



FOR IMMEDIATE RELEASE

AIP Foundation trains journalists and reporters to enhance coverage and increase awareness of road safety and child helmet use

October 9 – 11 - Ho Chi Minh City

From October 9-11 the Asia Injury Prevention (AIP) Foundation’s Vietnam National Child Helmet Campaign “Children also need a helmet”, organized a training workshop for journalists and reporters to increase their knowledge of the issues of road safety and child helmet use. The three-day workshop was held at the Silver Creek City Resort in Ho Chi Minh City and was supported by the Global Road Safety Partnership (GRSP) and Bloomberg Philanthropies.

The workshop was developed by AIP Foundation to build capacity among members of the media by providing background on the global crisis of road injuries and fatalities, disseminating information about helmet regulations and the level of helmet use among adults and children in Vietnam, and sharing best practices for increasing awareness of road safety issues from journalists around the world.

“Decree 34, a law mandating that children aged six and over must wear helmets when traveling on motorcycles was passed in Vietnam in 2010,” said Mirjam Sidik, Chief Executive Officer of AIP Foundation. “Unfortunately, communication about and enforcement of this law have not been uniform across all provinces and the rate of child helmet use in Vietnam is below 50 percent. It is our hope that this workshop will strengthen journalists’ roles in increasing and sustaining a high level of helmet use in all provinces of Vietnam.”

Activities were organized to enable journalists and reporters to maximize their publications’ roles in road safety behavior change communications. Trainings covered the issues of child helmet use from many angles. Talks were given by parents of survivors of road crashes, a doctor specializing in traumatic brain injury, and the creator of the award-winning road safety documentary “In Retrospect”. Writing workshops and communications strategy sessions were held, and participants were invited to join a forum hosted on the AIP Foundation’s child helmet website where journalists can post and discuss articles covering road safety and helmet use.

“Journalists and members of the media are an essential part of any behavior change campaign,” said Gayle Di Pietro, GRSP Global Programme Manager. “In order for the Vietnamese people to understand the issues around road safety and the importance of helmet use for the whole family, their sources of news must first possess a strong foundational knowledge of these topics themselves.”

Attendees included reporters, correspondents, and journalists who cover traffic safety, education, and social issues from local and national media outlets in Hanoi, Danang, Ho Chi Minh City, and Ha Tinh, Quang Binh, and Dong Nai provinces. Trainings were led by leading journalists Ngoc Tran, Kim Tri, and Đặng Đại, along with Phạm Quốc Toàn, Vice President of Vietnamese Journalism Association, and Mr. Bùi Huỳnh Long, former Chief Secretariat of National Traffic Safety Committee.

The workshop resulted in the creation of a network of like-minded journalists, reporters, and correspondents with expertise in the field of traffic safety. On the final day, each attendee developed an action plan outlining their next steps in increasing awareness about road safety and helmet use among their readership.



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).

For Media Contact

Tiare Dunlap
Communications Coordinator
AIP Foundation
18bis/19 Nguyen Thi Minh Khai Street
District 1, Ho Chi Minh City, Vietnam
Tel: 08-6299-1409 Ext. 117
Email: tiare.dunlap@aipf-vietnam.org