

5 FORMULATION OF TRAFFIC ENFORCEMENT MASTER PLAN

5.1 Planning Approach and Priority Issues

The following is a summary of the major issues in the traffic enforcement sector.

Table 5.1.1 Summary of Priority Issues in the Traffic Enforcement Sector

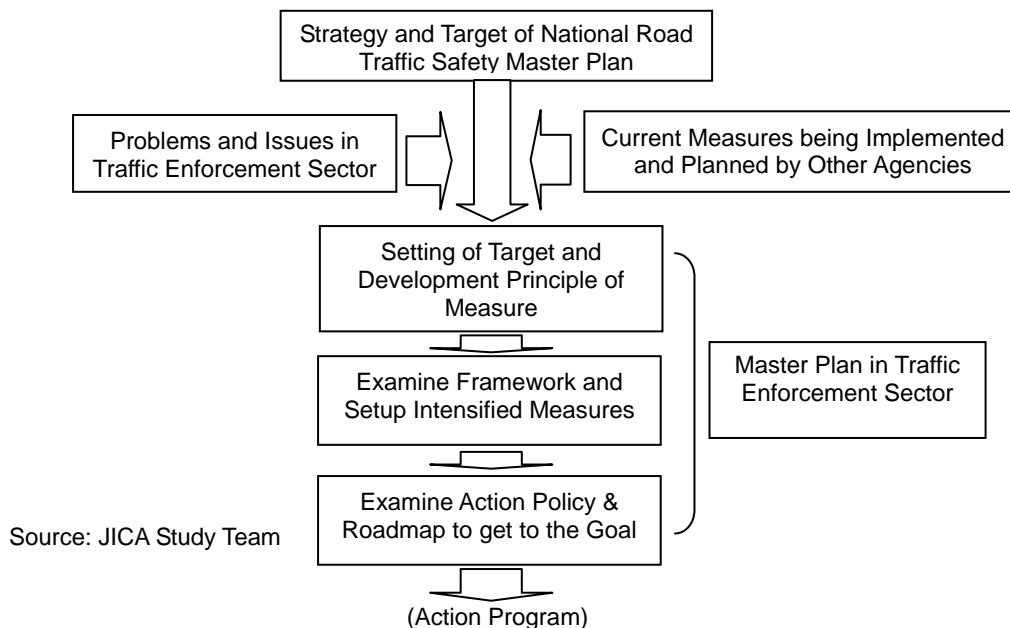
Subsector	Issues
Traffic Police	<ul style="list-style-type: none"> Organizational arrangement of Traffic Police force to ensure effective conduct of various tasks given the limited resources Human resource development for traffic police to meet the increasing demand at present and in the coming years. Traffic police should be provided with necessary vehicle, equipments, facility and working conditions for effectively conduct their tasks and responsibilities.
Transport Inspectors	<ul style="list-style-type: none"> Organizational strengthening to effectively conduct their tasks and responsibilities (e.g. increase the number of inspectors, provide equipment and supplies, etc.) Reorganization of the Traffic Inspectors for it to be divided into two different inspection forces for more effective implementation of tasks and to professionalize the inspectors. However, this proposed separation may encounter certain difficulties such as the limitation set in the present Inspection Law.

Source: JICA Study Team

Based on the overall basic strategy and target of the traffic safety Master Plan, the problems and issues in the traffic law enforcement sector were analyzed, the current measures being implemented and/or planned were evaluated, and the following steps are taken to formulate the traffic sector master plan:

- (i) Setting of target and development principle of traffic enforcement measures.
- (ii) Examination and formulation of intensified measures.
- (iii) Formulation of action policy and roadmap to achieve set goals.

Figure 5.1.1 Examination Process of Master Plan in Traffic Enforcement Sector



5.2 Setting of Target and Development Principle of the Measures

1) Sector Development Policy and Target

The basic idea of this traffic safety Master Plan is to realize a kindhearted traffic society and eliminate conflicts and accidents on the road. For its 2020 target, the Master Plan hopes to achieve a 50% reduction in the fatality rate caused by traffic accidents, and to systematically organize and enhance development of concerned agencies.

As one of the principal pillars of the comprehensive traffic safety countermeasures known as the 4Es, the basic sector policy and target of traffic enforcement is to fully and effectively implement responsible traffic enforcement activities acceptable to and with support from the people.

Based on examination of countermeasures in the traffic enforcement sector, this sector aims to cover 20% of the Master Plan's target of reducing by 50% traffic accident fatalities through implementation of effective traffic enforcement measures.

2) Development Principle of the Measures

Implementation of traffic enforcement measures may be costly, especially in terms of time and money that will be spent for human resource development. Thus, it is important to ensure that proposed measures will be efficient and effective, as well as appropriate and acceptable to the general public.

In order to ensure the effectiveness and efficiency of the measures, focus was given on the violations that are causing these traffic accidents, which were identified by the traffic accident analysis. In addition, the following were also considered:

- Implementation of systematic and well-planned activities.
- Examination of the order, contents, places and sections based on scientific analysis.
- Comprehensive implementation based on current situations, not only in the field of traffic enforcement, but also conditions of the roads, traffic facilities and road management.
- Undertake systematic development and improvement of required equipments and materials including new systems from a long-term implementation perspective.
- Undertake systematic implementation of human resource development from a long-term implementation perspective, in addition to securing the required financial resources.

5.3 Examination of Framework and Formulation of Intensified Measures for the Traffic Enforcement Sector

1) Relationship between Cause of Traffic Violations and Countermeasures

When enforcing traffic law on violators, it is fundamentally important to understand the real reason why the violations occur in the first place. While the driver/traffic violator may be responsible for violating the law, however, he may not always be necessarily liable for

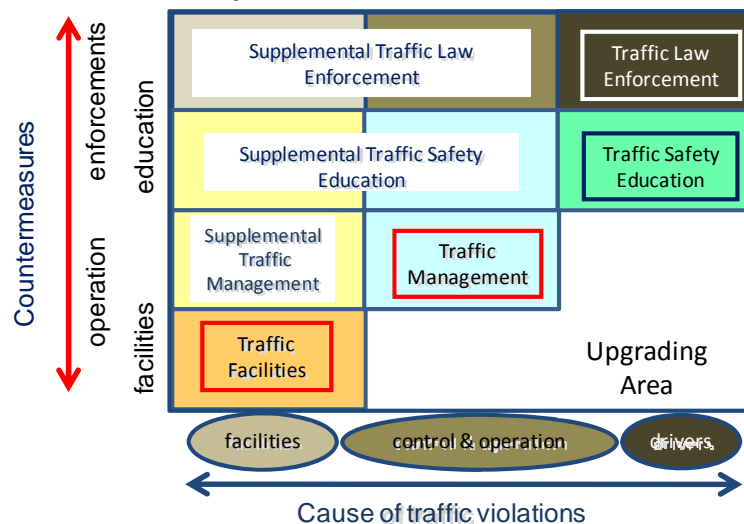
all consequences.

This is a very important guideline in the formulation of traffic enforcement countermeasures: that is, traffic violation should not only be seen in the context of the traffic violator but equally important as well is to address the cause of this violation (i.e. facility/environment, road condition, etc.).

Thus, implementation of traffic law enforcement measures that has taken into consideration the whole context of the violation (i.e. cause of violation) is expected to encourage among road users, including bicycle riders and pedestrians, a better understanding and increased awareness in the necessity to implement traffic law enforcements and to abide by the traffic laws to develop a safe traffic society.

Figure 5.3.1 illustrates the abovementioned concept. For example, if the cause of violation is “deficient traffic facilities”, the essential countermeasure should therefore be “improvement of traffic facilities”. In these situations, traffic law enforcement is therefore regarded only as a supplemental measure to address the problem of “deficient traffic facilities”.

Figure 5.3.1 Relationship Between Cause of Traffic Violations and Countermeasures



Source: JICA Study Team.

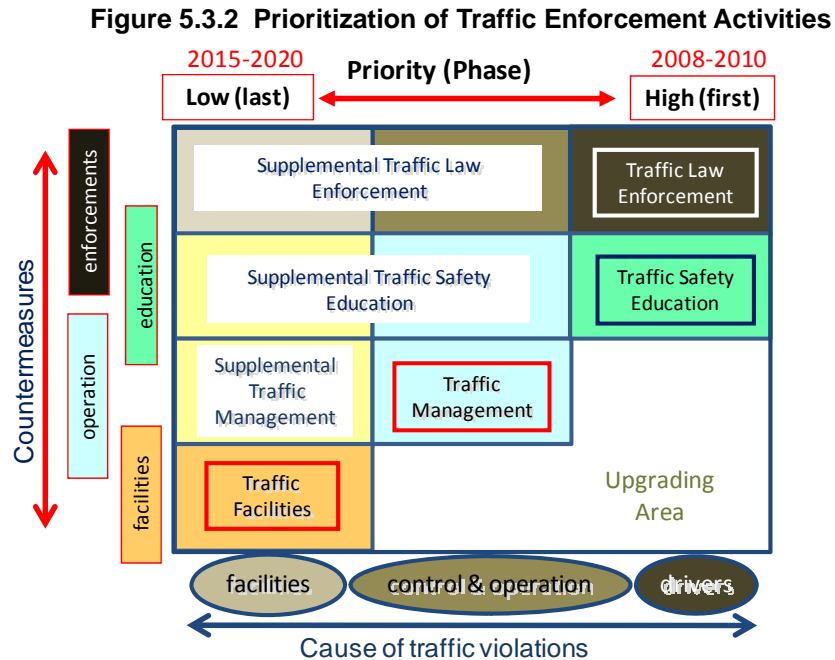
Based on these ideas, the essential measures from the perspective of traffic law enforcement shall be determined based on the service levels of traffic facilities and traffic management.

2) Prioritization of Traffic Enforcement Activities

Considering the relation between cause of violations and countermeasures, the conceptual prioritization of traffic enforcement activities including traffic guidance is shown in Figure 5.3.2.

Prioritization of traffic guidance and enforcements should be determined based on the standpoint of service levels of both traffic facility and traffic management, which exist as the environment of the traffic situation that has a direct effect on traffic behavior. Thus, under such incomplete and deficient traffic environment situation, traffic

guidance/enforcement measures may be prioritized to supplement the traffic environment situation. However, upon completion of both traffic facilities and traffic management improvement, the cause of traffic violation may now be fully attributed to the driver, and for this, strict enforcement is the key.



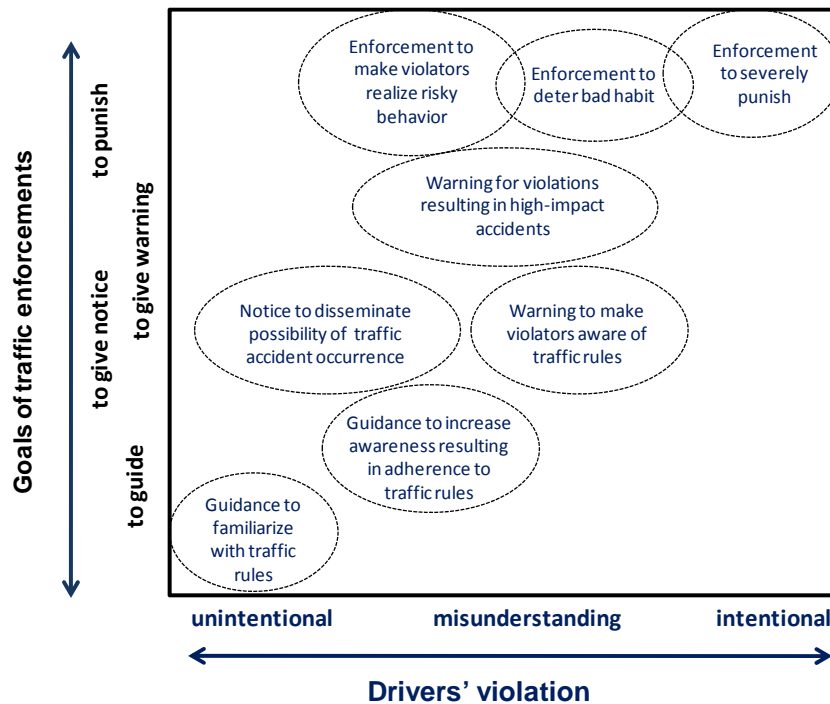
Source: JICA Study Team.

3) Relationship between Traffic Violator's Intention and Traffic Enforcement Activities

In the implementation of traffic enforcement activities, it is also worth considering the degree of intention in committing a traffic violation. If the violation was done intentionally (e.g. running on a red light, speeding, etc.), strict enforcement should be implemented (i.e. payment of fines, confiscation of driver's license, etc.). However, if the violation was due to a simple or honest mistake (e.g. wrong turn due to unawareness of new traffic flow), traffic enforcement activity may focus on educating the violator and giving of warning.

Thus, it is proposed that traffic enforcement activities also consider the traffic violator's sense of guilt. It is anticipated that this strategy will further encourage the general public's support for traffic enforcement.

Figure 5.3.3 Useful Concepts in the Formulation of Traffic Safety Enforcement Program



Source: JICA Study Team.

Table 5.3.1 Examples of Traffic Enforcement based on Traffic Violator’s Intention

Traffic Violation	Traffic Enforcement Activity
Urgently enter the intersection because traffic signal suddenly turns red	Strict punishment
Despite knowing the speed limit, still drives at high speed due to urgent business	Strict punishment
Being first-timer to pass the route, does not realize that left (or right) turn is prohibited	Warning
Did not expect pedestrian to suddenly cross the zebra crossing (non-signalized pedestrian crossing)	Warning (to driver)
Pedestrian crossing hurriedly because signal turns to red	Notice (to pedestrian)
Because of not knowing the parking prohibited place, parked there	Warning, notice

Source: JICA Study Team

4) Framework for the Intensified Traffic Enforcement Measures

Based on the foregoing discussions, the framework for the formulation of the traffic law enforcement master plan is examined and the comprehensive strategy that is adopted is the “promotion of efficient, effective and well-organized traffic law enforcement system that is widely supported by the people.” To support this overall comprehensive strategy, basic strategies are further developed as shown in Table 5.3.2.

The milestone shown on Table 5.3.2 of each measure/program assumed that the following programs were implemented accordingly:

- (i) Strict, punitive and intensive traffic law enforcement targeting intentional traffic

violators will be prioritized as a first stage and will be implemented during the entire Master Plan period.

- (ii) Traffic safety guidance for less-skilled road users is conducted as a second stage.
- (iii) Traffic safety guidance for beginner/novice and vulnerable road users is conducted as the final stage.

Table 5.3.2 Framework of Traffic Law Enforcement Implementation Measures and Budgetary Allocation by MOPS for Procurement of Equipment

(Total Budget for Traffic Enforcement Sector: 615.5 Mil. USD)

STRATEGY	No.	Traffic Law Enforcement Measure/Program	MILESTONE				Core Agency	Joint Agencies	Budget (mil. USD) (MOPS)
			2008-2010	2011-2012	2013-2015	2016-2020			
Promotion of efficient, effective and well-organized traffic law enforcement system that is widely supported by the people.	1	Traffic safety guidance for beginner/novice and vulnerable road users					MOPS	MOET MOT	17.5
		Traffic safety guidance for inexperienced and less-skilled road users					MOPS	MOET MOT	28.1
		Strengthening and intensifying traffic law enforcement to completely eradicate traffic violators					MOPS	MOET MOT	33.1
	2	Public relations on traffic safety guidance and enforcements					MOPS	MOET MOT	45.3
	3	Coordination among concerned agencies responsible for traffic safety countermeasures					MOPS	MOT MOET	36.0
	4	Recording and evaluation of traffic safety guidance and enforcement activities.					MOPS	MOT	45.7
	5	Human resource development on traffic safety guidance and enforcements					MOPS	MOT MOET	64.3
6	Preparation and development of equipments on traffic safety guidance and enforcements					MOPS	MOT	26.2	
Budget for Equipment								319.2	
			Programs recently started						
			More than 50% of programs being implemented						
			Implementation ongoing for all programs						

Source: JICA Study Team

5.4 Traffic Enforcement Development Program

1) Traffic Safety Guidance for Beginner/Novice and Vulnerable Road Users

Table 5.4.1 presents a summary of the program content, implementation strategies, required resources, targets and expected outcome of the program.

Table 5.4.1 Summary of Implementation Program for Traffic Safety Guidance for Beginner/Novice and Vulnerable Road Users

PROGRAM	Traffic safety guidance for beginner/novice and vulnerable road users				
Program Nos.	1-1-1 ~ 5	Core Agency	MOPS	Joint Agency	MOET, MOT
IMPLEMENTATION PROGRAM	On-street traffic safety guidance to motorcycle riders, young/beginner drivers, pedestrians, etc. and on-site traffic safety guidance on how to drive at black spots and sections				
Program Strategies	1-1-1 On-street traffic safety guidance to motorcycle riders (e.g. proper lane-changing, turning, use of winker, etc.) and pedestrians (e.g. use of pedestrian lanes and overpass, etc.) 1-1-2 On-site traffic safety guidance on how to drive at black-spots and black-sections 1-1-3 Traffic safety guidance during rush hour 1-1-4 Intensified traffic safety guidance for young and beginner drivers 1-1-5 Traffic safety guidance on how to drive near trucks and buses (e.g. running parallel with, overtaking, etc.)				
Implementation Site	Areas with high incidence of traffic violations, high-risk pedestrian crossings and black spots and sections.				
Required Manpower	3-5 Policemen/site (Police stationing is to be based on SC-XX; stationing code)				
Required Equipment	3-5 Whistles, 3-5 nightsticks, 3-5 wireless radios per site, except for police patrol cars and motorcycles. (1 each of Whistle, nightstick and wireless radio per policeman)				
Budgetary Requirement	Costs expected to be incurred during planning, recording and evaluation activities (excluding personnel and equipment cost)				
Program Target	Traffic safety guidance for beginner/novice and vulnerable road users				
Implementation Issue(s)	Limited number and capabilities of police manpower, in addition to the limited equipment				
Roadmap & Milestone	2013 to 2020 Implementation is scheduled after successful implementation of intensive traffic law enforcement program which should have already strengthened policemen's resolve for strict and punitive enforcement to traffic violators.				
Expected Outcome	More than 80% reduction in traffic violations by beginner/novice and vulnerable road users (pedestrians, riders and drivers)				

Source: JICA Study Team

2) Traffic Safety Guidance for Inexperienced and Less-skilled Road Users

Table 5.4.2 presents a summary of the program content, implementation strategies, required resources, targets and expected outcome of the program.

Table 5.4.2 Summary of Implementation Program for Traffic Safety Guidance for Inexperienced and Less-skilled Road Users

PROGRAM	Traffic safety guidance for inexperienced and less-skilled road users				
Program Component Nos.	1-2-1 ~ 5	Core Agency	MOPS	Joint Agency	MOET, MOT
IMPLEMENTATION PROGRAM	On-street traffic safety guidance and warning to motorcycle riders, young/beginner drivers, etc. and on-site traffic safety guidance on how to drive at black spots and sections				
Program Strategies	1-2-1 On-street traffic safety guidance and warning to motorcycle riders (e.g. proper lane-changing, turning, use of winker, etc.) and pedestrians (e.g. use of pedestrian lanes and overpass, etc.) 1-2-2 On-site traffic safety guidance and warning on how to drive at black-spots and black-sections 1-2-3 Traffic safety guidance and warning during rush hour 1-2-4 Intensified traffic safety guidance and warning for young and beginner drivers 1-2-5 Traffic safety guidance and warning on how to drive near trucks and buses (e.g. running parallel with, overtaking, etc.)				
Implementation Site	Areas with high incidence of motorcycle traffic violations and high-risk pedestrian crossings.				
Required Manpower	3-5 Policemen/site (Police stationing is to be based on SC-XX; stationing code)				
Required Equipment	3-5 Whistles, 3-5 nightsticks, 3-5 wireless radios per site, except for police patrol cars and motorcycles. (1 each of Whistle, nightstick and wireless radio per policeman)				
Budgetary Requirement	Costs expected to be incurred during planning, recording and evaluation activities (excluding personnel and equipment cost)				
Program Target	To guide and ensure safety of inexperienced and less-skilled road users.				
Implementation Issue(s)	Limited number and capabilities of police manpower, in addition to the limited equipment				
Roadmap & Milestone	2011 to 2020 Implementation is scheduled after successful implementation of intensive traffic law enforcement program.				
Expected Outcome	More than 80% reduction in traffic violations by inexperienced and less-skilled drivers and riders.				

Source: JICA Study Team

3) Strengthening and Intensifying Traffic Law Enforcement to Completely Eradicate Deliberate Traffic Violations

Table 5.4.3 presents a summary of the program content, implementation strategies, required resources, targets and expected outcome of the program.

Table 5.4.3 Summary of Implementation Program for Strengthening and Intensifying Traffic Law Enforcement to Completely Eradicate Deliberate Traffic Violations

PROGRAM	Strengthening and intensifying traffic law enforcement to completely eradicate deliberate traffic violations				
Program Component Nos.	1-3-1 ~ 5	Core Agency	MOPS	Joint Agency	MOET, MOT
IMPLEMENTATION PROGRAM	Strengthen and intensify traffic enforcement to those who deliberately ignore traffic rules especially for speeding, red-running, young drivers and so forth				
Program Strategies	Strengthen and intensify enforcement targeting the following: 1-3-1 Traffic violations such as over speeding, running on red light, etc. 1-3-2 Traffic violators at black-spots and sections 1-3-3 Traffic violators on streets 1-3-4 Traffic violators among young drivers 1-3-5 Traffic violators among truck and bus drivers				
Implementation Site	Areas with high incidence of traffic violations especially by young drivers, truck and bus drivers.				
Required Manpower	4-8 Policemen/site (Police stationing is to be based on SC-XX; stationing code)				
Required Equipment	4-8 Whistles, 4-8 nightsticks, 4-8 wireless radios/site 1-2 Speed-sensors, 1-2 video cameras, 1-2 digital cameras except for police patrol cars and motorcycles. (1 each of Whistle, nightstick and wireless radio per policeman) (1-2 speed sensors/site, 1-2 cameras/site, other measures)				
Budgetary Requirement	Costs expected to be incurred during planning, recording and evaluation activities (excluding personnel and equipment cost)				
Program Target	To strengthen and intensify traffic enforcement to completely eradicate traffic violators				
Implementation Issue(s)	Limited number and capabilities of police manpower, in addition to the limited equipment				
Roadmap & Milestone	2008 to 2020 This program is the priority in implementation.				
Expected Outcome	More than 95% reduction in both violations and accidents caused by traffic violators.				

Source: JICA Study Team

4) Public Relations on Traffic Safety Guidance and Enforcement

Table 5.4.4 presents a summary of the program content, implementation strategies, required resources, targets and expected outcome of the program.

Table 5.4.4 Summary of Implementation Program for Public Relations on Traffic Safety Guidance and Enforcement

PROGRAM	Public relations on traffic safety guidance and enforcements				
Program Component Nos.	2-1-1 ~ 3	Core Agency	MOPS	Joint Agency	MOET, MOT
IMPLEMENTATION PROGRAM	Public relations on traffic safety guidance and enforcements, including current situation of traffic violations, implementation plan and implementation results				
Program Strategies	2-1-1 Examination and design of public relations on traffic safety guidance and enforcements 2-1-2 Current situation of traffic violations and implementation plan of traffic guidance/enforcements 2-1-3 Implementation results of traffic guidance and enforcements				
Implementation Site	Areas with high incidence of traffic violations and high-risk pedestrian crossings				
Required Manpower	3-5 Policemen/site(others) (Police stationing is to be based on SC-XX; stationing code)				
Required Equipment	3-5 Whistles, 3-5 nightsticks, 3-5 wireless radios/place except for police patrol cars and motorcycles. (1 each of Whistle, nightstick and wireless radio per policeman)				
Budgetary Requirement	Costs expected to be incurred during planning, recording and evaluation activities (excluding personnel and equipment cost)				
Program Target	To reduce number of traffic violations and increase road users' awareness and understanding of traffic rules and encourage them to obey the laws.				
Implementation Issue(s)	Number of on-site guidance and enforcements is limited by the number of policemen and the capabilities				
Roadmap & Milestone	2008 to 2020 (step by step implementation is desired according to the plan)				
Expected Outcome	More than 90% reduction of traffic violations caused by inadequate knowledge of traffic rules.				

Source: JICA Study Team

5) Coordination among Concerned Agencies Responsible for Traffic Safety Countermeasures

Table 5.4.5 presents a summary of the program content, implementation strategies, required resources, targets and expected outcome of the program.

Table 5.4.5 Summary of Implementation Program for Coordination among Concerned Agencies Responsible for Traffic Safety Countermeasures

PROGRAM	Coordination among related agencies on traffic safety countermeasures				
Program Component Nos.	3-1-1 ~ 3	Core Agency	MOPS	Joint Agency	MOT, MOET
IMPLEMENTATION PROGRAM	Coordination with related agencies on traffic safety countermeasures, exchange of views among all participants				
Program Strategies	3-1-1 Examination and design of public relations strategies on coordination mechanism with related agencies 3-1-2 Presentation to, and exchange of views among the participants on the current situation of traffic safety guidance and enforcement activities 3-1-3 Presentation to, and exchange of views among the participants on the current issues on traffic facilities and traffic management related to traffic safety guidance and enforcement				
Implementation Site	Not specified Coordination meetings to be held in concerned agencies' offices				
Required Manpower	1-2 Policemen in charge of planning per police station and 2-3 officers-in-charge per police station				
Required Equipment	Not specified Regular office equipment				
Budgetary Requirement	Costs expected to be incurred during planning and evaluation activities (excluding personnel and equipment cost)				
Program Target	For concerned agencies to have consensus on problems, issues and required countermeasures				
Implementation Issue(s)	Constraint in systematic collaboration is difficulty in selection of leader/ champion of traffic safety development				
Roadmap & Milestone	2008 to 2020 (step by step implementation is desired according to the plan)				
Expected Outcome	More than 50% increase in comprehensive countermeasures as a result of successful collaboration among concerned agencies				

Source: JICA Study Team

6) Recording and Evaluation of Traffic Safety Guidance and Enforcement Activities

Table 5.4.6 presents a summary of the program content, implementation strategies, required resources, targets and expected outcome of the program.

Table 5.4.6 Summary of Implementation Program for Recording and Evaluation of Traffic Safety Guidance and Enforcement Activities

PROGRAM	Activity record and evaluation on traffic safety guidance and enforcements				
Program Component Nos.	4-1-1 ~ 3	Core Agency	MOPS	Joint Agency	MOT
IMPLEMENTATION PROGRAM	Recording and evaluation of traffic safety guidance and enforcement activities and activity planning based on the evaluation				
Program Strategies	4-1-1 Recording of traffic guidance and enforcement activities 4-1-2 Evaluation of the activities 4-1-3 Activity planning based on the evaluation				
Implementation Site	No relevant items				
Required Manpower	1-2 Policemen in charge of planning per police station and 2-3 officers-in-charge per police station				
Required Equipment	1 terminal computer per police station, 1 central computer per city or province, 1 main computer in MOPS				
Budgetary Requirement	Costs expected to be incurred during planning and evaluation activities (excluding personnel and equipment cost)				
Program Target	To ensure feasibility of systematic planning of enforcement activities				
Implementation Issue(s)	Unified data input format, development of intranet system, human resource development of responsible personnel to operate the system/database				
Roadmap & Milestone	2008 to 2020 (step by step implementation is desired according to the plan)				
Expected Outcome	More than 50% increase in cost/benefit of traffic enforcement activities				

Source: JICA Study Team

7) Human Resource Development on Traffic Safety Guidance and Enforcement

Table 5.4.7 presents a summary of the program content, implementation strategies, required resources, targets and expected outcome of the program.

Table 5.4.7 Summary of Implementation Program for Human Resource Development on Traffic Safety Guidance and Enforcements

PROGRAM	Human resource development on traffic safety guidance and enforcement				
Program Component Nos.	5-1-1 ~ 4	Core Agency	MOPS	Joint Agency	MOT, MOET
IMPLEMENTATION PROGRAM	Examination of human resource development policy on traffic safety guidance and enforcement and development of training system for sustainable human resource development				
Program Strategies	5-1-1 Examination of human resource development policy on traffic safety guidance and enforcement 5-1-2 Development of training system for sustainable human resource development 5-1-3 Beginners' training 5-1-4 Intermediate leaders' training 5-1-5 Advance training				
Implementation Site	Provincial Police Academy National Police Academy				
Required Manpower	20 to 30 policemen/provincial (or city) police academy 30 to 50 policemen/national police academy				
Required Equipment	Training materials				
Budgetary Requirement	Costs expected to be incurred during planning, recording and evaluation activities (excluding personnel and equipment cost)				
Program Target	Develop policemen's ability on traffic guidance and enforcement				
Implementation Issue(s)	Instructors training, compatibility with the promotion system				
Roadmap & Milestone	2008 to 2020 (step by step implementation is desired according to the plan)				
Expected Outcome	More than 60% increase in reliability of and dependability on policemen				

Source: JICA Study Team

8) Preparation and Development of Equipment for Traffic Safety Guidance and Enforcement

Table 5.4.8 presents a summary of the program content, implementation strategies, required resources, targets and expected outcome of the program.

Table 5.4.8 Summary of Implementation Program for the Preparation and Development of Equipment for Traffic Safety Guidance and Enforcement

PROGRAM	Preparation and development of equipment for traffic safety guidance and enforcement				
Program Component Nos.	6-1-1 ~ 4	Core Agency	MOPS	Joint Agency	MOT
IMPLEMENTATION PROGRAM	Procurement of equipments on traffic safety guidance and enforcement and planning for new equipment development				
Program Strategies	6-1-1 Procurement planning for required equipment on traffic safety guidance and enforcement 6-1-2 Implementation of procurement plan 6-1-3 Development of new equipment for traffic safety guidance and enforcement and formulation of new procurement plan 6-1-4 Development of ITS camera system on several main NHs				
Implementation Site	Provincial Police and City Police				
Required Manpower	1-2 Policemen in charge of planning per police station and 2-3 officers-in-charge per police station				
Required Equipment	No relevant items				
Budgetary Requirement	Costs expected to be incurred during planning and evaluation activities (excluding personnel cost)				
Program Target	Increased efficiency on traffic guidance and enforcement activities				
Implementation Issue(s)	Personnel responsible for promotion activities (Need to establish the National Research Institute of Police Science)				
Roadmap & Milestone	2008 to 2020 (step by step implementation is desired according to the plan)				
Expected Outcome	More than 30% increase of cost/benefit of traffic enforcement activities				

Source: JICA Study Team

5.5 Capability Improvement for Transport Inspectors

The National Assembly has adopted the Revised Road Traffic Law on 13 November 2008 wherein Article 86 stipulates that road inspection is a specialized function and that road inspectors have the following authority and responsibilities:

- Inspect, identify, and prevent violations as well as administer fine for violations against provisions of the law on protecting road infrastructure and ensuring technical standards of the road;

- Inspect, identify, and prevent violations as well as administer fine for violations against regulations on transport operations and support services in the parking area, car station, etc.;
- Inspect, identify, and prevent violations as well as administer fine for violations during driver training and testing, driver's license issuance/renewal, revoking of driver's licenses, testing on technical and environmental conditions; and
- Implement other responsibilities and authority under other provisions of the law on inspection.

Although vested with many important tasks, in general, the transport inspectorate is still in the period of consolidation and improvement. The GOV has plans to strengthen this force. In Resolution No 32/2007/NQ-CP dated 29 June 2007 concerning the urgent measures to control traffic accident and traffic congestion, the GOV requested the MOT in the first quarter of 2008 to submit for approval the project for "increasing the number of inspectors and providing equipment and supplies for Transport Inspector force". However, due to several reasons, this project has not been prepared and submitted as expected. This may be due to the organization structure of traffic inspectorate which is quite different from that of traffic police (refer to Chapter 6, Volume 2 of this Final Report).

The transport inspectorate at each level will be under the control of the transport agency at that level. Therefore, the responsibility of increasing the number of staff and providing equipment and supplies for Transport Inspector force rests with the respective transport agency. The Ministry Inspectorate is mainly responsible for giving the instructions.

Thus, a capability improvement program to enhance technical capabilities of Transport Inspectors is proposed with following main components: (1) Institutional and Organizational Frameworks; (2) Human Resource Development; and (3) Working Conditions Improvement.

1) Institutional and Organizational Frameworks

As stipulated in Directive 202/CT-BGTVT dated 5 February 2007 by the Ministry of Transport, the Transport Inspectors should be better organized and should improve implementation of their tasks better. The following are therefore proposed for implementation:

- (i) The separation of transport-specialized inspectors and administrative inspectors should be considered. As mentioned in Chapter 6, Volume II of this Final Report, transport inspectors have both functions. However, the conditions as well as qualification requirements for the inspectors should be different in order to effectively perform these two functions. Thus, the separation of the two inspection forces shall professionalize the function of the inspectors. Although this may encounter certain difficulties due to the legal framework, it is not impossible to implement such separation.
- (ii) The Transport Inspectors system is established under the Decree 136/2004/ND-CP dated 16 June 2004 of the Government, in which there are transport inspectors not only in the MOT- and PDOT-level, but as well as VRA inspectors. But following the

Inspection Law No. 22/2004/QH11 approved by the National Assembly on 15 June 2004, there is no inspector at VRA-level. Therefore, this contradiction should be legally removed.

- (iii) The transport inspectors should have good working relations with local governments, traffic police, the VR, and other supporting forces. In addition, these working relations should be based on complementing regulations.

2) Human Resource Development

During this period of consolidation and improvement, the following are proposed:

- Improvement of workforce so that the transport inspectors at all levels have enough manpower. This may be addressed through the preparation of a project aimed at increasing the number of inspectors for submission and approval.
- Completion of program for initial training and extensive training of inspectors at different levels.
- Study to establish a unit at training institutions, mainly responsible for training of inspectors

3) Working Conditions Improvement

As acknowledged, there is no specialized equipment required by transport inspectors except for vehicles, office machines and simple enforcement tools. Therefore, equipment for transport inspector has never been a major issue. However, for several local inspectors, a better working space should be provided.

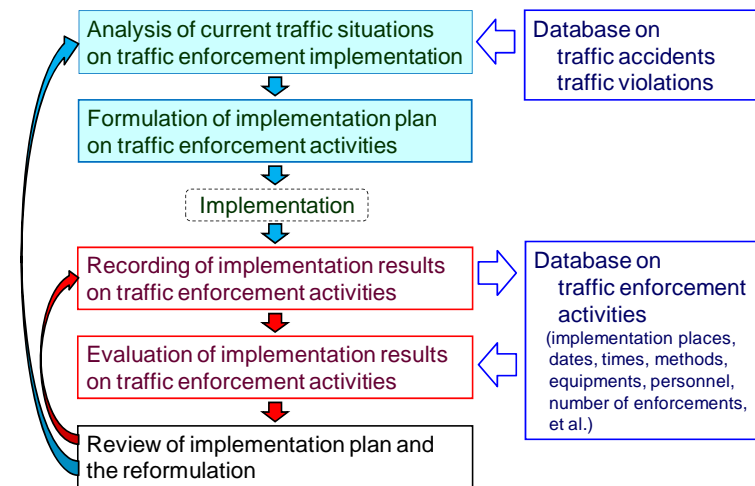
5.6 Implementation Strategies

The roadmap to get to the goal is determined based on the action policy of traffic enforcement activities. Here, the action policy depends on the special nature of traffic enforcement activities, as follows:

- (i) Strict, punitive and consistent enforcement for intentional traffic violators should be a priority. This action policy is necessary to instill and develop among the general public a respect for law enforcement.
- (ii) On the other hand, traffic law enforcement should be less strict to the beginner/ novice or vulnerable road users who tend to behave carelessly or unknowingly in traffic situations. This action policy is also necessary to make traffic enforcement activities more considerate and acceptable to the public.
- (iii) In addition to the above two conditions, level of service of traffic engineering and traffic safety education is taken into account in determining order of priority. This action policy is also necessary to make the enforcement activities reasonable to the general public.

A five-step process of traffic guidance and enforcement implementation is shown in Figure 5.6.1.

Figure 5.6.1 Process of Traffic Enforcement Implementation



Source: JICA Study Team.

- (i) As a 1st step, it is necessary for implementing agency to have an adequate understanding of the current situations in traffic guidance and enforcement, data analysis on traffic accidents and traffic violations. This is where the database on traffic accidents and traffic violations will be very indispensable. However, since this is not in place by the start of implementation of this action program, other means of obtaining accurate and comprehensive data will be necessary. Questionnaire survey from experienced policemen or appropriate persons in charge may be conducted; however, data accuracy and reliability may be low.

The outcome from this step is the identification of the type of violations that should receive strict enforcement as well as the type of violations that requires guidance or training. In addition, the target implementation sites and timing of implementation are also determined from this step.

- (ii) Thus, as a 2nd step, a traffic guidance and enforcement implementation plan may be formulated that will include target sites of implementation; timing, frequency and methods of implementation; and the procurement plan for required personnel and equipments.
- (iii) The 3rd step is recording of all implementation activities and their outcomes: violations targeted, methods used, personnel and implementation situations, sites and dates of implementation, frequency of traffic guidance and enforcement activities, and implementation results. Thus, prior to actual implementation, the required materials and equipment with this recording activity should be prepared such as recording forms, input and output medium, systems, etc.
- (iv) The 4th step is the conduct of evaluation of implementation results. Prior to evaluation, the following are analyzed:

Number of traffic enforcements by violations; sites/places, timing and methods of implementation.

Changing pattern in the number of violations by year, through the years.

Two kinds of evaluations are also proposed to be conducted:

Short-term evaluation of traffic enforcement activities wherein the effects of the activities are evaluated based on the ratio of enforcements to personnel and/or equipments.

Long-term evaluation of traffic enforcement activities wherein the effects of the activities are evaluated based on the reduction rate of violations.

- (v) The 5th step is the review of the implementation plan and its reformulation/revision/ updating, as necessary, for the finalization of the succeeding years' implementation plan.

The required materials and outcomes from each step are summarized in Table 5.6.1. A summary table of proposed traffic enforcement implementation program is shown in Table 5.6.2.

Table 5.6.1 Required Materials and Outcomes on Implementation Process

Steps	Required Materials	Outcome
Analysis of current traffic situations on traffic enforcement implementation	→ traffic accident data → traffic violation data	→ type of violations requiring urgent enforcement; → sites/places and timing of implementation
Formulation of implementation plan on traffic enforcement activities	→ number of personnel available → number of equipment available	→ Implementation program
Recording of implementation results on traffic enforcement activities	→ recording form, input and output medium, recording system	→ accumulated data on traffic enforcement activities
Evaluation of implementation results on traffic enforcement activities	→ equipment for data evaluation	→ effects/impacts of activities (short- and long-term evaluation)
Review of implementation plan and its reformulation/revision/ updating	→ equipment for data evaluation	→ Updated implementation plan

Source: JICA Study Team.

Table 5.6.2 Proposed Implementation Program for Traffic Enforcement Development

BASIC STRATEGY No.	STRATEGY	IMPLEMENTATION PROGRAM	PROGRAM CODE No.	MILESTONE				Core Agency	Joint Agencies
				2008-2010	2011-2012	2013-2015	2016-2020		
1	Traffic safety guidance for beginner/novice and vulnerable road users	On-street traffic safety guidance to motorcycle riders (e.g. proper lane-changing, turning, use of winker, etc.) and pedestrians (e.g. use of pedestrian lanes and overpass, etc.)	1-1-1					MOPS	MOET MOT
		On-site traffic safety guidance on how to drive at black-spots and black-sections	1-1-2					MOPS	MOET MOT
		Traffic safety guidance during rush hour	1-1-3					MOPS	MOET MOT
		Intensified traffic safety guidance for young and beginner drivers	1-1-4					MOPS	MOET MOT
		Traffic safety guidance on how to drive near trucks and buses (e.g. running parallel with, overtaking, etc.)	1-1-5					MOPS	MOET MOT
	Traffic safety guidance for inexperienced and less-skilled road users	On-street traffic safety guidance and warning to motorcycle riders (e.g. proper lane-changing, turning, use of winker, etc.) and pedestrians (e.g. use of pedestrian lanes and overpass, etc.)	1-2-1					MOPS	MOET MOT
		On-site traffic safety guidance and warning on how to drive at black-spots and black-sections	1-2-2					MOPS	MOET MOT
		Traffic safety guidance and warning during rush hour	1-2-3					MOPS	MOET MOT
		Intensified traffic safety guidance and warning for young and beginner drivers	1-2-4					MOPS	MOET MOT
		Traffic safety guidance and warning on how to drive near trucks and buses (e.g. running parallel with, overtaking, etc.)	1-2-5					MOPS	MOET MOT
	Strengthening and intensifying traffic law enforcement to completely eradicate traffic violations	Traffic violations such as over speeding, running on red light, etc.	1-3-1					MOPS	MOET MOT
		Traffic violators at black-spots and sections	1-3-2					MOPS	MOET MOT
		Traffic violators on streets	1-3-3					MOPS	MOET MOT
		Traffic violators among young drivers	1-3-4					MOPS	MOET MOT
		Traffic violators among truck and bus drivers	1-3-5					MOPS	MOET MOT
2	Public relations on traffic safety guidance and enforcements, including current situation of traffic violations, implementation plan and implementation results	Examination and design of public relations on traffic safety guidance and enforcements	2-1-1					MOPS	MOET MOT
		Current situation of traffic violations and implementation plan of traffic guidance/enforcements	2-1-2					MOPS	MOET MOT
		Implementation results of traffic guidance and enforcements	2-1-3					MOPS	MOET MOT
3	Coordination with related agencies on traffic safety countermeasures, exchange of views among all participants	Examination and design of public relations strategies on coordination mechanism with related agencies	3-1-1					MOPS	MOT MOET
		Presentation to, and exchange of views among the participants on the current situation of traffic safety guidance and enforcement activities	3-1-2					MOPS	MOT MOET
		Presentation to, and exchange of views among the participants on the current issues on traffic facilities and traffic management related to traffic safety guidance and enforcement	3-1-3					MOPS	MOT MOET
4	Recording and evaluation of traffic safety guidance and enforcement activities and activity planning based on the evaluation	Recording of traffic guidance and enforcement activities	4-1-1					MOPS	MOT
		Evaluation of the activities	4-1-2					MOPS	MOT
		Activity planning based on the evaluation	4-1-3					MOPS	MOT
5	Examination of human resource development policy on traffic safety guidance and enforcement and development of training system for sustainable human resource development	Examination of human resource development policy on traffic safety guidance and enforcement	5-1-1					MOPS	MOT MOET
		Beginners' training	5-1-2					MOPS	MOT MOET
		Intermediate leaders' training	5-1-3					MOPS	MOT MOET
		Advance training	5-1-4					MOPS	MOT MOET
6	Preparation and development of equipment for traffic safety guidance and enforcement	Procurement planning for required equipment on traffic safety guidance and enforcement	6-1-1					MOPS	MOT
		Implementation of procurement plan	6-1-2					MOPS	MOT
		Implementation of procurement plan	6-1-3					MOPS	MOT
		Development of ITS camera system on several main NHs	6-1-4					MOPS	MOT

Source: JICA Study Team

6 TRAFFIC SAFETY EDUCATION IN SCHOOL AND TRAFFIC SAFETY CULTURE DEVELOPMENT IN COMMUNITY

6.1 Overall Framework

Traffic safety education has been introduced to Vietnam in the recent years. The current efforts of the government on traffic safety education is in accordance with other socio-economic development strategies to year 2010, which has been expanded from year 2005 for the national education and training development, as stipulated in Chapter II of the Education Law.

Article 35 of the current Constitution (issued in 1992) stipulates that education is the first priority of the national policy. Article 86 of the Education Law stipulates the framework for governmental management of education, which includes formulation, guidance and planning of policies and strategies for educational development.

Since then, while there had been many government efforts through conduct of various activities, there is still however no systematic approach in place to ensure sustainability of those activities.

Provisions of traffic safety education activities in schools can raise the level of traffic safety awareness and correct high risk-taking road user behaviors. However, it is equally necessary to provide life-long learning opportunities and training programs for each age group, and inspire people to envision the common goal of a safe, traffic society which is achieved through their efforts. It is also essential to raise awareness on caring for vulnerable road users, including disabilities/impairments, elderly and children, and develop an attitude toward perception of risk and accident prevention under the principle of improving the quality of life and social welfare. Hence, the systematic provision of traffic safety education programs suitable for the various age groups at their stage of mental and physical development is very crucial.

In order to introduce and implement traffic safety awareness effectively, two (2) distinct approaches are proposed which focus fundamentally on the government agencies' areas of responsibility and authority: (1) Traffic safety education in school and (2) Traffic safety culture development (Traffic safety education in community including traffic safety campaign and propaganda).

1) Traffic Safety Education in School

Traffic safety education from pre-school to university students aims to teach basic traffic rules and to develop an attitude of observing the rules and practicing appropriate traffic behavior in accordance with their level of physical and mental developments as well as regional needs. In addition, it is also aimed at teaching basic skills and knowledge necessary for the safe use of roads in their daily living. Through the conduct of traffic safety education activities at all school levels, it is expected that the generations of "good, traffic law-abiding citizens" will be developed.

The method adopted for the proposed traffic safety activities shall be focusing on students' participation, hands-on experience and practical implementation. Main

responsible organization will be the Ministry of Education and Training (MOET).

2) Traffic Safety Culture Development

(Traffic safety education in community including traffic safety campaign and propaganda)

The Government policy to open its market economy has resulted in the revolutionary change in the peoples' mobility as manifested by the rapidly increasing motorization rate. Unfortunately, this has not adequately prepared the people in the area of road traffic safety.

The Vietnamese peoples' inherent environment of freely walking on the footpaths or crossing the roads has been radically changed by road expansion and highway network development. A culture of travelling on foot or by a cow-drawn carriage or by cycling has been rapidly shifted to use of motor vehicles which proves to be a more convenient means of transport and shorter travel time. Under such rapid changes of travelling culture from non-motorized to motorized transport, these have brought a great concern as to whether the road users have a clear perception on the possible risks to their safety when sharing road space with various modes of transport.

Thus, in order to adjust to a rapidly changing traffic society, it is necessary to introduce and promote effective traffic safety education to different target groups living in both urban and rural communities: from children to students, migrant workers in construction sites, street vendors, general population, particularly the elderly in communities, people working for government and private organizations. Special attention should be paid to indigenous peoples living in remote or mountainous areas through the provision of effective and comprehensible traffic safety education and training programs as well as publicity campaigns.

At present, there is a high percentage of children, young and elderly peoples being involved in road crashes either as pedestrians, cyclists, riders, passengers, or as drivers. The attitudes and behaviors for safe road use required by each age group will change as they grow and develop; as they become increasingly independent and mobile, they move from being predominantly a passenger in the family car and a pedestrian accompanied by an adult to riding a bicycle, using public transport and eventually learning to drive a motorized vehicle. The traffic safety education and instruction provided to them must be suitable to their stage of development and level of independence as a road user.

Since major cause of accident is human error, changing road user behavior should urgently be prioritized to make road traffic safety normative. This means a re-ordered set of culture through values, beliefs, attitudes, and perceptions and altered norms need to be reformed for appropriate behaviour when participating in road traffic. Hence, traffic safety culture development shall be introduced.

(i) Rationale for Introduction of Traffic Safety Culture to the Vietnamese Society

Because it is essential to:

- Identify the unsafe driving habits of road users and how road users / drivers "attribute" the cause of accidents, hence becoming hazardous spots.

- Identify what factors can influence the Vietnamese road user's behavioral change from individual benefit (i.e. concern for personal benefit without consideration of others) to social benefit (i.e. acquiring a sense of social responsibility) in terms of cultural and psychological aspects (i.e. value, belief, norm, attitude, perception, responsibility, intentional behavior, etc.).
- Recognize that safety culture differs in rural and urban areas. Rural residents as a whole are more conservative, more independent and less willing to accept new ideas than urban residents. This may explain why crash helmet use is typically lower in rural areas than in urban areas.
- Most importantly, establish safer road use environment and instill proper road use and traffic law-abiding behaviors in the Vietnamese community so as to be able to care for and be considerate of other road users.

(ii) Definition of Traffic Safety Culture

Traffic safety culture is “a person's goodwill to learn, practice and experience the process of everyday use of proper and safe driving behavior on roads in compliance with traffic laws and in consideration of other road users.”

The daily practice of proper road use behavior would accumulatively internalize an individual attitude, develop into subjective norm and safety-consciousness leading to a safety habit and gradually developing into a sense of social conscience which will naturally and inherently transform to a traffic safety culture behavior.

The success of traffic safety culture development lies in the enthusiasm and commitment of the authorities concerned and the communities in particular to work together towards a common goal of increasing awareness and reducing the number of road traffic accidents. This traffic safety culture development is therefore aimed at helping build capacity towards sustainable development.

(iii) Manifestation of a Traffic Safety Culture in Vietnam

Development of a traffic safety culture into the Vietnamese society is a key factor to ultimately achieve safe, traffic accident-free roads in Vietnam. In particular, effective integration of the 3Es countermeasures (engineering, enforcement and education) will enhance not only the quality of roads and the basic process of awareness building but also in developing habit-forming, safe traffic behavior among Vietnamese road users, thus, resulting to a traffic safety culture in Vietnam.

Traffic safety culture development in Vietnam will be manifested through the following:

- (1) Road users obey, respect and practice traffic law-abiding behavior
- (2) Road users are respectful and considerate of other road users while sharing the same road space with other various transport modes
- (3) Traffic police and transportation agencies effectively undertake their tasks to ensure road traffic safety at all times.

Traffic safety culture development takes various forms of education and campaigns: from national campaigns such as the recent Government's campaign on the mandatory use of helmet for all motorcycle users, to campaigns through various media such as TV, radio, newspapers, billboards, and the internet. Recently, traffic safety education in community has become a major concern in different branches of government and organizations. The mass media and organizations such as the various Farmers' and Women's organizations and the Ho Chi Minh's Youth Union at all levels have implemented many traffic safety promotions, campaigns and action plans with appropriate contents for each sector and organization. Those activities have made a shift in the awareness and attitude of road users when participating in road traffic and have created a demand for traffic safety education.

Nevertheless, to achieve a sustainable road user behavioral change, it is important that the development of traffic safety culture should utilize not only the 3Es countermeasure already mentioned but should also involve support and participation from and coordination with high-level officials of key government agencies down to the local levels of provinces, districts and communes.

6.2 Basic Strategies and Focus Areas

1) Sectoral Planning Principle and Goal / Target

(i) Vision

The vision of traffic safety education and traffic safety culture development is to create "A Kind-hearted Road Traffic Accident-Free Society." Despite it being a rather ambitious and time- and resources-consuming plan, this vision is regarded as attainable through efficient participation and cooperation of every concerned agency.

(ii) Common Goal

The common goal of traffic safety culture development is to "minimize the number of road traffic accidents and to maximize the level of awareness on road traffic safety by 95% of total population by 2020."

(iii) Target

The target will be prioritized based on existing road traffic accident causational analysis upon the high-risk behaviours, age groups and geographical areas as follows:

(1) High risk-taking behaviors

Speed-driving; running red light; drunk-driving; reckless driving, overtaking, passing over; jaywalking; reckless pedestrian crossing such as not using authorized pedestrian lanes or use of gadgets/devices while crossing, etc.

(2) Target age groups

The targeted age groups are as follows: (a) 5 – 10 years old; (b) 11 – 14 years old; (c) 15 – 20 years old; (d) 21 – 30 years old; (e) 31 – 55 years old; (f) and 56 and above.

The provision of traffic safety education and traffic safety culture development should reach all these age groups which include small children, students at all educational levels, migrant workers in construction sites, street vendors, general population, particularly the elderly in communities and the indigenous groups, people working for government and private organizations, etc.

(3) Coverage area

This shall have a nationwide coverage, including urban, rural, remote, and mountainous areas.

2) Basic Strategies and Focus Area

The traffic safety education and traffic safety culture development will have to cover a wide range of fields or areas. Thus, it is important to develop practical strategies and focus areas for both effective planning and sustainable implementation.

The basic strategies for traffic safety education and cultural development are formulated basically in consideration of the current sectoral issues as discussed in Volume 2 of this Final Report as well as the overall basic strategies discussed in Chapter 2 of this report volume.

Hence, the following are basic strategies and focus areas of traffic safety education and traffic safety culture development.

(i) Traffic Safety Education in School Program

The proposed basic strategies for traffic safety education in school program are as follows:

- Traffic safety educational practice program for pre-school children
- Traffic safety education program for primary up to university students
- Community involvement program
- Organization and institutional framework development

(ii) Traffic Safety Culture Development Program

The basic and main strategy for the traffic safety culture development program is the establishment of a traffic safety foundation wherein various programs and campaign activities shall be introduced for implementation. These programs, campaigns, and activities shall be described in the succeeding subsections.

6.3 Traffic Safety Education in School Program

It is clearly stated that education is the first priority of the national policy as stipulated in Article 35 of the present Constitution. Hence the implementation of traffic safety education programs should influence not only the young people's thinking behavior but also their intentional behavior towards traffic safety regulation compliance. Every school in the regions therefore plays very crucial roles as potential places to implement effective and sustainable traffic safety education programs.

At present, however, traffic safety education is not available to all children and students. Inadequate teaching and learning materials and facilities are still the norm in the

schools. In particular, traffic safety education contents are not yet localized to address specific traffic characteristics. In addition, the need for more re-training for teachers is also a must.

1) Traffic Safety Educational Practice Program for Pre-school Children

The basic strategy for young children is to equip them with basic safety abilities, such as ability to safely cross the street alone before they reach primary school-age.

The following are the proposed sub-programs for pre-school children:

(i) Traffic Safety Education Improvement Program at Kindergarten

Traffic safety education for preschool children aims to teach the basic skills and simple traffic safety concepts necessary for the safe use of roads in their daily living. It also aims to teach basic traffic rules and develop an attitude to observe the rules and practice appropriate traffic behavior according to their physical and mental development as well as regional needs. In the program, it is composed of curriculum development (teaching safety contents, methodology), teaching materials, facilities, and safety aids.

(ii) Safe Road Crossing Ability Development Program

This program is the key and specialized teaching content since children, in general, have the tendency to suddenly and mindlessly cross the road.

(iii) Mobile Traffic Safety Program for Out-of-School Kindergarten-Age Children

For the benefit of all children in general, traffic safety education should be introduced to every child, no matter whether they attend kindergarten or not.

The mobile traffic safety education classroom (traffic safety class on wheels) is therefore proposed, especially targeting the mountainous areas. A motor vehicle (usually a bus or van) is converted to a mobile classroom and will be equipped with all the necessary safety teaching materials and safety aids, operated by teachers with technical expertise in the field of traffic safety education. Photo below shows an example of the traffic safety teaching van in Iwate, Japan.

Figure 6.3.1 Example of a Traffic Safety Teaching Van in Iwate, Japan



(iv) Parental Education Development Program

Parents play a very important role in the improvement of the children's traffic safety

education. Thus, the program should include family participation and encourage full cooperation from the family.

Activities that will be conducted are the development of a family safety book, organization of safety seminar and common safety activities such as traffic safety check around house, etc.

2) Traffic Safety Education for Primary to University Students

The basic strategy for students' safety education in schools is the development of ability for risk perception and safety practice. This means that they will not only acquire the abilities to perceive or recognize the hazards and dangers of road traffic, but should be able to control risk-taking behaviors when participating in road traffic so as to avoid potential accident occurrence.

The following are the proposed sub-programs for students:

(i) Traffic Safety Education Improvement Program at Primary School Level

This is aimed at equipping the students with the necessary skills and knowledge as a pedestrian or bicycle user in accordance with their physical and mental development as well as regional needs and circumstances. In addition, it is also aimed at training the children to improve their attitude and ability to be well-prepared for any possible danger on the road and to avoid any possible danger under certain road and traffic conditions.

(ii) Safe Bicycle Riding Program for Primary and Secondary School Levels

There are two main objectives in this program: (1) teaching and training the bicycle users and (2) preparing them as pre-motorcycle riders.

A main component of the program will be the bicycle safety riding contest which will be held in each school level in all regions, provinces and finally, at the national level.

(iii) Traffic Safety Zone (Safe routes to/from home-school for all school levels)

This program is aimed at preventing traffic accidents for children from/to home-school. The school will be closely cooperating with parents, local governments and police forces to ensure traffic safety and to avoid traffic congestions on the way from/to home-school by selecting a specific route and providing appropriate measures. Every student has to use these routes when they go from/to home-school.

As a first stage, this program will be introduced initially to schools located along the national highways.

(iv) Motorcycle Safety Riding Program at High-School, College, University Levels

Since students and the young people in general comprise a big share in motorcycle accidents in Vietnam, motorcycle safety riding shall be introduced at the high school level based on education results at the lower and secondary levels before they become licensed riders.

The program shall include development of curriculum (teaching safety contents,

methodology), teaching materials, facilities and safety aids. It will mainly target students of the universities, colleges, vocational schools and high schools who are either novice drivers, driving without license, or licensed motorcycle drivers.

The program will be conducted in cooperation with the motorcycle manufacturers or other related companies.

3) Community Involvement Program

The basic strategy of this program is the development of an effective cooperation mechanism between the schools and communities to enable the communities to be nurturing grounds for knowledge and skills on traffic safety learned by students in schools.

The program will be a joint undertaking by the children/students and community members and is expected to enhance understanding and recognition of the efforts and importance of school safety education to people in the community.

(i) Traffic Safety Culture in School Program

The program is mainly targeted at primary level school children and their families. In the program, the primary school plays the role of a key center in the community which will conduct traffic safety school one Sunday per month. It is also expected to educate older people by encouraging grandmothers/grandfathers to attend the safety school.

(ii) Black Spots/Hazardous Spots Identification Program

The program is aimed to increase safety awareness of the school children in cooperation with community people and to build up road conditions information database for the overall improvement of road safety environment in the community.

The program shall be participated in by both school children and adults in the communities through the identification of black spot/hazardous spot based on the children's assessment and under the guidance of the adults in the community. The identified spots are then plotted on the residential map.

(iii) Safe Children's Crossing Program

During the morning rush hour, the traffic volume is usually intensified. The probability rate of having student pedestrian accidents is relatively high. Thus, this program is proposed to have parents' groups designated as crossing guards at school pedestrian crossings to help students cross the road safely during heavy traffic periods at high accident-risk spots.

4) Organizational and Institutional Framework Development

The introduction and improvement of traffic safety education will not be possible without the support of law enforcement, regulations, budget, etc. Hence, the basic strategies to ensure effective implementation of above programs are as follows:

(i) Institutionalization of School Traffic Safety Education

Since traffic safety education activities in schools have not been institutionalized, there is no systematic coordination with and participation from concerned external

groups to further supplement the program in the schools. Thus, this program will enhance an institutionalization of school traffic safety education.

(ii) Curriculum Development Program

In order to provide comprehensive traffic safety education for all students, the contents and methodologies in curricula and extra-curricula will be examined and developed to supplement the present traffic safety education curriculum of DOET. During curriculum development, deliberate attention will be given on ensuring continuous development in accordance with the students' mental and physical development stages. Curriculum development for the community is also included in the program.

(iii) Teaching Materials and Safety Aids Development Program

The program will develop students' textbooks, teachers' teaching guidebooks at all school levels, as well as teaching sub-materials and safety aids. These materials and aids shall be developed in accordance with each student age-group suitable with their stage of mental and physical developments.

(iv) Human Resource Development Program

The roles of teachers are undoubtedly very important in the introduction of traffic safety education in the schools. Hence, the human resource development program is aimed at providing appropriate training and re-training for teachers involved in traffic safety education based on the new curriculum and materials developed.

(v) New Teaching Methodology Development Program

Innovative teaching methodologies will be developed such as hands-on and experiential learning and other practical ways of teaching to ensure a more effective learning environment for both learners and teachers in schools and communities.

(vi) School-Police Liaison System Development Program

This program will be developed aimed at establishing relationship between the schools and the police for exchange of information on traffic safety-related activities of students. The program will entail a systematic feedback mechanism by the police to the school authorities on the students' illegal and dangerous driving behaviors and activities such as driving without license, speeding, ignoring traffic light, etc. The program will require cooperation between the MOET and MOPS.

(vii) Guideline on the Management and Evaluation of School Traffic Safety Education

For the school traffic safety education, at present, there is a lack of assessment on the result of traffic safety education based on the behaviors, skills and attitude of learners and complete criteria for schools implementing traffic safety programs, as well as regulations. Thus, the development of guideline on the management and evaluation of school traffic safety education should be useful to all levels of agencies concerned.

(viii) Enhancement of Safety Function in the Existing Department

MOET shall be encouraged to enhance its safety function through the establishment of a Safety Education and Research Section to further motivate an effective working environment. The functions of the proposed section shall include:

- An effective coordination among school levels in traffic safety education.
- Consultation and provision of advisory role to the Traffic Safety Teacher Consultant (Supervisor) which will be assigned for traffic safety education in each Provincial DOET from the MOET.
- Introduction of the Student Accident Reporting System to DOET which shall be required from schools in every city and province.
- Data gathering and analysis on traffic accidents involving students under school management.
- Report to NTSC all accidents involving students.
- Undertake research and development activities in the field of teaching methodology, development of teaching/ learning materials, curriculum and traffic safety education evaluation in collaboration with other agencies concerned.

The overall proposed implementation programs for traffic safety education in schools by 2020, including core agencies and coordinating agencies and estimated costs are shown in Table 6.3.1.

Table 6.3.1 Overall Traffic Safety Education in School Program by 2020

Total Cost US\$ 118,530,000

Basic Strategy	Target	Focus area	Program/Activity	Core Agency	Joint Agencies	Budget
Traffic Safety Educational practice for pre-school children	Pre-school children	The basic strategy for young children is to equip them with basic safety abilities, such as ability to safely cross the street alone before they reach primary school-age.	SAFETY PRACTICE FOR PRE-SCHOOL CHILDREN PROGRAM		Sub-Total	11,770
			TSE improvement program at Kindergarten	MOET	DOET	930
			Safe road crossing ability development program	MOET	DOET	6,750
			Mobile traffic safety program for out-of-school kindergarten-age children	NTSC	MOET	1,280
			Parental education development program	MOET	MOCI	2,810
Traffic Safety Education for primary to university students	Primary school pupils to university students	Development of ability for risk perception and safety practice	TSE PROGRAM FOR PRIMARY TO UNIVERSITY STUDENTS		Sub-Total	46,970
			Traffic safety education improvement program at primary school levels	MOET	DOET	14,930
			Safe bicycle riding program for primary & secondary schools	MOET	DOET	14,930
			Traffic Safety Zone (Safe-Routes-to/from-home-school)	MOET	MOT	14,930
			Safe motorcycle riding program for college to university students	MOET	MOPS	2,180
Community Involvement Program	Community, schools, students	Enable Community to be a nurturing ground for knowledge and skills on traffic safety learned by students in school	COMMUNITY INVOLVEMENT PROGRAM		Sub-Total	5,079
			Traffic Safety Culture in school program	MOET	DOET(MOCI)	399
			Black spots/hazardous spots identification program	MOET	MOPS	1,560
			Safe children's crossing program	MOET	NTSC	1,560

Continued next page

Table 6.3.1 Overall Traffic Safety Education in School Program (con't.)

Basic Strategy	Target	Focus area	Program/Activity	Core Agency	Joint Agencies	Budget
Organization and Institutional Framework Development	Schools, teachers, students and other organizations concerned	Introduction and improvement of traffic safety education possible to support the necessary functions in R&D activities, teaching methodology and so forth	ORGANIZATIONAL AND INSTITUTIONAL FRAMEWORK DEVELOPMENT		Sub-Total	54,711
			Institutionalization of school traffic safety education	MOET	DOET	1,130
			Curriculum development program	MOET	DOET	27
			Teaching materials/aids development/supply program	MOET	NTSC	40,550
			Human resource development program (Training and Retraining of school teachers)	MOET	DOET	3,475
			New teaching methodology development program	MOET	DOET	5,680
			School-police liaison system development program	MOET	MOPS	1,590
			Guideline on the management and evaluation of school traffic safety education	MOET	NTSC	18
			Enhancement of safety function in the existing department	MOET	NTSC, MOPS	2,241

6.4 Key Consideration in the Implementation of Traffic Safety Education in School Program

Given the constraint of government resources in manpower, budget as well as time, traffic safety education programs are proposed to be implemented in phases. In prioritizing these programs, the followings should be taken into consideration:

- 1) Urgency of programs for implementation
- 2) Level of acceptability by the central and local governments/authorities down to schools and people in the communities
- 3) Preparedness of system (or responsible agency) to implement the traffic safety education program

6.5 Summary of Traffic Safety Education in School Program

To comprehensively implement traffic safety awareness initiatives in the schools, four (4) basic strategies with nineteen (19) programs are being proposed in this traffic safety education in school program.

In order to meet the common goal in minimizing the number of road traffic accidents, the target of these implementation programs are from pre-school children to university students including its communities and concerned key agencies such as MOET and MOPS.

The total cost for comprehensively implementing the traffic safety education in school program is roughly estimated at USD118.53 million for the overall proposed strategies and its implementation programs until 2020.

The following table briefly summarizes basic strategies, its implementation programs and estimated budgets.

Table 6.5.1 Estimated Budget for Traffic Safety Education in Schools by 2020

Basic Strategy	Program Title	Budget (USD1,000)
1. Traffic Safety Educational Practice for Pre-school Children	TSE improvement program at Kindergarten	930
	Safe road crossing ability development program	6,750
	Mobile traffic safety program for out-of-school kindergarten-age children	1,280
	Parent education development program	2,810
	Sub-Total	11,770
2. Traffic Safety Education for Primary to University Students	Traffic safety education improvement program at primary school levels	14,930
	Safe bicycle riding program (primary-secondary)	14,930
	Traffic safety zone (safe routes from/to home-school)	14,930
	Safe motorcycle riding program (college & university)	2,180
	Sub-Total	46,970
3. Community Involvement Program	Traffic Safety Culture in school program	1079
	Black spots/hazardous spots identification program	2000
	Safe children's crossing program	2000
	Sub-Total	5,079
4. Organization and Institutional Framework Development	Institutionalization of school traffic safety education	2,241
	Curriculum development program	27
	Teaching materials and aids development program	4,550
	Human resource development program	3,475
	New teaching methodology development program	5,680
	School-Police liaison program	1,590
	Guideline on the management and evaluation of school traffic safety education	18
	Enhancement of safety function in existing department	1,130
	Sub-Total	54,711
Total Estimated Budget for TSE in School Program		118,530

Source: JICA Study Team

6.6 Recommendation for Implementation of Traffic Safety Education in School Program

Prior to implementation of the proposed programs, it is important that an evaluation study and a secondary data survey be conducted to entail an appropriateness of proposed program selection.

The contents of traffic safety education programs should be selected rationally and systematically to ensure its effectiveness for each age group and in each area (e.g. for children; for traffic safety related working areas; for transport professionals such as drivers, transport enterprises, for people living near high traffic accident occurrence areas).

The measures of education program and methods of implementation should be continuously improved. While activities should be implemented independently, they should also be integrated into the cultural, educational, social, and political activities.

Comprehensive measures should be formulated to ensure that the following resources for education and activity are given adequate attention to:

- Human resources, particularly to train, set-up and develop a system of training professionals in traffic safety education program and activities
- Institutional framework for the set-up and timely improvement and upgrading
- Materials and equipments for timely and sustainable use
- Participation of stakeholders and source of budget by state, local government and from contributions from private sectors.

6.7 Traffic Safety Culture Development Program

The people in Vietnam are by nature peaceful and have a sympathetic identity and respectful of older people. These are inherent characteristic that must have been passed on from one generation to the next.

However, the rapid growth in economy leading to rapid motorization and changing social conditions has somehow influenced peoples' behaviors and priorities which at present affect their day to day living such as potential risks of traffic accidents.

Thus, in order to realize the proposed improvements for a safer road user behavior, and eventually, have a better and sustainable safe road traffic society, an introduction of traffic safety culture which is optimistic, realistic and practical, is being proposed.

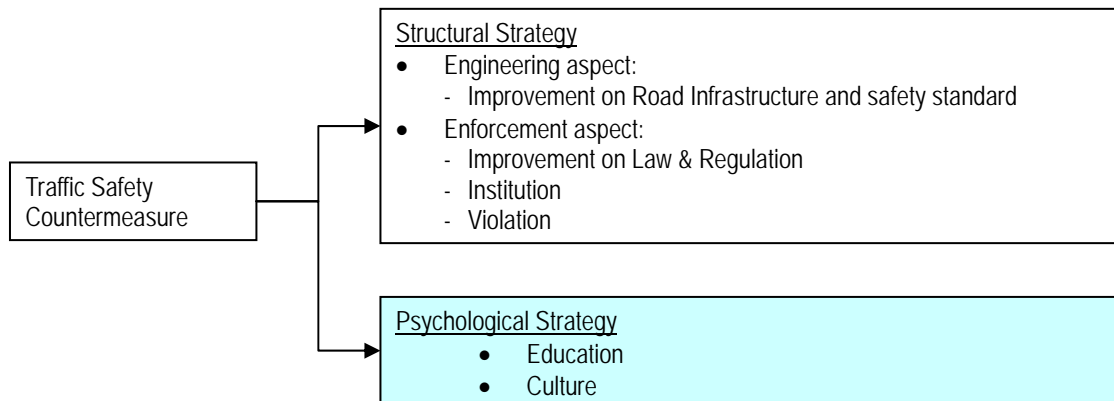
1) Classification of Traffic Safety Measurements

Improvement on road traffic safety would require not a single countermeasure but an integrated approach of 4-E countermeasures: engineering, enforcement, education and emergency medical service plus encouragement of public participation.

To improve road user behavior and to increase community awareness of safe driving and road use, the step-by- step program is required based upon the psychosocial process. Cultural aspect is included as a psychological strategy to understand factors influencing road user behavior and the way to change those high risk behaviors in this master plan. Figure 6.7.1 illustrates the framework of traffic safety countermeasures.

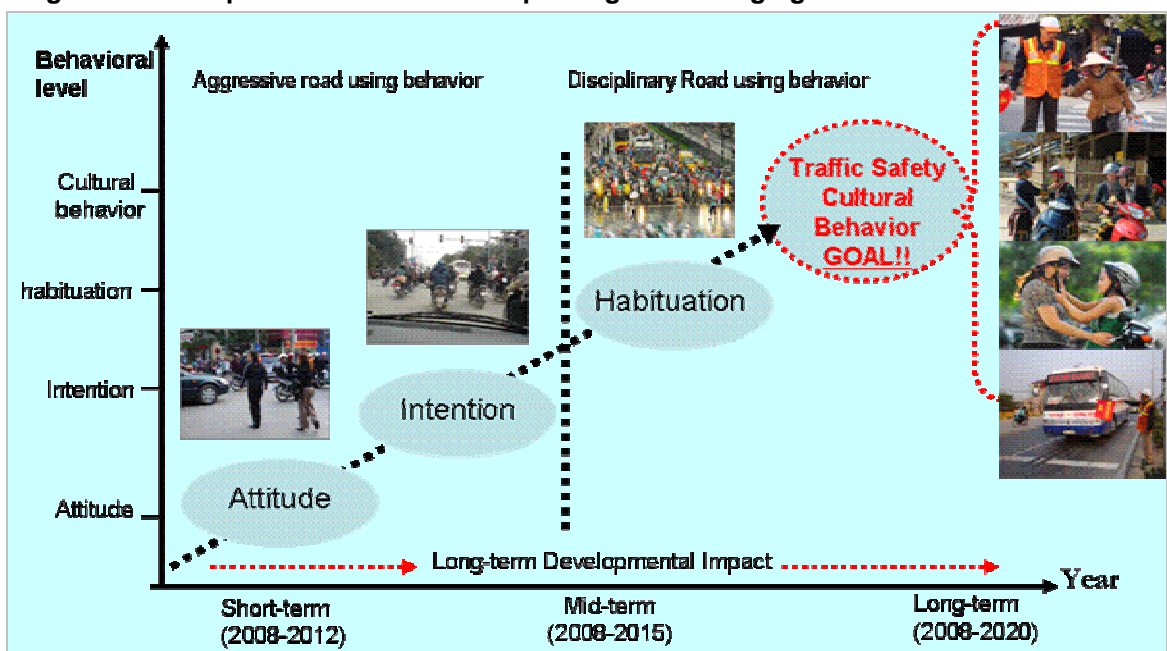
The process in changing road user behavior will be step by step in order to provide ample time for the people to adjust themselves and learn to change their beliefs, attitudes, perceptions and alter their norm in a balanced manner with local context and their living lifestyle. Figure 6.7.2 illustrates step and timeframe of improving road user behavior to effect sustainable changes.

Figure 6.7.1 Framework of Traffic Safety Measures



Source: JICA Study Team

Figure 6.7.2 Steps and Timeframe in Improving and Changing Road User Behavior



Source: JICA Study Team

2) Priority Actions Needed

It is extremely important to encourage the people to become more concerned about road safety as a citizen in general and as a driver in particular. As citizens, the people may become more supportive of effective legal and policy actions and demand demonstrated effectiveness in the program. However, this concern for demonstrated program on road safety will not necessarily imply an improvement of driver's behavior on the roads.

People's mindsets of "road traffic accidents are a big social problem, but it is not my problem" and "this accident will never happen to me" are the major challenges confronting the development of a traffic safety culture. How to change this attitudinal behavior to become a personal responsibility in sustainable way requires an elaborate integration of systematic approach with focus on changing high risk behavior so that this can generate a culture of safety in the Vietnamese community.

Introduction of new policies for development of a traffic safety culture to effect sustainable changes in road users' high risk behavior are critical. The following are therefore urgently needed:

- (i) Setting up of a Traffic Safety Foundation or Institution;
- (ii) Creation of implementable, realistic plans.
- (iii) Implementation of action plan.

3) Institutional Framework of Traffic Safety Culture Development

Traffic safety culture is a new area and new paradigm in road traffic safety planning for Vietnam. This requires a comprehensive understanding of its nature, fundamental element of traffic system, traffic safety and its components. In particular, road users (i.e., drivers, riders, passengers and vulnerable road users like bicyclists and pedestrians) are the core of an interactive traffic system where transportation means, routes, traffic environments and regulations are aggregated.

Introduction of traffic safety culture may require a fundamental set of an independent credible institution to act as a focal point or foundation responsible for improving road traffic accident situation and changing road user behavior for a better quality of life and welfare of the people.

4) Determination of Potential Agencies and Stakeholders as Traffic Safety Foundation

To improve road traffic safety in general and address road traffic safety problems may take years to arrive at a certain rate of accident reduction. Thus, it is vital for decision makers/policy makers, management officials, key practitioners, and local communities at grass root levels in particular to understand the present severe problems of road traffic accidents affecting not only the transportation system but also the economic and health systems, the families, and the general population as a whole.

Determining which are potential agencies that are appropriate to handle or manage the traffic safety foundation is thus an urgent and essential requirement. The following are some examples of organizations handling traffic safety culture in other countries:

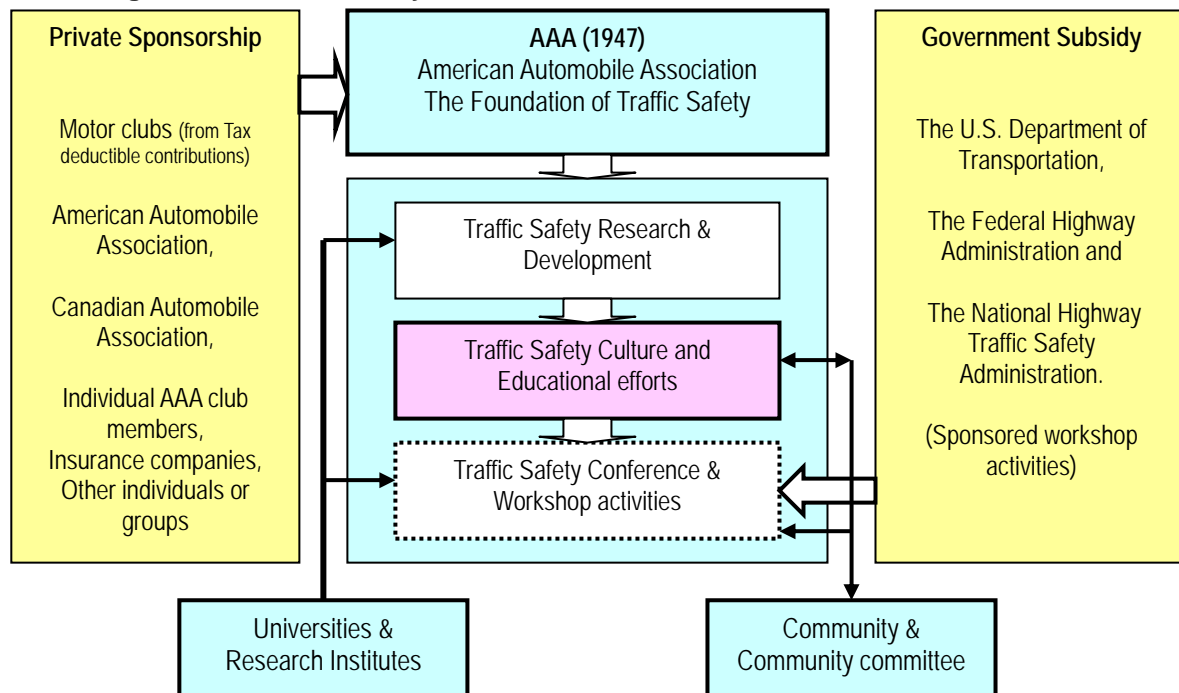
(i) Traffic Safety Culture in the United States

The American Automobile Association (AAA) plays an active role in enhancing traffic safety research and development in the United States. The AAA Foundation (1947) is a not-for-profit affiliate of AAA and the AAA motor clubs that supports research and develops educational products to enhance traffic safety including safety culture.

AAA receives cooperation and support consistently from the government sector such as the U.S. Department of Transportation, the Federal Highway Administration and the National Highway Traffic Safety Administration. Just in October 2005, the AAA launched "safety culture" as one of their priority areas for sustained research and educational efforts for changing road user behavior in the community in particular.

Now, traffic safety culture has become a key issue for safer roads and safer community nationwide. AAA funded by voluntary, tax deductible contributions from motor clubs associated with the American Automobile Association and the Canadian Automobile Association, individual AAA club members, insurance companies, and other individuals or groups, often as a memorial to a family member or friend. The structure of traffic safety culture under the umbrella of AAA is shown in Figure 6.7.3.

Figure 6.7.3 Traffic Safety Culture Institutional Framework in the United States



Source: www.aaa.com and JICA Study Team.

(ii) Traffic Safety Culture in Victoria, Australia

There are numbers of organizations in Australia handling road safety issues and most of them are under control by the federal and local governments. One among these dominant organizations is in Victoria State.

The Australian National Road Safety Strategy and the newly developing strategies in Victoria and Western Australia are focusing less on interventions to change driver behavior but more on moving toward a safe system which is improving road infrastructure focused on black spot treatment in particular, improving technology and installing speed camera programs. So, basically, the safety culture functions by having the government lead the way in Australia.

(iii) Traffic Safety Culture in Thailand

(1) Government sector

There are a number of organizations involved in traffic safety in Thailand. The Department of Disaster Prevention and Mitigation (DDPM), Ministry of Interior is responsible for policy making along with other key issues and subsidizing for human resource development program on traffic safety. DDPM works and coordinate with Ministry of Public Health to tackle accident injuries and deaths

nationwide.

At the Ministry of Transport, there are Departments of Highway and Rural Roads responsible for road designs, improvement of road infrastructure and facilities on the national highways and rural highways whereas Department of Land Transport (DLT) is in charge of licensing system, vehicle inspection and renewal as well as regulate public transport fare. DLT and Police agency cooperate with one another on traffic violation issues.

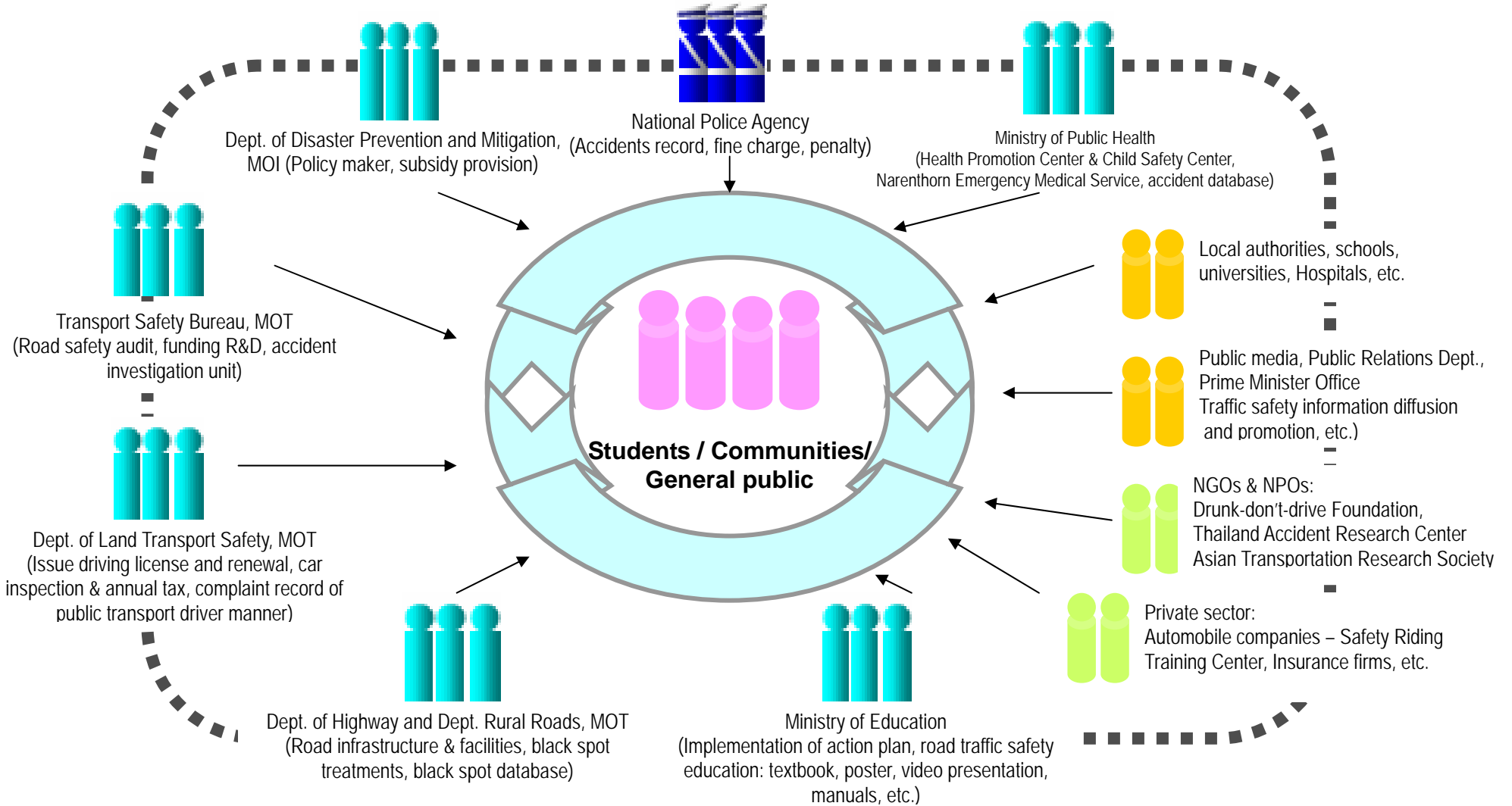
The office of Transport and Traffic Policy and Planning (OTP) under umbrella of Ministry of Transport has a section for traffic safety known as Transport Safety Bureau. Transport Safety Bureau (TSB) is in charge of policy making and implementation such as provide road safety audit training program, transport and traffic information and accident investigation unit. TSB works closely with state universities for traffic safety research and development.

(2) Non Governmental Organization and Private Sector

Drunk-don't-drive Foundation sponsored by Heath Promotion Center under the umbrella of DDPM plays a key supportive role in road traffic safety in Bangkok. The Foundation allocates significant funding for publicity campaign to raise road users' awareness on drunk-don't-drive and child safety. The most interesting is that the source of funding the Foundation receives is actually from tobacco and alcoholic beverage taxes given to the Health Promotion Centre and the center donates those monetary taxes, the so called "Sin-Tax," to the Foundation. In turn, this donation is being used by the Foundation for publicity campaign activities.

Private sector, e.g., automobile firms, IT companies, etc., also plays a supportive role in social contribution to traffic safety education and publicity activities. For instance, they provides safety riding training course to those who wish to gain a motorcycle driving license as free of charge or sponsors traffic signs throughout the country. The government and private sector join hands to make road safer for the community and for a culture of safety in Thailand. Figure 6.7.4 illustrates the main players of road traffic safety unit in Thailand.

Figure 6.7.4 Key Players of Traffic Safety in Thailand



Source: www.mot.go.th, www.moi.go.th and JICA Study Team

5) Expectation of Roles and Framework of Traffic Safety Culture

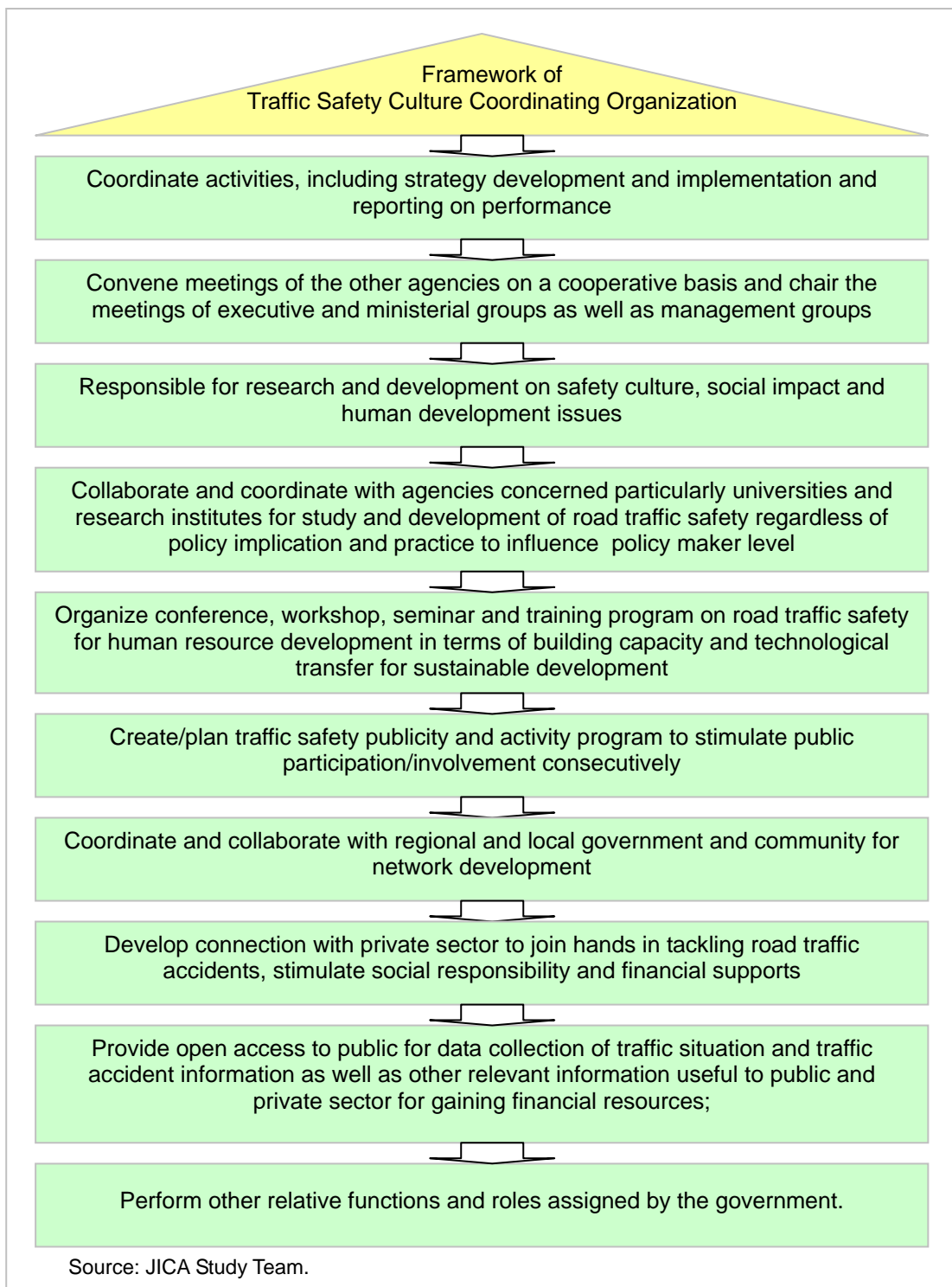
A culture of safety implies a systematic commitment by individuals, agencies, organizations, institutions, communities in particular and other safety advocates to recognize and address the rapidly increasing traffic accident fatality rate caused by human error and to apply the best and practical strategies to reduce it.

Designation of a core agency should play an active role in both administrative and managerial responsibilities/commitment to:

- (i) lead in coordinating activities, including strategy development and implementation and reporting on performance;
- (ii) convene meetings of the other agencies on a cooperative basis;
- (iii) chair the meetings of executive and ministerial groups as well as management groups which could be rotationally done between agencies involved in the institution;
- (iv) be responsible for research and development on safety culture, social impact and human resource development issues, generate social normative and social control to change road user behavior for education of fatalities, injuries, accidents and violations;
- (v) collaborate and coordinate with agencies concerned particularly universities and research institutes for study and development of road traffic safety policy implication to influence policy maker level;
- (vi) organize conference, workshop, seminar and training program on road traffic safety for human resource development in terms of building capacity and technological transfer for sustainable development;
- (vii) continuously create/plan traffic safety publicity and activity program to stimulate public participation/involvement;
- (viii) coordinate and collaborate with regional and local government and community for network development;
- (ix) develop a relationship with the private sector to join hands in tackling road traffic accidents, stimulate social responsibility and financial support;
- (x) provide/disseminate open access to public for data collection of traffic situation and traffic accident information as well as other relevant information useful to public and private sector for gaining financial resources;
- (xi) Perform other relative functions, roles and duties assigned by the government and party.

Roles and framework of traffic safety culture coordinating organization is illustrated in Figure 6.7.5.

Figure 6.7.5 Proposed Institutional Framework of Traffic Safety Foundation



6) Implementation Program under Traffic Safety Culture Development

(Traffic safety education in community including traffic safety campaign and propaganda)

About 80% of road accidents in Vietnam were caused by driver error, motorcycle drivers in particular. Because road traffic safety is directly related to community health and welfare, enhancement on the peoples' understanding of the road traffic accident

impacts on their livelihood and lifestyle must be prioritized.

The research basis for growing problems such as road users and driver distractions and the benefits of the expenditure on safer roads is critical for continuing support. This requires engaging the involvement and cooperation of communities and support for wide-range of actions proposed in this Master Plan and beyond. Therefore, specific step-by-step measures will be taken to ensure it achieves a common target set.

With the ability to educate and influence the general public, traffic safety publicity, practical campaign activity and propaganda are needed in order to create awareness on traffic accident threats of certain road users. In particular, educating of road users as to what constitutes safe road user behavior and change attitudes and beliefs to a more positive road safety approach for the development of traffic safety culture.

To comprehensively implement traffic safety education and awareness initiatives in the communities towards traffic safety culture development, a total of 12 programs are being proposed in this Master Plan with approximate cost USD140 million to comprehensively implement traffic safety campaign and propaganda activities. The utilization of media and propaganda is key in the proposed programs. Hence, traffic safety culture development programs vision 2020 are as follows:

- (i) Foremost is the establishment of traffic safety foundation for handling traffic safety culture and educational efforts. Underneath a foundation, the following strategic measures are critically required.
- (ii) Enhancement of research and development on road traffic accidents, behavioral changes, injury preventions, safety driving and safe road use in connection with health and social welfare issues.
- (iii) Development and enhancement of education and consciousness/awareness on road traffic safety education and training, with particular emphasis on publicity activity programs and campaigns.
- (iv) Improvement of human resource development focusing on building capacity and technology transfer on community safety competence through comprehensive safety culture workshop activities.
- (v) Creation of community understanding on road traffic safety problems and severe impacts on deaths and injuries and at which level of risks should be acceptable and unacceptable as a basis for action.
- (vi) Enhancement of safety management commitment on publicity and propaganda for prioritization of safety and social welfare issues, i.e., pedestrian safety, motorcyclist safety, and driver safety.
- (vii) Enhancement of community involvement/participation in traffic safety activities and for network development nationwide.
- (viii) Consensus- and trust-building in the community with priority on safe community zone and safe school zone, safe working zone, and safe shopping / tourist zone.
- (ix) Building of a national image for Vietnam as “a culture of safety.”
- (x) Development and improvement of traffic safety standards through dissemination of information via effective communication channels for public hearing and feedback.

- (xi) Development of and enhancement in the level of collaboration and responsibility sharing for action among all stakeholders.
- (xii) Development of a system for periodic monitoring and progress reporting of all planned actions and evaluation of results (Key Performance Indicator vis-a-vis Key Success Indicator).

6.8 Key Considerations in the Implementation of Effective Publicity and Campaign Towards Traffic Safety Culture Development

The most critical elements prior to implementing activities are the basic and fundamental preparation procedure. So in the initial implementation phase, it will be necessary to conduct a basic survey or to collect related information on each program to ensure the activities can focus on the right target groups at the right time and the right places/areas.

It is necessary to conduct publicity activities for traffic safety promotion selectively and extensively, by using various media such as TV, radio, newspaper, the internet, etc., by sending specific, highly-appealing messages, including information on actual accidents, information closely connected with daily living and voices of traffic accident victims.

Most Asian countries, Vietnam included, make use of traffic safety publicity techniques such as posters, newspapers, banners, and sometimes the television. Particularly in Vietnam, the public address system is a very effective way of sending information directly to the local communities.

Based on recent traffic situation in Vietnam, the key components of a publicity campaign that need to be considered are as follows:

- 1) Problem assessment
- 2) Campaign design
- 3) Campaign message
- 4) Target audience selection
- 5) Pilot test
- 6) Monitoring, evaluation and reporting

Effective implementation of the activities shall be sought under the following elements:

- 1) The Government shall carry out nationwide campaigns based on the combined efforts of households, schools, workplaces and communities, as well as intensive campaigns through joint efforts with the public and private sectors using multimedia.
- 2) Since the role of households is quite significant in promoting traffic safety, the government shall work towards enhancing a more elaborative publicity that penetrates into households by fully utilizing family-targeted media and promoting information releases via local public organizations or community groups, to effectively help protect pedestrians from traffic accidents and eliminate reckless

driving and drunk driving, especially among violating motorcycle riders.

- 3) To achieve the common goal of maximizing the number of traffic safety awareness and minimizing the number of road traffic accident rate, the national and local governments shall make available as much relevant material and information on traffic safety and request for the cooperation of media to develop nationwide campaign towards traffic safety promotion with the assistance of private organizations in promoting publicity activities.

6.9 Summary of Traffic Safety Culture Development Program

Traffic Safety Culture Development (traffic safety education in community including traffic safety campaign and propaganda) will be the key significant mechanism to sustainably change the general population as a whole towards integration of proper road use and behavior into their daily lifestyle.

To motivate a sustainably behavioral change among the road users, one single measure would not be efficiently adequate and hence an integrated countermeasure of education, engineering and enforcement with proper encouragement of public participation and evaluation is essentially required.

The traffic safety culture coordinating unit or traffic safety foundation that is proposed for establishment is the only basic strategy in the Master Plan. Under the establishment of this traffic safety culture coordinating unit or traffic safety foundation, the traffic safety culture development or traffic safety education in community including traffic safety campaign and propaganda shall be promoted systematically and constantly through mutual cooperation among the national and local government agencies, traffic police and private organizations for the purpose of raising people's traffic awareness and encourage them to observe traffic rules and appropriate traffic behavior in their daily life.

A total of 12 programs are being proposed to be implemented nationwide utilizing media and propaganda for campaign activities. Mass media has a profound effect on daily lives of the people, and effective publicity can influence road user behavior and increase awareness on traffic safety issues. Well-planned publicity and campaigns can influence road users' attitude and behavior in the long run. The overall proposed programs for implementation are summarized in the Table 6.9.1.

Table 6.9.1 Summary of Traffic Safety Culture Development Program
(Traffic Safety Education and Propaganda Program in the Community)

Total Cost: (US\$ 140,000,000)

Commitment	Basic Strategy	Program component / Action Program	Core Agency	Coordinating Agency	Estimated Cost (Mil. USD)
Vision "A kindhearted Traffic Accident-Free Society"	Establishment of Traffic Safety Foundation	Establish traffic safety foundation or institution	Central Ideology and Culture Dept. NTSC / MOT	MOET, MOPS, MOPH, VN Fatherland Front organization and its union members, universities, private sector	9
		Enhance research and development	NTSC / MOT	MOET, MOPS, universities	10
		Strengthen education and consciousness / awareness	MOET, MOIC, MOT	MOPS, MOJ, MOCTS	12
Goal "Minimize the number of road traffic accidents and maximize traffic safety awareness by 95% of population" by the year 2020		Improve human resource development focusing on building capacity through safety culture workshop activities	Central Ideology and Culture Dept., MOT, MOET	MOPS, MOH, VN Fatherland Front organization and its union members, private sector,	16
		Create community understanding and acceptance on safety issues	Central Ideology and Culture Dept., MOIC	MOET, MOT, Dept. information and communication	8
		Enhance safety management commitment on publicity and propaganda	MOIC, Dept. of information and communication	MOT, MOET, MOPS, MOPH, VN Fatherland Front organization and its union members	8
		Enhance community involvement /participation for network development	MOIC, MOCTS	MOET, MOPS, MOPH, VN Fatherland Front organization and its union members, private sector	13
Target All citizens from decision makers/policy makers down to schools, university and community peoples at grass root level		Consensus and trust building in community prioritizing safe community	MOIC, Dept. of information and communication	MOT, MOET, MOPS, MOPH, VN Fatherland Front organization and its union members	20
		Build national image on "Vietnam, a culture of safety"	MOIC, Dept. of information and communication	MOT, MOET, MOPS, MOPH, VN Fatherland Front organization and its union members	10
		Develop/improve traffic safety standards through dissemination of information	MOIC, Dept. of information and communication	MOT, MOET, MOPS, MOPH	15
	Develop and increase the level of collaboration and responsibility sharing for action among all stakeholders	Central Ideology & Culture Dept., MOIC, Dept. of Information and communication	MOT, MOET, MOPS, MOH, VN Fatherland Front organization and its union members, private sector	10.5	
	Develop system for monitoring and reporting progress of all planned actions and evaluating results (Key performance indicator vis-a-vis Key success indicator).	MOIC, MOCTS, Dept. of Information and communication	MOT, MOPS, MOH, MOJ, and local agencies concerned	8.5	

Source: JICA Study Team.