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Promoting motorcycle helmet use in Thailand

by

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Date : 3 September 2019 (Tuesday)
Time : 12:30 p.m.
Venue : Room S3, G/F Jockey Club Building for Interdisciplinary Research, 5 Sassoon Road

Abstract:

Motorcycle helmet use is an evidence-based behavior, which can almost halve the risk of a traffic accident death of motorcycle users. Although Thailand has a universal motorcycle helmet use law, the rate of helmet use is around 44% nationwide (82% in Bangkok vs. 38% in non-Bangkok areas). Although most of the motorcycle users (97%) own a helmet, some of them do not use it. The police enforcement has not been strict in non-Bangkok areas, and the fine for non-helmet use is not high. Females and teenagers are less likely to wear a helmet. In the seminar, Dr Nishi will focus on psychology of motorcycle helmet use and potential intervention strategies.

Bio-sketch:

Dr Akihiro Nishi is an Assistant Professor at the Department of Epidemiology, University of California Los Angeles (UCLA) Fielding School of Public Health. He received Igakushi (MD-equivalent) from the University of Tokyo, MPH in quantitative methods and DrPH in social and behavioral sciences from Harvard T. H. Chan School of Public Health. He is a social epidemiologist with expertise in social network analysis. His papers have appeared in the top multidisciplinary and medical journals such as Nature, PNAS, and the Lancet. They were covered by the *New York Times*, *CNN*, and others.