharak District). The participants from each village are the Village Head, village youth group, and Sub-district Head. They are given training on traffic rules and safety practice, safe motorcycle riding skill, and driver license training for examination as many of the villagers do not have driver license despite have been riding a motorcycles for decades. Towards the end of the training, participants are asked to make a road safety plan for their community tackling the issues such as risk spot assessment or identification, which is well known to the locals.

Another feature in the road safety plan is to include preventive measures or activities, which could be financed under the annual budget. For example, when Ban Na District conducts youth training on road safety, it may need to coordinate with the Asa Sub-district Local Administration Organization for a support repairs to the road, and installing a traffic light at the intersection. Another example is the expansion of the bridge approaches in Village 8 area, but it is under the construction area of the Nakhon Nayok Provincial Administration Organization, so further coordination is required. However, the District Administration Organization has made an initial improvement by placing a reflector panel (Chevron) on the bridge furniture. Meanwhile, the Nakhon Nayok Provincial Administration Organization has filled pits and potholes in Tha

Ruea Sub-district area. In summary, these examples are work that can be done immediately under the local administrative bodies to prevent road crashes and are welcomed by the local community.

A follow up meeting with all road safety networks is held upon the completion of the training to discuss the lessons learned. The police have expressed their satisfaction in having other stakeholders assisting in the work since they have been facing problems such as lack of staff, equipment and budget. Nakhon Nayok has other serious issues such as drink driving, congested traffic as people are transporting agricultural produce from Chanthaburi and Rayong province into Bangkok. In addition, people are riding without a helmet, while the police are not able to enforce a speed limit due to the lack of speed detection equipment. We also see a new trend along Pathum Thani-Nakhon Nayok road with more of street vendors. The police can arrest vendors whose belongings obstruct the traffic lane, but the area management and pressing charges is under the Provincial Highways Office. This work can be agreed and coordinated within this Provincial Road Safety Directing Center meeting. The police can also request for support equipment like the breathalyzer, barricade, traffic cone, reflective vest from the Nakhon Nayok Provincial Administration Organization.

Under this project we have seen work and cooperation being carried out in the selected villages. However, we still need to expand our coordination and operation with all relevant agencies in the district level in order to be able to extend our road safety network to cover all communities in Nakhon Nayok Province. At the heart of its success is developing a good understanding with the senior management and the head of all agencies to effectively deliver the project in the future.

Supporting, Understanding and Moving Prachin Buri Province Forward

Prachin Buri Province

Prachin Buri Province is home to an industrial zone and army base. The road safety working group consists of rescue teams, Provincial Highways Office, Provincial Transport Office, and police. The working framework is based on two key areas as follows;

The engineering treatment framework: for example, risk spot treatment, road cleaning for slippery road due to rubber pellets being spilt, key transport route management where the key working factor is lack of maintenance budget. There is a concern over the budget specifically on risk spot treatment cost, which could be an endless work as risk spots continue to surface. Another concern is that people move as part of government jobs promotion and that working policy is changing as the province is growing. This has an impact on assessment outcome where only a short term road crashes reduction after risk spot treatment can be seen, and only on a particular location. However, by applying treatments on one spot ended up causing higher concentration of traffic in another location, and that becomes another risk. This seems to be a trap for those attempting to ease road safety problems. Therefore, a good way to address this cycle of trouble is to look at all the road safety issues in an overall provincial level and well into the future. Sometimes the province has to expand the road as the population keeps growing and that comes with an increasing road safety issues. Thus, a road safety network must be able to foresee the need for engineering treatment and its impact in different stages and able to balance it all while a budget support could come from the Sub-district Administrative Organization (SAO).

Capacity building for the Local Administrative Organization framework: this is an important strategy in moving forward a road safety network team at provincial level before being expanded into a district level. The selection criteria for recruiting a team member include dedication and recognizing the importance of road safety work. In addition, we have to look into the framework in all dimensions to enable to compare the strength and weaknesses of the working process.

The engineering treatment framework

Strength

- Most work is being driven by experts, which requires funding support.
- Engineering treatment for safer and more practical road usage.
- Evaluation based on road crash statistics with pre and post treatments on selected n locations.

Weaknesses

- Regular reshuffle for government officers resulting in discontinuity in the road safety work, which in turn impacting its sustainability.
- New and emerging risk spots due to environmental and community changes.
- The need to take into consideration all aspect related to engineering treatment and not just focusing on road safety issue alone. It is a way to avoid conflict among other staff working on different issues.

In addition, the provincial team leader's characteristic may also have an impact on the multidisciplinary team work. In the case of Prachin Buri Province the team leader is the Provincial Disaster Prevention and Mitigation Officer. She has demonstrated a very good coordination skill in traffic engineering treatment work. At first nobody is expecting her to be able to work in a male dominant environment and able to put together a work plan for road engineering work. Thus, it is fair to say that an effective outcome is based on the mutual working objective rather than a person.

Cooperation and Integration: A Success Story

Samut Prakan Province

When mentioning integration work, people may think that it is not difficult as it has been part of working approach in government sector. However, when this approach is combined with road safety, it is hard to see at times how this kind of work can be integrated. It is known to everyone that road safety work requires cooperation from different agencies who are also different in their background knowledge and expertise. Therefore, it is quite difficult to come up with a working objective under this project funded by the Thailand Road Safety Network. The target is not just reducing road crashes in both the provincial and national level, but it has to be a target that helps identify the working approach and framework for all road safety networks to work in synchronization. Thus, the integration in this case would mean a mutual belief, dedication, sacrifice for in road safety work.

This integrated road safety work in Samut Prakarn Province is carried out with a number of limitations and differences between different stakeholders who have got their own strength and weaknesses. All parties have combined their expertise and overcome their differences through friendly and unofficial meeting opportunities where they can share information, view, and solution to their work. Some of whom provide budget, some their staffing, and some with their knowledge, so at the end of the meeting they all got a job to do.

In the case of Samut Prakarn all the activity and project news are published through the local newspaper and cable television broadcaster. This helps attract a lot of interest from the local community, and by using the local media has helped gain more party networks such as the Road Accident Victims Protection Company Limited, the alcohol consumption watchdog, Ruam Kusol Samut Prakarn Foundation, and Ruamkatanyu Foundation.

Integrated working approaches are the key to success Samut Prakarn Province due to its multiple limitations. The first limitation is the local administrative system that is departmentally separated. The second limitation is on the budget, which needs to be increased. The last limitation is too few staff. Therefore, each one of us has to work as part of a bigger team that helps supporting each other through coordination and communication process. Last but not least is the use of public relation materials, which make public knowledge transfer and public interest possible.

Achievement by Management Information System (MIS)

Phuket Province

Road crashes have brought tremendous loss to the families and their loved ones especially where bread winner dies or is incapacitated as a result of a road crash. The Thai Road Safety Network team has taken up the challenge to reduce the road toll by half in accord with the UN Decade of Action for Road Safety 2011-2020 thereby making the roads safer for the people of Phuket.

The first question addressed is “how to start?” If the new working approach is to be used it could be more complicated and less attractive to potential working partners. The working team began by using the road toll statistics being collected by various organizations albeit with slight differences in details. All data is accumulated and analyzed based on the concept of “5W 1H” (Who, What, When, Where, Why, and How) before organizing the information using the Management Information System (*MIS*). This is particularly helpful technique to solve the timing issue for the senior management and the operating level. One method used to promote team spirit was to hold a meeting over a meal where all network members come to eat together while information is presented. The working team and network help analyze the data to identify the actual cause and solution based on a cost effectiveness and participation approach. This is done in an encouraging environment without playing a blame game with the focus for a concrete outcome. The first year, the work focused on traffic engineering, which has yielded a fast and concrete solution. The

Pareto Principle states that almost 80% of the outcome is derived from the cause, but another 20% comes from pre and post-test evaluation. The evaluation is significant for future work improvement as required under a qualitative process work called PDCA (Plan, Do, Check, Action).

After 2 years work, the results show a reduction on the road toll from 200 in 2007 to 140 in 2009 or a 30% reduction rate. The number has since dropped further in 2014 down to 108, which has given a big encouragement to all working networks from community to a provincial level. It has shown that achieving the may not be t too far away.



It is worth asking what factors have contributed to the successful work apart from team dedication. One answer is that information technology, multidisciplinary team leadership and coordination, and funding support from the Thailand Road Safety Network have made the difference.

Get Started and Move into a Network

Thailand Road Safety Network Southern Team

The death and sorrow of those suffering from road crashes have drawn a group of people with multidisciplinary expertise to work selflessly to help families deal with loss and trauma. This has become a quest for the Thailand Road Safety Network Southern team.

The success of reducing the road toll is equal to putting two classrooms of students back into a school. The “**Achievement by MIS**” from Phuket Province using “5S” as a working approach and “5Ch” as working technique following the “PDCA” working cycle, has inspired five other southern provinces (Surat Thani, Nakhon Si Thammarat, Songkhla, Satun, and Phangnga) to follow the same steps and approaches.

In the past, road safety work was only discussed in preparation for the 7-Day surveillance period during New Year and Songkran holiday period. Crash data was known to individual agencies however it was different from one another despite being the same topic. Now data is linked and shared between relevant agencies, so it helps to provide positive outcomes on the project. It has underlines the importance of information technology and its uses in road safety preventive measures or decreasing severity of the crashes by using the information such as the cause of the crash, risk spot, time of crash, safety features (e.g. traffic lights, road lamps and so on).

When all data is received, it is synthesized and shared across the network where road safety issues are identified. The issue is then classified into 3 levels of difficulty, medium, and easy. The easy level means a solution can be implemented immediately. Examples include increasing sight lines and visibility by trimming tree branches, installing reflective cones on the curve parts of roads, or using barriers for intersection channeling. However, some solutions have to wait for more budget such as widening the road, although temporary solutions can be applied by redirecting the traffic. The local authority and people in a community should be informed before the solution is carried out in order to minimize potential impact and increasing the sustainability possibility.

One tactic used in linking all multidisciplinary groups of the network is to set up a meeting that is informal in its nature, no official letters are needed so invitation is issued over the phone. The meetings are typically held in a restaurant where lunch is served while we all sit down and talk about the work. There is no need to wait for complete quorum, a discussion can proceed with whoever attends. The meeting time is not limited to just within official hours or working day. It can be at dinner time, or at the religious ceremony. The information given at the meeting is then shared with others from the Provincial Highways Office, the Provincial Transport Office, schools, and whoever that is interested or responsible for road safety issues.

This helps bring down the barrier between government agencies and other and reduces inefficient official processes.

Another important point to make here is that despite all the obstacle and difficulties the team may face, the team must not forget to give its members encouragement and be support. For example, when working with the local administrative body, they may be hesitating to do anything that may disrupt a daily living of the public like closing down the illegal U-turn, moving a community market away from the roadside. In this kind of situation, it is best to give each other comfort, encouragement

The success from the work done by five provinces using MIS, “5S”, and “5Ch”, have given pride and courage to the Thailand Road Safety Network from the South to continue our road safety work to district and local community level to help prevent road crashes in the future.



District Road Safety: This Stage Needs a Coach

Nakhon Si Thammarat Province

“I don’t want to do it”, “It isn’t going to work”, “The boss won’t support it”, “I am sick of it”, “What is 5S?”, “It is too difficult”. These are the words that Ms. Sabai Yeesa, a registered nurse from Accident and Emergency Unit, Tha Sala Hospital, Tha Sala District, told her friend about what she had first suggested.

Tha Sala District is about a 30 minute-drive from Nakhon Si Thammarat Muang District, and has the Asian Highway passing through en-route to Surat Thani Province. This highway is used for travel to tourist destinations in Sichon District, Khanom District, and Furry Pier. The crash rate and severity is among the highest in the province. Risk spots on this road are amongst the in the top ten the province and it’s been impossible to solve despite having a number of working teams deal with the situation.

In early 2014, the Thailand Road Safety Network Southern Team has expanded the work from the provincial level down into the district level by selecting two pilot districts from each province. Thung Song and Tha Sala District were selected for Nakhon Si Thammarat Province as recommended by the Provincial Public Health Office based on the fact that they are large districts with high road crash rates, and the Director is well regarded by the people from the area ensuring strong leadership.

However, due to the lack of experience and knowledge amongst the local team local agencies nominate a representative of their choice to attend a workshop. Thung Song District sent 2 when they are supposed to send 5 participants, while Tha Sala District sent 1 policeman. All together we have got one emergency medicine physician, and two police. The workshop took two days to complete with training on “5S”, “5Ch”, and 2 requiring target outputs where one is MIS and another one on multidisciplinary team set up. They are given two months to complete the tasks, and become operational at which point work pressure began to rise in. Tha Sala police unfortunately had no team to work with the provincial team have assured that they will fully support him.

As a provincial coach responsible for these two districts, I then called for a provincial team meeting to develop a supportive plan for Thung Song and Tha Sala. We began by analyzing the strength and weakness of both districts. In the case of Thung Song, the strength resided within the team leadership with a physician and police leading the work. We have been told that the Director of Thung Song Hospital is very supportive of the work, so we feel that this team should be fine.

However, for the case of Tha Sala, we found no strength except that the district has been selected for a pilot road safety work under the Ministry of Public Health, where was advised at the meeting in Phuket chaired by the Director-General of the Department of Disease Control. As I am from the public health agency, I referred to the DHS policy to have pilot work undertaken in selected districts, where they are given two months to complete the work before having to present the outcome at the Thailand Road Safety Network for Southern Region. There was a hesitation from the Head of the Emergency Team, but after a brief period of consideration allowing him to consult with the Director of Tha Sala hospital. I then called and talked to the responsible officer who has been given the task on behalf of the Head of the Emergency Team. Her name is Sabai, she frankly admitted that she knows nothing about “5S” working approach, but she expressed her willingness to work in the project. However, either Sabai or the Head of Emergency Team can make a decision on this. The permission and support have to come from the Director who had been involved in road safety work in the past but was discouraged due to poor results.

To resolve this issue, the provincial team led by Dr. Torpong Klongtriveth has requested for a meeting appointment with Tha Sala Hospital Director to seek his support in the project. This was followed by a meeting between the police and Sabai to introduce each other and discuss the implementation of “5S”.

More human resource and academic support from the provincial team has poured into Tha Sala, and we have been able to resolve one risk spot on the U-turn located in front of Tha Sala Hospital. The evaluation shows a 90% reduction of crashes in the district, and received positive feedback from the team work who said that even though the work is tiresome, they are very happy with the results. Tha Sala has now moved forward into building a team, obtaining data, and identifying a risk spot as well as continuing to attracting more working partner agencies.

For Thun Song, the medical doctor has teamed up with the police, and a rescue team to identify a risk spots, however, the team faced problems not knowing what the next step should be. The provincial coach has kept a close eye on them and decided to hold a meeting with the relevant agencies chaired by the District Chief. Since then the road safety work has followed the meeting agenda and reports on a monthly basis. By having a provincial team and coach the job has been made much easier.

The successful factors noted include;

1. Selecting the area with potential success from both internal and external factors.
2. Building a good relationship in the district and provincial level horizontally amongst agencies with close follow up and supportive plan.
3. Having supportive features such as the District Health System policy by the Ministry of Public Health to assist in integrated work by medical doctors and nurses.



Rather be Dead than Disabled

Nakhon Si Thammarat Province

I cannot help but smile with happiness every time I look out at the front of the hospital see a newly painted no parking zone on the edge of the sidewalk, new traffic cones at the front gate, and police directing traffic. It is also a reminder of the time when people from private and government sectors have worked together to make changes to the most dangerous road that took away so many lives and caused disability to number of road users every year.

At 07.45AM on February, 24th, 2014, the owner of a furniture shop in Tha Sala District was heading home having dropped of his wife to care for his mother at Tha Sala Hospital when his motorcycle was hit by a car. He was knocked unconscious, bleeding badly from the head wound, and breathing very slowly. The X-ray showed that he had bleeding in the brain, so he was transferred to a provincial hospital for intensive care.

Since the renovation of the hospital has recently commenced, the hospital has changed the entry only to find that in a three month period there were twelve crashes. Some crashes were very severe such as a pick-up truck crashing into a shop on the side of the road severely injured the shop owner. Another crash caused by one vehicle leaving hospital and cutting in front a pick-up truck, causing the driver tried to brake and avoid the crash by steering the vehicle off the road.

A working group meeting with all relevant agencies and stakeholders was held while an expert investigated the crash causes. They found that a vehicle leaving the hospital and making a right turn meant they would drive in the wrong direction. In addition if there were cars parked on the side of the road poor driver visibility resulted. Moreover, there is another new road entry being built by a private property owner next to the hospital entry. Consequently the team installed new traffic direction features by using the traffic cone to prevent drivers from making a right turn, and a installed a no parking zone on the side of the road using white and red paint. In addition the private road entry was closed and police constantly patrolling of the area. All measures have worked very well as they resulted in only one minor crash nine months after the measures have taken place.

Successful Factors

1. There is the need for a leader and a team work rather than a hero. Every solution has to start with a leadership, seek relevant data from existing sources so that the top priority to address can be established. This helps the team understand the context to the issue, and which working approaches to take, and who should get involved.

2. “Strike when the iron is hot”. When an incident occurs the solution should be applied immediately after the problem is revealed. It is better than letting the time pass because people then forget, and become indifferent as the incident repeats.

3. “This stage needs a coach”. Were coordination has to take place horizontally and vertically. District working teams understand the issues and know the people in the community very well. A coach however can help to follow up and coordinate work with decision makers who have the authority to delegate work with a clear timeline. A coach is also serves as a reminder for the working team for things that we may have forgotten.

4. It is a difficult work, but also very rewarding when witnessing its success. It is also a job that allows more people from different fields of expertise to get to know each other, and hear their view. Thus, good coordination is very important, and it makes us proud to be part of the team when the work is successful.

5. Death sometimes is not the greatest lost to the family that is left behind, but rather for those whose family member is comatose. It is rather painful and traumatized to see your love one lie unconsciously in bed as reflected by the furniture shop owner’s wife who said that “if there is a choice, death would be better”.



Before



After

U-Turn Cockpit: A Very Dangerous Location

Nakhon Si Thammarat Province

If you ask the people in Thung Song District which is the most risky and dangerous road, all would answer the spot called 'U-turn cockpit' (it is a local name given to this location where vehicles frequently make a dangerous U-turn). Indeed the rescue team has reported that there is death and injured road users on a daily basis at this location. The police also said that there is a person being hit and killed by a car every so often and mostly are motorcyclists as they drive on the wrong side of the road. In that particular location the road is very wide because it is an 8-lane road (4 lanes on each side of the traffic direction). The vehicle leaving Thung Song market and Bus Depot make their own U-turn instead of using the proper U-turn already made for them. Thus, the crash happens from the vehicle cutting in front of another oncoming vehicle. Therefore, the Provincial Highways Office has tried to block this unauthorized U-turn, but has received a public resistance. Another unauthorized U-turn was also closed using traffic cones, but people still violated and found a way to turn anyway.

In 2014, upon returning from training, the team of multidisciplinary was formed by inviting those that are known to the team such as police, rescue team. Work started by each of them laying out all information onto the table. The information is prioritized based on risk factor before choosing the issue to work on. Everyone agreed on the risk spot called the U-Turn cockpit needing the most urgent correction. At that time it was approaching Songkran holiday, so the Provincial Highways Office had taken the opportunity to close down the unauthorized U-turn with the traffic cone, and make a new U-turn to trial. They found that there were no crashes, so the team decided to keep the same U-turn closed even after Songkran holiday. Then, people started to remove the traffic cone and keep using the unauthorized U-turn again. This has happened every time when the spot was closed. Despite the risks people in the area are against the closing of this U-turn. Subsequently, the road safety team has consulted with the Sub-district Administrative Organization to close this unauthorized U-turn permanently. The team was advised to conduct a community hearing first. This was undertaken and the feedback is that the closing would be inconvenient to them, but at least they feel safer. This issue and all data were then brought to the road safety meeting chaired by the District Chief, resulting in a resolution to close both unauthorized U-turns was passed. Since then there has never been a crash in that location again.

The success factor on this work is due to a good coordination both horizontally and vertically, which is supported by qualitative and quantitative data. In addition, by allowing participation from the community and local administrative body opposition and resistance to closing the u turn was reduced.



Giving Reward Boosts Helmet Wearing Discipline and Supports to the Working Team

Nakhon Si Thammarat Province

In late 2012, towards the end of “100% Helmets Wearing Project”, nothing attracted public attention as much as a big cut out sign promoting rewards motorcycle riders wearing helmets in Nakhon Si Thammarat Muang District. Riders wearing their helmets including passengers can have their photos taken from behind showing the licence plate and become eligible to receive an award.

At a first glance, the question that comes to mind is what kind of disobedience riders have committed to be issued the “Wanted” sign, but upon reading further the caption below the photo, explained what they have done right. This method of attracting attention received huge publicity from every type of media and even got a news coverage report on the “Ruang Loa Chao Nee” show on Channel 3 TV broadcaster (one of the famous TV channels in Thailand). It also has ignited a trend among the public to help the police search for those riders eligible for a reward from the police.

Pol.Lt.Col. Suthi Nithiakarapong, Deputy Superintendent (Traffic) Provincial Police Office, said to the news reporter that “We would like to express admiration for good people who comply with the traffic law. In the past we only make arrests for traffic offenders, but now we would like to admire those who are well disciplined and obedient of the traffic law. It is an act of support for those who have done right and a showcase to those who are still hesitating to wear a helmet for their own safety instead of wearing it to prevent the police from issuing fine”. Pol.Lt.Col. Nithiakarapong further added that “we would like to focus families to pay attention to the safety of their children by putting a child helmet because children can die just like the adult. Nowadays, we see adult riders wearing helmets, but very few parents putting helmets on their children. Helmet wearing should become routine with everyone in the family, so by recognizing their good action, we hope to motivate people in the community and society to do the same”.

Every day, one of the team jobs is to take a photo of motorcycle riders wearing helmets, send photos to the Provincial Police Office for final selection on best practice. The selected photo is then sent to the publication company to have it printed on a vinyl “Wanted” sign with the licence plate number being sent to the Provincial Transport Office to find the name and contact details of the vehicle owner to come and collect their rewards.

“I was so surprised when someone told me that they saw my picture on the sign”, a registered nurse said when she came to collect a reward, presented to her by the Provincial Vice-Governor, a member of our road safety advisory team. The nurse explained that it is not

her in the photo, but rather her sister and two daughters age 9 and 11. Everyone in the photo was at the reward presentation putting on their beautiful dress with a big smile on their face. They arrived very early in the morning despite having the ceremony at 10.00AM. Another reward winner is Mr. Yoot who lives in a village adjacent to the city district. He owns a side-trailer equipped with both adult helmets and child helmets. Every morning he would drive his wife and two sons to school in the city, and whoever wanted to get a ride with him must wear a helmet, or he would not allow them on his vehicle.

The reward presentation ceremony has been conducted twice in the past 6 months. All prize winners have attended the ceremony, everyone is so happy and impressed by the project, and stayed on until the ceremony is concluded. This is a surprise to me since someone may think that this kind of activity may be a bit of a non-sense and wasting time.

The prize they have received a certificate from the Provincial Governor, along with gifts from various shops in the province, free gift vouchers from famous restaurants. Some of the sponsors also attended the ceremony as well.

If the objective of this “Reward ” Project to energize people in a community to wear helmets, and taking part in the community work, the outcome far exceeded our expectations.



“Please report yourself in or the police will have to look for you. You will be brought into the Provincial Police Office to receive a certificate and rewards. Best wishes by the Traffic Center, Nakhon Si Thammarat Provincial Police Station.”

Child Helmet Project by a Local Administrative Organization

Nakhon Si Thammarat Province

Adults often said that children are the country's future, however, it's apparent that some adults were not showing enough care for the future of the country. Every day, we see parents having their helmets on, but they neglect to have their children wearing helmets. This contributes to the mortality rate of children due to road crashes in Nakhon Si Thammarat in the top 5 in the country.

Therefore, our working team has decided to concentrate on an awareness promotion for child helmet wearing. A total nine schools within Nakhon Si Thammarat Muang Municipality are selected, and financial sponsors are identified. The next step was considering who to meet to discuss the project with and ensure the highest chance of success. One of the team members knew one of the Deputy Mayors who was a former teacher. The team then decided to have the police to present information. However, before a meeting appointment can be set, the team had the opportunity to meet him. The discussion took place over dinner, and an agreement was made in a short time. The Deputy Mayor agreed to have two schools participated in a pilot project, these schools are Wat Maheyong School and Wat Seamamueng School. The project was conducted with agreement between schools, parents, and a working team with police as a key agency.

The Municipality used the Prevention and Promotion Benefit Management Fund from the National Health Security Office (NHSO) to purchase child helmets for students. The NHSO Fund is used to support public health promotion project does include a "no clause" in regard to allowing helmet purchasing. Thus, the Municipality sent the request to the Office of the Auditor General (OAG) asking for a clarification on utilizes funding. The answer is that a helmet purchase project in the case of NHSO funding is classified as "Gray Project", which means that it would depends on the bravery of the decision maker to bear the consequences should there be any objection in supporting this project. After balancing the pros and cons, the Deputy Mayor decided to support this project for the benefit of children.

The project started by having a representative from parents submitting a project proposal on child Helmets to the Municipality for approval. After the approval is granted, the Municipality then purchases child helmets with assistance from the Provincial Disaster Prevention and Mitigation Office. Then, schools conduct a meeting seeking parental agreement to the project. The project announcement is made to all students before helmets are handed out by the Mayor. A space in the classroom is allocated for helmet storage while the police strictly enforce a helmet wearing law on the roads around of the schools every day. After a 2-month trial, the result is satisfactory, so the project has expanded to the remaining 7 schools

within Municipality, which has taken 2 years to complete. All 9 schools continue with the project to this day. The project has since been extended parents and school teachers and staff to improve wearing of helmets.

The success lies within the fact that the project is well planned through approaching the local administrative organization who had power to make a decision. In addition, the team has continued to provide support throughout the project with evaluation and monitoring process.



Na Pru Five-way Intersection: from Death Road to Safe Road

Nakhon Si Thammarat Province

About four years ago, in mid-March, around 10.00PM, Mr. Pong was riding a motorcycle from his home in Phra Phrom District to take his mother who was complaining of having severe abdominal pain, to Maharaj Hospital. As they approaching Na Pru Five-way Intersection, the motorcycle was hit by a pick-up truck. His mother died at the scene while his sister was critically injured. Two months ago another crash occurred involving three high school students when their bus was hit by another vehicle at the same intersection. Even though they did not die, all three have been seriously injured with multiple broken bones which resulting in them being hospitalized for months forcing them to miss an entire year of schooling.

The Na Pru Five-way Intersection is located between Phra Phrom District and Nakhon Si Thammarat Muang District. Despite having traffic lights at the intersection, there are reports of crashes almost every month. Consequently a crash investigation has been conducted by a multidisciplinary team and the academia from Rajabhat University. They found that there is a fault with the traffic lights. The lights were re programmed so that an “all red, all green” display was depicted. No crash has been reported since then.

Successful factors are;

1. To have a crash investigative team comprises of multidisciplinary expertise.
2. To have a full cooperation from all relevant agencies to resolve problems.
3. To use data, and continually monitor, evaluate, and report on the situation.

From “Hundred Dead Curve” to “No Dead Curve”: A Safe Outcome for Wiang Sa-Bang Sawan Route

Surat Thani Province

There is a slang name for a curve on Road number 4009 between Wiang Sa-Bang Sawan. Locating in Village 1, Thung Luang Sub-district Municipality, Wiang Sa District, this curve is called Hundred Dead Curve. The latest incident occurred to a family of four involving both parents and two children who were travelling from Nakhon Si Thammarat Province to Phuket Province. Their car hit a motorcycle ridden by a 50-year old woman who was parked on the road side waiting to cross to the opposite side where her house is located. Her body was thrown into the air and smashed against the fence of a nearby shop where she died instantly.

A multidisciplinary team from Wiang Sa District Road Safety Center comprised of Phrasaeng District Disaster Prevention and Mitigation Office, Surat Thani 3 Highway Maintenance District Office, police, Thung Luang Sub-district Municipality, Rescue Team from a local foundation, Wiang Sa Hospital. The team investigated the crash site and found that it features a sharp curve whereby crashes often occur when a vehicle is travelling higher than 80KM/hr. This resulted in vehicles travelling wide and sometimes crashing. In the case referred to above the driver was apparently travelling at 100KM/hr. and not familiar with the area. The road is wide with 4 lanes but has no traffic island. This crash resulted long term impact to the deceased family who were poor. The husband was a farmer, and the daughter had to quit her job in the city to come home. The crash has clearly changed their lives and resulted in severe impacts on those left behind.

After a crash investigation has been conducted and found the cause, the Surat Thani 3 Highway Maintenance District Office installed a warning sign with flashing lights on an impact absorption post to warn drivers to reduce speed before approaching curve. The total maintenance cost is 250,000 baht, and a follow up assessment has shown no crashes since the installation.

The successful outcome has shown that for a timely solution with full cooperation from all relevant agencies can also result in a team being set up to do horizontal work within the local community. A team has been formed to discuss actions every so often. The incident also took place during a major long holiday, so it has caught attention by the senior management.



Latex Can Kill

Yala Province

The smell of latex can be detected along the Raman – Rueso - Yala Road, which is a main road used to transport latex from Yala Province to be sold at the buying center in Chana District, Songkhla Province. Latex is a major industry for the people in the south.

How can trucks carrying latex contribute to road death and injuries? The road safety working team has investigated and established the answer. The team found 8 main risk spots starting at a curved bridge at the front of Chairat Factory in Kayu Boko Sub-district, then Tho La Bridge, Machee Curve, and Kayu Boko Sub-district. The road then heads to Talo Halo Sub-district at Talo Halo Intersection. It then passes the Sri Farida Curve, Yala – Raman Road, and Kota Baru Intersection, Kota Baru Sub-district before passing in front of Darul Hoodah Wittaya School. It then continues to Kota - Thung Yang Daeng Road, then passes through Wang Phaya Sub-district, and reaches the final risk spot at Koto Tuera Intersection in Koto Tuera Sub-district, Raman District.

The first risk spot that the Yala Road Safety Center has tackled is located in Raman District. The working team members are Provincial Transport Office, Provincial Administrative Organization, Provincial Relation Office, Provincial Public Health Office, Army Region, Raman District Chief, Sub-district Headman, Village Headman, Latex Business owners, Provincial Highways Office. All parties are called to a meeting to analyze data, identify risk spots and causes, and agree on solutions in order to decrease road crashes caused by slippery roads due to latex being spilt in Raman District.

This resulted in all stakeholders signing a Memorandum of Understanding to dedicate their work and expertise in road crashes to reduce all risk spots in Raman District area. The work involves an installation of more traffic and road safety promotion signs on Raman – Rueso – Yala Road. This is followed by road maintenance work, local radio broadcasting on risk spots. In addition rubber latex pellets spill on the road are removed by the latex businesses. They have given good cooperation in order to be a good role model for latex business sector in other areas.

Another point worth mentioning is that this work has been receiving tremendous support from Raman District Chief. Latex smell is no longer apparent along the road and so are the road crashes. Raman has tasted happiness once again.

Suffering in a Border Province

Narathiwat Province

Ban Chulabhorn 12 Community is located along the border of the three southern most provinces in Sukhirin Sub-district, Sukhirin District, Narathiwat Province. The community is located far from the city with residents having little income, resulting in and people not having a chance to come into the city frequently. Thus, having to be arrested for not having a drivers licence and having to pay fine is considered to be a huge penalty to a poor villager. Consequently a community leader decided to get involved in road safety work in Narathiwat Province that targeting a remote towns.

He cooperated with the existing multidisciplinary team consisting of Provincial Disaster Prevention and Mitigation Office, Provincial Transport Office, Road Accident Victims Protection Company Limited (RVP), Phithan Panich Limited, Sukhirin Police Station. The team has provided training on safe driving with traffic discipline for 100 people from Ban Chulabhorn 12 Community. However, there are more people interested in the training resulting in a total number of 145 participants.

From May, 2014 up until now there has not been a single crash and this due to a strong community leadership. If you look at each house in the community, you would see no garbage. Each house has erected fences to clearly indicate the area of their home. Another observation we are amazed by is that when there is a community meeting, the room is simply full and each participant has to pull the chair out to sit and put it back before returning home. Even though they are deemed by outsiders as up country town people, but they are indeed very well disciplined.

Previously this border town along Thai-Malay border was a no go zone due to bomb blasts and civil unrest. Now however this somewhat hidden community has changed to in fact become community prototype for road safety with a future plans for more traffic safety through a signs project. This country town is now open to all visitors.

The Dedicated Road Safety People from Pattani Province

Pattani Province

Today a scheduled wedding has turned into plans for a groom's funeral who never made it to the wedding at the bride's house. What was supposed to be the happiest day has become the most painful day for a bride's life. They did not even have a chance to say goodbye, and when he died all the hope and dreams from both families died with him.

The crash took place on the National Highway 42, which is a main road to Songkhla, Yala, and Narathiwat Province. The road carries a volume of traffic each day, so there is an urgent need to investigate road safety issues on this road before another deadly crash occurs again.

The Pattani Provincial Road Safety Center has called for a meeting and issued an instruction to the District Working Group Committee to commence work on road safety measures urgently. This coincided with an urgent instruction from the Governors' Office to all relevant agencies to attend a road safety meeting on risk spot management issues on the main highway. It is known that an instruction from the Governor Office is considered an absolute order whereby all government agencies must follow the order. Road crashes data and statistics from both private and government agencies including the local administrative organization were presented, analyzed, and discussed in order to identify the causes of the crash and its resolution.

After the loss on the wedding day, people in a community have put greater attention into road safety issues. With the help from the local spiritual leader who has acted as a linkage to all sectors, people now have given trust and cooperation to the road safety team. The road safety working group committees comprise of the District Chief, Assistant District Chief, District Police, local hospital, relevant local administrative organizations, a representative from Pattani Provincial Road Safety Center's secretariat.

After the multidisciplinary working group committee is formed, the committee then completed data analysis before identifying a risk spot. The actual site is assessed for its potential danger, possible solution, its urgency and required budget. All information is presented to the committee for agreement and approval before a letter is sent to relevant agencies for immediate action.

The project information is made known and updated on a monthly basis at the local meeting at Sub-district and District level with Sub-district Heads, Village Heads, Chief Executive of the Sub-district Administrative Organization, and representative from public sector. This meeting forum has turned out to be very useful and yielded good outcomes cooperation has evolved from this meeting. It is particularly good for thorough communication and fast results.

The first risk spot treatment has been installed using local materials such as concrete pipe and rubber traffic cones for speed reduction, which have proven to work very well in slowing vehicle speed resulting in no crashes having occurred at the spot. It is also shown that by adopting a working principle of “5Ch” together with the support from the local spiritual leader a real boost to road safety work in Pattani Province has occurred.

This is not the last chapter of road safety work in the province, but rather the first and there will likely be more steps to taken. All of steps taken will require further help and support from the multidisciplinary working team, the coach, and all relevant stakeholders in order to give a sustainable road safety to road users regardless of the time taken This shows the dedication of Pattani Province people in regard to road safety.

Ton Fon Intersection on “7-generation” Road

Phangnga Province

7-generation Road is local slang for Phangnga - Thap Phut Road **which** stretches over twenty kilometers. It had undergone reconstruction to widen the road, but 7 years passed with no sign of completion due to work being abandoned by the contractor and a lawsuit has being filed by the Highway Maintenance District Office. There are more than ten dangerous curves along the road with no road lights. This has led to regular daily crashes especially during holiday seasons. In the past, one of the spot has been referred to as “Bloody mound” because there were severe crashes and often leaving bloody marks on the road.

However, despite its reputation, the road still attracts consider number of motorists because it is a shortcut for people to travel from Ton Fon Intersection to Ao Luek District, which enables travel to Krabi Province reducing the distance by ten kilometers. The latest crash was on Songkran Festival in 2012 when a motorcyclist travelling from Ao Luek District was hit and killed by a pick-up truck. The incident triggered an immediate crash investigation by a team consisting of the Provincial Disaster Prevention and Mitigation Office on behalf of the Road Safety Center secretariat, police, Provincial Health Office, Department of Rural Road, the Highway Maintenance District Office, and other relevant agencies. The result has been reported to the Governor of Phangnga. A decision was taken to install a barrier from Ao Luek District to Thap Phut District, and increase number of traffic lights. By that time the 7-generation Road expansion was completed with traffic lights installed along the entire road length. As a result the road has never had a crash, and has resulted in Phangnga receiving an honour award for zero deaths during the holiday season for three successive years.

Successful factors

1. Timely presenting of the problem and issues with relevant information to the decision makers for immediately solutions
2. Strong team work and cooperation among networks

Phichai Curve

Ranong Province

Phichai curve is located on Phet Kasem Road inbound to the city of Ranong. The curve is on a two-lane road with the critical curve length being around 150 meters. There have often been crashes on this particular curve which in some cases resulted in death. Those involved in the crashes are frequently found to be motorists just passing through the area often at high speed and sometimes driving without care

The crash in focus took place on December 30th, 2013 after midnight, therefore during the New Year holiday season monitoring period. A pick-up truck, carrying 13 passengers returning from the Countdown Festival at Phu Khao Ya Hill, left the road way on the curve in front of Phichai Rattanakhan School and collided with the wall of Provincial Offices for Natural Resources and Environment killing one passenger and seriously injuring the rest of the passengers.

A crash investigation team found alcohol bottles at the crash site and established that the speedometer had stopped at the speed reading of 130km/hr. The team presumes that a combination of drunk driving and speeding has caused the crash.

The Joint Operation Commission for Crash Prevention and Reduction during the New Year 2014 reported the incident to the meeting in the morning of December 31st, 2014 to identify risk factors based on the crash investigation results. The Governor of Ranong who chaired the meeting then issued an urgent order to all relevant agencies to deploy the following safety measures.

1. To put a checkpoint in front of the countdown venue at Phu Khao Ya Hill to stop drunk drivers from leaving until they are fit to drive.
2. The Ranong Area Excise Office and Provincial Public Health Office have joined a surveillance team to enforce Alcohol Control Act around celebration areas.
3. Ranong Highway Maintenance District Office installed flashing lights, reflector signs, and lumber strips on the road before approaching Phichai curve.
4. The media gave support by promoting road safety messages and information to the public. The Ranong Channel also put to air a report on the crash at Phichai curve and all the work done by the road safety team before also broadcasting through Social Network (Facebook / YouTube)

Ban Khuan Curve

Satun Province

Based on the road crash statistics of Satun Province, most crashes occur on the Yontrakan Kamtorn Road, which is a main road in the city. A frequent crash spot is at Ban Khuan Curve in Ban Khuan Sub-district, Muang District, Satun Provinces. It is situated in community area with a nearby school, market, and village entry road, but there are no traffic lights. A U-turn is also located quite far away, so people take risks and drive on the wrong side of the carriageway and cross the median.

On September 14th, 2013, an 18 year old male rode a motorcycle at great speed and crashed into the fence at the curve he later died in a hospital. A few months later a 33 year old female was hit and instantly killed when her motorcycle was hit by a pick-up truck when she was trying to cross the median. Other crashes involved a vehicle colliding with objects such as a lamp post, and a house. In addition there was a head-on collision at the intersection, all of which have led to the loss of life, injuries, and property damages.

The Satun Road Safety Center has coordinated with other relevant agencies to help resolve the issue. The Satun Highway District Office is responsible for installation of traffic lights, and speed humps to slow down the vehicle speeds before entering the curve. The existing U-turn has also been audited for safety while the median has been elevated to prevent motorcycles from crossing. On the day that market is operating, the traffic cones are used to slow down traffic with assistance from the Civil Defence Volunteers. Another group of Civil Defence Volunteers is also assisting police in front of a school both in the morning and evening while a rescue team group is on stand-by in case of emergency.

The result shows a drastic decrease in road crashes compared between pre and post road treatments. The same reduction is also present on the level of severity of the crash that occurs after road treatments where there is no fatality from crashes so far.

The Upper Southern Node Provinces Receive an Outstanding Achievement Award

Upper Southern Node Provinces

The upper southern node provinces are comprised of Chumphon, Surat Thani, and Nakhon Si Thammarat Province. Work has started in 2013, but yielded very little results since each province was effectively working individually.

When having to write a project proposal for ongoing work the Upper Southern Node Provinces team had to take into account what contributed to a failure in the first year. The cause has nothing to do with the fact that each of the team members had a full time workload, it is not about being located 100 kilometers apart, or having impacted by flood towards the end of the year. It would not be fair to say that those factors do not impact the work. After all the hidden causes were considered, the first job for the Upper Southern Node team was to conduct a meeting in Surat Thani province to discuss implementation and planning for the 100% helmet wearing in the upper southern provinces project. Each of the provinces has to set up activities and implement the plan where all information is shared and exchanged while trying to get to know each other from different teams since they all have to work with each other for the whole year. A lesson learned forum is also planned to take place three times across the life of the project.

The 2014 outcome has exceeded the expectations when the upper southern node provinces have received an outstanding node award for their innovative project. Nakhon Si Thammarat Province has set up pilot district projects on road crash prevention and road safety measures under the “5S” and “5Ch” approaches and framework. These 8 districts are Thung Song, Tha Sala, Phipun, Chawang, Phrom Khiri, Sichon, Huasai, Thung Yai. In the case of Surat Thani Province, the pilot locations are Muang Municipality and Rajabhat University. For Chumphon Province, the pilot project areas are Thung Takhrui Sub-district in Thung Tako District, and Hong Charoen Sub-district in Tha Sae District.

Successful factors are as follows.

1. Take into account the failures and learn from them.
2. To design the work plan as a team.
3. Produce an implementation plan that easily monitor.
4. Make a forum where teams from all provinces can learn from one another.

100% Helmet Wearing Role Model Work

Andaman Provinces

When the name Andaman is mentioned, everyone, both Thais and foreigners would think of beautiful beaches, and a sunshine coast. Its beauty is the world renown where everyone wishes to visit. But for some, this place may turn out to be a real nightmare for the rest of their lives since there are number of tourists who have been involved in road crashes along Andaman Sea provinces of Phuket, Phangnga, Krabi, and Ranong Province each year. The road fatality rate is much higher than for other causes of death.

In 2010, the Thailand Road Safety Network Phuket team was working on the helmet wearing issue. The helmet wearing rate was only 60% for riders and only 4% for passengers, while the death toll was 200 people annually or equal to five classrooms of students. This data has touched the heart of Pol.Col. Wanchai Ekpornpitch, Superintendent of Phuket Provincial Police Station. He was interested in finding the solution to promote sustainable helmet wearing.

His helmet wearing promotion pilot work began in the Muang Phuket Municipality area where he began by sharing the data with the senior management from all relevant government, local administrative organizations, private, and public sectors. The objective is to raise awareness and significance of the issue among them. Eventually an MOU was signed to secure their support and commitment. The MOU requires each agency to come up with an organization policy and practice to raise helmet wearing rates within the agency. Upon signing an MOU, there is a knowledge sharing session on the importance of helmet wearing, and potential risks when helmets are not used. The Head of the agency is also asked to be a presenter on helmet wearing signs for both rider and passenger. The promotion campaign is also broadcast on radio, television, internet, Facebook, and the line application. The promotion campaign is run for three months following which arrests will be made, but without charging cash as fine. Each offender has to pay their fine by spending their time watching a short film on the danger of riding without helmets. After three months, the arrest is made with a maximum fine order being issued with no exception. Sanction on police's family members who fail to comply with the policy is also enforced. The evaluation on helmet wearing rates for both riders and passengers, and road safety data such as death and injuries before and after the project was undertaken. The wearing rate in the municipality area is significantly higher especially in the case of passengers where the number has jumped from 4% to 86% while the riders wearing rate has increased to almost 90%. The project has then expanded to cover the entire province in the following year. Phuket helmet wearing rate has now risen to the second highest in the country.

The same success story is also seen in Ranong Province where the same project has been conducted by Pol.Col. Wanchai Ekpormpitch who then moved to Ranong to take up a position of Deputy Commander of Ranong Provincial Police.

In 2014, Pol.Col. Wanchai Ekpormpitch moved to Phangnga. The same project work has begun again with more work to do as the helmet wearing rate for Phangnga he described as 100% no helmet wearing. This time he had all police stations to report their work progress with photos via Line Application daily. After one month, an outcome report from relevant agencies was submitted. For example, the police data shows the number of arrests and amounts of fines as decreasing over time. The Provincial Disaster Prevention and Mitigation Office reports data on helmet wearing rate, as less than 50% before, but now increases to more than 90%.

Based on the project work in three Andaman provinces, it shows that a good understanding by senior management from all relevant agencies and sectors is very important. In addition it is necessary to widely communicate with the public and implement intense police enforcement with equal application to all with no exception or favoritism.



Helmet Wearing at a Pilot Community in Tha Sae District

Chumphon Province

Village 4 of Hong Charoen Sub-district, Tha Sae District, houses the largest population in the entire sub-district. This village also has a number of roads cutting through the area including a national highway (Phetkasem Road – main road), Ang Thong Road (a secondary road), and numerous dirt local roads. Vehicles on these roads are travelling at a high speed and some of them have gone off the road. There is a factory nearby using the road to transport palm oil. Based on the apparent existing road safety issues, the working team has selected this area to be a pilot community road safety.

The work began with the local road safety team coach travelling to the community in search of the causes through information and discussion from the local agencies. These agencies are Provincial Public Health Office, District Public Health Office, police, Sub-district Hospital, Rescue Team, and Sub-district Administrative Organization. All information is assessed to help identify the key risk. This led to establishment of a working network, and selection of the helmet wearing issue as the focus with more crash investigation to work continue. The multidisciplinary team is comprised of a district office, schools, temples, local administrative organization, community leaders, and other government agencies from inside and outside the community.

The immediate outputs are the establishment of a working network and team and a pilot community for 100% helmet wearing project, and the establishment of the Tha Sae District Crash Investigation team. All parties meet regularly in both formal and informal settings. The progress on work is reported and updated to all parties via a Tha Sae Thailand Road Safety Network group chat on Line Application. In the meantime community training has been delivered to help people understand safe driving skills, and have the opportunity to exchange views and information between participants and agencies. This is followed by a signing on Memorandum of Understanding (MOU) between District Office and Thung Tako District Road Safety Network. A map on community risk spots is produced for monitoring. The road safety work has expanded into all 14 villages in the same sub-district. Some road safety activities are also integrated, for example, the public knowledge promotion campaign on risk spots and community public relations, Sub-district and Village Heads Meeting. The work in Tha Sae Sub-district has also created a Change Agent who is a road safety leader in each of partner agencies.

Success factors

1. The role of senior management, organization leader, community leader is very important to drive road safety work and enable all partners to coordinate their work smoothly. Gaining their understanding and support is essential to successful community road safety program.

2. The community needs to have an opportunity to demonstrate its capability, commitment and willingness to solve road safety issues.

Drink Do Not Drive Hero Project: Taking a Friend Home

Phuket Province

When seeking the advice from senior executives from relevant road safety agencies to conduct a drink do not drive program, the response we often heard is that it is not possible to undertake in Phuket as it would have adverse impact on the tourist industry. This is despite the fact that the main cause of crashes is drunk driving often involving tourists. The Thailand Road Safety Network team had found a way to conduct the work without any impact on the province main income industry.

The Phuket Road Safety Network team led by Doctor Wiwat Srithamanoch has studied the drink driving preventive measure from overseas, and come across the program called Designated Driver (DD). DD practice is to have a person in a group of friends to drink no alcohol, and be responsible for taking friends home. The team adopted the concept and consulted with the District Chief with a presentation of the crash data, which shows that 1 in 3 crashes involved drunk drivers. The District Chief agreed to support the work by coordinating with the Entertainment Business group in Muang Municipality.

The team then partnered with the local Kusoldharmphuket Foundation who could provide manpower, vehicles and working volunteers. The next move involved a meeting with the entertainment businesses who are willing to take part in the project to establish the program. This involves having the DD program being advertised in shops, including having staff calling the Kusoldharmphuket Foundation when customers got drunk but had no friends or options to take home. The foundation even supplies 10 breathalyzers for police to enforce drink driving law.

The DD program had a kick start during Songkran Holiday Season in 2012. The program is well supported by the businesses, and they continually use the service provided by the foundation. However, later in the program the foundation officers have faced a new problem where drunk people could not remember how they got home, have accused the officer for damaging their vehicles, stealing their belongings and some of them even accused them for causing their cars to be stolen. In the end the foundation officer has to contact police to present as a witness when assisting these people home.

Even though, drink driving is still presenting problems in Phuket Province this small DD program has given a chance for all team members to do something to help save even just one life. It is worth the attempt to commit good deeds, and this would not be possible without support from Mr. Supachai Pochnukoon, Muang District Chief who has recently passed away.



“Zero Deaths in Phuket”

Phuket Province

Phuket is well known around the world for beautiful nature and nightlife, which has attracted many tourists as well as increasing number of vehicles within the Province. The province is an island by its nature, so there are a limited number of roads while number of entertainment businesses are growing quickly. As a consequence the number of road crashes has grown especially during holiday seasons.

It is well known among team members that whenever there is a crash, most Thais would deem it as an act of karma influenced by a former life. . Thus, the team feels that they would need to keep working on the holiday season for the rest of their career. In 2012, the Phuket Road Safety Center has decided to turn around this rule of karma though adopting the work model on engineering treatments, behavioural change, and activities to decrease crashes in an attempt to decrease injury and death. The current data on road deaths and injuries is used to tackle road safety issues by taking a PDCA approach (P – Plan, D – Do, C-Check, A – Action).

First is engineering treatment; the team conducts a risk spot survey, which is carried out by road maintenance workers. This is followed by setting up a quick response unit to attend to road works when reported.

Second is behavioural change; A main checkpoint to enforce the traffic law on the issues of drunk driving, helmet wearing, negligent driving a using mobile phone, seatbelts, and driver licencing. Another type of checkpoint is also used by setting up a mobile checkpoint to randomly check on risk behaviours such as speeding, drink driving, and non-helmet wearing.

Third is activities; the team targets the Kick Off in entire province to involve the local media. By organizing zoning for the water festival areas to be 100% alcohol free and public bus check-up points are operated.. In addition, the team has used the social network as a communication means to report, assess, follow up, and resolve problems among members. The **morning meeting** is also held to manage risk spot treatments at dangerous curves such as Kor End Curve, Bang Dook Curve, Kuanlinsan Curve, Baramee Road. All working practices and approaches have helped decrease the number of road crashes, death, and injuries. If this trend can be maintained and through continued work, it would help sustain road safety in Phuket Province.

Engineering Treatment



Activities



Road Safety Project in Khao Rup Chang Municipality

Songkhla Province

It has been 7 years since I drove on Kanchanavanich Road to get to and from work. This road is under the responsibility of Khao Rup Chang Municipality, and serves as the main route from Hat Yai District to Songkhla Muang District. I have witnessed crashes on this road almost every second day and sometimes the crashes prove to be fatalities. I am aware that one day it might happen to me, but things seemed to change about two years ago. Crashes are decreasing, traffic flows better, and more traffic volunteers assist along the entire road length where there had just been two traffic police on the road in the past.

Khao Rup Chang Municipality is a rapidly growing area with increased economic and social activity. It is a center for education, government agencies, shopping centers, shops, services center, and factories. With the growth is an increased population and consequential traffic issues such as traffic jams and crashes. The Songkhla Road Safety Center has adopted the “Safety First” policy with community involvement. This policy is used to help set up road safety measures such as closing down a bypass route and unsafe U-turn on 4 main roads of Kanchanavanich Road, Songkhla-Na Thawi Road, Tinnasulanon Road, and Samsip Met Road. 27 Traffic Police and Volunteers have been assigned to assist on the road during rush hours.

Based on this road safety work, Khao Rup Chang Municipality has now received a road safety award for three successive and has become a role model for other organizations.

The success factor is lay within the full cooperation between local administrative organization, government agencies, and the vision of the municipality leader all supported by public participation.



Road Safety “Vaccination using CCTV”

Chiang Rai Province

It begins in Chiang Rai; in the middle of the night, some people may still sleep but for others, the night may fill with chaos, painful sounds, and even death and injury. With road crashes, it maybe that nobody is spared mercy. It would have been nice to have a vaccine for road crash prevention resulting in people driving more responsibly. Based on road crash statistics collected by Chiang Rai Regional Hospital from 2003-2012, road crashes are the number one issue number three for the cause of casualties in patients. The main cause of road crashes appears to be risky behaviours of road users. The most common risk behaviours are drink driving, speeding, and non-helmet wearing. Road safety work is not a one-man undertaking, but rather requires all sectors to come together to help wherever they can and willingly cooperate for effective outcomes. Police can undertake enforcement using a CCTV technology and install them at intersection, with the equipment being supported by other agencies. Using the CCTV alone however cannot control all of the offending behaviours such as running the red light, not wearing helmets, driving on the wrong lane, park at no park zone and double parking. A ticket can be issued and sent to the offender's home requiring payment of a fine. The public then would realize that the police are seriously doing their job. A good example is upon returning to the office from attending the road safety network meeting one of my colleagues was complaining that she has to pay fine for her daughter. The fine resulted from her daughter who was wearing a helmet riding a motorcycle with a friend who did not wear a helmet, but because the motorcycle is registered under her name, so she has to pay fine. People then started to change their behavior, but some still change for the worse like covering up their licence plate to the avoid camera. This type of problem is a good challenge for further work improvement. By sending the fine home it's acceptable to the public, so the police enforcement work is effectively increased and with the help of CCTV, the behaviors can be monitored for infringements twenty four hours a day. This has also proven to be useful when police conduct a checkpoint, or for traffic density management, and especially able to identify the exact cause of crashes without any doubts. Experience and knowledge has been shared with another two Thailand Road Safety Network provinces of Nan and Phayao. Joint the three provinces have implemented the technology for use in law enforcement in their provinces and enabled them to draw up a work plan to cooperate on activities such as media interviews, public campaign signs, and road safety message with warnings on main roads and intersections.

Team meetings are also equally important where each of the network members have the opportunity to exchange views, discuss lessons learned, and transfer knowledge to the local level, and even brainstorm solutions. It is very good way of keeping team attitude and provide

support to each member whilst ensuring all resources are integrated and maximized for the best results. Each team begins to take ownership on the issue, and learns to work in harmony and take a systematic approach to road safety work. It is now understood by all parties that in order to make sustainable road safety, constant monitoring is needed, followed up surveillance from relevant agencies before evaluating and reporting the results for further reflection and extension.

It is undeniable that by conducting a strong law enforcement with a process that is accepted by the public can help change and improve people's behavior. It reduces road crashes and traffic offenders as well as increasing traffic discipline among road users. Thus, a CCTV is used as a vaccination for all road users.

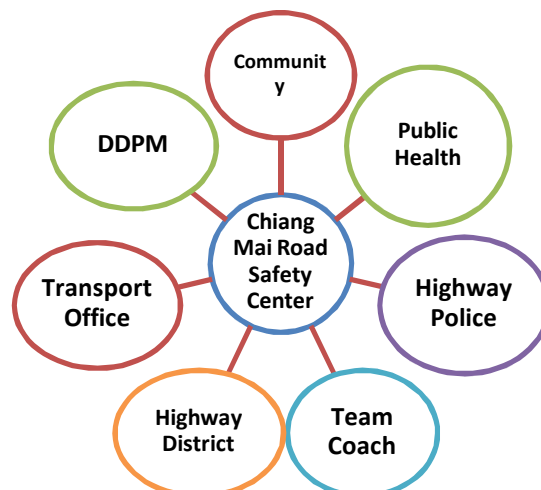
Pang Fan Curve on the National Highway 118

Chiang Mai Province

The data from the Emergency Medicine System has pointed to the Chiang Mai-Chiang Rai Road as the most risk prone road. The road is under the care of Chiang Mai Highway District 2, and has bad record on its safety performance especially at a particular spot called Pang Fan Curve. In 2007, a double-decker bus carrying a group of teachers from Chanthaburi Province crashed resulting in seventeen casualties and thirty seven injured. A similar crash took place in 2012 when another double-decker bus from a school in Phichit Province crashed and killed three students while forty four were injured. The latest incident took place in late December 2013 when a taxi collided with a Toyota Fortuner killing two and injuring six people. All the data has been presented at the Road Safety Center meeting chaired by the Governor who has issued an instruction to resolve the safety issue on this road immediately.



The Chiang Mai Multidisciplinary Team has conducted an investigation to identify the problems on this road and compiled a short term plan. The plan includes installing a warning sign for speeding, putting a clear traffic signs and markings, setting up a checkpoint, speed camera checking. The medium and long term plan is to improve road surface to increase friction, and monitoring crash data.



Outcomes

There is no crash during both New Year and Songkran Holiday in 2014, indicating to all working partners and networks that an integrated work approach is very powerful with road safety work.



The provincial authority has put a speed limit of 60km/hr. on public buses travelling on Chiang Mai – Chiang Rai Road. There are also checkpoints being set up continuously with a plan for road works in the future.



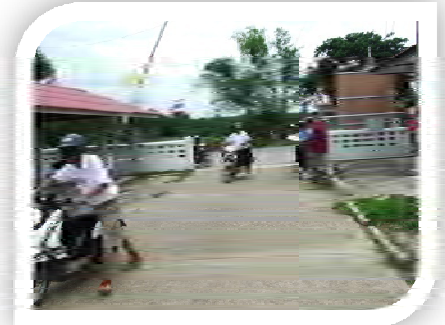
Problems and Obstacles

1. Chiang Mai – Chiang Rai Road is under a responsibility of both provinces meaning that any road improvement work is subject to an official permission from the Department of National Parks, Wildlife and Plant Conservation.
2. All road improvement work requires relatively high budget levels.

Helmet Wearing among Teens in BoSuak Sub-district

Nan Province

Crashes; Are the kind of thing that no one wants to happen and no one can predict but once it happens, it causes great pain and losses. Thus, all we can do is to prevent it from happening.



Bosuakwitakarn School is a small secondary school located in an up country town. At the beginning there has been little interest on road safety issue being received from school staff, parents, students, and other relevant agencies.

The helmet wearing campaign is supported by the teacher and students from the Thai Reserve Officer Training Corps course (TROTC). The TROTC students help check the helmet wearing on their peers each day, but there is very little success since students are not interested in the issue.

Therefore, the working team devised a new activity by setting up a helmet wearing club in the school in 2012. The club has received support on helmet supply aspect and some budget from the Road Accident Victims Protection Company Limited of Nan Branch. The Provincial Disaster Prevention and Mitigation Office, Nan Hospital, Police, and Provincial Transport Office provide support on the operation of activities. The Thailand Road Safety Network team provided advice and a road safety coach to support local activity. There are 15 founding club members.

In that same year, the school has also been selected to be a pilot school for 100% helmet wearing campaign in Nan Province. Tremendous supports on all activities and equipment have poured into the school, and the club has joined the Thailand Road Safety Network for Nan Province.



The club continues to conduct number of activities, and has changed its name to Road Safety in School Club. The club has extended its activities to nearby schools and into the local community. The club membership has grown to thirty students and regularly attends the road safety meeting and activities of the province.



In 2014, the Road Safety in School Club received the most outstanding award for Best Practice at the “joining forces for traffic crash reduction and prevention” conference for the northern region organized by the Thailand Road Safety Network for the Northern Region.

Upon receiving this award, the club would like to express its gratitude and appreciation towards all road safety partner networks who have given their full support and contribution to make the work of the club very successful.

The club will continue to undertake good work on road safety promotion in nearby schools and other schools that are interested in road safety work. We all have to do whatever we can to help out in road safety work to keep our community, sub-district, district, province, and society safe.



Turning a Crisis into Opportunity at Pai District

Mae Hong Son Province

Mae Hong Son Province is a popular town for both Thai and foreign tourists, resulting in road crash statistics increasing. The number of casualties is particularly high in Pai District due to motorcycle crashes. The number of injuries alone has reached a thousand annually. In order to make Pai District a safer place for road users especially the tourists, all relevant stakeholders have to come to work together. These stakeholders are the local administrative organization, Sub-district Heads, public transport business, vehicle rental business, community leaders, and general public of Pai District. Thus, the province has conducted a project called “Road Safety Cooperation for Pai District”.

Team members are;

Representatives from Pai District Office, Provincial Disaster Prevention and Mitigation Office, Provincial Transport Office, Police, Local Administrative Organization, Public Transport Business, Vehicle Rental Business, community leaders, and general public.

Working processes involve;

Officially appointing representatives from all relevant stakeholders. Schedule a meeting with the operational team as well as providing a road safety seminar for all senior management. The next action is to produce public campaign materials in three languages in Thai, English, and Chinese.

At this point, there is no sign of success as number of traffic crashes among tourists is still occurring.

The Provincial Disaster Prevention and Mitigation Office then presented the crash data to Mae Hong Son Road Safety Center in October 2014 chaired by the Governor who has taken interest in the matter and travelled to Pai District to attend a meeting with an instruction for all relevant agencies to start working on the issue.

Deputy Chief Executive of Thung Yao Sub-district Administrative Organization was interested in resolving the issue, as he believes that to make a solution sustainable, the work must involve the use of community sanctions to tackle the problem for the work in 2015.

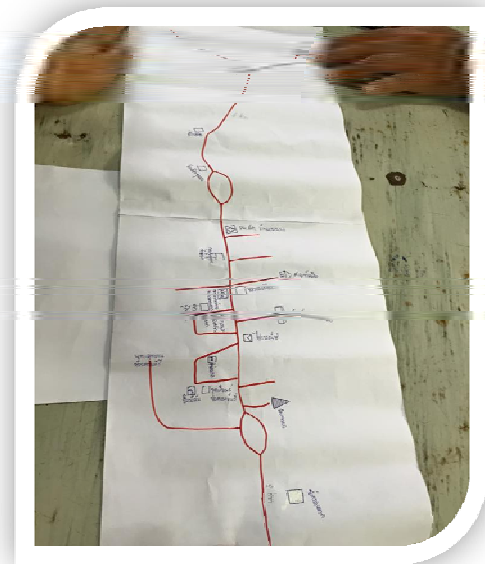
The national TV Channel 3 is also eager to know why traffic crash reduction in Pai District is not decreasing, so the reporter went into the district to interview people on January 7th & 8th, 2015.

A Lesson Learned;

It was revealed that the work must involve the use of community sanctions with integration by multidisciplinary team members who bring with them different expertise needed for road safety work. In addition, all businesses should give more attention to tourists' safety.

Problems and Obstacles

1. A public campaign alone will not work. It has to be supported with law enforcement as well road engineering treatment where ever possible.
2. The team found that the senior management at district level and local business sector are not yet fully cooperative.



The Community Road Safety Role Model from Phitsanulok Province

Phitsanulok Province

Pak Thok Sub-district is located in MueangPhitsanulok District, which is expanding into more urban areas that also brings more roads. The main road has been widened to four lanes to accommodate the Indo-China Intersection, which is part of the linkage for the East-West Economic Corridor under Greater Mekong Subregion Economic Development Strategy. Before the road expansion, there were less crashes and most were less severe, but all that has changed for the worse as people are travelling at greater speeds. The new wider road has no central median, and Thai drivers overtake even though it is a No Overtaking Zone. This has also meant that the number of pedestrians being hit while waiting to cross the road is much higher than previously. . This situation is being reflected in the overall road crash statistics of Pak Thok Sub-district which is alarmingly high compared to other areas. The Phitsanulok Road Safety Center together with the Thailand Road Safety Network have begun to seek cooperation from multidisciplinary stakeholders including the local administrative organization bodies to establish a local road safety center in their community.

This work has started in 2010, and Pak Thok Sub-district Administrative Organization has participated. The work involves the analysis of the problem, identification of crash causes, and its impact on community and people's lives.



A community meeting with the people and the Pak Thok Sub-district Administrative Organization was held to present data and information on road crashes and their impact. The next step involved planning of road safety activities based on the Thailand Road Safety Network working process. This process involves a risk spot assessment, preventive measure planning, and budget cost estimates.

Work activities are then allocated to deliver road safety knowledge transfer activities for children and community leaders. A riding park for kindergarten students was built to help teach them to ride their bicycles safely. The people then make traffic and safety warning signs using the materials available in the community such as bamboo, recycled old signs to be installed at risk spots. The road safety message campaign commences by asking people in the community to obey traffic rules and exercise safe behaviours. These include helmet wearing for both rider and passenger and encouraging teen riders to obtain a drivers licence. Another measure used to secure compliance is to set up a community rule and strictly enforce the law. Finally evaluations by self and external evaluator are carried out.

After all the work is completed, the crash data shows a decrease in road crashes by 44.45 %compared to before. No casualties are reported and people are 100% wearing their helmets.

Pak Thok Sub-district has won the most Outstanding Award for their road safety work, and has become a role model for urban community areas of Phitsanulok Province.



Good Emergency Medical System Helps Decrease Mortality Rate in Phrae Province

Phrae Province

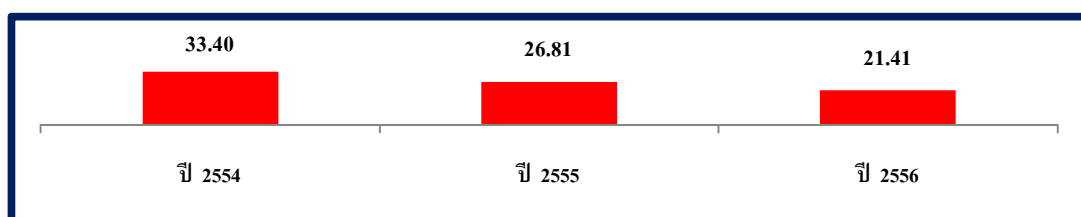
Phrae Emergency Response Command Center receives a call every time that a road crash occurs, and every phone ring means someone's life is in danger and needing attention. However, not every life can be saved.



Road crashes have increased in frequency and severity due to changes in population and their way of living. Road trauma becomes one of the top causes of death amongst the country's population. Many agencies have been working on



the issue and have tried many different measures such as Enforcement, Engineering Treatments, and Public Education. As the last line of defense, the Emergency Medical Service (EMS), has to provide medical assistance to the injured as quickly as possible and according to proper medical treatment including an evaluation process for better service and improvement in the future. There are positive sign that indicate crashes have decreased, but not as much as we hoping for by keeping the rate below 10 per 100,000 populations.



Mortality Rate per 100,000 Populations

EMS Development is focused on decreasing the number of death through providing standardized quality of personal, vehicles, equipment, servicing all areas, and arriving within time.

With the help from the Phrae Thailand Road Safety Network who coordinates with the Provincial Public Health Office, Phrae Hospital, local administrative organizations, Phrae Emergency Medicine Service Unit of Phrae, Community, and Private Hospital, and Private Rescue Teams, has set up a Disaster Medical Emergency Response Team (DMERT). The team responds to all kinds of disaster including traffic crashes, and the service is provided using the same emergency response number, 1669. Training is provided for call center staff to assist in assessing and determining the level of emergency need for patients care prior to dispatching an ambulance. All vehicles and equipment have been audited while the response team members, Sub-district Hospital personals, and Local Administrative Organization Service Team are retrained on First Responder (FR).



The road safety work is also involves cooperation with other agencies such as police, Civil Defence Volunteers, and local administrative organizations to promote road safety knowledge, safe behaviours, and the number to contact for emergency medical care.

Based on the cooperative work with other relevant agencies, the EMS system has been integrated into the response to traffic crash calls where all agencies are aware of the procedure. As a result, patients are transferred to hospital more effectively. In 2013, there was no mortality while being transferred, and an average of 74% was achieved for rescue teams arriving at the scene within ten minutes. Moreover, a group of community medical volunteers is used to support road safety behavioural change promotion programs in the local community.

Road Safety Preparation for ASEAN ECONOMIC COMMUNITY (AEC)

Tak Province

The Thai economy is expanding and as we approach the end of 2015 the opening of ASEAN Economic Community (AEC) will take place. People from all 10 ASEAN countries, Lao PDR, Thailand, Cambodia, Myanmar, Vietnam, Malaysia, Singapore, Brunei, Philippines, and Indonesia will be free to move from among membered countries where road links exist.



Mae Sot District is a border district adjacent to Myanmar, so many Burmese live there. As many of them are travelling back and forward between two countries, road crashes have increased. This may be due to different driving lanes, different traffic rules, and poor traffic discipline. Despite some crashes going unnoticed for failing to report to the authorities the number is still rising as the number of Burmese labourers in the district is increasing. Currently there are

around 100,000 Burmese live in Mae Sot District, and those crossing the border on a daily basis usually use a bicycle.

It appears necessary to provide road safety education and Thai road rules to these people. Subsequently, a project of Tak Safe Driving for Thai – Burmese in Support for AEC has been conducted. The target participant is 1,000 Burmese labours from 5 manufacturing companies locating in Mae Sot District who travel by motorcycle and bicycle.

Campaign Promotion Signs and Traffic Knowledge Manual in Thai and Burmese



Providing training on road safety, traffic rules, and helmet wearing to Burmese labourers from five manufacturing companies in Mae Sot District.



A public campaign was also conducted with a bicycle rally in Mae Sot District on January 31st, 2015 where 500 people both Thai and Burmese have taken part to ride from Mae Sot District to MuangTak District.



A community meeting was also held on August 7th, 2014 to establish a bicycle lane as a pilot project as well as other road safety measures. The meeting was chaired by the Mae Sot District Chief with all relevant road safety agencies including those from private sector.



Problems, Obstacles, and Recommendations

1. Some manufacturing companies did not allow their labourers to attend claiming that they have to keep a production line going in order to meet the orders. For those who are allowing participation, the labourer attended the training but only after work, and many manufacturers did not take part in the project.
2. The Burmese labourers welcomed the training and have attended with great enthusiasm. Thus, it would be better to keep training going with responsible agencies being in charge such as the police or the Provincial Transport Office. A bilingual road safety and road rules manual should also be distributed to all Burmese entering into Thailand.
3. The idea of building a bicycle lane is agreed upon by all agencies where the location has been selected to be a footpath starting from Mae Sot Airport to Banmaetao School along the National Highway route twelve. However, it is apparently not possible in practice since it could lead to accidents with pedestrians, and the alternative of having a bicycle lane on a highway is proving to be too dangerous. Thus, further consideration is still pending.

Organizational Practice: Passing on knowledge from Seniors to Juniors

Lampang Province

Even though death is inevitable to everyone, death that is caused by traffic crashes is usually preventable or at least reducing in severity. Road crashes can happen at any time and everywhere, and can also occur to everyone regardless of age and gender. Once they take place there is also often damage to property, physical wellbeing, and mental health.

This occurred to one graduate from LampangRajabhat University who was killed in a car crash just before a graduation. This has prompted the university to undertake activities to minimize risk on people in their organization.

The Lampang Thailand Road Safety Network has invited the senior management and the Vice-Rector for Student Development of LampangRajabhat University to a meeting to discuss if the university would consider running a 100% helmet wearing in educational institution project.



The working processes being undertaken by the University with funding support from Thailand Road Safety Network. These processes are as follows;

- Meeting with all units within the Student Development Division on project planning based on the crash data. Setting an objective to promote 100% helmet wearing in university.
- Identify project work approach to conduct two activities. The first activity is a helmet wearing promotion campaign, and second activity is a mobile driver licence examination and vehicle tax payment.



- Coordinating with Lampang Provincial Transport Office as well as other road safety stakeholders to sign up on a Memorandum of Understanding (MOU).
- Identify the leader responsible for each activity.
- Specify budget amount and the working period.

The outcome shows 100% helmet wearing in university students. Its success has been shown to other organizations. The Provincial Transport Office has used the university activity as a knowledge center for traffic rules examination before taking a driving test at the Provincial Transport Office. There are also 10 communities located around the university taking part in the project.

The project evaluation shows that it has achieved its objective, and participants are highly satisfied with the project activities and project as a whole.

The Vice-Rector for Student Development has joined the Thailand Road Safety Network to become a road safety coach. Staffs from Student Development Division and university students have become leaders in the 100% Helmet Wearing activity both inside and outside the university.

Problems and obstacles appear as some students not wearing a helmet when going outside of the university while coordination with other divisions is not always consistent

In the future the plan is to support the general public using organizational practice to drive road safety forward and to become a role model to support provincial road safety with sustainability through the following activities;

- A year round road safety promotion campaign.
- Integrating road safety knowledge into students' activities such as music composition contest, video clip production on Helmet Wearing.

Road Safety Practice in Organizations

Lamphun Province

In 2008, thirty three staff from Lumphun Shindengen Co., Ltd. had been injured in road crashes costing the company losses in both manpower and financial expenses. Therefore, the factory owner and the Occupational Health and Safety officer came up with a new road safety policy. The company joined the work with other organizations such Lamphun Disaster Prevention and Mitigation Office, Road Accident Victims Protection Company Limited (RVP), Police, Provincial Transport Office, Provincial Office of Labour, Lamphun Safety Officer Club, and Lamphun Thailand Road Safety Network team. A working group from the company is established consisting of General Manager, and Occupational Health and Safety staff.

Company operations involved;

- Policy announcement for all staff on helmet wearing policy, warning and sanction process.
- Memorandum of Understanding (MOU) signed with Disaster Prevention and Mitigation Office, Lumphun Shindengen Co. Ltd, and Lamphun Thailand Road Safety Network team.



- For staff who fail to comply with the company's road safety policy and regulation other staff are encouraged to provide photographic evidence to a supervisor of any compliance breaches.. An example of punishment is removal of a drinking coupon which is given to the peer who reported the case.



- The evaluation outcome shows a drastic decrease in road crashes among staff, which directly resulted in fewer sick leaves, and less medical cost.

Importance of the Company's Strategy; conducting parallel work between campaign promotion and company's enforcement, but most importantly, as the management puts it as **"Staff safety is leading to good production"**

Problems and obstacles; some staffs are not paying serious attention to the importance of safe driving practice. Thus, a company has continued to provide supporting activities with promotion materials to promote road safety.

From Playing to Working

Uttaradit Province

After a crash, a number of clues is left to help piece together what the cause of the crash were and possibly a solution to prevent further crashes. Therefore, data collection at the crash site has to be conducted as soon as possible. Each crash involves different elements of human, vehicle, road, and environment. Thus, the Road Safety Center is paying an important role in road crash investigation by supporting the work conducted by the local authority in the district and provincial level within a local context. It is hoped that eventually crash investigation would be conducted in the village, sub-district, district, province, region, and country levels.

UttaraditRoad Safety Club has come up with a Virtual Community for data collection process. Data from all relevant agencies both from government, private, and public sectors is sent via Line Application. Data received under this system is fast, comprehensive, precise, and around the clock each day. By having data being collected into single system information is uniform, and enables all parties to use it for suitable solution analysis. It can also be used for the government's compensation program, and even used for road safety planning. Thus, a data collection volunteers are formed.

Project details are as followed;

- Volunteers recruitment
- Obtain necessary mobile phone and application
- Data collection, data analysis, and data summary
- Information utilization for road safety planning

A daily road crash data collection system is established where all relevant agencies can quickly access the database. The information is made public to promote safety issue awareness and attract public and network cooperation in following aspects.

- Risk spot treatment in 24 hours
- Crash report for public acknowledgement
- Rescue unit preparation for immediate response at a precise location as reported
- Community participation in crash location

All work on a daily road crash data collection system establishment is guided by the Provincial Order number 746/2556 (2013) dated April 9th, 2013. It has laid out details on the operating procedure to harmonize all data resources and keep up to date within a limited timeframe. Operational support elements are;

1. Provincial development strategy to internationalize the city as part of ASEAN Economic Community (AEC) commencement in 2015

2. The province is located in the area, which is part of ASEAN transport network.
3. Comparison of road crash data from 2009-2012

Project outcomes; Data can be collected on twenty four hour basis, which can be analyzed and synthesized at all times. The information is then given to the Provincial Road Safety Center, and has become a prototype system for future use by Thailand Road Safety Network team. The project has won the most outstanding award in December 2014.

Emerging projects; after 3 months of working on the project, there are unexpected outcome projects as followed;

1. Road Crash Assistance Training Project

On February 4th, 2014 at 15.35PM, a pick-up truck carrying ice-cream had a tyre blowout (due to overloading and overinflated tyres). The incident took place on the National Highway Number 1046 at kilometer number 8 in Bandongsakaew Village, Laplae District. 3 people are injured. However the closest rescue team from Wat Mon Mai is 18 kilometer away.

In the meantime the officer and employees from Uttaradit Highway District 1 happened to pass by and stopped to help the injured. However, the fight between the two groups erupted when the Highway District employees wanted the rescue team to take the injured to hospital immediately, but the rescue team wanted to conduct a preliminary assessment on patients' condition and inform the Narenthorn EMS Center first.

Solution; Mr. Punsak Morasi, Director of Uttaradit Highway District 1 decided to provide a capacity building program on road crash assistance for office employees and volunteers. This is a joint training between Uttaradit Highway District 1, the Uttaradit Songkro Foundation volunteers, Wat Mon Mai Rescue team on March 20th, 2014.

2. Route Map in Text Form for Risk Spot Identification Project

The working team found that one of the important problems faced by the rescue team is that a crash site location is not always clearly described causing delayed arrival. This contributes to confusion so now;

- People call the name of the road and route using local names rather than official names.
- There are changes on the road information after the road maintenance work is conducted by the Department of Highways.

Thus, the team has decided to put together information on the route by adding an observation point on the road when making a record of the crash site location. For example, on National Highway Number 117, in the area of Nam Pat District, the route section and names are as follows. At Kilometer Number 315: Nam Pat Transport Office, at Kilometer Number 314+400: Saen To Sub-district Administrative Organization, at Kilometer 314: Ban Huai Khrai Village, at

Kilometer Number 312: Huai Hoot Intersection (Saen To Sub-district), at Kilometer Number 311:SakYaiT-Junction, at Kilometer Number 303+800: TonsakyaiNational Park

3. Uttaradit Helmet Bank Project

Uttaradit Road Safety Club and SurachaiWattana Cleaning Co.Ltd. have conducted a fundraising and helmet donation activity to support all provincial and school helmet wearing promotion activities from 2014-2015. All helmets are stored at Uttaradit Helmet Bank.

4. Ownership from Private Sector

By having the opportunity to work with the government agency, people and volunteers have realized that they can do effective work together. By assuming the role of messengers who know the issue, own the information, and give advice, has empowered them feel that they have made a contribution and become part of a successful project.

The government agency receives information from volunteers and enables them to maximize its benefits. It has also formed a network group. Established a data collecting system and setup a crash investigation team where all the work is well supported for the road safety project conducted in Uttaradit Province.

More private companies are also interested in participating in road safety activities. For example;

- 1) RuayAnan Co.Ltd. is a road safety leader in Nam Pat District by adopting data collection system from this project.
- 2) SurachaiWattana Cleaning Co.Ltd. is a leader in helmet wearing promotion campaigning.
- 3) Uttaradit Intelligent Co.,Ltd. is a road safety leader in MuangUttaradit District using the same data collection system.
- 4) LaplaeFruit Growers Association set up a road crash reduction plan among fruitgrowers.
- 5) ThaPlaPolice Spouses Club sets up a road crash reduction plan in ThaPla District.
- 6) Uttaradit Road Safety Club sets up a data collection system development plan for Thailand Road Safety Network.
- 7)Malang Po Peek Kaow Clubfrom Uttaraditdaruni School draws up a public promotion campaign plan in all schools.
- 8) Uttaradit@Smile Club plans a weekly public promotion campaign in every districts.

All team members have presented this road safety project as one that does not impose burden on members in having to attend meetings in person since some members are living in another district 100 kilometers away. A meeting can be conducted via social network in real time, and information sent via phone application is like playing on a gadget, but with much greater benefits where people's lives can be saved. Who would ever imagine that an application on a mobile phone that many like to play with can be used for road safety measures.

Road Safety Education

Tak Province

In 2010 Thetsaban 1 School (Kittikhachon) has around 230 students riding a motorcycle to school, 376 students using school bus service, 13 students riding a bicycle, 128 students ride with their parents, and 63 students walk to school. In 2012, 170 students ride a motorcycle to school, 406 students use a school bus service, 13 students ride a bicycle, 103 students have a ride with their parents, and 43 students walk to school. A school's road crash statistics from 2010-2012 shows that 23 persons were injured in 2010, 7 persons were injured in 2011, and 6 persons were injured in 2012. Even though the statistics show a decline, after conducting a student survey on student understanding of road rules, we found that students lack knowledge on a number of issues. These issues are the knowledge on traffic rules, discipline driving and safe motorcycle riding skills, legal and personal consequences when failing to comply with the law and road safety practice.

Therefore, a road safety education project is established to increase students' knowledge on road rules and safe road user skill and behavior, which will enable students to become responsible road users in the future. The school has received support from the multidisciplinary team consisting of the Tak Thailand Road Safety Network, Provincial Disaster Prevention and Mitigation, Tak Police Station, Tak Highway District 1 Office, Provincial Public Health Office, Provincial Transport Office, Secondary Educational Service Area 38, Vocational Education Institute, President of Border Volunteer Network Development, and Road Accident Victims Protection Company Limited.

Working process

1. Conduct a student's behavioural survey on road rules
2. Working under an approach targeting three creations; create popular trend, create operational system, and create conscience
3. Students take a lead role in analyzing problems while teachers and road safety network team are advisors
4. Sign a Memorandum of Understanding (MOU) with all relevant agencies
5. Road safety exhibition and community radio program

Project outcomes

1. Helmet wearing in students has increased to 80.43% in 2011, and 93.53% in 2012

2. Higher scores on student's knowledge test
3. Less road crashes involving students
4. Competing in Speech Contest on safety issue, and winning the provincial first prize
5. A song named "Helmet Wearing" is composed by a school teacher to be used for helmet wearing promotion activities, and being broadcasted in school every lunch time. All students now can sing this song.

2015 project planning

1. Road safety learning material design contest
2. Project expansion to all municipality schools (Thetsaban 2, 3, 4 School)
3. Organize a Rally
4. School road safety seminar at a local community of Chiang Thong, PhaiLom, Rahaeng Sub-district
5. Road safety awareness campaign in 22 secondary schools and 4 Vocational Education Institutes in Tak Province
6. Road safety awareness promotion role model in 3 organizations

Remarks

Activity 1-4 i continues as activity rolling out by Thetsaban 1 School (Kittikhachon)

Activity 5-6 is a new activity carried out by the provincial road safety network

Activity photos



Helmet Wearing Promotion Campaign

KamphaengPhet Province

Road crashes have become a disaster that affects our daily life since it can happen at any time, occurs in greater frequency, and is more severe. Its impact on people and property damage greatly impacts not just the individual but also the country's economy especially when the loss is occurring to our young ones. By equipping them with knowledge and skills needed to prevent road crashes or help themselves as much as they can is urgently needed across the country. It would be ideal to provide a learning station for our children to promote "SafetyMind" and become a leader on "Safety Culture" in their daily lives. Therefore, a road safety promotion campaign for KamphaengPhet Province was carried out in 2014. The campaign is supported by KamphaengPhet Thailand Road Safety team, Provincial Transport Office, Road Accident Victims Protection Company Limited (RVP), KamphaengPhet Police Station, Provincial Office of Insurance Commission, Provincial Public Relations KamphaengPhet, T.K.C. Motorbike Co. Ltd., SCN Motor Sale & Service Co.Ltd., SawangKamphaengPhetThammasatan Foundation with KamphaengPhet Disaster Prevention and Mitigation Office as a support secretariat.

Operational process

Integrated road safety education is divided into 4 learning stations (1 hour per station) as follows;

1. Safe riding demonstration
2. First aid assistance for road crash victims
3. Traffic rules and traffic signs
4. Safe road users

Project outcome

1. Increase road safety knowledge and skills among youngsters
2. Safer road using environment for general public
3. Human life and property damage reduction
4. Both teachers and students understand traffic rules and improve their road safety behaviours.

Activity photos



Traffic Volunteer Training

NakhonSawan Province

During the school year, the traffic in front of a school is heavily congested due to parents driving irresponsibly and disobeying the traffic law, for example, parking in No Parking Zone. By relying on just traffic police to deal with the problem alone is not enough because there are many schools within the same municipality. Thus, a traffic volunteer training project is conducted by Pol.Sen.Sgt.Maj. KajornsakChatrapornpong, NakhonSawan Police Station in 2007. The project is supported by the Road Accident Victims Protection Company Limited (RVP).

Operational process

An investigation on critical traffic issues at educational institutions is conducted and issues identified. The team then contacted the school principal to share the finding where pros and cons, direct and indirect benefit are discussed. The focus is on risk spot management work and traffic volunteer training to assist in directing traffic in front of school both in morning and after school.

Project outcomes

1. Traffic flow has improved as parents are advised by police to obey the traffic law.
2. Creation of a long term traffic volunteer group dedicated to making society a better place to live.
3. Positive image in the eye of general public, parents, and other agencies. Students better understand the traffic rules and become aware of road safety



Student Road Safety Promotion in Boy Scout Education

Phichit Province

Thailand has signed up for Road Safety Decade of Action 2011-2020. Currently more than 80% of road safety issues are caused by human error and irresponsible behavior. Their actions lead to great loss of lives and injuries especially in young road users who travel to and from schools on a bicycle. Thus, the Primary Educational Service Area Office 1 together with the Phichit Scout Educational Service Bureau 1 and Phichit Police Station has integrated student road safety activity into a Boy Scout class activity in 2013-2014. The project is the responsibility of Mr. Paitoon Rod Si Tham, Banbuentakon School Director, who is supported by the Phichit Thailand Road Safety Network team and 6 other police stations.

Normally Boy and Girl Scout education class would involve four learning stations on hiking activity, pioneering activity, adventure activity, and life skill activity. The same learning station principle is applied to road safety education, which is included in the life skill activity as Traffic Safety Station. The road safety content being taught at this traffic station is discipline riding, traffic signs, traffic lights, and responsible road user behaviours. Students are required to spend three hours at this traffic safety station.

After attending the road safety education program, these boys and girl scouts have demonstrated safer road using behaviors and have a better understanding on road safety knowledge and traffic rules. They also assist in directing traffic in front of school while primary education students who have attended this learning activity have become direct beneficiaries as 85% of them do ride a motorcycle to a secondary school after their graduation.

An additional change is that both teachers and parents have given more attention to road safety issues surrounding their children. A road safety network and cooperation between educational institutions, local administrative organization, and District Police Station has also been formed. The Primary Educational Service Area Office 1 has continued teaching road safety as part of Boy and Girl Scout learning stations, and has further improved the curriculum focusing on correct implementation.



Road Safety in Schools

Sukhothai Province

Thungsaliamchanupatham School, in cooperation with Road Accident Victims Protection Company Limited (RVP), and Sukhothai Transport Office, began road safety activity in schools in 2008. The first activity was to set up a Road Safety Club in each school, which is supported by the Road Accident Victims Protection Company Limited (RVP), and Sukhothai Thailand Road Safety Network team. The key activity is a school promotion campaign run by the Road Safety Club.

Project outcomes

- Road Safety Club establishment is responsible for a promotion campaign every year.
- Students become more aware of road safety issues and take social responsibility.
- All relevant agencies have come together to work under the same network and within an integrated framework.

Successful factors

1. Students are in charge of delivering road safety promotion campaign activities through the Road Safety Club, which help ensure continuity of the work.
 2. The establishment of a School Bus Service Operator Association to promote road safety awareness is undertaken
 3. A decrease road crashes among school staff is noted.
 4. The road safety network is extended to nearby schools.
-

Organizational Road Safety Practice

Phitsanulok Province

In support of Road Safety Decade of Action from 2011-2020, the Phitsanulok Road Safety Center, Road Accident Victims Protection Company Limited (RVP), and road safety network partners from government, private, and public sectors have joined a road safety working group. The working group's objective is to promote sustainable road safety programs such as 100% helmet wearing for both rider and passenger, which is run the theme for the first year. A motorcycle is the most widely used vehicle due to its cheap price, convenience, little gasoline cost, and quick transport. However, it comes with a great price in terms of its crash risk especially for head injury and even death, or brain damage. This information has become well established through the crash data which shows that most crashes involve motorcycles. The cause of the motorcycle crash is ranges from speeding, riding in the wrong lane, drink driving, and not wearing helmets for both rider and passenger. Therefore, the first effort is to promote helmet wearing among for Thai riders so they become safer road users. This behavioural change work can be achieved through an organizational road safety policy and practice. This can be applied in companies, schools, and universities to help move road safety work in the same direction, and could become a good role model for the society in reducing loss.

The company leading the activity is RVP who has set up a program called “**RVP Strive for Road Safety Culture**”. It has conducted a survey and selected companies that have more than 50% of staff that ride a motorcycle to work to participate in the Road Safety Culture program.

Program Objectives

1. To promote road safety awareness and become responsible motorcycle riders by wearing helmets whenever they ride on the motorcycle either as a rider or passenger.
2. To promote road safety practice in organizations as a risk reduction measure for reducing road fatalities among staff.
3. To promote public participation with support from the government sector.

Working process

Phitsanulok has taken part in this program since 2014 by selecting the company before making an understanding about the program with the company and then inviting them to participate in the program. An agreement with RVP is signed and a data survey carried out as required by the Evaluation Committee from RVP. The selected company can then begin their activity to promote helmet wearing. The activity sample is a survey on staff's preference for Thai Industrial Standards Institute's standardized helmets, which are sold at cheaper price. Another activity being conducted is

a road safety seminar on safe riding, and traffic law. All company's activity is also evaluated by RVP team. A recognition certificate is presented to participating companies by the Governor of Phitsanulok Province.

Project Success

1. Company's staff has fully complied with company's 100% helmet wearing policy.
2. Road crash reduction amongst staff is reported.
3. A good role model on sustainability for other organization.

Child Road Safety

Phayao Province

Road crashes in young road users particularly students is on the rise. Many crashes occur due to human error, negligent driving behavior, and a lack of safe driving skills. Thus, Phayao Province has conducted an RVP ROAD SAFETY CAMP project to boost knowledge and skills needed for road safety. The project has received a tremendous support from the Road Accident Victims Protection Company Limited (RVP), Phayao Police Station, Rescue Team, Provincial Disaster Prevention and Mitigation, and Chun Wittayakhom School. The project involves knowledge based training on four key topics. All participants are required to take pre and post test

1. Knowledge of the Protection for Motor Vehicle Accident Victims Act B.E.2535 (1992)
2. First Aid Assistance training
3. Safe driving skill and safe vehicle use
4. Disciplined driving within the road rules

Successful outcome

1. Created students awareness of road safety issues.
2. Students wearing helmets to and from schools.
3. Six educational institutions have joined the school road safety network. They are CTECH Pacific College of Technology, Dong Chen Wittayakhom School, DokKhamtaiWittayakhom School, Phayao Technical College, University of Phayao, and Chun Wittayakhom School.

The next step will be to establish a Road Safety Club in more schools.



Safety Rights

Phayao Province

Consumer protection rights when using public transport have been developed and promoted through number of activities including cooperation with public transport companies, court attendance, experience sharing forum with consumers who have been violated. However, no sustainable working process had been found.

Due to increasing road crashes, consumer's protection rights when using public transport service have become prominent particularly in the northern region where consumers experience frequent crashes, or repeated crashes by the same public transport operator. Following a crash, the new conflict is then presented when having to sort out a compensation claim, which comes to show how little people know about their rights. (this sentence not make sense?) Therefore, Phayao for Development Foundation and other key partners have decided to promote knowledge of consumer rights when using public transport services. The key partners are the Office of Insurance Commission, Office of the Consumer Protection Board, Road Accident Victims Protection Company Limited (RVP), Phayao Transport Office, local administrative organizations, local rescue teams, educational institutions, public transport business operators, and Phayao Road Safety Network team.

The work involves experience sharing meetings with public transport operators together with the crash victims to find solutions including legal action. The Foundation is also conducting a three month follow up meeting to determine progress made by the Consumer Protection Center. Another role that the foundation plays is to provide full support to all activities conducted by the Consumer Protection Center, and present a summary report on lessons learned at both provincial and regional meetings.

Carrying out this project activity has helped increase public awareness on consumer's rights while public transport companies are more willing to review their safety measures as it is their responsibility to protect passengers. A knowledge training course for stakeholders has been developed to promote knowledge and exchange of views on the issues of interest. Ongoing work and activities are as followed.

- Set up a clear work plan for each Provincial Consumer Protection Center with constant updates on information and progress made every three months.
- The Provincial Consumer Protection Center is working on lobbying to include the issues into a provincial working policy in four provinces.
- Set up a complaint report process where it has received 300 cases so far, and has been able to resolve 80% of all cases.

- Has lobbied to have the plan being integrated with relevant agencies in four provinces where two of them have been putting applying the plan.
- The team has put together a summary report of each activity and the overall work carried out by the Provincial Consumer Protection Center.
- Provide recommendation on public transport services in the northern region addressing four key issues such as compensation, double-decker bus use in risk locations, school bus safety, and Bus Station Safety.

Network Development in Northern Region with Thailand Road Safety Network

Chiang Rai Meeting on September 24-25, 2013



Public Transport Safety Promotion Campaign in Phayao Province



Legal Network Team Meeting/Public Hearing Forum



Wearing a Helmet comes with Best Wishes

Chiang Rai Province

In 2011, four students from Mueang Chiang Rai School were killed in road crashes. Their death has brought grief upon the entire school. This kind of loss must be stopped, Consequently the school decided to turn sorrow into the power of hope by making students safer road users and joined the 100% Helmet Wearing in School Project. This project has included all provincial road safety networks to meet and participate in activities, while supporting the school activity.

Working process

The work has targeted the cooperation between teachers, staff, students, and parents by having them share their ideas, and then work on activities and even conducting monitoring and evaluation together. Before the activity is carried out, the school has selected student leaders to work with teachers and the road safety network to meet with each other to discuss and plan activities.. School activities begin with a public campaign to promote 100% helmet wearing in the school. This activity is integrated with the LoiKra Thong Festival (traditional festival held in November each year) by having the LoiKra Thong beauty queen wearing a helmet. A school helmet wearing agreement is also issued and enforced by a student council who monitor their peers both in the morning and before other students leave school. For students that fail to wear helmets, they have to pay a small amount of donation money to the student council. All donations are then used to set up a helmet wearing fund to support all related activities. Now, all efforts have paid off, all school staff members, teachers, and students have fully complied with school helmet wearing policy. No student has died while motorcycle riding. This result has given life to road safety policy in organizations in Chiang Rai Province. The same project has been repeated and extended into other schools.






ข้อตกลงของนักเรียน ครู และเครือข่ายผู้ปกครองโรงเรียน ต.อ.พ.ช.


 นักเรียน ครู บุคลากรของโรงเรียนและผู้ปกครองนักเรียน
 ๙๙ ทุกคนที่ขับขี่รถจักรยานยนต์ในโรงเรียน
 ต้องสวมหมวกนิรภัยและสายรัดหมวกทั้งผู้ขับขี่และผู้ซ้อน

หากไม่ปฏิบัติ ต้องบริจาคเงินให้งานกิจกรรมคณะนักเรียนดังนี้

1. ผู้ขับขี่ไม่สวมหมวกนิรภัย	บริจาคเงินจำนวน 20 บาท
2. ผู้ขับขี่หรือผู้ซ้อนไม่รัดสายหมวก	บริจาคเงินจำนวน 10 บาท
3. ผู้ซ้อนไม่สวมหมวกนิรภัย	บริจาคเงินจำนวน 40 บาท

ผู้ทำหน้าที่ตรวจและรับเงินบริจาค

1. สมาชิกสภานักเรียนทุกคน
2. เวลาปฏิบัติงาน ตอนเช้าก่อนโรงเรียนเข้า และเลิกเรียน
3. สถานที่ปฏิบัติงาน คือ ด้านหน้าศาลาอเนกประสงค์
4. รับเงินบริจาค พร้อมกับเขียนหลักฐานการรับเงิน
5. นำเงินบริจาคส่ง รองผู้อำนวยการกลุ่มงานกิจการนักเรียน
หลังจากปฏิบัติงานเสร็จ



ผู้ที่ไม่สวมหมวกนิรภัย
 จะไม่ได้รับความสนใจ ต้องจอดรถไว้หน้าโรงเรียน
 ทั้งนี้และ ความปลอดภัย คนไทยทุกคนต้องมี

ขอขอบคุณทุกท่านที่ให้ความร่วมมือ

Road Safety Awareness

UthaiThani Province

The 100% Helmet Wearing in School Project is supported by Road Accident Victims Protection Company Limited (RVP), UthaiThani Road Safety Network, motorcycle companies, UthaiThani Police Office, Provincial Transport Office, UthaiThani Hospital, and Provincial Disaster Prevention and Mitigation Office. The project began to operate in 2008 with the objective of promoting road safety awareness and safety practice in helmet wearing that leads to behavioural change in students that hopefully would remain with them as they get older. The project is also expecting the same message to be spread into the community. Apart from helmet wearing promotion activities the school has also provided student training on first aid, risk behaviours, and current road safety issues. The school also encourages students to use the school bus service or have parents driving their children to/from school instead of letting them riding a motorcycle.

The working process involves knowledge training on safe riding, traffic rules, driver licence conditions, school bus service, first aid and medical assistance, insurance coverage, and school data collection on helmet wearing rates of school teachers, staff, and students at random. The school has also integrated road safety into school activities such as a Road Safety Exhibition, Road Safety Essay Contest. A parents meeting was conducted where the school has offered to pay for school bus service for parents who take children from their motorcycle and put onto a school bus.

Project outcomes

1. Creation of a group of student leaders who help promote road safety messages
2. Students are aware of traffic rules and their rights in regard to insurance policies. They also learn to ride a motorcycle safely and are able to provide first aid assistance.
3. All school teachers, staff, and students wear their helmets and have continued the project.



Before Reaching a Shore

Nan Province

As a medical professional who works in Nan Hospital, and whenever there is a crash victim admitted to the hospital, our job is to provide multidisciplinary skills to quickly provide medical treatment to them. Patients who often come in with brain damage and head injuries due to not wearing helmets when riding a motorcycle.

A number of meetings between the senior management and hospital staff have been conducted to discuss helmet wearing policy in hospital. The objectives are to promote safety among staff and to become a role model for patients and their family.



When the province announced its new strategy it used CCTV to help with traffic law enforcement as part of provincial safety policy, the Nan Hospital has taken this opportunity to promote its own helmet wearing policy to all hospital personnel.

The greatest concern in enforcing the policy is the challenge in changing human behavior. Therefore, it is very important for the working team to gain full support from the management, and develop great team spirit who shares the same work objectives. We began our work by holding a discuss session with staff whenever possible in order to hear their view and concern. The group talk is then expanded and made ongoing.

The discussion started in 2011 and is an ongoing process where the operational team has allocated a job and area of responsibilities among themselves while the management is supporting the work by issuing a relevant policy, rules, and strictly following all policies and rules. In order to deliver activities effectively, a team leader in hospital and community are selected. These team leaders have played a vital role in moving all activities forward and earning cooperation and trust from people.

It is hard work in trying to change people's behavior as the team has to stay firm on their work when dealing with staff and people who refuse to comply with the rules. In some cases, an acknowledgment memo is obtained from staffs who claim that they are not aware of such a policy.



Every time the hospital operational team conducts an activity outside the hospital, the team is always accompanied by the hospital management, RVP team, Provincial Public Health Office, Provincial Disaster Prevention and Mitigation Office, Police, Radio Thailand Nan, Muang Municipality, and Community Health Volunteer leaders whenever possible. This has given a real morale support and energizes team spirit.

The helmet wearing rate among hospital personnel has steadily increased, and finally reached 100% wearing rate in July, 2014 while the wearing rate among people visiting hospital is at 97.25%.

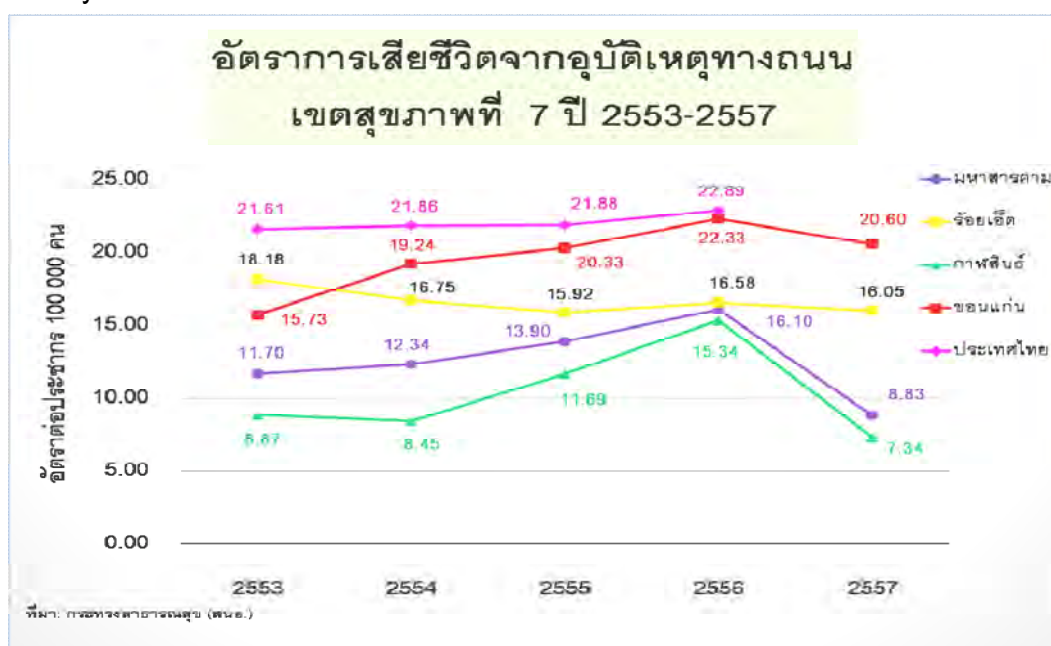
Despite the great achievement, the team still feels that more work remains to be done to maintain the wearing rate and continue to promote higher wearing rates for general public which is an even greater challenge. There is also the need to conduct a lesson learned session with other teams from different parts of the country to learn more and find best practice to follow as well as expanding road safety practice into more communities.

Multi-Dimensional Work in Khon Kaen Province

Khon Kaen Province

Khon Kaen is a large province in the northeast, located on Friendship road, which cuts through the city. It is the center of education, trade, and transportation for the region. The number of people, travelling through the province to make a living, has increased each year, resulting in heavy traffic and consequently crashes. Often the cause of crashes is due to human error due to non-compliance with traffic rules. The average road toll is 400 deaths annually, mostly aged between 16-45 years, and the type of vehicle involved in most crashes is a motorcycle.

The road toll between 2010 - 2013 rate increased from 15.73 per 100,000 population in 2010 to 22.33 per 100,000 in 2013. However the rate has declined in 2014 to 20.60 per 100,000 population. This is the success of the work on road accidental prevention in Khon Kaen province. However, even though the overall provincial death toll is lower than the national level, but the number is still remains the highest among the provinces in the Health Constituency Area 7.



The success is due to multi-disciplinary activities running continuously, including the use of technology, establishing a volunteer group, and PR communication with the public. The important multi-disciplinary work is;

- Working with a network of multidisciplinary agencies within the local area
- Running an ongoing campaign in multi-forms
- Conducting work basing on data and information

- Law enforcement work

Working Principle of Provincial Networks

The working principle in preventive measures is based on two principles; “5S” and “5Ch” (“S” and “Ch” in this case is referring to Thai consonants used to represent each vocabulary that starts with the consonant yielding different meaning that applicable to each working step and principle).

5S representing the following steps

1. S1 is information technology which is developed for specific use.
2. S2 is the riskiest factor to help prioritize the most urgent issue to work on.
3. S3 is multidisciplinary team to help tackle the problem issue and yield a concrete outcome.
4. S4 is worthiness of measure that helps deal with problem in a cost-effective way.
5. S5 is participation where all stakeholders have to take part in the work in each step of the way.

5Ch representing the following steps

1. Ch1 is presentation of information where problem issue is presented to the senior management to be aware of the problem, actual cause, and full impact of the problem.
2. Ch2 is coordination where all working partners and networks are interconnected through communication and coordination for a concrete outcome.
3. Ch3 is selection of appropriate innovations that are applicable to the local needs and problem issues.
4. Ch4 is assessment of outcome to identify successful factors and obstacles for future work improvement.
5. Ch5 is appreciation to all working staff, volunteer, stakeholders, and those involved in road safety work for their dedication and contribution for safer roads.

Results

Work began by holding both formal and informal meetings with all relevant stakeholders on a monthly basis to discuss the problems and issues that take place in each local area. Sometimes the information is presented over a meal. The information ranges from quantitative data to qualitative data such as the incident where death occurs, or a case that leave impacts on those involved. All information is absorbed to analyze the cause of crashes, risk location, dangerous spot together with a short term solution to prevent repeating incident. This preliminary discussion also involves identifying responsible agencies for joint solutions resulting in immediately association and joint activities of the network.



1. First solution is to tackle crashes on provincial roads, which the working group chooses a route where crashes occur frequently. The selected route is the Friendship road with a distance of 14 kilometers that cut through city of Khon Kaen Municipality. Along this selected route, the average road toll is five persons per year. Thus, a community hearing is conducted within the communities that live along the route as well as those who travel on the route. Number of preventive measures is suggested by putting a speed limit of 60 km. per hour in urban area on Friendship Road. In addition, to have a speed camera detector install, and use the information to issue fines and orders, which will be mailed to the offender's house. Those who fail to pay fine will not be able to renew their vehicle registration with the Land Transport Office. The result shows that the number of deaths on Friendship road has decreased from the previous year. This is a good demonstration for a successful outcome that based on the ability to address the vulnerability and identify preventive measures using technology and community involvement.

It is noteworthy that by using a speed camera detector, it involves good public information dissemination for at least two months in advance. The area is spread over seven districts from Khao Suan Kwang, Nam Phong, Muang, Ban Haet, Ban Phai, and Phon with a total distance of 134 kilometers. A workshop is conducted by the relevant authorities from all seven districts to decide on issues such as speed detection zone, a project launch, public relations activity, police checkpoints and operating schedule. The assessment is based on pre and post data collection for comparative results. This is followed by a seminar to share the lesson learned, and information sharing on police data such as number of arrest, number of offenders, and crash data on the given route. The post data shows the decrease on number of injuries and death compare to pre operation.

2. We have witnessed a heavy traffic and high number of crashes due to bad driving habits around Khon Kaen Municipality. To tackle these problems, a technology is brought in to assist in law enforcement. Moreover, a traffic volunteer network is established while promoting awareness amongst community leaders. Thus, a training course is provided to 50 traffic

volunteers to assist police officers within Khon Kaen Municipality. Their roles are to notify police when traffic offences occur, and assisting in directing traffic. After the training, the volunteer will take part in the operation in rotation to cover all areas. The same training is expanded to cover all 90 communities with a total of 180 traffic volunteers. In addition, the traffic safety information and practices are also promoted through community radio program run by community leaders three times a week to help educate people. Meanwhile, a checkpoint by police officers is conducted on a daily basis both day and night. Another measure is the use of a circuit and digital camera to record and photograph traffic offenders before sending fine orders to their addresses. Once again, failing to pay fine, they will not be able to renew their vehicle registration with the Land Transport Office. The final type of technology used is a remote control, which the police now use to direct the traffic light at the intersection.

Achievement: It gives birth to a prototype for a simple use of technology in law enforcement that makes driving offenders surrender to charges with clear evidences, which help reducing conflicts with the police. We also see a reduction of road accidents, and the ability to use data to identify repeat offenders, which is resulting in pressing a different degree of penalty

3. To run a campaign to raise awareness among the public in order to alter the behavior towards safe driving, the campaign must take many forms. It also has to be ongoing with events that catch a strong public attention. The provincial working group has carried out several approaches as followed.

3.1 To use a special occasion on his Majesty the King's birthday for a helmet wearing promotion campaign on December 5th, 2009. This generated a large number of people from all sectors. The Ripley Museum had recorded 84,000 motorcycles that joined the campaign, which was the largest number of vehicles in a single campaign in Thailand. After the campaign concluded, we randomly surveyed the helmet wearing behaviour in Khon Kaen Municipality, and found that the wearing rate had increased from 70% to 85%.

3.2 To gain acceptance from the executive management, the memorandum of cooperation on road safety signing ceremony with 600 agencies including the Governor of Khon Kaen Province has been held. This ceremony takes place at the celebration on the Auspicious Occasion of His Majesty the King's 85th birthday as part of a contribution to royal charity, which the Ripley Museum has marked to be the highest number of participating organizations in the country.

3.3 To boost mental power through a religious faith by offering food to 500 Buddhist monks who then give blessing to those who lost their lives on the Friendship road before

Songkran Festival. This activity is later being held annually by the Provincial Administration Organization.

3.4 To extend the road safety message to the wider public by cooperation with the local media including regular briefing meetings with a media leader. The meeting with the press includes training in crash investigating for the journalist. A total of 500 participants are from community newspapers, television, radio broadcasters, and rescue teams from districts. Following the training a media network is formed to keep track on deadly road crashes, and repeated incidents. The media has kept on investigating the cause and reporting the incident in great depth including an analysis on possible cause that has its roots embedded in local culture.

4. Developing data collection on number of deaths caused by road crashes to reflect actual information starting in 2012. Data is drawn from hospitals, police, and the Road Accident Victims Protection Company Limited, which can be accessed by using a 13-digit ID card number. The same data is also used to assess the risk spot. A working group has presented the data in various provincial meetings every month, and later presented at the executive meeting held by Ministry of Public Health. Subsequently, the Department of Disease Control has piloted the same data collection in six provinces in 2014, and is likely to expand to all provinces in 2015.

5. To develop a prototype for road safety locations to prevent road accidents at district level. There are five pilot districts of Phon, Ban Phai, Muang, Nam Phong, and Chum Phae located on Friendship and Maliwan Road, which are prone to frequent road crashes. A case study is drawn from Ban Phai district where one particular location has seen repeated deadly crashes at the entrance of a gas station adjacent to Friendship road. What was found to be the cause is that there are not enough lights for road users to see a parked truck waiting in queue to get gas, which resulted in crashes by motorcyclists from behind. After learning the cause, the gas station owner has invested money to install more light posts around the gas station, and rented a nearby space to turn it into a parking lot for trucks so that no trucks will be parked on the side of the road. Since then, no crashes have been reported. This lesson has caught strong attention from the community and become the subject of further analysis. Superintendent of Ban Phai District Police Station has later presented this story to another company named Adams International, which employs 500 staff that had been experiencing losses every year. After hearing the story, the Chief Executive of the company has issued a new road safety policy for all employees. Employees who fail to wear helmets and fasten seatbelts are not allowed to park their vehicles inside the company. A new helmet is also bought and distributed to all staff

at half price. The company's helmet is specially designed with its logo on one side and staff's ID number on another side. This is particularly useful to identify staff who is involved in crashes and traffic offending behaviours. Now the company has received 100% helmet wearing rate and seat belt use, which is correlating with a significant reduction on motorcycle related injury and casualty statistic at Ban Phai District hospital.

In 2015, road safety training has been conducted for the representatives from 50 manufacturing companies in Khon Kean Province. These representatives are acting as a road safety leader within the company who present a road safety plan to the company's executive management. The plan involves a survey on staff driving behaviours, cause of injuries and death and staff meeting for agreed road safety practices in the company. The road safety movement is seen in 70 percent of the total manufacturing companies attending the training.

6. To develop a prototype for road safety location identification to prevent road accidents in sub-district level. 26 districts select a sub-district to participate in a workshop. All representatives from each sub-district are then trained in road safety before allowing each sub-district to compete in outstanding road safety activity contest. The winner is Nong Ko Sub-district from Kranuan District whose District Chief is very active in risk location assessment processes, constant networking, full cooperation in all working levels, and continuous follow up and assessment. The result is very positive and has been extended to all Sub-districts within Kranuan District. In summary, all Sub-district prototypes have improved risk locations, crash reductions, and have expanded work into an average of three nearby Sub-districts.

Conditions of Success

1. A dedicated team members and networks of multidisciplinary with road safety conscience.
2. Constant meeting forum in both official and unofficial nature.
3. Clear application and utilization process of data and information in road safety context.
4. Multi-forms used for public relations and communication through the local media, community radio broadcasters, and cable television to address public behavioural change.
5. Work integration and collaboration between government agencies, private sector, and public sector to work on road safety issues within the local area such as Ban Phai and Nam Phong District models.

Cobweb: Accidental Reduction

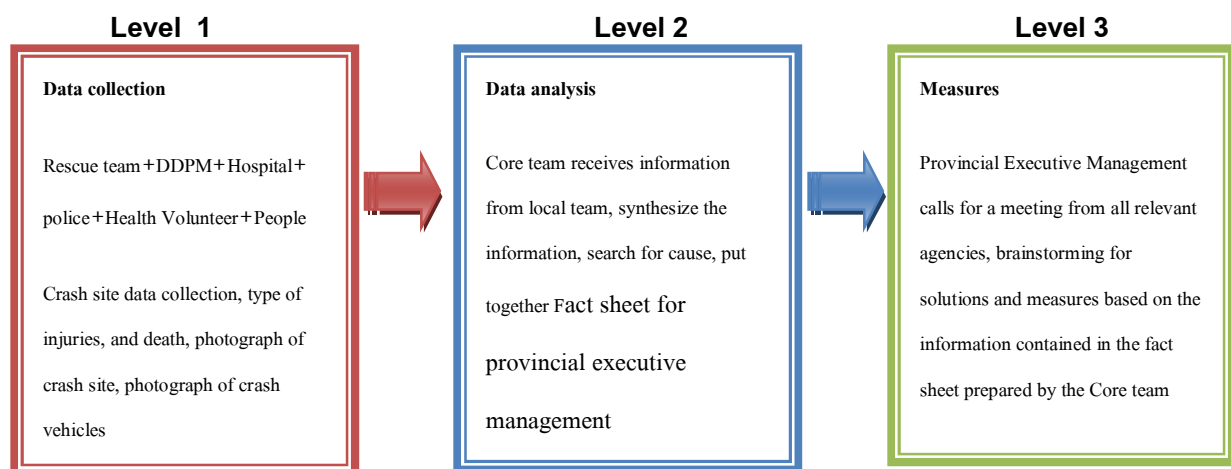
Nakhon Ratchasima Province

"An excursion trip turned to mourning when 15 lives including students from Ban Dong Lob lost their lives when their bus hit the back of the 18-wheeler trailer truck". This crash happened in the morning on March 1st, 2013. The crash site was something no one can imagine with the front of the bus being flatten almost half of the bus length, seats were gone. Students must have been terrified and helpless, but above all it has emphasized the significant needs for road safety and crash prevention work.

Nakhon Ratchasima is a large province with the highest road crash statistics in the country. The incidents occur so frequently that people begin to feel indifferent when hearing about a road crash, but this has changed following the student bus crash. It has led to further investigation on the causes and ways to prevent it from happening again. At first, the working level officers in the province were uncertain and lacking confidence in solving such issue that is deemed to be too big and not being given attention by the senior management. The first question in road crash reduction is how to get the attention and support from the boss to achieve sustainability. Another point to keep in mind is that road safety work requires cooperation from multidisciplinary agencies from government sector such as police, Land Transport Department, Ministry of Public Health, Department of Disaster Prevention and Mitigation, Excise Department, Department of Local Administration, educational institutions, local governing bodies, and public sector. Moreover, road safety work involves multidimensional operation by using number of measures in parallel with one another. For example, the road safety issue should be incorporated into school curriculum as well as helmet wearing promotion campaign. In addition, Road safety should be considered by traffic engineers when designing roads or traffic, or improving risk or danger spots on the road. All these works are linked back to Nakhon Ratchasima Road Safety Directing Center, which is financially supported by the Thailand Road Safety Network and other partners.



The road safety work in Nakhon Ratchasima province is similar to others where it starts with a multidisciplinary team member whose role and responsibility are intertwined like a spider web. A good example is the work that requires support from officers from The Department of Disaster Prevention and Mitigation, police, public relations, Land Transport Department, Highway District Office, Ministry of Public Health, Local Administration Governance bodies, Road Accident Victims Protection Company Limited, foundations, and volunteers. However, the working team in our province is divided into different levels. The first level is the **Local team** who will operate at the crash site. They are the local police, foundation staff, volunteers, and media crew. These people are communicating via Line group. The second level or the **Core team** is responsible for data collection and synthesize the information received from the first layer team. They have to identify the important issue that is subject to further investigation before putting together a preliminary report for the executive management who is responsible for **Policy level**. The information is reported through the Disaster Prevention and Mitigation Provincial Office, from which the executive management can seek further information and call for an immediate meeting. All three working levels are linked under the coordinating mechanism of the Nakhon Ratchasima Road Safety Directing Center.



However, road safety solution cannot be carried out immediately every time that problem arises, but no one is discouraged by this situation. Everybody is searching for preventive measures, which they can apply having learned from the case of school bus that crashed in Nadee District. What they found is that the road is narrow and steep. The road is awaiting budget from the Transport Ministry to fix the road. Another cause to the crash is the unroadworthy condition of the bus whereby the braking system did not function properly. Thus, if the driver had stopped the vehicle before making the climb, the crash may have been avoided. This leads to an establishment of a checkpoint at Wang Nam Khiao District for vehicle

checkup before entering into a steep road route. The checkpoint should continue to operate on every long holiday seasons without having to receive an instruction from the provincial and central governing bodies.

A checkpoint is considered a success for road safety network operation where people from different agencies and from all levels who have come together to help prevent road crashes and accidents. It is the outcome of the work from all three levels, which lead to a strong road safety network. It has also allowed the individual to develop his/her ability, and by extending the network into a community level is our main objective required by the Thailand Road Safety Network who has provided a funding support of 100,000THB to our work.

In order to be successful in road safety work, it has to secure full cooperation from all relevant parties and agencies continuously. The type of cooperation required has to be a sustainable networking where everyone involved sincerely believes in road safety and truly dedicating towards safer roads. However, it has to be kept in mind that road safety work in a province like Nakhon Ratchasima is a very challenging situation since the province is an outpost to the northeastern region. We have seen a constant expansion of factors contributing to road safety issues, so we need to continue to adapt and adjust our work accordingly. Like a spider web, we have to constantly extend and expand our “**Cobweb**” to keep our network going and strengthening our teams to help our people traveling safely.

Who said that Working with a University is too difficult?

Udon Thani Province

Feedback from those running student activities in a university said it would be “to difficult, resisting, and like marching with protest”

My colleague complained about my activity plan saying that it is violating students' rights. It will look good at the beginning, but soon after a promotion period is finished, it will return to the status quo especially if management is not supporting the work. However, something unbelievable has happened at Udon Thani Rajabhat University who has been running the activity for the past two years and still going strong today. The university is located within the community along Friendship road not far from the HRH Prince of Prajak Silapakhom



circle. It houses large numbers of students, staff and scholars, and conducts seminars, workshops, and is frequently an examination venue for other agencies. More than 80% of vehicles used for transport are motorcycles, and have a very high incidence of crashes

The story begins with Mr. Kiattichai Wanit, a lecturer from Student Development Division at Udon Thani Rajabhat University who has never previously been involved in road safety work. After being introduced to road safety by the road safety network team to conduct a helmet wearing project, Mr. Wanit feels that it would be difficult to carry out such project in a university. The rate of success and sustainability were questionable since it could not be a ready-made type project with the use of just a public awareness promotion campaign. The project started by seeking the view and interest of the management through a meeting with a representative from all faculties who later became appointed as a working group committee. The committee then issues a regulation on traffic safety within the university precinct addressing issues such as measures and punishment. For example, a motorcycle rider not wearing a helmet is not allowed to enter into a university. Failing to comply with the regulation will result in a Certificate of Conduct, not being issued until the individual provides community

service for 15 hours per each offence. If students resist compliance with the penalties they will not be awarded a transcript at a graduation. Soon after this measure is announced, all students suddenly have their helmets on their head. This measure is followed by training on traffic law, and driver licensing test and issuance within the university. Furthermore, a group of students is selected to be road safety leaders to assist in a helmet wearing campaign and related traffic safety activities. In addition, data on students' offences is recorded and shared at the executive meeting. It has never been in mind that this kind of project would last, but the actual fact is that scholars, staff, and students are all wearing a helmet including passengers, which is the most impressive sight and most admirable. What more important is that the injury and death due to road crashes have declined significantly.

The success story of Udon Thani Rajabhat University is due to the full support from the senior management and dedicated coordinator who have closely monitored and participate in all activities. Another important quality is that the same measure has been applied to everyone without favoritism or substandard. Everyone is treated as equal stakeholders who are impacted by road safety issues. Moreover, by collecting relevant data and presenting actual information concrete evidence for the university to share its experience and success story with other agencies is available. This has helped extend the project and activities to more than 300 primary and secondary schools within the province and beyond. In summary, what is done at Udon Thani Rajabhat University has proven that road safety work is no longer too difficult to be moved forward at a university.



Checkpoint (Community), Check heart (Village)

Buri Ram Province

According to the *Royal Institute Dictionary*, a checkpoint means “going through”, “careful examination”, or “for quarantine and block the channel from passing”, which can be said that Thai people are familiar with a checkpoint since ancient time. It has been used as a security strategy to keep peace and stability. Now a day the same term is used for immigration work, custom operation, animal quarantine, and many other types such as a police checkpoint for traffic offending behavior (according to Land Traffic Act, B.E. 2535 (1992)), which may not have been popular among public. However, there is one kind of checkpoint that is well received by people and that is a community checkpoint, which has saved the life of a drink driver. Now it is time to look into how a community checkpoint is conducted

The beginning is not difficult if we really have a determination.

Even though a community checkpoint is allowed under the Ministerial Regulation of Ministry of Interior on Village Committee Criteria, Duties, and Assembly, B.E. 2551 (2008), and the Local Government Act, B.E. 2557 (2014), Amended Act (No. 11), B.E. 2551 (2008), but it is not easily conducted without a support and harmonization of people in the community.

During New Year and Songkran festival where the risk on the road has sparingly high for people in Burri Ram province who are facing a severe impact posting on their family and society as a whole. Therefore, Ban Wang Sub-district of Phutthaisong District has conducted a checkpoint during these festivals to stop a drink driver from leaving the village in order to prevent accidents and related injury and death for more than 5 years.

Everything has begun from an official instruction for all villages to conduct a checkpoint as a preventive measure to suppress risk behavior and peace keeping. However, as time goes by, things have winding down, and not many villages have kept up with the checkpoint except for those that have instituted the village charter for road safety whose work is continued. However, the change has arrived last year when the Public Health District Office together with the Phutthaisong hospital has brought in the information on cause investigation over road injury and death. This information is relayed from the Office of Disease Prevention and Control 5 Nakhon Ratchasima Province who has received a funding support from the Thailand Road Safety Network. The information given has revitalized the community checkpoint once again.

Now a day, Ban Wang Sub-district has conducted 14 checkpoints where 13 of them is located in each village while another one is specifically located at the risk spot at Than Dieaw Intersection, which is located on the main road. It is also noteworthy that these checkpoints are also turned into a traveler facility point depending on the situation.

Each checkpoint is operated by 5 selected members from a village and volunteers, which is operating around the clock. The checkpoint operator is rotating and taking part by the village head, the assistant village head, community police, community civil defence volunteer, and village committees. Their main responsibility is to stop vehicle operators driving dangerously, making a record on the incident, and coordinate with the police and relevant local administrative officers for a backup in a disturbing case that got out of control.

A Community Checkpoint Operation

1. The village committee informs all villagers on a checkpoint operation during festival.
2. The village committees along with a group of volunteers decide on the checkpoint location at a village access point.
3. Conducts a checkpoint by looking for potential dangers on the road. If they find a drunk driver, they would be advised to have some rest and contact their family to come and pick them up or they are kept at the checkpoint.
4. Coordinates with a nearby village for a shared checkpoint.
5. Keeps record of a daily operation including coordination with other relevant agencies for a backup or in the case of any emergency.

This checkpoint at a small Sub-district conducting during a New Year festival has stopped 352 drink drivers with an average of 25 per village from leaving the community. In addition, there was forewarning given to 42 people with an average of 3 people per village who are at risk of drunk driving. The community has also seen a decline in crashes during 7 day watch out period with only one crash in 2015 compare to 5 crashes in 2014. It is truly a real happy time for the people within the community, and by using a community volunteer has helped save budget since the local administrative bodies can support only some equipment such as cone, tent, chairs, light, and flashlight.

What is the future look like?

At the lesson learned meeting discussion, the working group found that people within the community are very proud of the checkpoint operation and have repeated the same operation at Songkran festival. The same type of operation is expecting to expand it to all villages in the District.

There is the need for a constant skill and knowledge development on information such as road safety practice, traffic law enforcement and its penalty, community involvement, and Alcohol Act from relevant agencies and organizations.

Underdog on the Boxing Ring

Nakhon Ratchasima Province

“Today, I am here as an underdog”. This is an answer from tall, dark, and stalwart man whose age between 45-50 years old, and now attending a teacher training for traffic safety. The target participants are physical/health teachers, and traffic police. The objective is to provide an opportunity for both groups of participants to get to know each other since they have to teach students from grade 7-9 on the topic of Safety in Life under Health and Physical Education subject.

Nakhon Ratchasima Provincial Police Division is aware of the problem and its significant impact of traffic regulation violation amongst students. In order to tackle the problem proactively as well as providing training for police officers on public knowledge speaking skill, the division has put forward a request for funding support from the Thai Health Promotion Foundation to create a traffic safety culture among students. The target group is called “traffic lead teacher”, which are the local traffic police and teachers who taught health and physical education subject in schools under the Secondary Educational Service Area Office 31. **Their teaching tool is a school curriculum under health and physical education subject for lower and upper secondary school level.**

The work began with a selection of 27 schools and police station that located within the same area. Each agency nominated one officer and teacher to be buddies to work with a working group committees consisting of officers from police, Disaster Prevention and Mitigation office, Land Transport Office, the Secondary Educational Service Area Office 31 (Mattayom 31), Road Accident Victims Protection Company Limited, and a lead teacher from Mahitsaratibadee School. Ms. Nisachon Maneewan is a Physical and Health subject teacher who used Life Safety Curriculum in her teaching and has become a lead teacher. The working group had divided participants into 4 groups, and at this point Mr. Pannatorn Yukam from Boonwattana School had introduced himself as an underdog for a colleague where he himself teaching the Reserve Office’s Training Corps Student course. He further expressed his uncertainty in project delivery in school since there are so many activities, but he would relay a message to the responsible teacher. This is understandable since he is not directly responsible for the target subject. A follow up work was conducted on the second semester of the school year in 2014.

All pilot schools have delivered the teaching according to plan and continuing the teaching in the second semester as well. Now, comes down to the truth for Boonwattana School where the project outcome was reported by the Student Council. It turns out to be a real impressive job since Mr. Yukam has ended up taking charge in the project as a real traffic lead teacher, and encouraged students to take full responsibility in the operation. Our question is how does he do that?

Our traffic lead teacher explained that he had called a meeting with all Physical and Health subject teachers upon his return to school to share what he has learned from the training and he ended up being voted by all teachers to be a key person for the project delivery. Thus, Mr. Yukam brought the agenda to the school management meeting and commenced work by getting the Student Council to help carry out 11 related activities. The outstanding activity worth mentioning is the design of a quiz. Students further explained that they started with a search on the internet on information related to traffic crashes and accidents and have come across a questionnaire issued by the Department of Land Transport. Therefore, they have adopted the content on safe travelling and incorporated that with their experience witnessing traffic offended behaviours by their peers before turning it into a quiz. In order to make the quiz more interesting, they drew a cartoon illustrator in the quiz and asked teachers from all other subjects to use their quiz as part of their teaching. Moreover, the secret to a success for our traffic lead teacher is that he has registered himself into a traffic lead teacher Line group for traffic lead teacher from Mattayom 31 area. In doing so, he can follow up the activity from other schools and then shared the information with his Student Council. Students then come up with activity ideas while he provides the support materials and equipment as needed. The next step is to extend the project and activities to include parents, which a meeting has been planned for next school year to discuss students' safety when travelling to school, and add more teaching materials.

At the saying goodbye to Boonwattana School, we have seen the underdog with different expression on his eyes. It filled with determination and happiness just like the eyes of the winner after finishing his fight. The work is hard and tiresome, but by seeing students helping each other and pass on their good work and overcome all obstacles has given a real encouragement to all traffic lead teachers to take up road safety challenge for the sake of our country future.

Helmets for Both Side of the Mekong River

Nong Khai Province

The Helmets for Both Side of The Mekong River Project derived from a 100% helmet wearing in young children campaign ran by the Road Safety Club (RSC), Pathumthepwittayakarn School, Muang District in Nong Khai Province. The RSC first participated in the “Helmet Wearing Week” activity in 2011 by procuring a child helmets for all students in the school. The helmet is specially designed and passed the required industrial standards, which have been given to the club for free. A Buddhist religious ceremony was conducted when receiving the helmet as a blessing before being stored and kept by Kalasin Office of Rural Roads and its partners. The school then included the helmet wearing into the student’s manual, which equates a to school rule, requiring all students to wear helmets even when they are passengers. Even parents have to follow this rule, and the senior student extends the activity to freshmen.

This idea and activity has extended to our neighbouring country, the Lao People's Democratic Republic (Lao PDR) in 2014 by the Thai Road Safety Network of Nong Khai Province. Two key agencies are the Road Accident Victims Protection Company Limited (Nong Khai Branch), and Nong KHai Provincial Transport Office. They were fully supported by other road safety networks, and the senior executive management from both Nong Khai Province and the Lao PDR. The purpose is to promote road safety practice among youngsters from both countries as well as encouraging them in doing the right thing.

The working team was concerned that the task on this scale would be hectic and difficult, but turned out to be as smooth as anyone could hope for since everyone was willing to help each other. The coordination between school and traffic police from Vientiane went very well. A joint working group committee from two countries had been established and they held meetings regularly. The committee consisted of a provincial road safety sub-committee, the Lao PDR school representative, the provincial road safety network, the road safety club from 5 schools from Nong Khai Province and 3 schools from Lao PDR. All parties working on setting up a helmet fund, which was partly supported this time by a senior monk from Nong Khai Province. A special sticker is designed to be put on the helmet, followed by a survey on the number of helmets needed before ordering for production from a manufacturer. The helmet fund has also received funding support from other parties. After the distribution of the helmets, another activity called “Show and Share” has been conducted to provide the opportunity for both countries to

share their learning experiences. Activities such as stage performances, an exhibition, speech contest, painting contest, a helmet fashion show, music composing and singing contest, a student concert performance were also presented.

The next step is to repeat the same project into 5 government agencies, and 5 private companies. In addition, the team from Lao PDR will be invited to take part in this project again in the hope that there will be more helmets wearing among young adults from both side of the Mekong River as well.



Taking up the Road Safety Challenge

Nakhon Ratchasima Province

He was a thin man, well-proportioned face, broad forehead, dark complexions, wearing glasses, and seems to be around the age of 35-40 years. I thought he was either a technician or a District Chief, but someone told me that he is a medical doctor. His name is Doctor Anek Moongormklang from Teppharat Nakhon Ratchasima Hospital who was reporting to the Provincial Security Meeting on a car crash in Non Sung District where 6 people were killed and 4 were injured.

A Surveillance and Rapid Response Team (SRRT) has been set up under a financial support of the ThaiHealth to develop a surveillance network to help investigate a road crash in district level. A team is consisting of hospital personnel, District Public Health Office, Police, and the Local Administration Organization Officer. They are responsible for information gathering on all dimension involving road crashes including human, vehicle, and environmental factors. They also take on a case study on significant case to study the type of injury and death before presenting the information to the relevant stakeholders for future solutions and preventive measures using the study approach called a Haddon's Matrix model.

At 05.30AM. a security guard who was travelling to take a shift work has encounter a crash site where a car had crashed into a tree on the side of the road. He immediately called Korat Rescue Team (operated by Puttatham 31 Foundation) at Non Sung District Branch. The Head of Rescue Team then contacted a hotline number 1669 for an ambulance, and the Highway Police to assist at the scene. 6 have been found death at the crash site while 4 were injured. The SRRT team arrived at the crash site at 13.00PM. for an investigation. First, they interviewed the ER personnel at Non Sung Hospital to learn about **the type of injury that patients have obtained including the cause of death for 6 passengers**. Then, they interviewed the emergency rescue team who were present at the site, the survivors, and the first rescue team who arrived at the scene **to identify the siting position of each injurer and dead passenger**. After that they went to the actual crash site with the local police and Korat Rescue Team to survey and photograph the site. This is **to help with the risk assessment on the road, or the vehicle in the attempt the piece back what has happened before, during, and after the crash**.



Outcome critics: The SRRT team considered the cause of the crash to be due to driver's fatigue. One of the survivors told the investigating team that there was just one driver who left Bangkok at 21.00PM. on May 22nd, 2013. The driver was complaining of feeling sleepy and then asked for a break at a gas station in Saraburi Province at around midnight. However, the gas station was closed due to a curfew, so all he could do was to clean his face with water. The survivor did not feel that there was any problems with the car, all airbags and tires were operating as normal. The road was a straight road, no rain, no light as it was a night time, and no breaking mark. However, the crash force was so severe that the airbag cannot absorb all the force resulting in 4 deaths from the front compartment with just one survivor. This survivor happened to sit on the right posture by putting the back against the passenger seat in front with bending knees while resting the head on the seat at the back.



There was a long silence at the end of Doctor Anek Moongormklang report before the Chairman finally asked how this type of crash can be prevented. Doctor Anek Moongormklang has suggested having a second driver to take turn, to have a vehicle inspection especially on the airbag, to install a rumble strip to warn driver, and cut down larger trees on the side of that

road. After that day, there has been a car patrol from the army checkpoint during a curfew, and three weeks after that the tree that was hit by that car was cut down. However, a rumble strip cannot be installed due to being a residential area.

By working on a preventive measure is very challenging as any suggestion is involving multiple agencies. The incident took place at 02.00AM., but no one was aware of until 05.30AM. as there was a curfew on that day. By having an opportunity to present the case at the security meeting with all 32 District Chief, 51 Police Superintendents, Army Security Units, and other agencies of all most 100 people was a real challenge for Doctor Anek Moongormklang. However, it is worth a try since at least there bringing the change with a solution to the problem that can help preventing the lost in the future. The SRRT team of Nakhon Ratchasima Province has continued to serve the public by responding to the crash investigation and come up with the right solution in order to make the road safer for everyone.

Mental Health in Road Safety Work

Nakhon Ratchasima Province

“There are 300-400 students being killed by road accidents each year. That is equal to one school being left without students”. This is the voice of Ms. Uai who is strongly determined to lead the curriculum development that helps support road crashes prevention for students in Nakhon Ratchasima Province. She is trying to convince other teachers from 26 pilot schools to understand and realize the significance of the issue in looking after students both from within and outside the school. Suddenly I heard a voice of a rookie in road safety saying that this is all too crazy to lose so many of our country’s future. We are disturbed by this fact on the first day of our training on road safety culture creation provided by the Nakhon Ratchasima Provincial Police Division and the Secondary Educational Service Area Office 31 (Mattayom 31). However, there is a question in mind, “what am I doing here?”, “how mental health gonna be related to road safety work?”, “am I in the wrong place at a wrong time?” **My knowledge on road safety is zero**, so what else can I do? I now feel uncomfortable, confused, concern, hesitate, and stressful despite being a psychologist myself. As training is progress, and I got to hear more of 3E, 5S, 5Ch, Haddon Matrix, and even 5Dragon heads, oh! I feel like my head is going to explode! However, there is one thing that keeps my concentration in place and not leaving the seat is the determination of all the trainees. They are students, teachers, police, and all staff from Thailand Road Safety Network who have given up their weekend to take part in the training and take full responsibility. It has gotten me thinking **how a small psychologist like me with knowledge in just a mental health field could help decrease the number of road death in children.**

Now, the real learning has begun without any doubt or hesitation. I started by reading all documents being handed out by the trainer. I was trying to make sense of what has been written by a team working to come up with work plan on all 11 projects being presented. Our team is responsible for providing mental support by promoting positive thinking to work on the project happily. We are looking after the work in Nakhon Ratchasima, Maha Sarakham, and Amnat Charoen Province. All projects involved schools, teenage students with one particular interesting project in making a teaching curriculum based on a systematic research process, which is to be extended into 24 secondary schools and 2 vocational education colleges. The main objective is to extend the use of road safety curriculum into schools in Nakhon Ratchasima Province through the cooperation between road safety networks of police, teachers, Road Accident Victims Protection Company Limited, Provincial Transport office,

Provincial Highways Office, Government agencies, and ThaiHealth from all levels in the attempt to turn a policy into a concrete work. As Ms. Uai put it that, **“the police has to marry to the teacher”** in order to be able to take care of students in the area. The first curriculum used is referring to as Curriculum **A**, which is an integration of road safety knowledge in the Health subject for grade 7-9 with a total of 4 hours of teaching.

Curriculum **B** is a running of campaign activity both inside and outside the school to attract interest, encourage knowledge, and promote understanding among students, and parents. The goal is to create change in their behavior in the individual, family, and community level to be more road safety oriented.

By working on this project it has given me an opportunity to know more people, and in turn getting to learn different ways of working, which help make a big leap on my own self-development both from inside and outside. More importantly I get to integrate my knowledge in psychology with road safety work using 5Ch principle into a network on psychology work (being referred to as MCATT) in district level. I got to visit a family that lost their child from an accident where I helped them go through the healing process. In doing so, I have put these two separate fields together by working on where the risk is and maximize the benefits to students' best interest. Moreover, there is now a link on information between a juvenile detention center and a psychologist or a social worker to deal with the young offender whose case involving traffic violation. Their focus is on building self-esteem, and positive thinking for the offender as well as providing an advice and training on child welfare to teachers from primary and secondary schools in Nakhon Ratchasima, Surin, Burri Ram, and Chaiyaphum Province. Another role we do is to encourage students' role in identifying risk behavior, and making change to that behavior through Home Room and other school activities. This is my story, which has begun with confusion, but now ended with a sense of self pride that a small gear cog can help other gear cogs turn the wheel through work integrated knowledge of psychology in road safety work. Another thing I have also witnessed is that number of networks carry out their work without a chain of command, and yet they all keep up with their work only because they all wanting to see children keep their head safe by wearing a helmet, to safe their limbs by following all traffic rules with great hope that they all will grow up safely to be the future of our country.



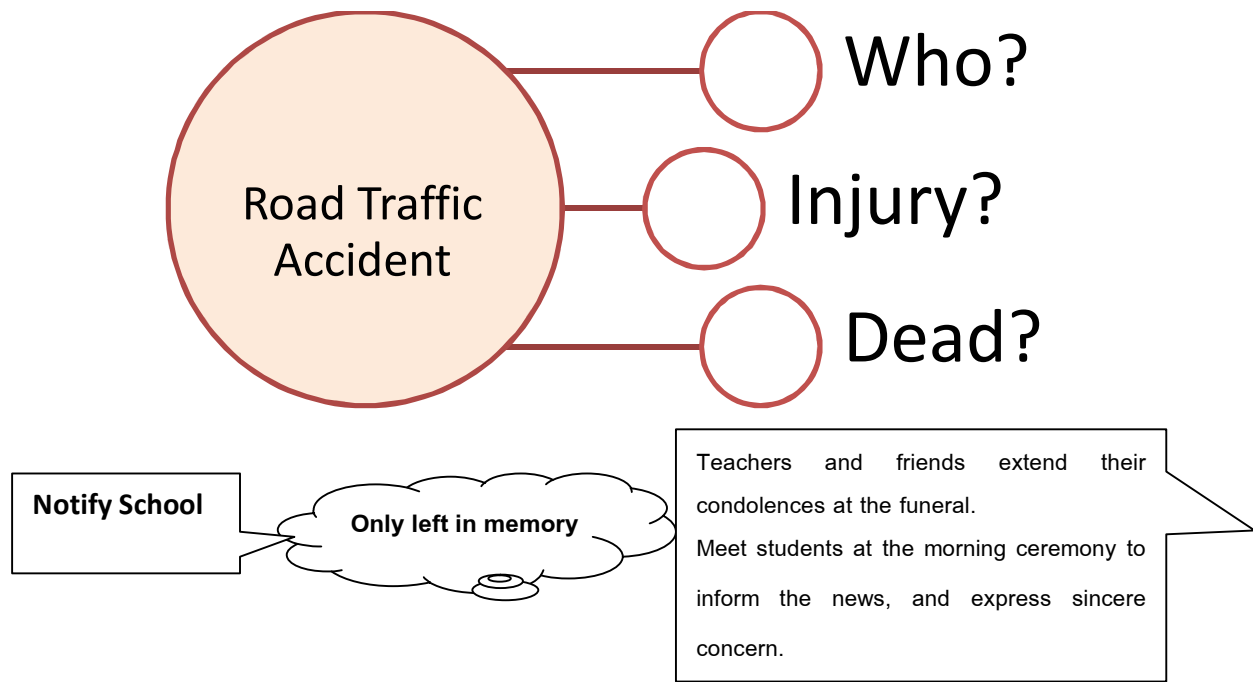
At Early Dawn on “That Day”

Sakon Nakhon Province

Mum! I heard the voice of my daughter shouting loudly in front of my bedroom. I got up quickly to open the door just to see what happened. I could see her terrified with tears in her eyes. She was sobbing when telling me that she just got news from her class’s line group chat that one of her friends had died and another two were critically injured. I immediately rang my network to find out what had happened. A motorcycle had run into the back of a pick-up truck at 21.30PM. There were three students on the motorcycle, one of them had died while another two were severely injured. The police found that at the time of the crash there was light rain, and another vehicle was travelling at a great speed. None were wearing helmets and they had had a drink called “Wong Wong”.

The “Wong” drink is very popular among teenagers where it’s consumed instead of alcohol. It is a homemade mix between liquid cough medicines for children, muscle relaxant drugs and lemon tea powder that is put into the water to make a drink. After drinking, it makes a person feels drunk, but apparently not as drunk as from drinking alcohol. This cannot be detected by breathalyzers or drug testers. However, if consumed too much, the person will feel very dizzy and would need to lie down for an hour before being able to drive home without feeling hangover or affected.

After the crash, there have been numerous comments in the Line Group Chat for Road Safety Network in Sakon Nakhon Province to have schools doing something about it in order to get students to realize the consequences when driving under influence and having triple riders on a motorcycle without helmets. Based on what has been said in the chat room, some members have gone to meet with the school director. These members are the Road Accident Victims Protection Company Limited (RVP), the traffic police, and a network of rescue teams. Their first initial contact was to facilitate the payment of a funeral as required by the Road Accident Victim Protection Act. This presented an opportunity to get more information on what the school is planning to do about the issue.



Possible issues that may arrive at the first time being in contact with schools

1. The school principal may not agree with you, may not be open minded, or even unwilling to mention the incident again as it is case sensitive for the family and school reputation.

2. In some cases, schools may take it indifferently deeming it as an individual problem that a school should take no responsibility for and they already have enough students' issues to look after.

However, there seems to be the light at the end of a tunnel when a local news reporter interviewed some students to learn about how they feel about what had happened. Here are some of the questions he asked.

"What had happened?"

"How did it happen?"

"How the person was killed? How to prevent it?"

"Who do you think would be next steps?"

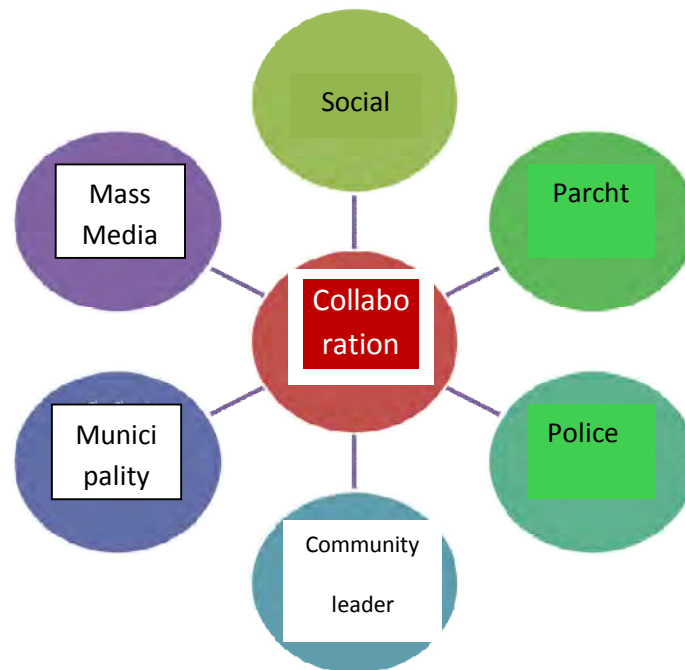
The real message here is to decide how we are going to change the view of the adults so that they see road safety as a big issue and urgently needs preventive measures before the history repeats itself again and again.

Stage 2

Those questions were brought into the road safety working group meeting being chaired by the Vice-Governor. At this meeting the Disaster Prevention and Mitigation Provincial Office had invited schools to attend the meeting. The working group committee has presented a

statistics on injuries and deaths with the focus on young drivers. This resulted in momentum being generated at the school and other relevant agencies, which has made easier access to our target group.

From a small group of worker ants to a larger group with a working cycle as followed.



Highlighting the need form an alliance using factual information.

How to establish collaboration based on information?

1. Invite working group members who share the same motivation in decreasing road crash victims.
2. Invite all relevant agencies and parties of concern to an information sharing session to present empirical data on the number of crashes in national, provincial, and school level especially in repeat incident cases.
3. Point out how road crashes have an impact on the family and loved one.
4. Present all the information to the senior management from all relevant stakeholders to contemplate and share responsibility in finding the right solution to the problem or even preventing problems from happening.

It is not easy to have a gathering of a network as everyone is committed with work, but a Line Group chat has made it all possible. Every time a member posts a message, someone would come in to answer quickly. When our working group has received funding support of 100,000THB from the Thailand Road Safety Network, it has automatically renewed our group work to meet and work continuously. A meeting can take many different forms both formal and

informal without having to issue an official invitation letter. May be this is all due to our sharing in the same believe, and dedication towards public safety.



The productivity of the process

Mentor and
working group
committee

To meet with the school principal and students, and express concern on behalf of all mothers over children.

Schools and
teachers

Teachers become open minded, and keep monitoring students with risk behavior before informing parents.

Students and
parents

Parents cooperate by taking part in a network, and looking after children in care.

Community
and shops

Teachers and police go door to door to help monitoring.

Police

Police intensifies their enforcement on sting operation to get drugs from children before removing a license from a drug store that illegally sell it to children. This involves a lawsuit against the drug store for instigated children behaving inappropriately.



Network Cooperation Process Outcome

1. The police officers involved in resolving this new type of drink for the vulnerable group particularly in the school was expanded to 3 other schools in the past year.



2. The Provincial Transport Office has bought this agenda to the table as part of road safety issue and presented under the topic of "Safe Driving with Traffic Discipline" to motivate people to comply with the traffic law and take precaution when driving.



3. The school proposed a safe driving project to receive support from a motorcycle dealer group and police to provide a 5-minute traffic discipline at a flag ceremony in the morning.

I admit that I now get used to hearing news on road crashes and it's lost on a daily basis. This is reinforced by my work at RVP, where I process insurance claims and give advice to crash victims every day. However, what has happened has given me a shock since it



happened to someone from my child's school. This has given me a sense of warning, and concern over my child's safety. I cannot imagine how those parents could cope with the news on that early morning. It must have been a real nightmare that will haunt them for life. I can only hope that this would be the last time that happen, and do whatever we can to help the authorities work in preventing this kind of incident from happening again.



Though, we cannot deny the fact that road safety work is not an easy task since there are many factors contributing to crashes. If, however, we are not doing anything about it and let it become part of our lives believing that this unfortunate would never happen to us, then we are no longer live in a real world. We should be open to actual data and information and start thinking and doing something to help and learn to be socially responsible. I can ensure you that it is not difficult since all you have to do is to take care of your loved one by warning them of what is right and wrong. You must not be afraid to discipline your children to obey the rule. By starting with yourself, your family, and your work place. Society as a whole will be a safer and happier place to live in. It develops real merit in helping save other people lives, and a miracle could happen to you and your family. Try it and you will know if a miracle does really exist or not.

