



## **VIA Programme in Thailand**

### **Road Safety in Thailand**

Thailand has the ninth highest road-related fatality rate in the world, with more than 32 deaths per 100,000 population – nearly double the global rate. Thailand continues to hold the #1 spot in per-capital motorcycle deaths globally. Each day, 60 people die, 2,500 people are injured, and 500 people are seriously injured due to road-related accidents in Thailand.

### **TotalEnergies in Thailand**

TotalEnergies started its activities in Thailand in 1990. In Thailand, TotalEnergies focuses on operating a plant specializing in manufacturing bioplastics, an interest in the Bongkot gas and condensate field, and marketing solar solutions in the commercial and industrial segments. The affiliate also invests in certified forest conservation projects in Southeast Asia, through the “Tropical Asia Forest Fund 2”.

### **AIP Foundation**

AIP Foundation is a 501(c)3 non-profit organization dedicated to reducing road traffic fatalities and injuries in low-and middle-income countries. The organization utilizes its 25 years of award-winning road safety expertise to deliver comprehensive interventions in high-need communities, and promote safe and sustainable mobility for all. As a member of the United Nations Road Safety Collaboration, it provides input to reports made by the UN Secretary-General to the UN General Assembly.

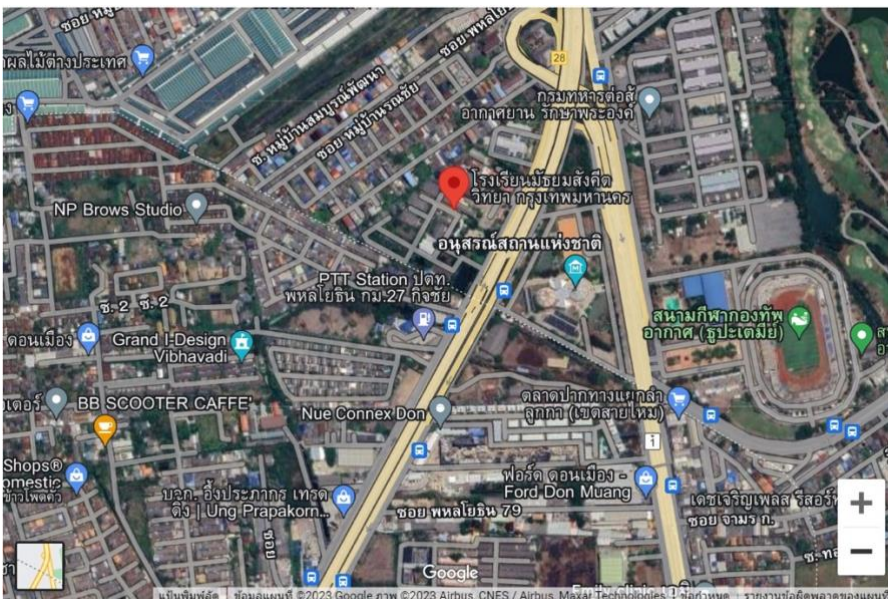
## VIA deployment

The VIA Road Safety Education Program in Thailand has successfully completed its pilot phases. Phase 1, conducted from January to April 2021, involved 5 schools in Samut Prakarn province. Phase 2, spanning from May 2021 to April 2022, encompassed 45 schools in Bangkok. In total, these phases reached 50 schools, with 5,821 students and 66 teachers trained.

The program has now entered Phase 3, which is set to run from September 2022 to September 2023. This phase expanded to 22 schools in Pathum Thani province. The program aims to train 15,000 students and 28 teachers through integrated learning of VIA Curriculum in the core subjects, significantly increasing its reach and impact.

## VIA SAFE MOBILITY AMBASSADORS

**THE SCHOOL:** Matthayom Sangkeet Witthaya School (Public School, Bangkok, Thailand)



[Link google maps](#)

**THE GROUP OF VIA AMBASSADORS :**

1. Nattachak Teerachotwaranan (Male) Grade 12
2. Rattasart Sutchaiching (Male) Grade 12
3. Asamapond Arponpisarn (Female) Grade 9
4. Kemmanit Rattanadechapiwat (Female) Teacher



**THEIR RECOMMENDATIONS TO IMPROVE SAFE MOBILITY AROUND THEIR SCHOOL**

1. The enforcement of helmet usage, with a particular emphasis on school zones.
2. Organizing awareness training activities and events targeting youth and young adults within the neighboring communities.
3. Emphasizing the moral responsibility of individuals to practice road safety and being responsible road users.









Their prevention poster

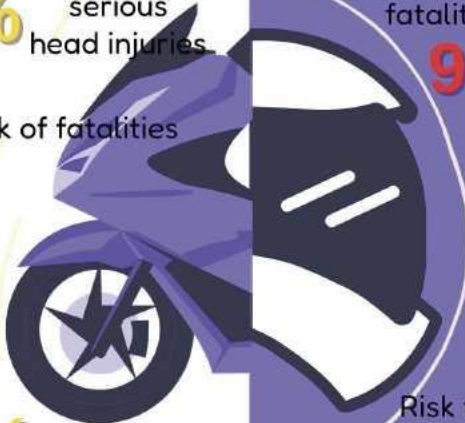
**AIP** FOUNDATION  
SAFE ROADS FOR LIFE

**SIMPLY WEARING A HELMET ENSURES SAFETY** 

### Simply wearing a helmet ensures safety



Mortality rate from motorcycles <b>74.4%</b>	Main cause is not wearing a helmet up to <b>80%</b>
Decrease risk from serious head injuries <b>72%</b>	Risk for a rider fatalities in accident <b>92.8%</b>
Decrease risk of fatalities in accident <b>39%</b>	Head injuries <b>65%</b>
Reducing the risk of fatalities in accidents for children <b>30%</b>	Risk for passenger fatalities in accident <b>96.8%</b>



- 1) The enforcement of helmet usage, with a particular emphasis on school zones.
- 2) Organizing awareness training activities and events targeting youth and young adults within the neighboring communities.
- 3) Emphasizing the moral responsibility of individuals to practice road safety and being responsible road users.

Reference info: Department of Land Transport of Thailand

**MATTAYOM SANGKEETWITAYA SCHOOL, BANGKOK, THAILAND** 