A Coalition Approach in Addressing the Motorcycle Helmet Safety Crisis

Dialogue on Powered Two-Wheeler Safety Manila 12th October 2022

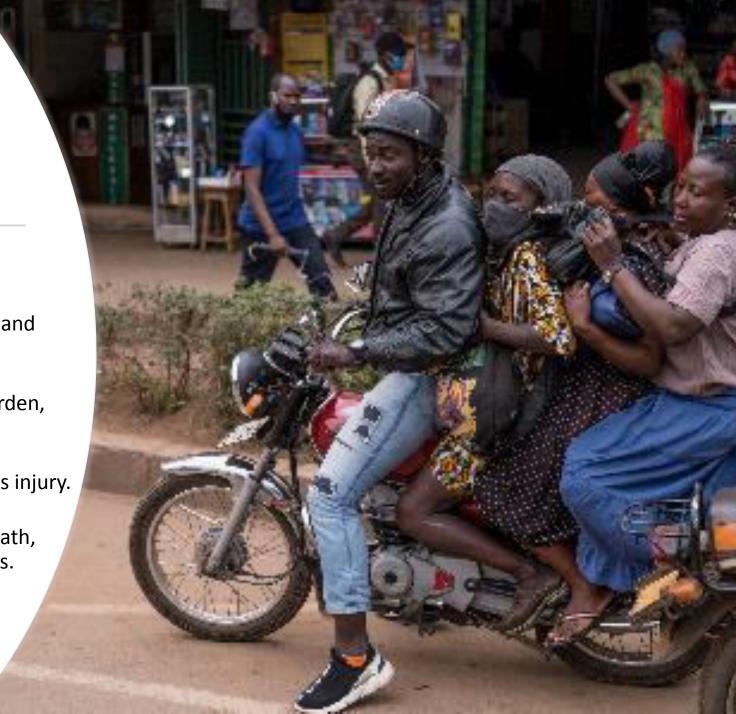
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Global context

- Numbers of motorcycles are rapidly growing globally.
- Majority in Asia, continue to increase in Latin America and Africa.
- Motorcycles account for a disproportionate fatality burden, with rates increasing sharply in recent years.
- Motorcycles users are particularly vulnerable to serious injury.
- Injuries to the head and neck are the main cause of death, severe injury and disability among users of motorcycles.



Safe and affordable helmet for all





- Lack of standard / relevant regulations
- No shared responsibility between the agencies
- Lack of testing facility in country
- Lack of understanding and/or enforcing standard
- High price of quality helmets
- Helmet design
- Widespread availability of counterfeit helmets
- Lack of helmet safety awareness / helmet 'mythology'
- Lack of prioritization of issue

Challenges

Strong coalitions are greater than the sum of their parts...

Why to build a helmet coalition?

•A powerful tool for mobilising action, bringing helmet issues to prominence, developing policies and tracking accountability.

•Comprehensive solutions and multi-sectorial buy-in can be achieved by the inclusion of people from diverse backgrounds, disciplines and sectors and of different age.

•Harness existing resources and achieve results beyond the scope of one single organisation.

•An effective mean of integrating helmet safety issue with other areas of motorcycle safety concerns - efforts are not needlessly duplicated but targeted at a specific issue.



Scope of Work



• Build the market and create a sustainable and long-term demand in country for affordable and safe, homologated helmets.

•Address the widespread issues of:

- Lack of regulation/legislation/inspection for a helmet standard
- Lack of enforcement powers for police, and/or lack of awareness of those powers
- Lack of awareness amongst riders of the need for a safe helmet, regardless of existing laws and regulations
- Widespread availability of cheap, counterfeit helmets undermining genuine product
- Leverage additional funding either private or institutional in accordance to the Coalition activity plans.
- Initiate a strong regional dialogue, best practice exchange and collaboration.

Our Helmet Coalitions

VIETNAM



MEXICO

RWANDA

JAMAICA



Thank you.



