



FOR IMMEDIATE RELEASE

Australian road safety expert travels to Hai Duong for helmet donation at Ai Quoc Primary School

March 15, 2013 – Hai Duong

ARRB Group, one of Australia’s most trusted advisors regarding road safety technical input, is launching the Asia Injury Prevention (AIP) Foundation’s *Helmets for Kids* program at Ai Quoc Primary School on March 15, 2013. 630 students and 38 teachers will receive helmets in a ceremony attended by road safety expert Paul Hillier, a National Technical Leader at ARRB.

“Our specialty is examining road and land transport issues, so we are very aware of the dangers that emerge from them,” said Mr. Hillier. “As both a safety professional and father of three primary school age children, it is unacceptable that children are riding without helmets, when doing so is proven to reduce serious head injuries on the road. Non-helmeted motorcyclists are four times more likely than helmeted motorcyclists to suffer a fatal head injury in the event of a crash.”

Ai Quoc Primary School is located in Hai Duong City, along National Road 5 and near the railroad. Proximity to this road, low helmet use rates, and weak traffic infrastructure create a dangerous environment for the students, among whom 90 percent travel to and from school by motorcycle or bicycle.

“Last year helmet use rates increased from approximately 23 to 92 percent among students across *Helmets for Kids* schools in Vietnam,” said Lotte Brondum, International Development Director at AIP Foundation. “ARRB support allows us to reach even more children with this proven solution.”

The helmets were handed over to the students at a ceremony attended by 700 people, including parents, local authorities, and partners. ARRB Group’s sponsorship also includes helmet observations, teacher training, crash monitoring, extracurricular activities, and communication with students’ parents to reinforce their understanding of helmet use and encourage them to put helmets on their children.

“162 lives were lost and 74 people were injured on the roads on Hai Duong province in 2011. Many of these victims are children,” said a representative of the Hai Duong DoET. “We are working toward the Decade of Action goal to put a helmet on every head by 2020 to reduce this number.”

“We are committed to further integrate road safety into our curriculum and to have helmets become a permanent part of our school uniform,” said Nguyen Thi Quyen Oanh, Principal of Ai Quoc Primary school. “Helmets are a simple, affordable, and proven way to protect our students as they travel to and from school.”



Mr. Hillier will also participate in a half-day workshop at the Ministry of Transport in Hanoi with Le Minh Chau, Deputy Director of the Traffic Safety Department. The workshop will focus on Vietnam's national road safety strategies; Mr. Hillier's experience Australia across the 4E's of road safety (Engineering, Enforcement, Education, and Encouragement);, and specific topics including helmet use, legislation, and raising public awareness.

Last month, ARRB sponsored *Helmets for Kids* at Phnom Dil Primary School in Phnom Penh, Cambodia for the second year, with a donation of 187 new helmets to first-year students and those whose first helmet was damaged.

About AIP Foundation

The Asia Injury Prevention Foundation (AIP Foundation) is a U.S. registered 501 (c)(3) non-profit organization that uses public-private partnerships, public awareness education, and school-based programs to reduce the rate of traffic injuries and fatalities in developing countries. AIP Foundation has offices in Hanoi and Ho Chi Minh City, Vietnam, Phnom Penh, Cambodia, and Bangkok, Thailand. In 2001, AIP Foundation built its non-profit helmet assembly plant, manufacturing Protec brand tropical helmets in Vietnam. These helmets offer an environmentally appropriate, safe and affordable option for motorcycle and bicycle users.

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 Decade of Action for Road Safety (2011-2020)." In May 2010, H.E Mr. Im Sethy, Minister of Education, Youth and Sports, High Representative of Deputy Prime Minister H.E Mr. Sar Kheng, Minister of Interior launched the Cambodia Helmet Vaccine Initiative (CHVI) in Phnom Penh.

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