



An automated hotline providing info on road safety risk factors and encouraged best practices.

## About Coalition for Road Safety

The Coalition for Road Safety (CRY) is a Cambodian NGO established in 2004 whose mission is to improve road safety and prevent traffic-based crashes and fatalities in Cambodia.

In order to meet its aims, CRY engages in a combination of awareness raising, research and advocacy activities.

Working with a range of stakeholders, it is currently lobbying for a new traffic law and for more transparent and effective law enforcement as well as working to change Cambodians' driving behaviors.

## The Problem

Road crashes are the leading cause of death, injury, and disability for people aged 15 to 44 in Cambodia.

Every year about 2,000 people are killed as a result of a road crash. More than 15,000 suffer serious injury, with many incurring a disability as a result.

Almost 85% of those dying on Cambodian roads are the vulnerable road users: pedestrians, cyclists, and motorcyclists.

Road crashes cause significant economic losses to victims, their families, and the country as a whole.

An estimate carried out by Handicap International (HI) suggests that the economic cost of road crashes in Cambodia was approximately US\$ 337 million in 2013 or \$1.5 billion between 2009 and 2013.

The leading causes of road crashes in Cambodia are speeding and drunk driving.

## Technical Profile

### Design Elements



- Road safety awareness
- Helmet use promotion
- Speed limit

### Call Direction



- Incoming call

### Verboice Features



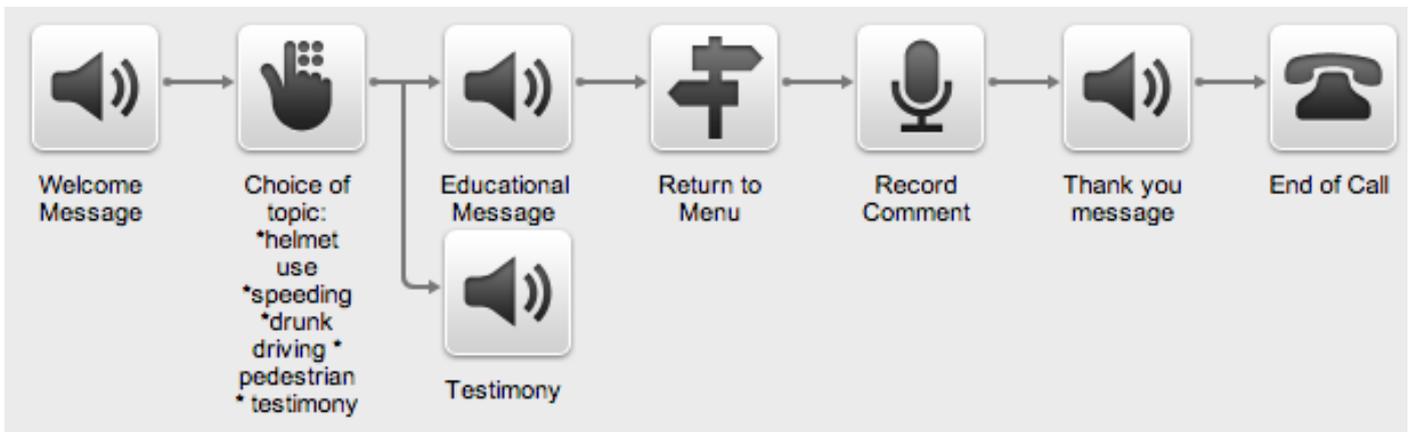
- Call flow designer
- Play recorded audio
- Menu option
- Record feedback

## The Challenge

Funding for road safety education is very limited in Cambodia. Given the restricted financial context, CRY wanted to explore the possibility of using ICTs as a cost effective alternative to heavily staffed information campaigns.

With mobile-phone coverage rapidly expanding in Cambodia, including in rural areas, mobile technology presented particular advantages.

Due to illiteracy, low education levels and the fact that the Khmer font is not available on many inexpensive phones, however, that standard SMS-based approaches were not especially adapted.



## The Solution

CRY turned to the Verboice software to design an automated hotline that provides information on road safety risk factors.

The Verboice-hotline can be accessed by dialling a number. It does not require any particular reading or technical literacy skills.

As it relies on pre-recorded messages and on a user-driven call flow, it is also virtually self-sustaining, making it a particularly cost-effective solution for CRY to increase its reach and maximise its impact.

## The Design

As callers dial 038 555 1853, they are provided with a selection of educational messages focusing on identified risk factors such as speeding, helmet use, drunk driving, dealing with pedestrians.

Each of the messages lasts approximately 1 minute and is designed so as to provide information on the risk as well as a description of the encouraged behaviour.

Callers to the hotline are also given the option to hear the real-life testimony of a road victim.

These are designed to encourage the callers to think more carefully about road safety and the impact that their careless driving may have on themselves and others.

*“Verboice is a great platform to share information and knowledge with people, especially those living in remote and under-connected areas. It has proved a very useful platform for us to promote road safety knowledge among road users both in urban and remote areas.”*

## Next Steps

CRY’s Road Safety hotline is still in its early stages and the team is looking at doing an analysis of its preliminary experience in order to optimise its content. CRY is also looking at using Verboice as part of its ongoing advocacy campaign, which calls for the adoption of a new road traffic law.

To support this advocacy campaign, CRY will be using the hotline to disseminate information on the new law and ask callers to register their support for its quick adoption.

Once the law is approved, CRY also plans on using the hotline to inform users of their new obligations and associated penalties.

**For more on CRY, please visit [www.crysafety.org.kh](http://www.crysafety.org.kh)**



Verboice is a free and open-source platform that enables non-programmers to design and run a variety of interactive and automated voice-based applications (hotlines, alerts, reminders, quizzes, surveys, ...). Everything is done through a drag and drop interface which lets users combine Verboice’s several features into a multitude of different applications.

**Open source; easy to use; highly customizable and scalable**

For more information, please visit **[www.verboice.com](http://www.verboice.com)**