

Implementation of a model of awareness-raising for taxi motorcyclists in BENIN in relation to helmet use: a quasi-experimental study

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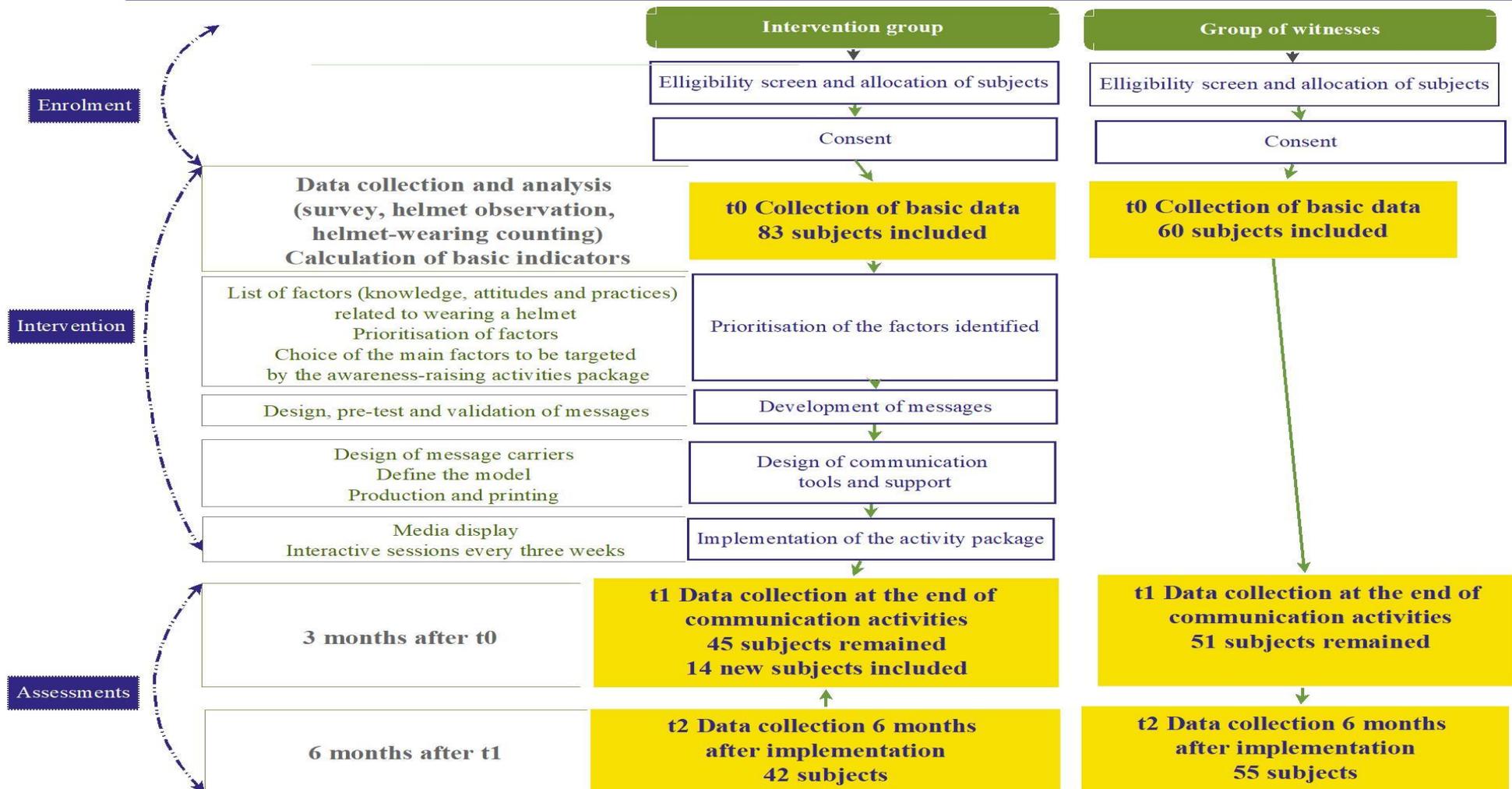
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Context of Benin

- West africa, French, 12 millions hab, $\approx 115.000 \text{ km}^2$
- +80% 2RM (Taxi-moto +++)
- Very poor road infrastructures
- Unstructured Public transport
- Taxi motos drivers = Job
- No use of helmets= professional risk
- Low rate of Helmets Use



Aims : To test the effectiveness of an awareness-raising model designed based on the theory of planned behaviour regarding helmet use for motorcycle taxi drivers



**Stata 15 : Student's or Kruskal-Wallis tests
Difference-in-difference method ==> specific effect of the awareness activities**

Results of difference-in-difference estimates taking into account the covariates while taking into account participation in at least one interactive session

Total score	Intervention		Control		Diff (I-C)	p-value
	N	Mean	N	Mean		
T0	49	70.2	60	68.0	2.2	0.043
T1	54	78.8	51	73.2	5.6	0.000
DD T0-T1					3.4	0.011
T0	49	73.8	60	71.7	2.1	0.064
T2	40	81.8	55	74.3	7.5	0.000
DD T0-T2					5.4	0.000

Number of sessions attended increased by one → Overall level of helmet-wearing behaviour improved by 0.2 (0.06 - 0.3) (p=0.005).

Effectiveness of the intervention both after the interactive sessions (diff-in-diff T0-T1=3.4; p=0.011) and six months later (diff-in-diff T0-T2=5.4; p=0.000).