



**CROSS/
ROADS**
LINKING MOBILITY SOLUTIONS



IRF WORLD ROAD MEETING 2017

/ 14-17 NOVEMBER / DELHI / INDIA /

Impact of Helmet Advocacy And Enforcement In Rajasthan (INDIA)

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WORLD



World Day of Remembrance
for Road Traffic Victims





@ Glance:

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4. Annual loss of **3% of India's GDP**
5. **1% of World's** vehicles but **10% of World's** Road crashes and fatalities.
6. **75% vehicles** two wheelers and **28.8% riders**



(Source: Road Accidents in India, 2015, MoRTH, GoI)

Facts...

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- chances of survival by **42%**
- **avoid 69%** of injuries

Source: UNECE Report on Helmet, 2016



Road User Behaviour



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Experts Views...

“When you lose a brain cell, there is no replacement for it. So that’s where permanent damage occurs.”

**So, HELMET LAWS—
they are a necessity.”**

William D. Singer,
M.D., Harvard Medical School

Source: Insurance Institute for Highway Safety/Highway Loss Data
Institute video

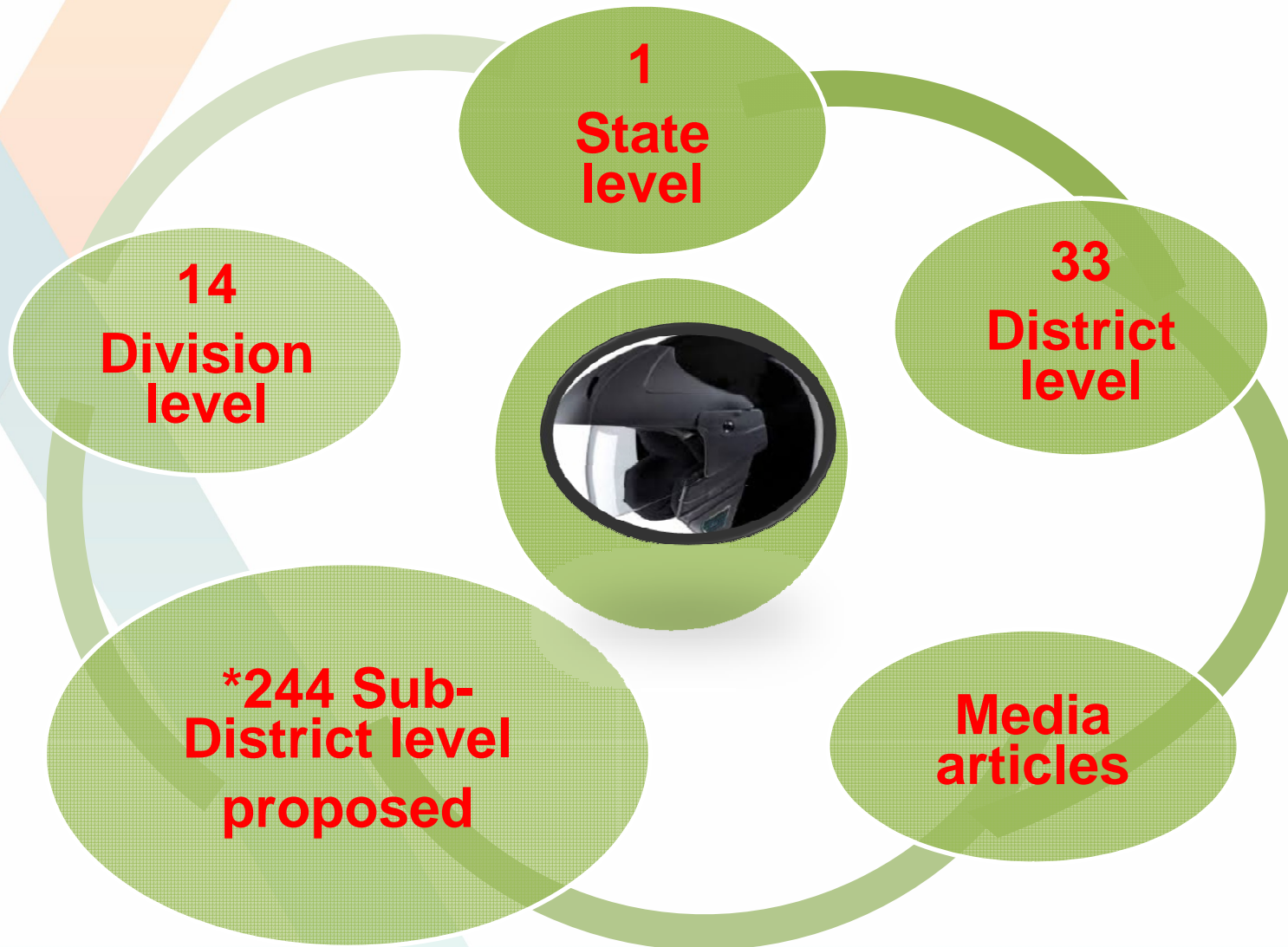


Case Study...

**Campaign for compulsory
HELMET USE
in the State of Rajasthan (INDIA)**



Media and FOCUSSED Workshops (Jan 2015 to Dec 2016).....

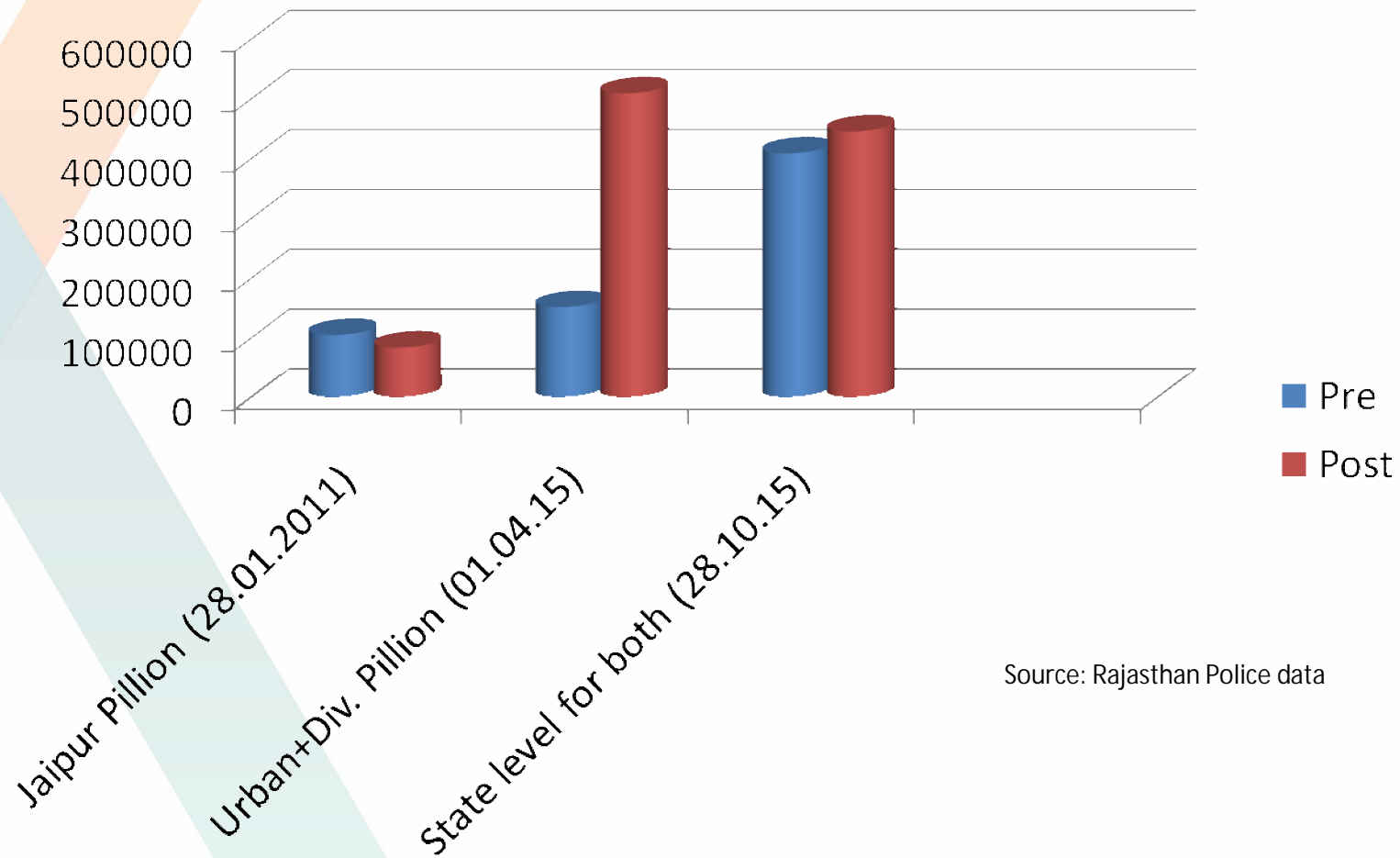


Best practices-- iMPACT:

- The study '**Impact of helmet advocacy and enforcement in Rajasthan**'.
- pre (Jan-Mar 2015)*
- post (Nov-Dec 2016)*

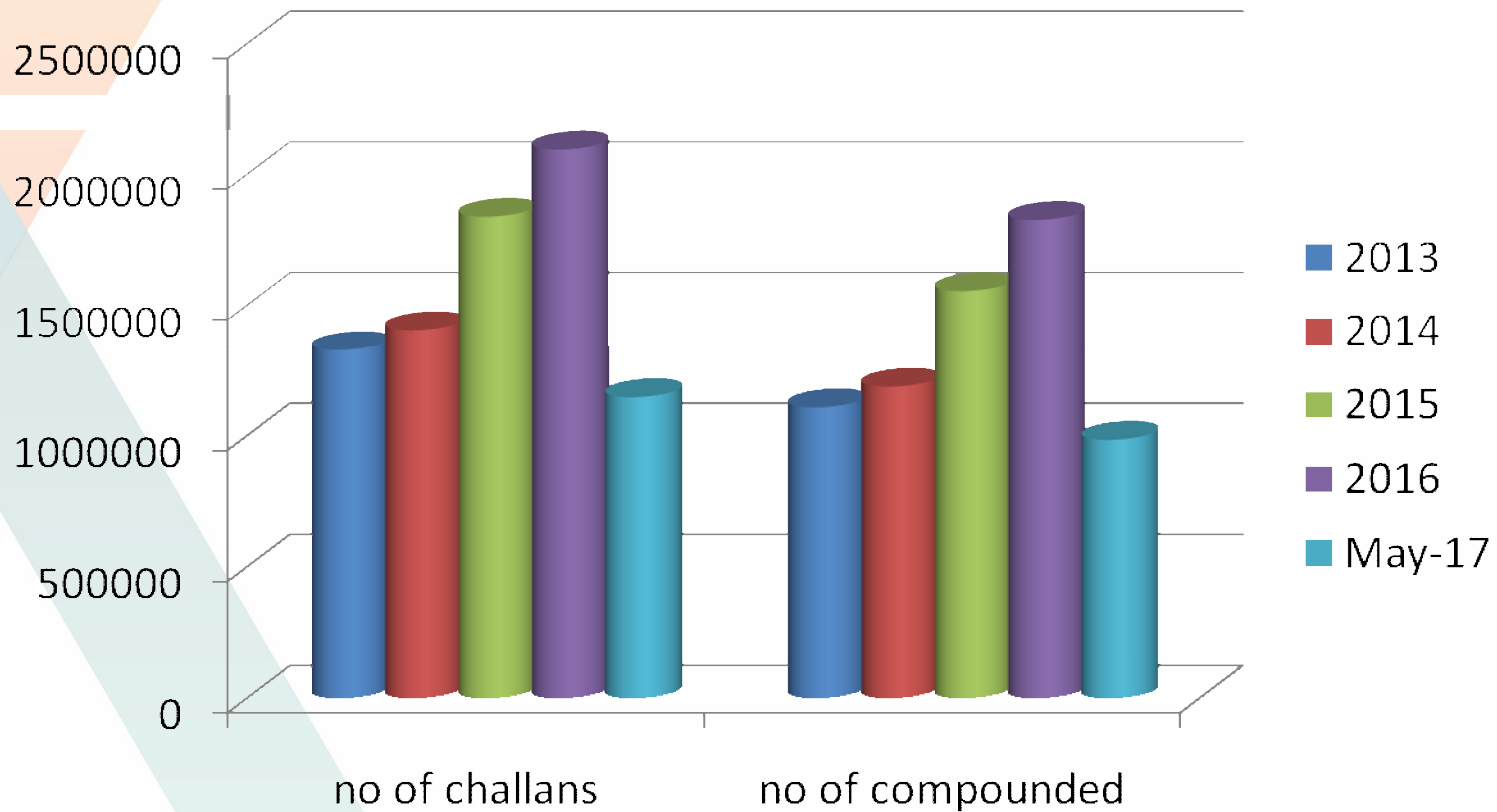


Strict Enforcement at a Glance (Pre & Post Orders)



Source: Rajasthan Police data

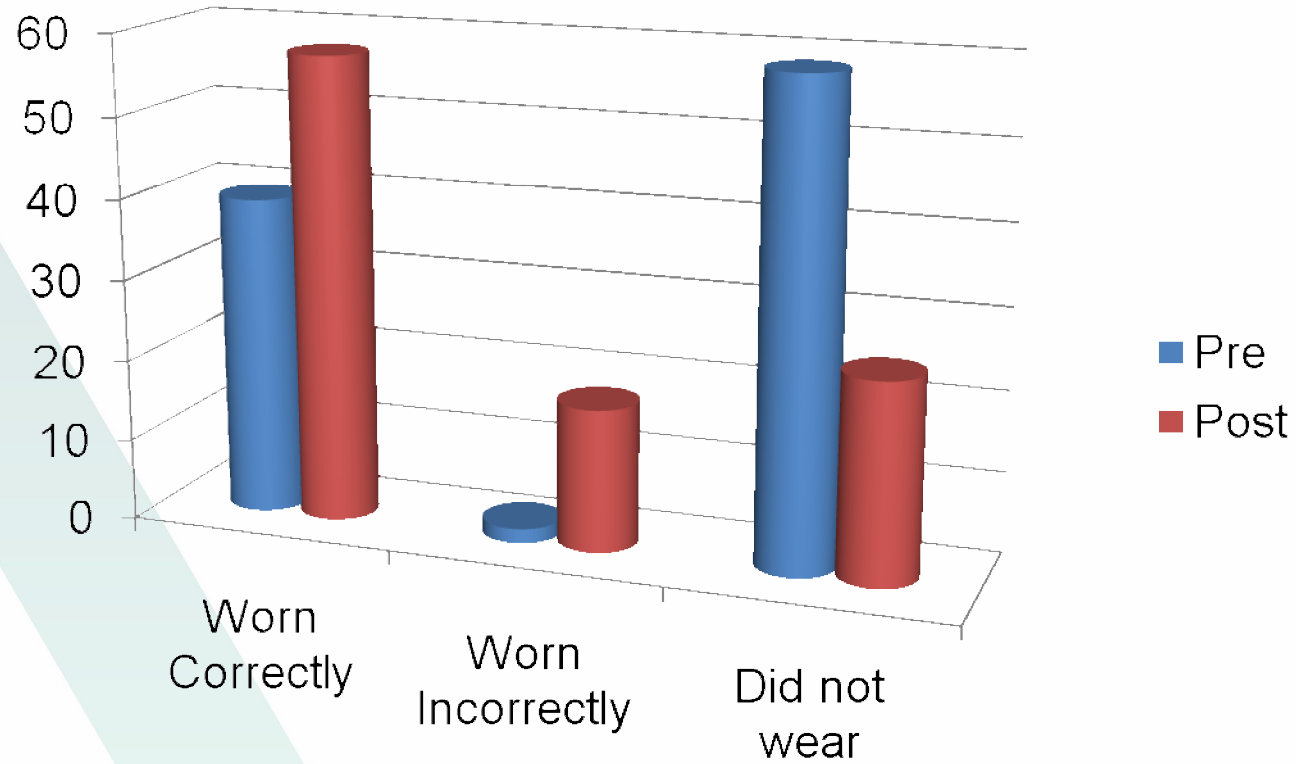
Strict Enforcement at a Glance (5 years)



Source: Rajasthan Police data

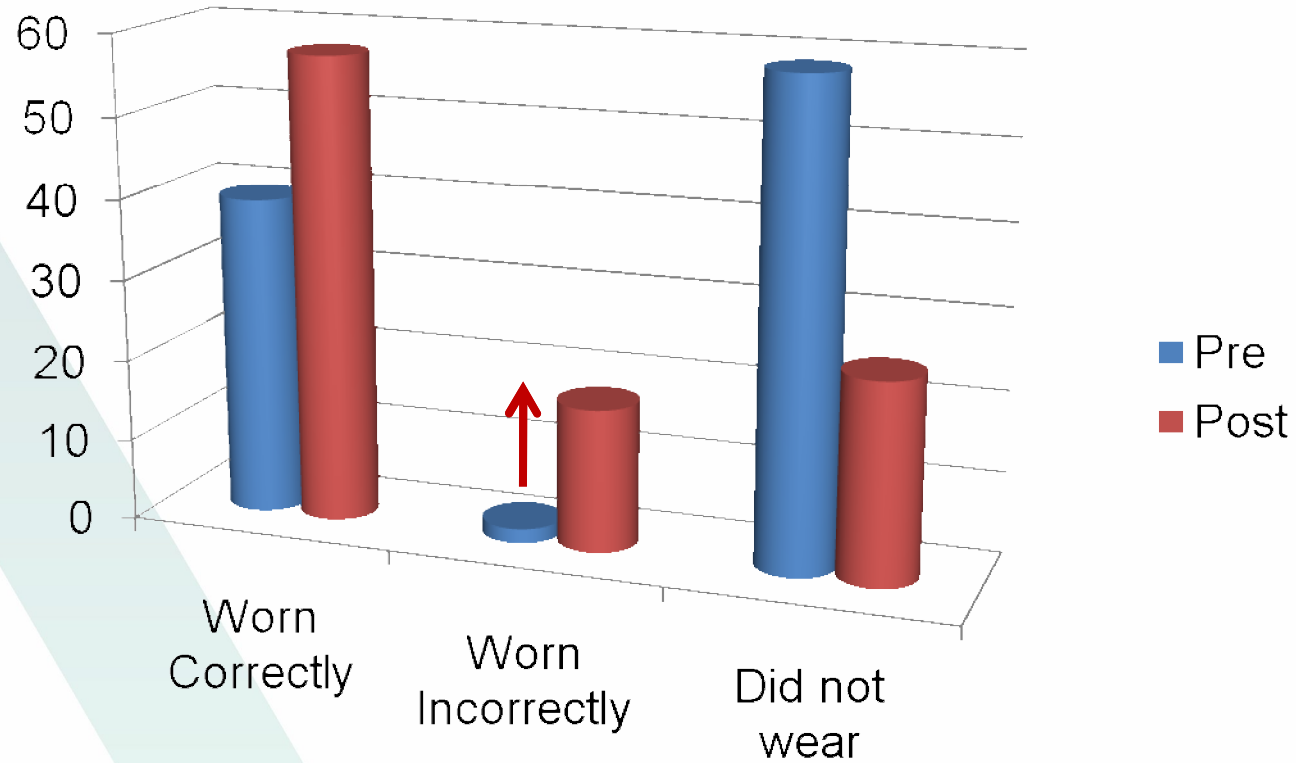
Study Findings:

Drivers Helmet status (in %)



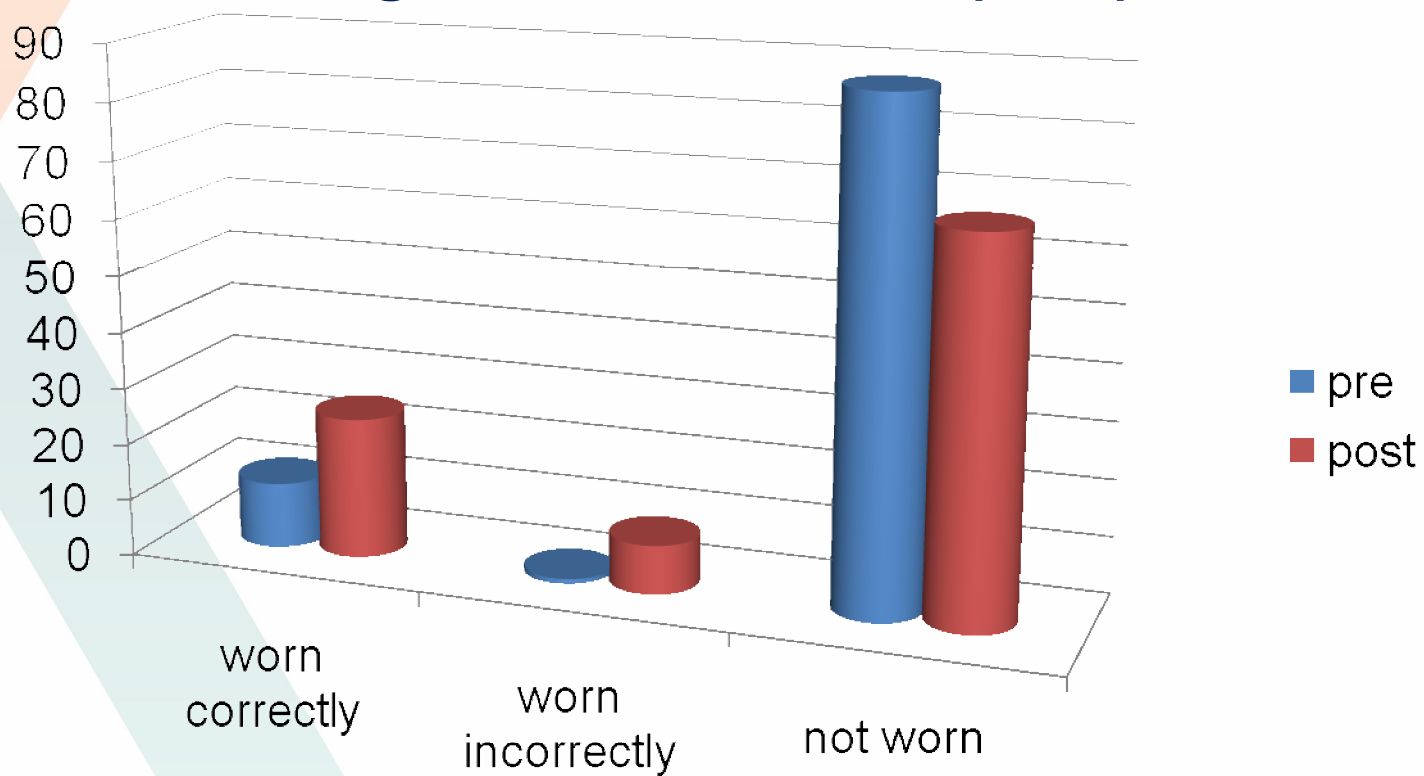
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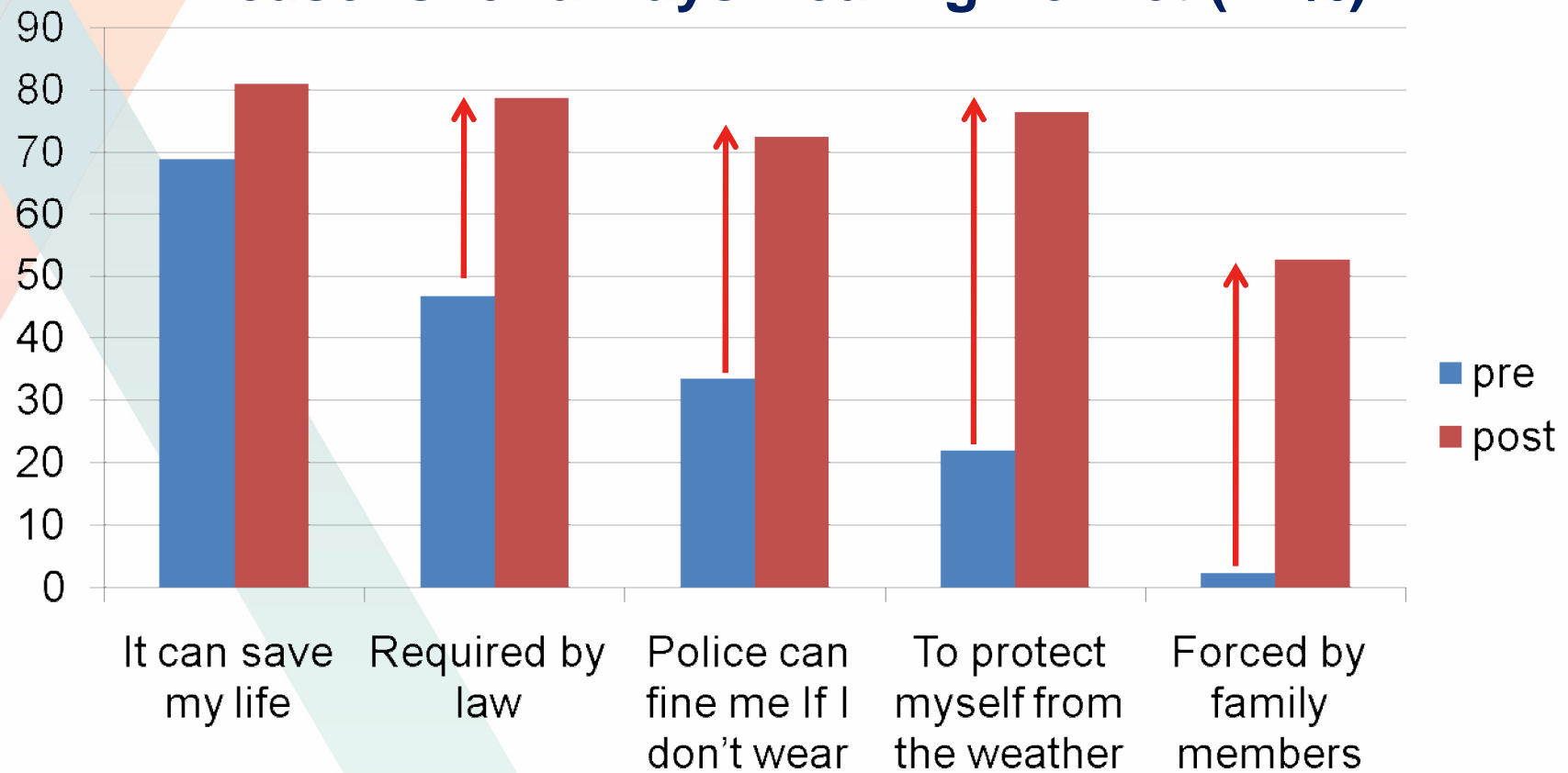
Study Findings:

Passengers Helmet status (in %)



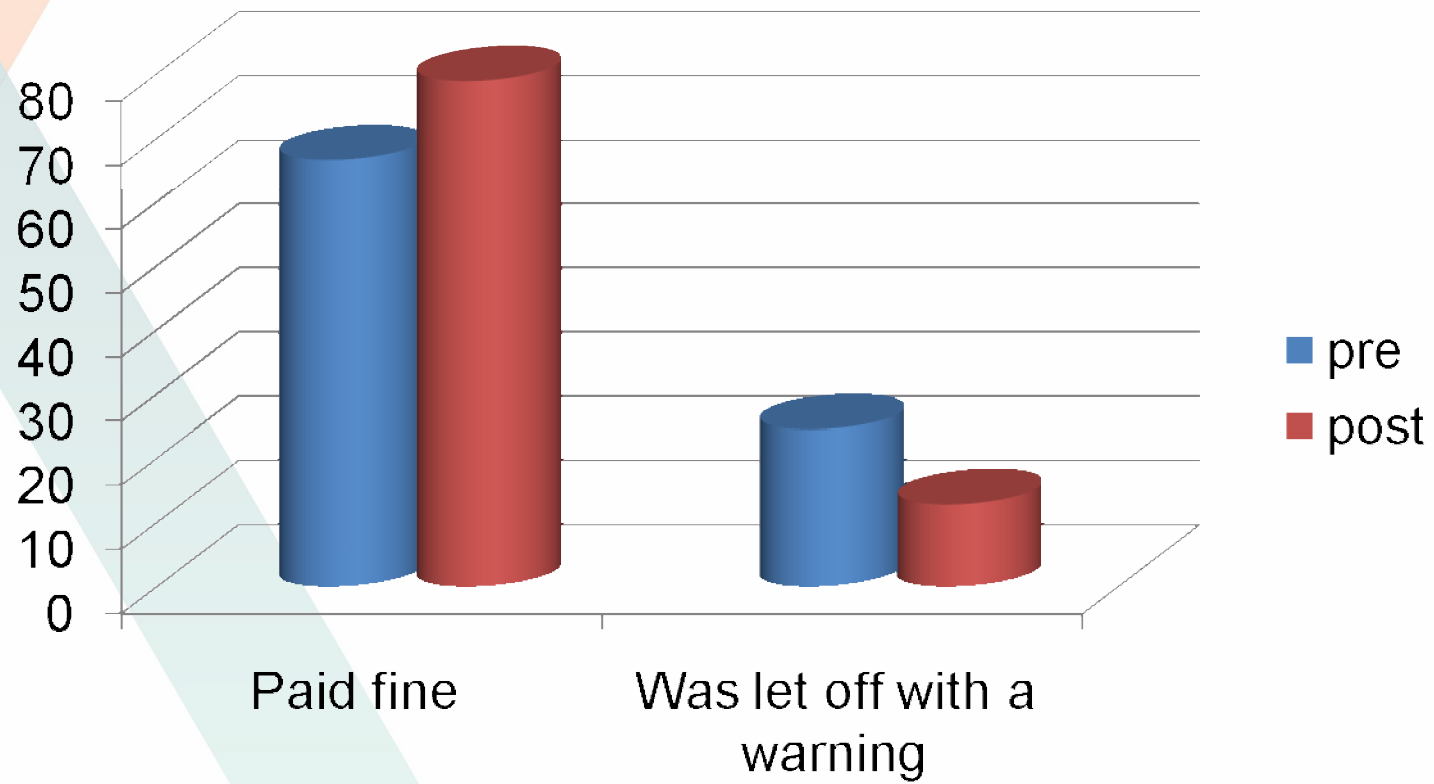
Study Findings:

Reasons for always wearing Helmet (in %)



Study Findings:

Action taken by police (in %)



Other Best practices-- iMPACT:



28 died daily for not wearing helmets in 2016

Dipak.Dash@timesgroup.com

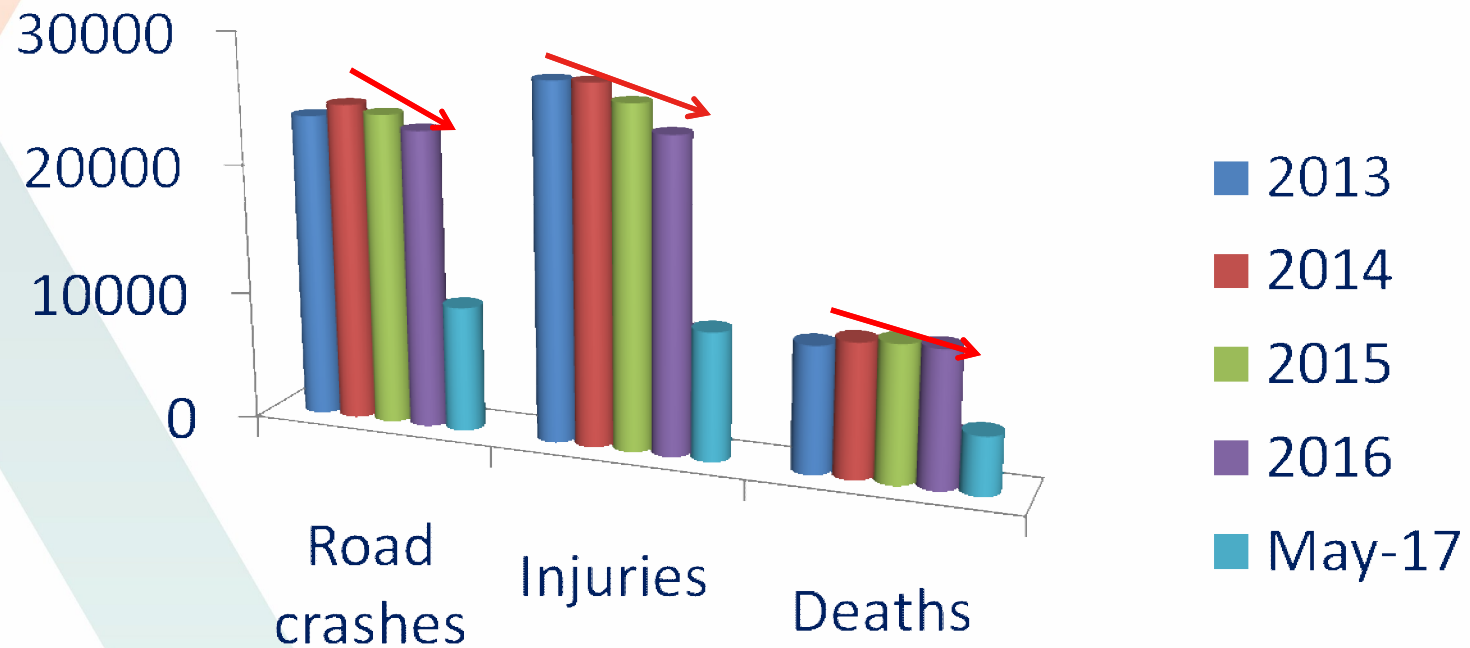
New Delhi: About 28 two-wheeler riders died daily on Indian roads in 2016 for not wearing helmets and another 15 for not fastening their seatbelts, according to an analysis of data shared by states with the transport ministry.

BLOOD ON ROAD

- Crashes caused by two-wheelers resulted in **44,000 deaths** while a total of **52,500 riders** died in road accidents last year
- **13,894 pedestrians** killed in 2015, whereas **15,796** died on roads last year

Other Best practices-- iMPACT:

DECLINE IN DEATHS AND INJURIES IN RAJASTHAN



Other Best practices-- iMPACT:

DECLINE IN DEATHS (2-WHEELERS) IN RAJASTHAN

S.NO.	MONTH/YEAR	# OF DEATHS	+/- IN DEATHS	%
1	JAN – JUNE 2016	1129		
2	JAN – JUNE 2017	1036	(-) 93	8.23



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- Strict enforcement of Helmet Law
- Measures to be taken to ban selling of non ISI Helmet.
- 2 ISI Helmet must be a part of accessories of 2 wheelers.

**SAFETY IS NOT JUST
A SLOGAN,
IT'S A WAY OF LIFE.**





THANK YOU!!