



A Coalition Approach in Addressing the Motorcycle Helmet Safety Crisis

Dialogue on Powered Two-Wheeler Safety
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MOTORCYCLE
INITIATIVE



FIA FOUNDATION

Global context

- Numbers of motorcycles are rapidly growing globally.
- Majority in Asia, continue to increase in Latin America and Africa.
- Motorcycles account for a disproportionate fatality burden, with rates increasing sharply in recent years.
- Motorcycles users are particularly vulnerable to serious injury.
- Injuries to the head and neck are the main cause of death, severe injury and disability among users of motorcycles.



Safe and affordable helmet for all





Challenges

- Lack of standard / relevant regulations
- No shared responsibility between the agencies
- Lack of testing facility in country
- Lack of understanding and/or enforcing standard
- High price of quality helmets
- Helmet design
- Widespread availability of counterfeit helmets
- Lack of helmet safety awareness / helmet 'mythology'
- Lack of prioritization of issue



**Strong coalitions are greater than
the sum of their parts...**

Why to build a helmet coalition?

- A powerful tool for mobilising action, bringing helmet issues to prominence, developing policies and tracking accountability.
- Comprehensive solutions and multi-sectorial buy-in can be achieved by the inclusion of people from diverse backgrounds, disciplines and sectors and of different age.
- Harness existing resources and achieve results beyond the scope of one single organisation.
- An effective mean of integrating helmet safety issue with other areas of motorcycle safety concerns - efforts are not needlessly duplicated but targeted at a specific issue.



Scope of Work



- Build the market and create a sustainable and long-term demand in country for affordable and safe, homologated helmets.
- Address the widespread issues of:
 - ✓ Lack of regulation/legislation/inspection for a helmet standard
 - ✓ Lack of enforcement powers for police, and/or lack of awareness of those powers
 - ✓ Lack of awareness amongst riders of the need for a safe helmet, regardless of existing laws and regulations
 - ✓ Widespread availability of cheap, counterfeit helmets undermining genuine product
- Leverage additional funding – either private or institutional in accordance to the Coalition activity plans.
- Initiate a strong regional dialogue, best practice exchange and collaboration.

Our Helmet Coalitions

VIETNAM

KENYA

MEXICO

RWANDA

JAMAICA



Thank you.

