

FOR IMMEDIATE RELEASE

Australian road safety expert ARRB Group returns to Ai Quoc Primary School in Hai Duong for helmet top-off donation

November 18 – Hai Duong

On November 18, ARRB Group, one of Australia’s most trusted advisors regarding road safety technical input, returned to Ai Quoc Primary School in Hai Duong for a *Helmets for Kids* helmet top-off ceremony. During this top-off, ARRB donated 190 helmets to first graders, new teachers, and students in second through fifth grade who have outgrown, lost, or damaged the helmets that they previously received from the company’s helmet handover last March.

Ai Quoc Primary School is located in Hai Duong, along National Road 5 and near a railroad. Proximity to this main road and weak traffic infrastructure combine to create a dangerous environment for students arriving at and leaving the school. 90 percent of students commute to and from school by motorcycle and bicycle, and prior to last year’s helmet handover, helmet use rates were observed at zero percent. Top-off and follow-up activities give an opportunity to reinforce road safety trainings and reach students and teachers who are new to the school.

“After ARRB’s donation last year, helmets became a permanent part of our school uniform,” said Nguyen Thi Quyen Oanh, Principal of Ai Quoc Primary School. “This top-off allows our new class of first graders to join in two important school traditions: helmet use and safe road behaviors.”

The ceremony was attended by road safety expert Paul Hillier, a National Technical Leader at ARRB, as a stop on his trip to Sichuan province in China to assess pedestrian safety around schools. Activities of the top-off ceremony included traffic safety and child helmet use training for students and teachers, student performances, and remarks by community, school, and sponsor representatives. A photo exhibition with a road safety theme was also organized along with a helmet training game teaching students about how to properly wear their new helmets.

“We at ARRB Group work every day to expand road safety knowledge and solve issues on the world’s roads,” said Mr. Hillier. “Helmets are an affordable and effective solution to the global crisis of road traffic fatalities. We hope that our work with *Helmets for Kids* empowers future generations with road safety and helmet use knowledge that they will keep for the rest of their lives.”

Follow-up activities will be organized to maintain high helmet use rates. A billboard will be installed at the school gates reminding parents to ensure that their children are wearing their helmets correctly before driving away from the school. Extra-curricular and in-class activities will continue to be held throughout the year to keep students’ road safety knowledge fresh.

About ARRB Group

For over 50 years, ARRB Group Ltd (ARRB) has provided trusted advice, technical expertise and solutions to transport and road authorities across the world. ARRB's member agencies include federal, state and local government bodies and is a not-for-profit entity. ARRB and its members recognise the critical role they play in supporting one another to improve productivity, safety, sustainability and amenity outcomes for the public.

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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