

PRESS RELEASE

SUMMARIZING PHASE I-II, AND I LAUNCHING PHASE III WORKSHOP OF "CHILDREN ALSO NEED A HELMET" CAMPAIGN IN HANOI

Ha Noi, September 21st 2013

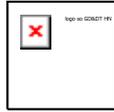
On September 21st, 2013, the Ha Noi Traffic Safety Committee (TSC), Department of Education and Training, Police Department and Asia Injury Prevention (AIP) Foundation organized a workshop to summarize the implementation of phases I and II and to launch phase III of the "Children also need a helmet" campaign in Ha Noi. The workshop included representatives from National Traffic Safety Committee, Ministry of Education and Training, Central Committee for Propaganda and Education, Ha Noi Department of Transportation, Youth Union and Viet Duc Hospital, the education and training departments, and parents from the target districts Hoan Kiem, Ba Dinh, Dong Da, Thanh Xuan, Ha Dong, and Cau Giay.

"Children also need a helmet" is a national campaign that was launched in 2011 by National Traffic Safety Committee, Ministry of Education and Training and AIP Foundation. The goal of the campaign is to improve the rate of helmet use among children, correct parents' misconceptions about helmet use among children, and increase awareness around road safety issues with the ultimate goal of reducing the number of traffic crash injuries and fatalities.

Phase III of the campaign in Ha Noi will run from September to December 2013. The TV commercial "When I grow up" and documentary "In Retrospect" will continue to be broadcasted on national and local media outlets. AIP Foundation will replace old billboards to encourage helmet use among children in the city and will install 68 new panels in primary schools, public places, and on buses. One Family day and three district-level information sessions and audio broadcasts will be conducted as models for other districts and schools carry to on these activities. The audio broadcasting will be conducted in front of school gates. Meanwhile, other public awareness activities including a photo contest and online pledge drive will be implemented.

Along with public awareness activities, free gifts such as helmet discount vouchers and face masks with the campaign slogan will be given to parents to encourage them to purchase helmets for their children and ensure regular helmet wearing. The Department of Education and Training and AIP Foundation will also award the schools and districts that most improve the helmet use rate among children. Police enforcement will be increased around schools and on roads by district-level in Ha Noi.

Ms. Hoang Na Huong, Deputy Executive Director of AIP Foundation said, "After phase II, Ha Noi increased the percentage of children wearing helmets from 9.1 to 52.7 percent. The public awareness activities of the campaign had a strong impact on perceptions of parents. Many parents became aware of the importance of child helmet use and demonstrated safer road behavior. In Phase III, AIP foundation will continue to work with stakeholders to



implement various communications activities in order to increase the child helmet use rate to 80 percent.

Mr. Nguyen Xuan Tan, Member of Ha Noi city Traffic Safety Committee said: “Traffic Safety Committee has continuously focused on increasing child helmet use. TSC and traffic police are working together to enhance enforcement and awareness raising activities while still trying to make sure enforcement activities won’t deter parents from driving their children to school on time. In the near future, the traffic police department will expand enforcement of the helmet law to more districts. Parents who do not obey the law will be fined.”

Mr. Nguyen Hiep Thong, Member of Ha Noi city Traffic Safety Committee, Deputy Director of the Ha Noi City Department of Education (DoET) said, "Consistent child helmet use is the responsibility of the parents. The Department of Education and Training has directed schools to remind parents about this issue during meetings throughout the new school year. DoET will also coordinate with AIP Foundation and stakeholders to educate parents through family days, information sessions, and audio broadcasting in schools. In addition, DoET will direct schools to encourage elementary students to get into the habit of regular helmet use, as well as arm them with valuable road safety information from an early age."

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).”

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