



**IRF WORLD ROAD
MEETING 2017**

/ 14-17 NOVEMBER / DELHI / INDIA /

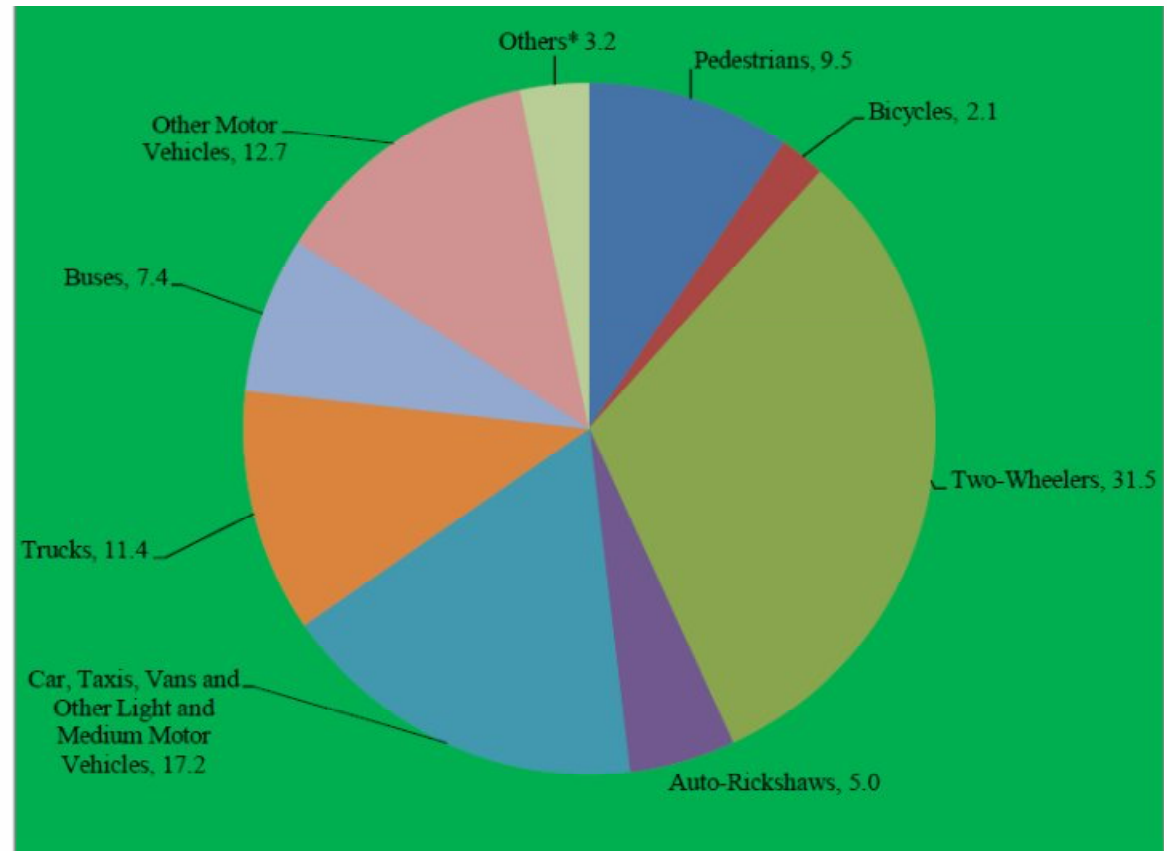
**Safety challenges for
two-wheeler riders in India**

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Road Safety scenario

- Approximately **1.24 million** people die every year on the world's roads,
- **20 to 50 million** sustain non-fatal injuries as a result of road traffic crashes (*World Health Organization, 2013*).
- Leading cause of death for young people aged **15–29 years**, (*World Health Organization, 2011*).
- **Every four minutes** there is a fatality on Indian roads with grievous injuries happening every minute (*National Crime Record Bureau, 2014*).

Total number of persons killed in road accidents in terms of Road user categories 2015



* Includes: Animal Drawn Vehicles, Cycle Rickshaws, Hand Carts, Rickshaws and Other Persons

Survey on pattern of Helmet Usage in Chandigarh, India

- Sample Size: **584**
- **48%** Two-Wheeler riders do not wear helmets



Challenges

The attitude of being INVINCIBLE

- Low Usage because of low awareness
- Non-standardized helmets
- Religious considerations



Challenges

- Women riders
- Child helmets
- Misconceptions



FB Page



Facebook page interface for "Helmeters: For Helmet on Head".

Page Header: Search bar (Helmeters: For Helmet on Head), Profile picture (Guneet), Home, 3, 1.

Navigation: Page, Inbox, Notifications 12, Insights, Publishing Tools, Settings, Help.

Profile Section: Profile picture, Name: "Helmeters: For Helmet on Head", Username: "@helmeters", Home, About, Photos, Events, Welcome, Videos, Welcome, Posts, Services, Shop, Groups, Notes, Offers, Community, Promote, Manage Promotions.

Main Post: Image of a white helmet with a cracked visor and a motorcycle in the background. Text: "NOT YOUR HEAD", "Above all, wear a helmet".

Engagement: Liked, Following, Share, Add a Button.

Status: Write something...

This Week: 77 Post Reach, 0 Website Clicks, 9 Post Engagement.

Boost Your Page for ₹66: Reach even more people in India. Promote Page button.

Community: Raman Abrol likes Suryanarayana Shama P M's post. Prerana Singh Chandrawat likes Aakash Shah's post. Rohit Assi (17m), Pragya Kapil (4h), GJ Singh (2h), Saurabh Chopra (1h), Jule Assi (52m), Felix Siebert (7m), Vinda Shama (1h), Ramneek Sandhu (1m), Pushpendra Rathore (29m).

Page Tips: How to Create Effective Posts, Help People Take Action, Build Community Around Your Page.

Chat: 50% response rate, 12-days response time. Respond faster to turn on the badge. 1,698 likes 0 this week. Turn on chat to see who's available. Search.

Thank you

