

Report on GRSP collaboration with SEA National Societies 2012

National Society	Activities 2012	Plans 2013
Brunei		
Cambodia	<ul style="list-style-type: none"> • Implementing a “road safety advocacy” project advocating for stronger regulations on motorcycle passenger helmets (see annex for activity details) • 360 CRC Youths and Volunteers in 6 provinces trained on helmet wearing peer education. • Community and school-based road safety awareness and peer education youths 35 schools and 32 villages in 6 provinces • Collaborating in a multi-partner social marketing campaign on helmet wearing enforcement 	<ul style="list-style-type: none"> • Continued implementation of the road safety advocacy project • Extend risk factors capacity building and peer education to additional 6 more branches (total 12)
East Timor		
Indonesia		<ul style="list-style-type: none"> • GRSP is approaching PMI to discuss partnership on a “safe routes to school” project
Laos	<ul style="list-style-type: none"> • Launch of a “helmet wearing promotion” project with LRC Youth in Vientiane targeting young motorcycle riders • Developing road safety and helmet wearing IEC materials for use in project 	<ul style="list-style-type: none"> • Continue helmet wearing promotion project • Provide capacity-building (ToT) for LRC youth and staff on helmet wearing
Malaysia	<ul style="list-style-type: none"> • GRSP provided technical support to develop a “youth and road safety” proposal 	
Myanmar		
Singapore		
Thailand		
Vietnam	<ul style="list-style-type: none"> • Implementing “road safety advocacy” project with the Health and Care Department advocating for stronger regulations on sub-standard motorcycle helmets (see annex for activity details) • Supported VnRC’s successful request to become a member of the National Traffic Safety Committee. VnRC is now applying for membership in all provincial traffic safety committees • Provided capacity-building to VnRC staff on road safety and advocacy/humanitarian diplomacy 	<ul style="list-style-type: none"> • GRSP in discussion with VnRC on a partnership to implement a “safe routes to school” project • Continued implementation of the road safety advocacy project
Regional	<ul style="list-style-type: none"> • Developed a road safety advocacy training manual with the IFRC SEA Communication and Advocacy Unit • Delivered 2 trainings for NS staff on road safety advocacy co-facilitated by GRSP advocacy coordinator and IFRC SEA Advocacy officer • Co-developed a case study on CRC road safety project with the IFRC SEA CSR Unit and Comms Unit • Contributing road safety materials to the SEA CSR sharepoint • Funded national society representatives to participate in the GRSP Asia Seminar in Bangkok in March 2012 	<ul style="list-style-type: none"> • Support roll out of the Parliamentary Guide in SEA • Explore integration of RS Week with World Red Cross Day in SEA • Fund national society representatives to participate in the GRSP Asia Seminar in Manila (April)

CAMBODIA RED CROSS

The **goal** of this project is to **advocate** for the inclusion and approval by the Council of Ministers of a motorcycle passenger helmet article in the new Road Traffic Law

Reports Received: 7 monthly reports (June-December 2012)

Site Visits Conducted: none

General Progress:

- The drafting committee (Council of Jurists) for the new Cambodian road traffic law inserted a motorcycle passenger helmet article into the legislation in October
- The new Road Traffic Law has progressed from the drafting stage to the review stage in November

Project Manager:	Ms. Yin Bunsopheaktra
Start date:	June 15, 2012
End date:	December 31, 2012
Technical Advisors:	Ryan Duly, Kong Sovann, Meas Chandy

The Cambodian Red Cross contributed to this legislative progress by implementing four strategies:

Key Strategy 1: Influence decision-makers to insert and approve motorcycle helmet passenger law

- Hosted a “quiet diplomacy” dinner meeting in November with members of the Council of Ministers and high-ranking road safety officials to stress importance of the motorcycle passenger helmet law in reducing road crash death and injury. Dinner timed to coincide with Council of Ministers review meeting of traffic law
- Hosted a high-level seminar in August targeting Inter-ministerial Parliament Committee, Council of Jurists and other high level government officials (from the National Road Safety Committee, Ministries of Transport and Interior) to advocate for inclusion of the motorcycle helmet passenger law in the new Road Traffic Law. Over 90 government officials attended.

Key Strategy 2: Gain membership on relevant legislative bodies

- Leveraged auxiliary status to become a member of the legislative body (Council of Jurists) in June. The body is responsible for drafting the new Road Traffic Law. CRC attended 14 meetings in 2012. Utilized this “seat at the table” to convince legislators of the importance of the motorcycle passenger helmet law and ensure the proposed article inserted into draft Traffic Law

Key Strategy 3: Engage media to influence decision-makers on importance of including passenger article in new Traffic Law

- Conducted 2 TV interviews in August and September with CRC Secretary-General on importance of motorcycle passenger helmet legislation
- Published 2 press releases and 16 stories between August and November in local newspapers on the issue of passenger helmet legislation

Key Strategy 4: Build strategic partnerships with civil society organizations to advocate for passenger helmet article

- Presented on the advocacy issue at the Cambodian Coordination Committee in October – the body responsible for coordinating the entire development sector in Cambodia
- Hosted a seminar for non-governmental organizations and the private sector in September to promote the motorcycle passenger helmet issue. 75 participants attended. CRC conducted a petition at the event calling for support of motorcycle passenger law, and the national society presented these survey results to legislators.

VIETNAM RED CROSS

The **goal** of this project is to **advocate** for the draft joint-ministerial circular on motorcycle helmet standards be approved by the four relevant ministries (Science and Technology, Trade and Industry, Transport, Public Security) by December 2013

Reports Received: 7 monthly reports (June-December 2012)

Site Visits Conducted: August and October 2012

General Progress:

- The draft helmet standard legislation is at the final approval stage with two of the four ministers endorsing the piece of legislation. The remaining two ministers have pledged to endorse the circular in quarter one 2013

The Vietnam Red Cross contributed to this legislative progress by implementing three strategies:

Key Strategy 1: Influence decision-makers to approve draft circular on helmet standards

- Organized a government workshop in December. The aim was to bring the four ministries involved in the drafting of the helmet standard circular together to discuss legislation content, solutions to overcome challenges in implementation, and to push the decision-makers to set a timetable for final circular approval. 25 officials attended the workshop.
- Conducted 2 quiet diplomacy meetings with the National Traffic Safety Committee in November and December. The purpose of each meeting was to call for increased attention on the helmet quality issue and for the Committee to prioritize the approval of the draft circular
- Appointed as a member of the Standing Committee of the National Traffic Safety Committee in November

Key Strategy 2: Engage media to influence decision-makers to speed up approval of draft circular on helmet standards

- Produced and broadcast a documentary in December on risks of wearing sub-standard helmets on national television
- Hosted a media workshop in August aimed at increasing the profile of the problem of sub-standard helmets, and to push the helmet standard advocacy messages. The workshop was attended by over 40 journalists and resulted in significant press coverage.
- Designated VnRC Vice-President as the official Red Cross spokesperson for the advocacy issue in August. The Vice-president conducted numerous press interviews between August and December calling for legislative action on sub-standard helmets and presided over all VnRC advocacy activities and meetings

Key Strategy 3: Build strategic partnerships to advocate on helmet standard issue

- Developed a partnership with the communications arm of the Vietnam Red Cross in September which profiled all advocacy events on Red Cross media (television, print, and web)
- Established a partnership with the World Health Organization in August to present their research findings at Vietnam Red Cross advocacy events. WHO presentations considered "expert and authoritative testimony" on issue by participants

Project Manager: Ms. Tam Dao Thanh

Start date: June 15, 2012

End date: December 31, 2012

Technical Advisor: Ryan Duly

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