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Grand Prize awarded to AIP Foundation's documentary about child helmet use in Vietnam

7 May 2013 – St. Petersburg

“In Retrospect,” a documentary created by the Asia Injury Prevention (AIP) Foundation about the need for children to wear helmets on motorcycles, was awarded the grand prize at the Global Road Safety Film Festival. The awards were announced on 24 April at the United Nations Educational, Scientific and Cultural Organization (UNESCO) Headquarters in Paris.

Movie actor and Global Road Safety Ambassador Michelle Yeoh presented the awards to AIP Foundation Chief Executive Officer Mirjam Sidik on May 7 during the UN Second Global Road Safety Week in St. Petersburg.

The winning documentary features the heart-breaking stories of three Vietnamese families with a child injured or killed in a motorcycle crash. [“In Retrospect”](#), created for the World Day of Remembrance for Road Traffic Victims in November 2012, is currently airing as part the nationwide “Children also need a helmet” campaign.

“It is a huge honor for AIP Foundation to receive this recognition for the work we are doing to promote universal helmet use,” Ms Sidik said. “Road crashes are the leading cause of death among young people globally, yet they are often left unprotected. Wearing a helmet is a simple, affordable, and effective solution for reducing serious head injury on the road. We would like to thank the families who shared their stories for the documentary, so that others may learn from their experience.”

A second AIP Foundation film [“Always Care, Always Wear a Helmet”](#) won third prize in the category of communications. The film reminds Cambodians that putting a helmet on their passengers is a simple act of caring, one among the many they routinely perform for their loved ones every day. Approximately 3.4 million Cambodians have seen the film.

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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