

TERMS OF REFERENCE (TOR)

Consultant for “Impact Study for Safe Guard – Helmet Advocacy” (April 2025 – March 2027)

Background:

AIP Foundation is a U.S. registered 501(c)3 non-profit organization dedicated to preventing road injuries and fatalities in low and middle-income countries. For over 25 years, AIP Foundation has been delivering effective road safety programs across Asia and Africa. For additional information, please visit our website at www.aip-foundation.org.

Thailand remains one of the deadliest countries for road users – yielding significant fatality rates among the general population, and more significantly among users of powered two- and three-wheelers. While Thailand has a national helmet law and helmet standard (applicable to adults), helmet-wearing rates remain low among drivers (52%) and even lower among passengers (21%).

In an effort to help improve Thailand’s road safety landscape, specifically its challenges with helmet wearing rates and lack of enforcement of helmet laws, AIP Foundation launched the **Safe Guard – Helmet Advocacy Initiative** in September 2024. *Safe Guard* aims to improve existing helmet policy implementation and enforcement strategies in Thailand, focusing on four core objectives:

1. Building stronger government leadership and support for helmet policy enforcement
2. Establishing stronger coordination and action plan development between the agencies that regulate, enforce, and promote helmet use
3. Improving the quality of enforcement in relation to helmet use
4. Building government capacity to effectively design and coordinate educational and public awareness campaigns

AIP Foundation seeks to **complement its ongoing Safe Guard initiative** with a targeted **Impact Study** that estimates both the **lives saved** and **economic costs averted resulting from increased helmet use** attributable to the campaign. By quantifying these outcomes, the study aims to provide a **robust assessment** of the initiative’s **public health and economic impact**.

This **evidence-based approach** is designed to move beyond traditional behavior change metrics. By **linking helmet use to tangible health and financial benefits**, the study will serve as a **powerful advocacy tool** to engage policymakers and stakeholders in strengthening helmet legislation, enforcement, and broader road safety reforms. It will also reinforce the case for helmet use as a cost-effective public health intervention.

To achieve these objectives, the project will employ a **mixed-methods approach**. AIP Foundation will utilize an **AI-powered helmet observation system** to **monitor helmet-wearing rates**, complemented by both **quantitative and qualitative methodologies** to assess the broader impacts of the initiative.

Purpose of the Assignment:

The purpose of this consultancy is to **lead the implementation of the Impact Study** in Thailand. The consultant will coordinate with internal AIP Foundation teams, government counterparts, and external partners to ensure high-quality data collection, conduct analysis of pre- and post-intervention findings, and contribute to evidence-based policy advocacy for improved helmet use. The consultant will ensure timely and accurate delivery of all research milestones.

Duration of Assignment: August 2025 – April 2027 (6 months after the completion of Safe Guard)

Scope of Work

The consultant will be responsible for:

- Leading the design and planning of the study implementation, including refining the study protocol and methodology.
- Coordinating with relevant AIP Foundation departments (M&E, Program, Operations) and external partners (government stakeholders, FIA Foundation, IT consultants).
- Supporting the development and refinement of an AI-based helmet behavior analysis platform.
- Overseeing the collection and consolidation of secondary data for Impact Analysis.
- Facilitating and ensuring the quality of helmet observation studies at selected sites, including testing and validation of AI outputs.
- Leading and managing pre- and post-intervention data collection, including stakeholder interviews and site approvals.
- Conducting impact analysis, synthesizing key findings from both quantitative and qualitative data.
- Preparing and presenting pre- findings at the Press Conference; providing pre-findings for Media Materials and Policy Paper under Safe Guard.
- Leading Impact Study project’ s progress (bi- annual) and final report to the donor.
- Leading technical Impact Study report.

Deliverables & Timeline

Task	Deliverable	Timeline
Review and finalize research protocol and data collection tools	Finalized research plan (including detailed plan for helmet observations: methods, sample size, selected sites) and tools	August 2025 (early)
Obtain approval from the local governments to conduct helmet observations at selected survey sites	Local approval for data collection	August 2025 (end)
Coordinate collect small-scale data for AI method testing	Videos capturing helmet wearing in a Thailand location	September 2025 (early)
Pre-data collection: - Coordinate and collect all relevant secondary data and project documentation - Coordinate with partners and volunteer to implement helmet observations	Data on helmet-wearing rate nationwide before the Safe Guard campaign All data inputs for Impact Analysis – Forecast model collected	September 2025 (end)
Data analysis and provide key findings	Helmet wearing rate status in Thailand	2025 (end)

	Forecast model on the Impact of Safe Guard	
Disseminate the pre-assessment findings	Pre-assessment findings will be disseminated via: Press Conference Media Materials Policy Paper of the Safe Guard	October - December 2025 March - May 2026 June - September 2026
Coordinate with teams to develop the Progress Report	Progress Reports to the donor (FIA Foundation) to brief progress summaries of ongoing developments	November 2025 May 2026 November 2026
Post-data collection: - Coordinate and collect all relevant secondary data and project documentation - Coordinate with partners and volunteer to implement helmet observations - Conduct in-depth interviews with relevant stakeholders	Data on helmet-wearing rate nationwide after the Safe Guard campaign All data inputs for Impact Analysis Insight of relevant stakeholders on the helmet use status in Thailand (before and after the campaign) and their feedback on the impact of the helmet advocacy and enforcement campaign	February 2027
Data analysis and report writing	The final report summarizing key findings from pre- and post-assessments	March – April 2027 (6 months after the completion of Safe Guard)
Coordinate with teams to develop the Completion Report	Completion Report to the donor (FIA Foundation)	April 2027

Note: All deliverables are required to perform in English

Qualifications of the Consultant

- Advanced degree in Public Health, Development Studies, Social Sciences, Health Economics, or related fields.
- Minimum 5 years of experience in managing or leading research or implementing **impact evaluations**, preferably in public health or road safety or behavior change.
- Proven experience in quantitative and qualitative data collection, impact and/or cost-effectiveness analysis, and report writing
- Strong skills in **data analysis and statistical modeling**.
- Familiarity with Thailand’s road safety policies and helmet use legislation is an advantage.

- Demonstrated ability to coordinate with diverse stakeholders, including government agencies, NGOs, and international partners.
- Excellent **English communication skills (written and spoken)**, with strong **report writing and presentation abilities**.
- Effective **cross-cultural communication** and **collaboration** skills.
- Experience working with **AI/technology-based observation methods**, preferred.

Application Process

Interested consultants are invited to submit their application, including:

- CV and portfolio of relevant experience.
- A financial proposal including consultancy fees.
- At least **two references from previous relevant projects**.

Deadline for submission: 16 July 2025

For inquiries and proposal submission, please contact:

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