

## ***FOR IMMEDIATE RELEASE***

### **AIP Foundation organizes a road safety course for policy-makers in Ha Noi**

*October 3-4 – Ha Noi*

From October 3-4, 2013, the Asia Injury Prevention (AIP) Foundation's Vietnam National Child Helmet Campaign "Children also need a helmet" organized a road safety training course for policy-makers at the Golden Lotus Hotel in Ha Noi.

The course was attended by officials who are directly involved in the organization and implementation of road safety public awareness, enforcement, and school-based educational activities from offices including the Traffic Safety Committee, Departments of Education and Training, and Traffic Police from six provinces.

The aim of the course was to expand participants' knowledge of issues surrounding road safety and helmet use and generate concrete action plans to promote child helmet wearing. Trainings covered current helmet legislation and challenges to implementation, technical standards and requirements of helmets along with brain injury data, development of child helmet campaigns, and effective behavior change methodologies. The workshop was supported by the Global Road Safety Partnership (GRSP), with financial assistance from the Bloomberg Philanthropies.

"The Bloomberg Philanthropies funded Global Road Safety Program brings together a consortium of International partners, including GRSP," said Trinh To Oanh, GRSP Country Coordinator. "This workshop demonstrates a great stride towards our consortium's ultimate goal of working together for the sustainable reduction of road crashes in Viet Nam."

Trainers included international and national road safety experts Ray Shuey, Founder of Strategic Safety, Bui Huynh Long, former Chief Secretariat of the National Traffic Safety Committee, and Dr. Nguyễn Đức Chính of Việt Đức Hospital. The workshop was also attended by Ryan Duly, Road Safety Advocacy Coordinator of GRSP and Greig Craft, AIP Foundation President.

"This workshop was organized to increase our stakeholders' awareness of the issues around road safety and child helmet wearing and equip them with necessary skills to take effective action to increase child helmet rates in their localities," said Nuong Dieu Nguyen, AIP Foundation Director of Programs for Vietnam. "It is our hope that the information we have provided will result in increased action by those who create and enforce road safety policies and greater enthusiasm for the mission of reducing road injuries and fatalities in Vietnam and around the world."

The two-day workshop resulted in the development of six provincial action plans that outlined a combined campaign with police enforcement and communications activities to promote child helmet wearing. The course materials will be made available online through the campaign's website. Follow-up will be conducted via an online forum hosted on the "Children also need a helmet" website [childhelmet.org](http://childhelmet.org).

### **About AIP Foundation**

The Asia Injury Prevention Foundation (AIP Foundation) is a U.S. registered 501 (c)(3) non-profit that works to prevent road traffic injuries and fatalities in developing countries. The work of AIP Foundation includes school-based programs, public awareness campaigns, and a non-profit helmet assembly plant, V-SPEC, which manufactures Protec brand tropical helmets. These helmets offer an environmentally appropriate, safe and affordable option for motorcycle and bicycle users.

AIP Foundation has offices in Hanoi and Ho Chi Minh City, Vietnam, Phnom Penh, Cambodia, and Bangkok, Thailand and programs in China, Uganda, and Tanzania. In 2009, AIP Foundation, in collaboration with the FIA Foundation and the World Bank, launched the Global Helmet Vaccine Initiative (GHVI), an international coalition with the objective of "putting a helmet on every head in the UN Decade of Action for Road Safety (2011-2020).

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