



FOR IMMEDIATE RELEASE

Johnson & Johnson and *Helmets for Kids* hold helmet top-offs and extra-curricular activities for primary school students in three provinces

At the beginning of the 2013-2014 academic year, Johnson & Johnson returned to Ha Tinh, Quang Binh, and Dong Nai provinces for helmet top-offs and extracurricular activities as part of the *Helmets for Kids* program. During these top-offs, Johnson & Johnson donated 3,848 helmets to all first graders and other students whose previously received helmets were damaged. Together, Johnson & Johnson and AIP Foundation have donated 21,476 helmets to 32 schools in two years of *Helmets for Kids* partnership.

“During the 2012-2013 school year, helmet use rates at our *Helmets for Kids* project schools increased from 26 to 96 percent,” said Mirjam Sidik, Chief Executive Officer of AIP Foundation. “This really affirms the work we are doing here and we are happy to be back reaching new students.”

Along with the helmets, students received valuable road safety training through trivia quizzes, painting contests, and parades. Fun and educational road safety extra-curricular activities of this sort were organized at all 32 project schools. On November 1st, road safety activities were organized for more than 750 students and teachers of Vo Thi Sau primary school in Dong Nai with support from youth volunteers and participation of Johnson & Johnson representatives.

“Fun and educational road safety activities such as picture puzzles and hand-puppet shows generate enthusiasm among the students and reinforce the importance of helmet use and safe road behaviors that they have learned in the classroom,” said Mr. Do Van Hien, Principal of Vo Thi Sau primary school.

Helmets for Kids also conducted three teacher training sessions in Ha Tinh, Quang Binh and Dong Nai. These trainings equipped 377 teachers with the skills to effectively communicate the importance of helmet use to parents and students alike. Teachers who received trainings will organize road safety workshops for students and parents throughout the school year to sustain high helmet use rates and safe road behaviors. In addition, educational materials like parent flyers and student timetables were distributed and billboards were installed at the school gates to serve as daily reminders for parents and students about the importance of proper helmet use.

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, V-SPEC,



which manufactures Protec brand tropical helmets. 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).”

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