



Advancing Helmet Safety in Asia Pacific

Stories from Thailand and the Region

Presented by:

Khe Nguyen | Development Manager
AIP Foundation





About Us

Our path to transforming mobility around the world

AIP Foundation is a non-profit organization transforming mobility to save lives, protect the planet and create equal opportunities for all.

Since 1999, we have made an impact in 36 countries.

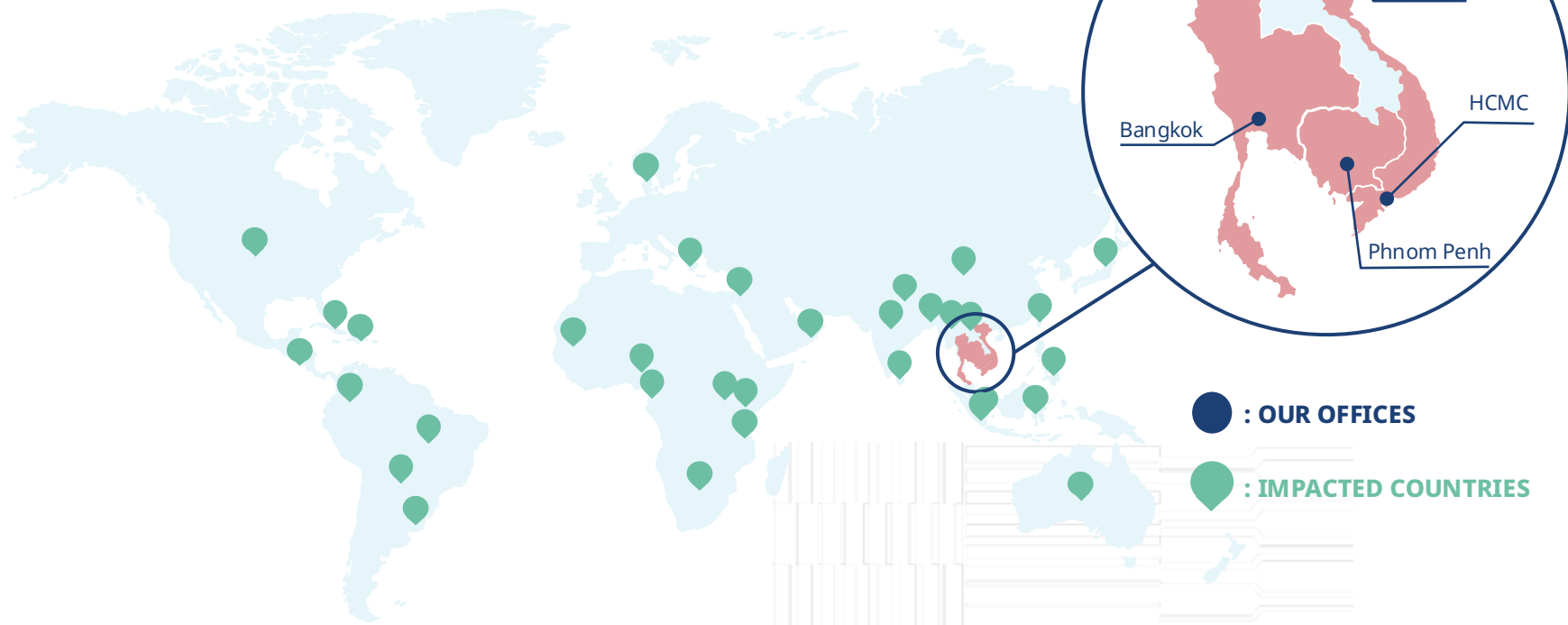
We are changemakers who believe that mobility is about more than getting from one place to another – it is about access, opportunity, and well-being. We work to promote road safety, sustainable transportation, and more inclusive ways for people to move, whether they are going to school, finding work, or staying healthy.

By partnering with communities, governments, civil society, the private sector, and philanthropists, we develop and advance policies and programs to improve mobility systems for all.

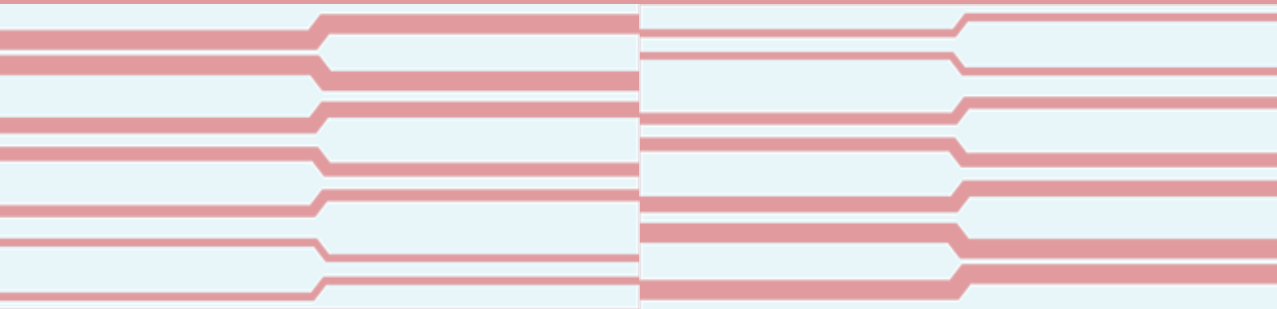


Where We Work

Since 1999, we have made an impact in 36 countries



Thailand Case Study



Thailand PTW Safety Snapshot: The Challenge



17,447 road traffic deaths in Thailand in 2024;
14,000+ involved motorcycles



79% of motorcyclist fatalities resulted from **head injuries**.

and

84% of hospitalized riders **were not wearing a**



44% of TIS-certified helmets failed safety testing

This is not a legislation gap — it's an implementation, market integrity, and enforcement consistency problem



Bridging the Enforcement Gap: **SafeGuard Project** at a Glance

FUNDER

FIA Foundation

IMPLEMENTER

AIP Foundation

PERIOD

Sep 2024 – Sep 2026

LOCATION

Bangkok, Thailand

Four Project Objectives

01

**Strengthen Government
Leadership**

02

**Enhance Interagency
Collaboration**

03

**Improve Enforcement
Effectiveness**

04

**Support Communication
Efforts**

Preparation: Landscape Analysis

ABOUT THE STUDY

SCOPE	Conducted 2024–2025 under the Safe Guard Helmet Advocacy Initiative, led by AIP Foundation with core support from FIA Foundation.
PURPOSE	Examine why helmet use in Thailand has remained low despite decades of legislation, and identify evidence-based pathways for reform.

METHODOLOGY Mixed-methods approach guided by the Safe System

Desk Review

Policy & legal analysis, international benchmarking, cross-country comparative assessment

Focus Group Discussions (FGD)

6 FGDs with affected groups: delivery riders, parents, students, workers, helmet promotion orgs

In-Depth Interviews (IDI)

11 IDIs with policy-making & implementing agencies: RTP, TISI, DLT, DDPM, BMA, DDC, manufacturers & more

Site Visits

Field visits to observe enforcement practices, market conditions & helmet promotion activities

38 total participants · 11 IDIs + 6 FGDs

KEY FINDINGS

STAKEHOLDERS ENGAGEMENT



POLICY RECOMMENDATIONS

R1: Ensure Certified Helmet Use & Strengthen Standards

R2: Strengthen Market Surveillance & Manufacturer Compliance

R3: Strengthen Enforcement Consistency, Data Integration & Oversight

R4: Enhance Legal Clarity & Awareness Among Low-Compliance Groups

Preparation: Technical Working Group

25 organizations across 5 sectors, recruited based on the Landscape Analysis to represent key actors influencing helmet use in Thailand.

GOVERNMENT	ACADEMIC & RESEARCH	CIVIL SOCIETY / NGO	DEVELOPMENT	PRIVATE SECTOR
Royal Thai Police	Thailand Development Research Institute (TDRI)	Thailand Consumer Council	World Health Organization	Royal Automobile Assoc. of Thailand (RAAT)
Dept of Land Transport	ThaiRAP	Thai Health Promotion Foundation	UNESCAP	Road Accident Victims Protection (RVP)
Thai Industrial Standards Institute (TISI)		Thai Motorcycle Enterprise Assoc.		Rotary Thailand
Dept of Disease Control, MOPH		Thai Road Safety Center (ThaiRSC)		Thai Honda Co., Ltd.
Dept of Local Administration, MOI		Road Safety Academic Center (RSAC)		
Dept of Disaster Prevention & Mgmt		Thai Roads Foundation		
Dept of Public Relations		Accident Prevention Network Office		
Ministry of Education				
Dept of Rural Roads				

Preparation: Policy Recommendations

R1 Ensure Certified Helmet Use & Strengthen the Helmet Standard

Section 122 mandates helmet use but not TIS certification — police can penalise non-wearing but cannot act on non-compliant helmets. Counterfeit helmets circulate freely.

- Amend Land Traffic Act to require TIS 369-2557 for all helmets worn
- Empower police to verify helmet certification & authenticate QR codes
- Establish 5-year TIS standard review cycles balancing safety & affordability
- Public campaigns on TIS mark recognition, fit, and replacement schedules

Ministry of Interior · TISI · Parliament · RTP · DLT · ThaiHealth

R3 Strengthen Enforcement Consistency, Data Integration & Oversight

The 2,000 THB fine is applied unevenly across provinces. RTP-DLT databases are fragmented — violators can renew licences despite unpaid fines. Rural wearing rates remain below 30%.

- Mandate uniform application of the 2,000 THB fine across all provinces
- Integrate RTP-DLT databases to block licence renewal on unpaid fines
- Scale enforcement technology: automated cameras, mobile units, e-ticketing
- Knowledge transfer from high-performing to low-compliance provinces

RTP · DLT · Ministry of Interior · Provincial Police Commands · LAO

R2 Strengthen Market Surveillance & Manufacturer Compliance

44% of TIS-certified helmets failed safety testing (2023). Factory licences have no expiry; QC inspections occur only every 3 years; sampling is factory-based, not from open markets.

- Introduce mandatory 3-year time-bound licence renewal for manufacturers
- Expand random sampling to factories, markets, warehouses & online platforms
- Establish multi-agency Helmet Surveillance Task Force (TISI-RTP-Customs)
- Grant TISI authority to revoke licences & publish lists of non-compliant models

TISI · Ministry of Commerce · Thai Customs · RTP · e-commerce platforms

R4 Enhance Legal Clarity & Awareness Among Low-Compliance Groups

Passengers, children, youth & rural riders remain chronically low-compliance. Many are unaware the law covers passengers and children; misconceptions about risk are widespread.

- Targeted campaigns addressing misconceptions for each low-compliance group
- Integrate child helmet safety into national curriculum (“100% helmet schools”)
- Consistently enforce 2,000 THB fine for both drivers AND passengers
- Scale routine rural enforcement beyond national campaigns and holidays

MOPH · DDC · Ministry of Education · RTP · DLT · DDPM · LAO · Schools

All four recommendations are interconnected and mutually reinforcing — effective implementation requires coordinated action across regulatory, enforcement, market, and behavioural systems.

Delivery: Action Plan Development

SHORT-TERM

Apr–Sep 2026

Focus: Pilot + Test Models
→ Proof of Concept

- Policy dialogue & advocacy for localized standards
- Multi-agency surveillance task force; pilot joint inspections (2 provinces)
- Helmet enforcement SOP; train police in Khon Kaen & Chonburi
- Integrated enforcement and awareness campaign (2 provinces)

MID-TERM

1–3 Years

Focus: Scale Systems Nationally
→ Institutional Strengthening

- Policy framework: time-bound licensing & revocation
- Expand integrated market surveillance actions
- Scale enforcement SOP to all provinces
- “100% Helmet Schools” programme institutionalized

LONG-TERM

3+ Years

Focus: Legal & Cultural Transformation
→ Sustainable Impact

- Amend Section 122: mandate certified helmet use
- National integrated enforcement & data system (RTP-DLT)
- Data-driven and AI-enabled enforcement and ticketing nationwide
- Helmet safety integrated into national curriculum

Delivery: Impact Forecast

Projected Short-term Impact 3-Month Enforcement Pilot

Coverage:	Khon Kaen & Chonburi
Duration:	May-Jul 2026 (3 months)
Lives saved:	~3.9 persons
Injuries prevented:	~185 persons
Cost savings:	15 million USD

Helmet Use Change

Khon Kaen

Northeast Thailand

Drivers:	85.5%	→	92.0%	+6.5pp
Passengers:	27.9%	→	33.0%	+5.1pp

Chonburi

Eastern Thailand

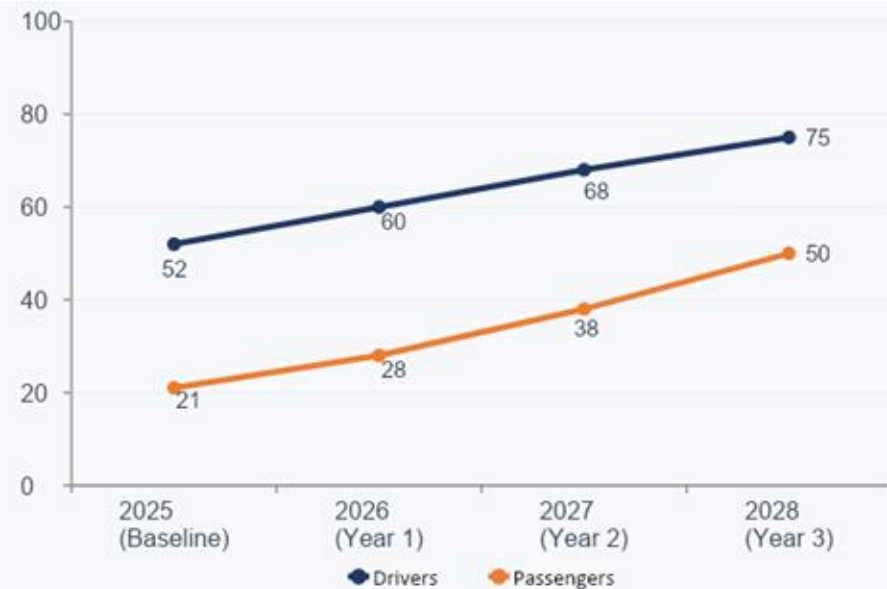
Drivers:	85.9%	→	92.5%	+6.6pp
Passengers:	34.7%	→	39.5%	+4.8pp

Delivery: Impact Forecast

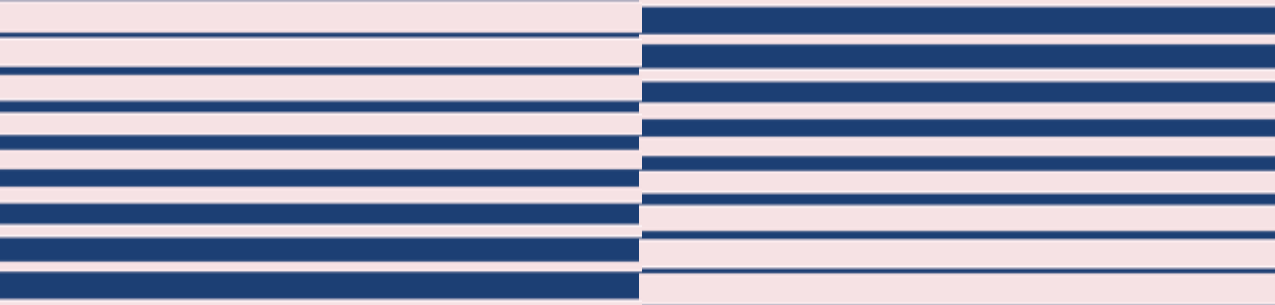
Projected Long-term Impact Full 3-Year Action Plan

Coverage:	National
Duration:	2026–2028 (3 years)
Lives saved:	~1,162 persons
Injuries prevented:	~62,954 persons
Cost savings:	5,225 million USD

Helmet Use Change



Regional Efforts



Timeline: June 2026 - May 2029 (36 months)

Goal: Accelerate country progress toward safe, certified, and accessible helmets across the Asia-Pacific through a joint and collaborative platform for country focal points, FIA Clubs, governments, and development partners.

Priority Countries (Phase 1):

CN China

KH Cambodia

NP Nepal

PH Philippines

TH Thailand

VN Vietnam



Safer Helmets in Asia Pacific Initiative (SHAP)

01



Support Country Progress & Accountability

- Collaborate on country-specific action plan roadmaps
- Participation in quarterly convenings (3× online + 1× in-person SHAP Summit / year)
- Join country focal point calls to track progress & unblock bottlenecks
- Receive Bi-annual progress summaries

02



Facilitate Targeted Regional Learning

- Provide responsive technical assistance — expert missions, workshops, policy support
- Access learning resources & knowledge products for all priority countries
- Lessons learned from SAHI and other global initiatives for regional adaptation

03



Strategic Relationship Development

- Map & operationalise strategic partnerships with Dev. partners & FIA Clubs
- Expand SHAP network — new countries and technical partners each cycle
- Advocate for increased internal & external financing for helmet safety

SHAP Inaugural Workshop 2025

The Safe Helmets for Asia Pacific Initiative (SHAP) held its inaugural workshop at the Asian Development Bank headquarters in Manila, Philippines in September 2025.

The workshop welcomed delegates representing **Cambodia, China, Nepal, the Philippines, Singapore, Thailand, and Vietnam** to share experiences, build knowledge, and begin shaping their country roadmaps for safer helmets. Over the two days, representatives heard from **governments, development partners** (including GRSP, Global Alliance, FIA, and GHAI), **academia, auto clubs, and civil society** on key components and approaches to strengthen helmet safety and reduce head injuries across the region.

A series of panel sessions provided space for in-depth discussions on the regional landscape and the frameworks needed to achieve universal helmet safety:

- Context and Obstacles in Asia-Pacific to Ensure Safe Helmets for All
- Best Practice Approaches to Strengthening Helmet Standard Legislation
- Building National and Regional Collaborations for Helmet Safety
- Strengthening Safety for Commercial Motorcycle Riders and Workers
- Developing and Implementing a Motorcycle Helmet Standard
- Best Practice Approaches to Strengthening Helmet Enforcement





Partner With Us to Save Lives

Ways to Get Involved

SHAP 2026 Summit

Location: Hanoi, Vietnam

Time: TBD

Contact Us

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Thank You!

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**SCAN FOR MORE
INFORMATION**

