



Thailand Road Safety Management & Strategy



**Road Safety Directing Center Secretariat
Department of Disaster Prevention and Mitigation (DDPM)
Ministry of Interior**

Presentation Outline

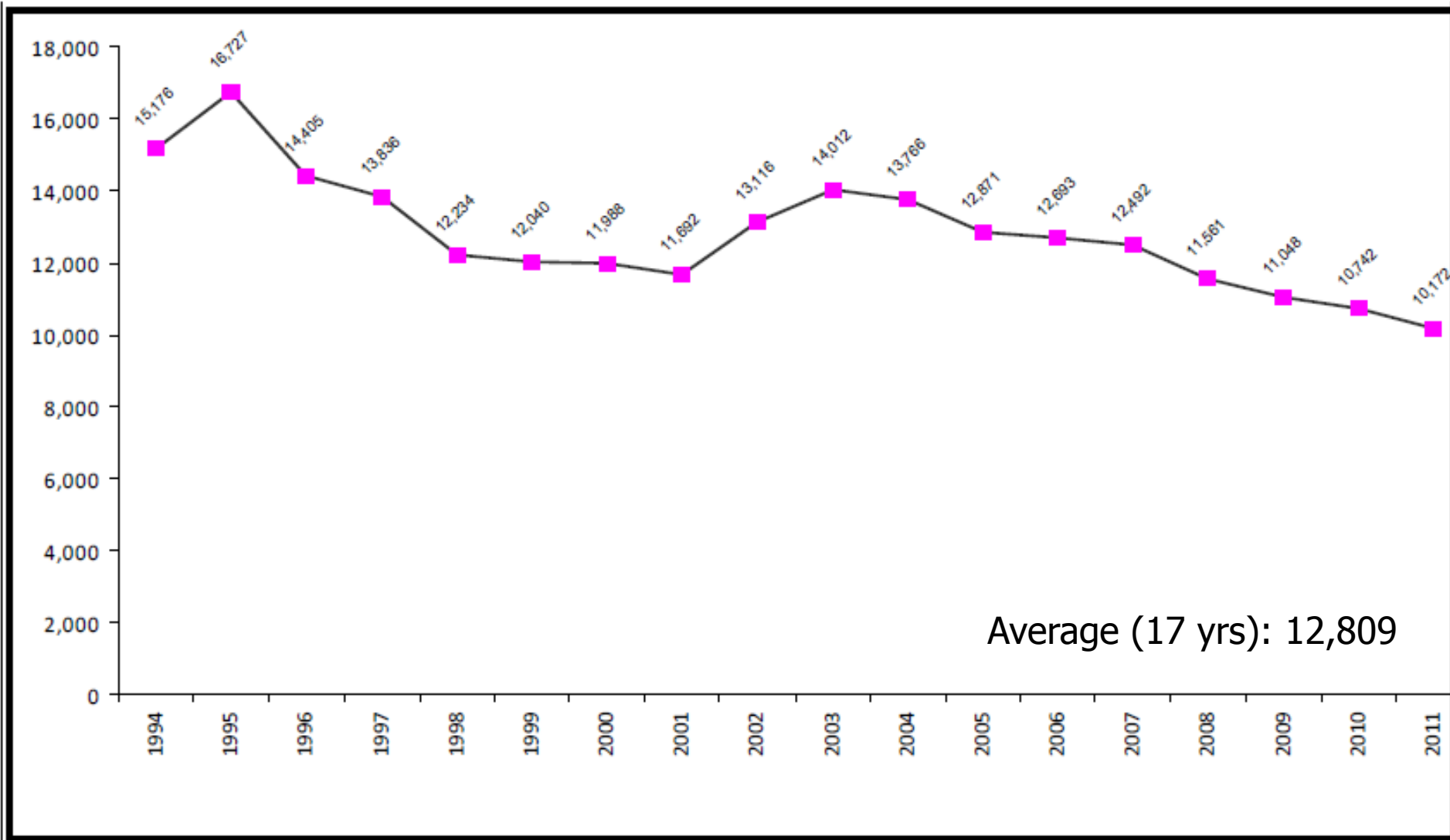
Situation

Roles of RSDC

Policy and Strategy

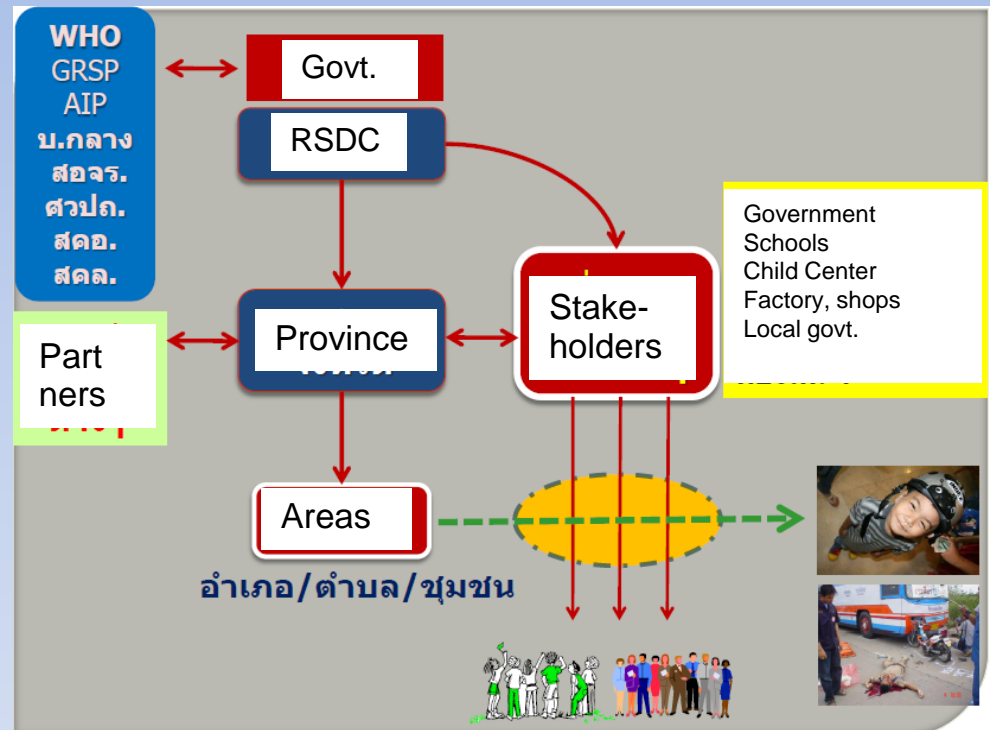
Helmet Wearing Campaign

Deaths from Road Crashes 1994-2011



Roles of RSDC

- Bridge that connects policy makers and implementers
- Supporter (technical, tools, budget)
- National Contact Point on Road Safety
- An organ of DDPM and MOI



Thanapong's Model

Government Policy

4.5 Security of Life and Society



**PM Yingluck Shinawatra
delivered the Policy Statement
(August 2011)**

"(The government shall) reduce damage and loss from road traffic accidents to the minimum. Promote understanding on traveling and using transportation safely. Putting His Majesty the King's principles on solving traffic problems into actions and making it a national agenda to strictly implement these principles in all parts of the country"

Thailand Road Safety Master Plan (2009-2012)



Vision:

**"On our roads all lives are safe
accordingly to international
standard"**

Goal:

**To foster sustainable safety culture
and road safety system in Thailand**

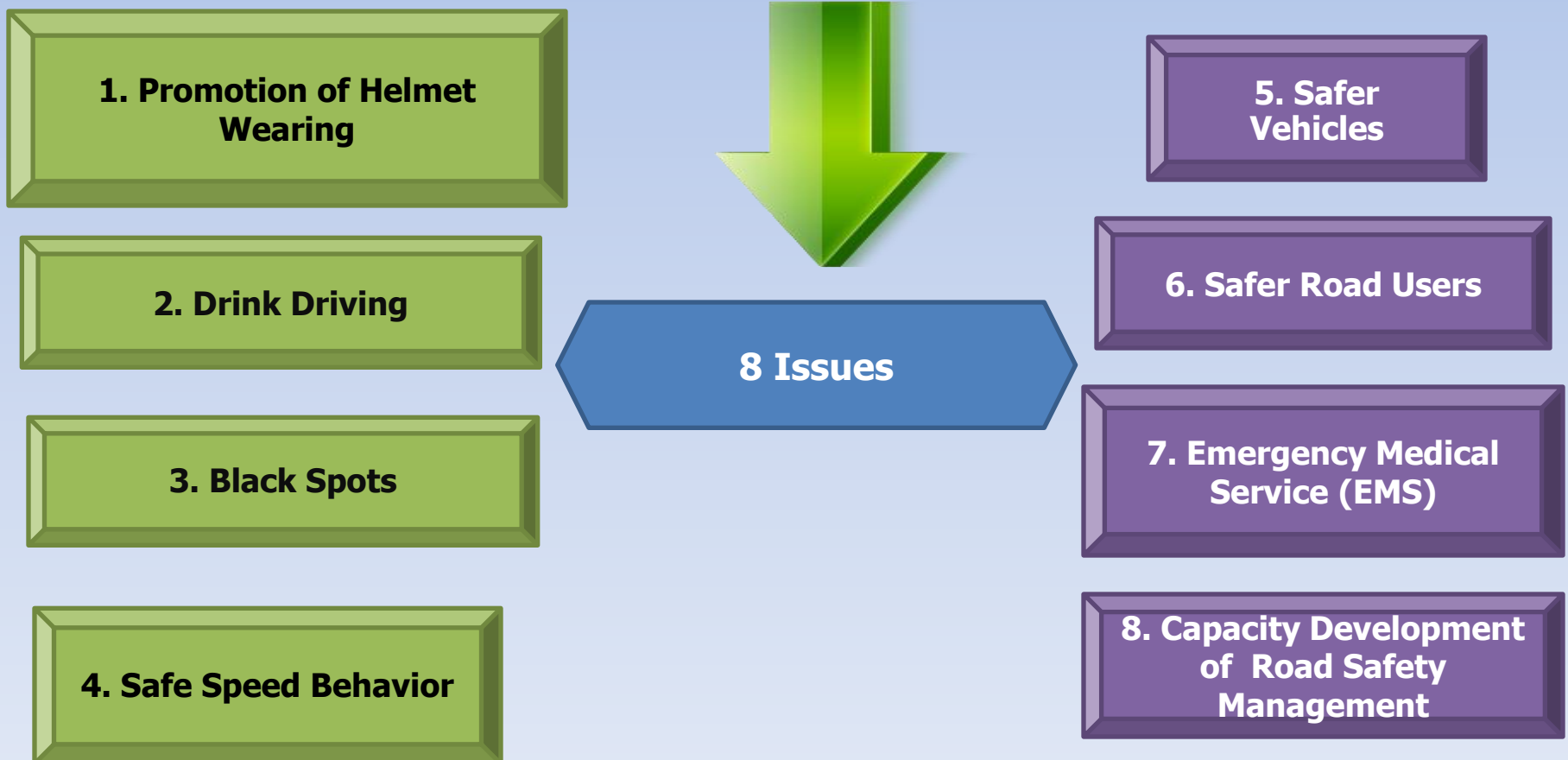
Objective:

**To reduce of loss of life ratio due
to road traffic accident to meet
the international standard of
14.15 deaths per 100,000
populations within the year
2012.**

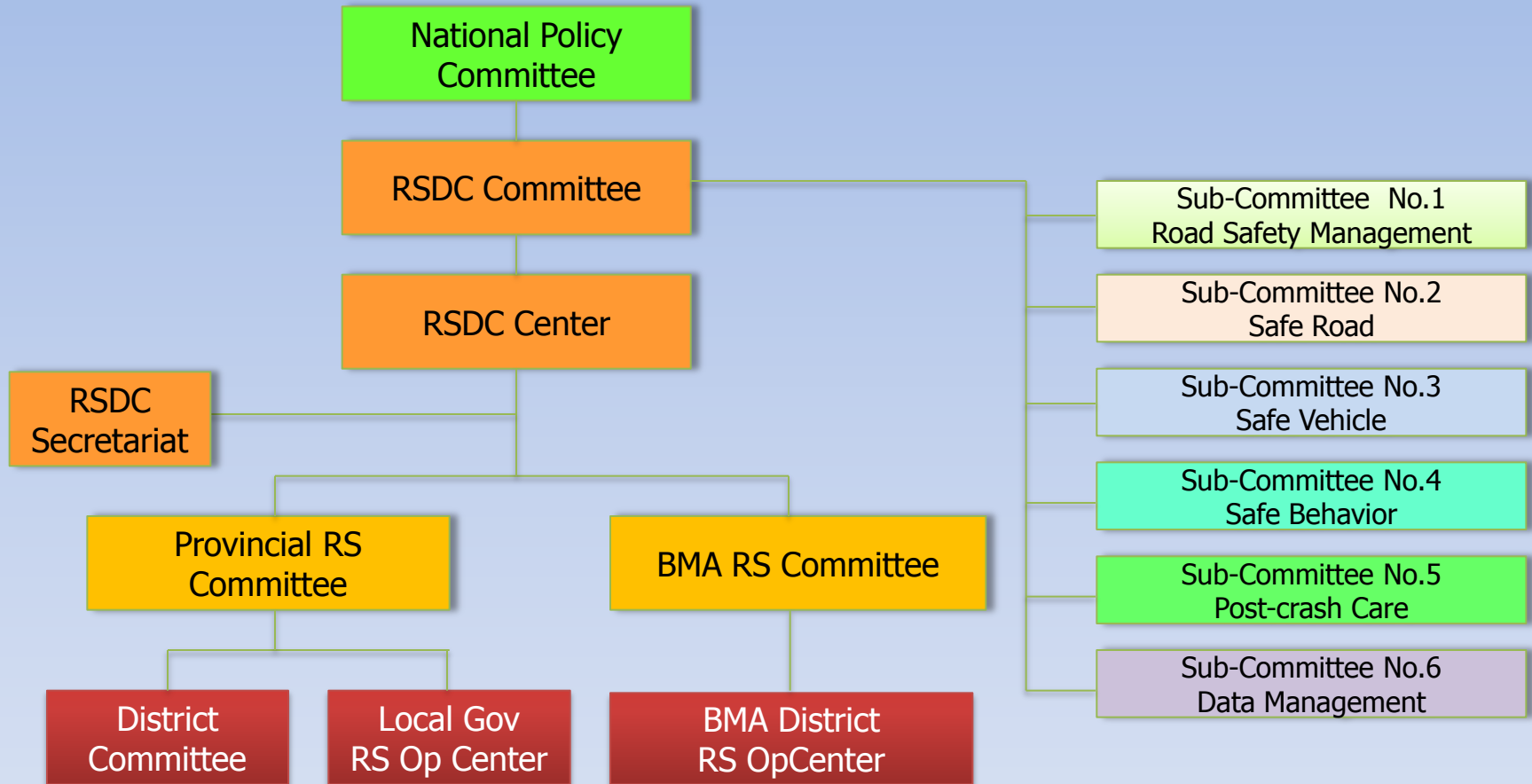


The Decade of Action in Thailand

Goal : reducing fatalities from... to below 10 persons per 100,000 population within the year 2020



Organization Chart

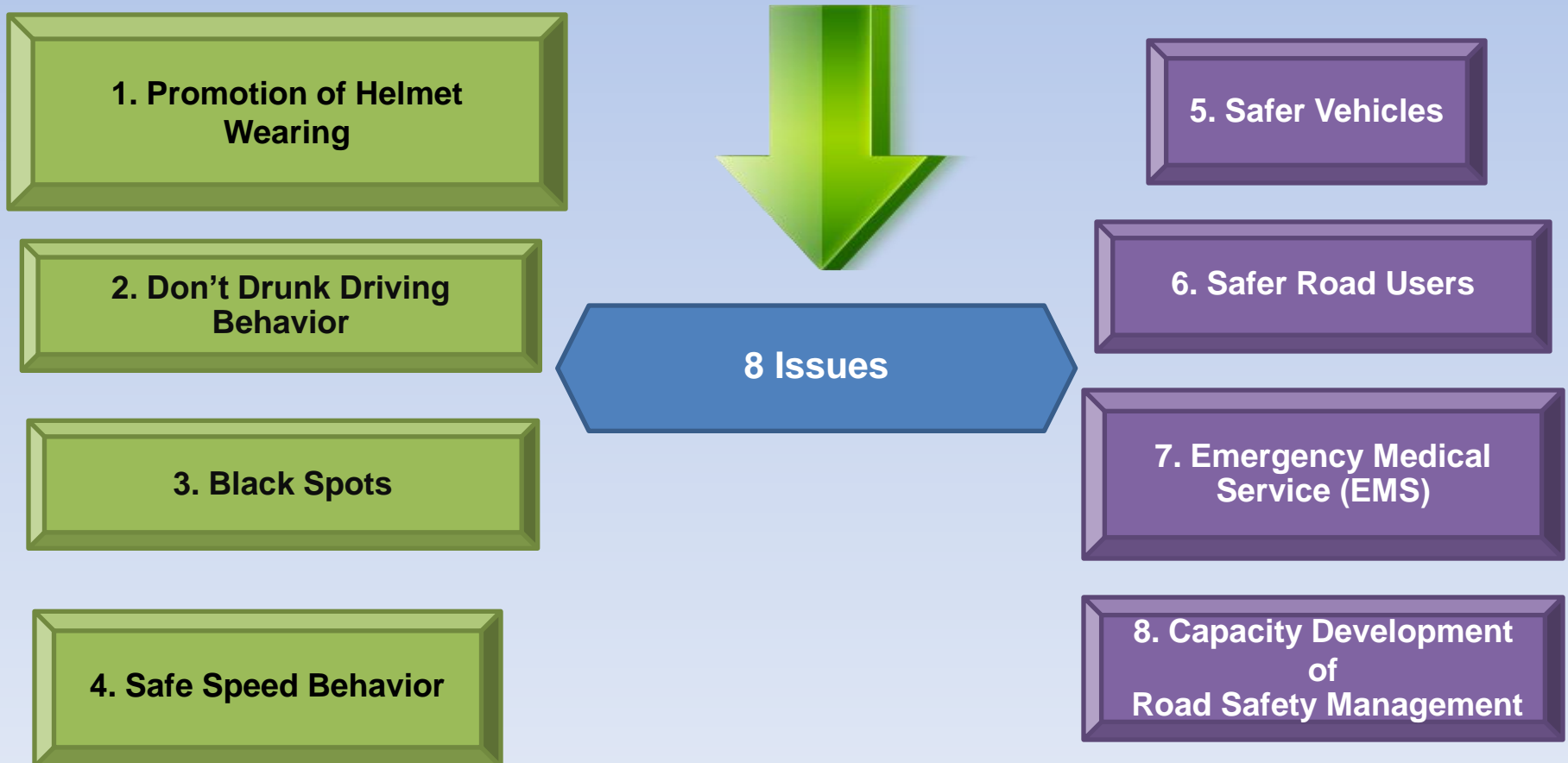




100% Safety Helmet Wearing Campaign

The Decade of Action in Thailand

Goal : reducing fatalities from... to below 10 persons per 100,000 population within the year 2020



How worse is the situation?

- 3/4 of the injured is associates with MC
- 1/2 of the injured is associated with their “head”
- 36% of the injured is associated with alcohol
- Only about 14 percent wear the MC Safety Helmet
- Low rate of wearing helmet is found in youth



10 เหตุผลสำคัญของการไม่สวมหมวกนิรภัย

10 reasons why I don't wear helmet

% ผู้ใช้รถจักรยานยนต์ที่ระบุถึงเหตุผลของการไม่สวมหมวกนิรภัย



on 4 Jan 2010: Cabinet Endorsement



1. Promote this as a high priority

2. Public Relations &
Awareness Building

3 Enforcement

4. Supply and Distribution of
safety helmet

5. Monitoring and evaluation

ชาวตำบลร้อยใจ สวมหมวกนิรภัย 100%
เทศบาลเมืองท่าบ่อ น.ดร.สถาปิตีราษฎร์ทำบ่อ

 สวมหมวกนิรภัย
WEAR HEAD
PROTECTION

 สวมเสื้อกันแดด
100%

วันที่ 7 เมษายน 2554



 สวมหมวกนิรภัย
WEAR HEAD
PROTECTION

วันที่ 7 เมษายน

สวท.แพร่ F.M.91 MHz



เขตพื้นที่
สวมหมวกนิรภัย
100%

สถานีวิทยุกระจายเสียงแห่งประเทศไทยจังหวัดแพร่







Helmet Wearing Rate 2010-2011

Nationwide Survey	2010	2011
Rider + Passenger	44%	47%
Rider	53%	55%
Passenger	19%	25%
Size of sample	954,956	1,230,197

Source: Thai Roads Foundation

Thank you