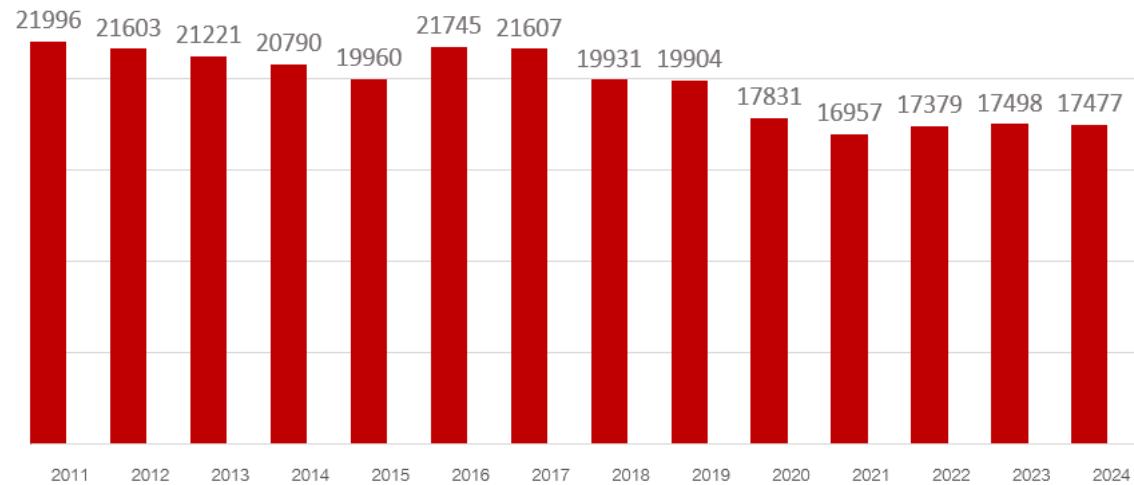


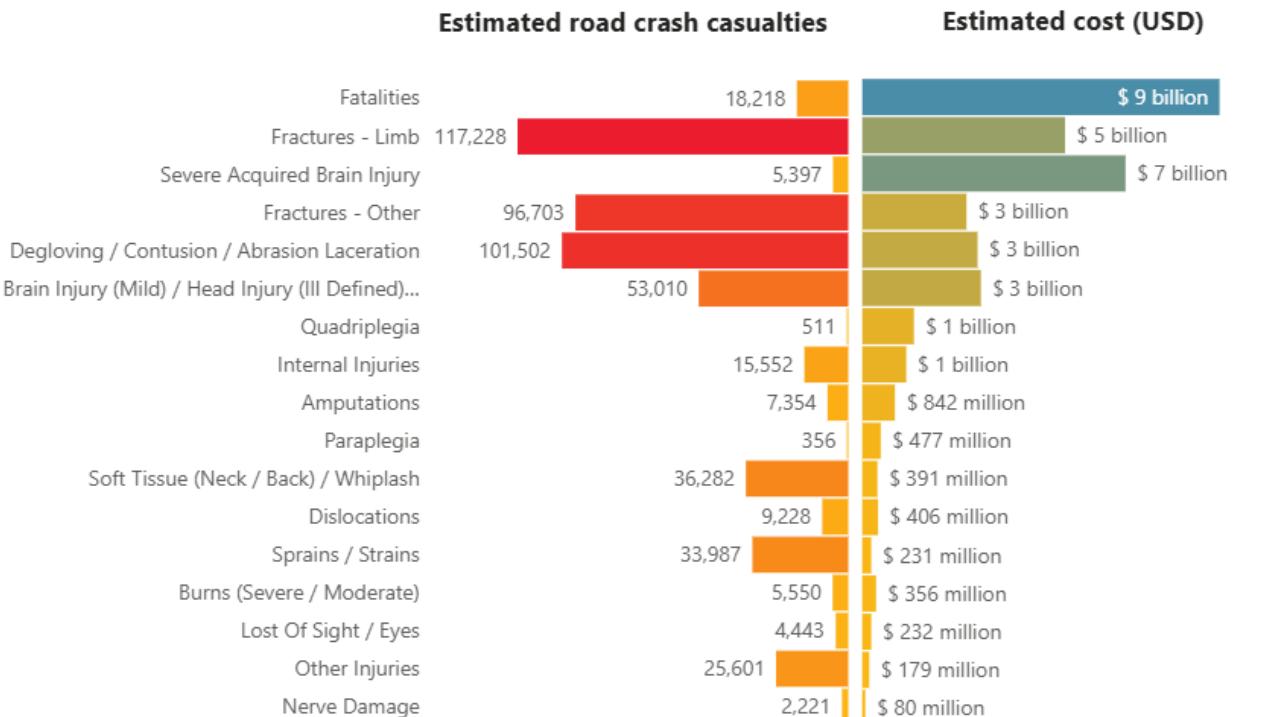
Exploring practical approaches to developing investment cases and funding mechanisms

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ThaiRAP Program Manager and
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10 September 2025

Every Number is a Life: The True Cost of Road Crashes



Source: Division of Injury Prevention, Department of Disease Control, Ministry of Public Health



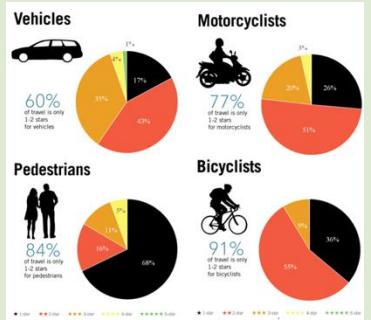
Total fatalities and injuries: 533,144

Total cost (USD): \$ 35.6 billion



<https://irap.org/safety-insights-explorer/>

Star Rating Assessment



Media & Communication



Research Collaboration



Capacity Building



Engagement with Youth and Schools



Established 2018

Advocacy



Driving Change Together:

Thailand's Road Safety Plan and the Global Targets 2030

Key focus	Strategies' objective	Implementation
1st strategy: Focus on reducing deaths & serious injuries of road users	 Road users	<p>Reduce traffic-related deaths and injuries, especially for high-risk populations including motorcyclists and young people (15–24 years old).</p> <ul style="list-style-type: none"> Checkpoints are employed to enforce the law. Utilize technology to implement the legislation. Raise awareness and provide knowledge. Promote community, private sector, and local organization initiatives.
2nd strategy: Focus on improving vehicle standards	 Safe vehicles	<p>Reduce the number of fatalities and injuries from non-standardized motorcycles and cars.</p> <ul style="list-style-type: none"> Improve motorcycle and car standards. Increase the use of standardized safety equipment. Raise awareness and provide knowledge.
3rd strategy: Develop a safe environment and sustainable transport	 Safe roads	<ul style="list-style-type: none"> Reduce the number of fatalities and injuries on the highways, rural roads, and local government organizations' roads. Manage the speed of personal vehicles. Promote sustainable travel, including public transportation, walking, and cycling. <ul style="list-style-type: none"> Utilize technology (speed) to enforce the law. Inspect, assess, and correct areas of risk. Create infrastructure and standards supporting non-motorized transport.
4th strategy: Strengthening road safety management mechanism	 Management & post-crash response	<p>To increase the likelihood of a sustained reduction in road accidents, develop and strengthen the framework for work on road safety.</p> <ul style="list-style-type: none"> Enhance the legislation and rules governing traffic safety. Appropriately budget for road safety. Expand post-accident reaction's reach and response time. The master plan will be regularly monitored and assessed. Boost local engagement and growth potential.

Source: Thailand Development Research Institute, 2025.



Proven countermeasures & Value for money

