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FOR IMMEDIATE RELEASE

“When I Grow Up” – A new public service announcement confronts Vietnamese parents with the devastating consequences of not putting a helmet on their child

May 24, 2012 – Hanoi

A new televised public service announcement (PSA) was launched today, raising awareness of the dangerous consequences of not putting high quality helmets on children who travel on motorcycles.

Part of a three year campaign to increase child helmet wearing in Vietnam (“Children **also** need a helmet”), this PSA is the result of a partnership between the National Traffic Safety Committee (NTSC), the non-profit Asia Injury Prevention (AIP) Foundation, the Ministry of Education and Training (MoET), the Road and Rail Traffic Police Department, and the World Health Organization (WHO).

The television commercial, entitled “When I Grow Up”, was developed with the goal of increasing the staggeringly low rates of child helmet use throughout the country. “While approximately 90 percent of adults wear helmets on their motorcycles, child wearing lags far behind at approximately 20 to 30 percent. Legislation mandates helmets for children ages 6 and above, and we will do our best to raise awareness of the issue nationwide by airing this PSA on 63 local television channels.” said Mr. Nguyen Hoang Hiep, Vice Chairman of the NTSC.

“Parents are often unaware that helmets can dramatically decrease the likelihood that their child will be injured or killed if they are in a crash,” said AIP Foundation President Greig Craft. “We wanted to create a message that confronted parents with the tragic reality of what they risk by not insisting that their children wear a helmet.”

“With more than three thousand children being killed and tens of thousands more seriously injured on Viet Nam’s roads each year, now is the time for urgent action.” said Dr. Takeshi Kasai – WHO Representative to Viet Nam. The WHO will support the overall campaign objectives by working with



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police to improve the enforcement of the child helmet law. “Parents should be aware they risk a substantial fine if they don’t put helmets on their children,” he added.

“When I Grow Up” was produced by Blah Blah Films, and tells the story of a little girl who has a bright future and a loving family. As the girl rides on the back of her father’s motorcycle, she dreams of the person she will grow up to be. Suddenly, another vehicle crashes into theirs. The father, who is wearing a helmet, is left alone to face the devastating consequences of letting his daughter ride without one.

“Protecting future generations by putting helmets on children is the responsibility of parents and communities,” Mr. Nguyen Hoang Hiep, Vice Chairman of the NTSC, during his speech. “Encouraging safe behaviors as early as possible will help forge habits of compliance with traffic laws. We are calling for proactive support from the media industry to disseminate helmet use messages in order to effectively implement road safety measures outlined in Government’s Resolution No. 88/2011/NQ-CP, especially with regards to child helmet wearing.”

Former Miss Universe Vietnam 2008, Ms Nguyen Thuy Lam spoke at the launch as AIP Foundation’s Goodwill Ambassador. “As a mother, I find this video extremely moving,” she said. “My son is still young and I often imagine all of the exciting things that life may have in store for him. When he is ready to join me on the road, you can be sure that I will put a helmet on his head every time we drive. After seeing this commercial, I cannot imagine any parent doing otherwise.”

“To date, our campaign has involved public events, flyer distribution at supermarkets and schools, and workshops for teachers, parents, local officials, and traffic police officers,” said Mr. Duong Van Ba, Deputy Director of Student Affairs Department of the MoET, “Educating children, parents, and other community leaders about the rationale behind road traffic laws is important because it improves compliance.”

Following the airing of the television spot, billboards will be erected in Hanoi, Ho Chi Minh City, and Da Nang. A web-based competition, community outreach events, and strengthened police enforcement are also upcoming projects, as is the in-depth evaluation of the campaign’s impact.



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About National Traffic Safety Committee (NTSC)

The National Traffic Safety Committee is an inter-sectoral coordination organization that provides support to the Prime Minister on traffic safety research, management, and coordination with ministries, departments, and local authorities. Their work enables the implementation of national traffic safety programs that bring inter-sectoral solutions to nationwide traffic safety issues.

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 motorbike and bicycle users.



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In 2009, AIP Foundation, in collaboration with the FIA Foundation and the World Bank Global Road Safety Facility, 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 more information about the AIP Foundation, please visit www.asiainjury.org.

About World Health Organization (WHO)

WHO is the directing and coordinating authority for health within the United Nations system. It is responsible for providing leadership on global health matters, shaping the health research agenda, setting norms and standards, articulating evidence-based policy options, providing technical support to countries and monitoring and assessing health trends. The UN has assigned the WHO to coordinate global traffic safety programs.

Strengthening child helmet regulations

The project aiming to strengthen child helmet regulations is a collaboration between AIP Foundation, the National Traffic Safety Committee, the Ministry of Education and Training, and the Road and Rail Traffic Police Department. It began in 2010 and will run until March 2014. To date, the project has included flyer distribution at schools, community events, and workshops for teachers and parents which were supported by local authorities, traffic police officers, and head trauma specialists.

The project's goals include:

- Improving public awareness of mandatory motorcycle and bicycle helmet regulations, particularly as they pertain to children
- Increasing child helmet use rates nationwide
- Improving understanding of the importance of helmets and wearing one correctly
- Building partnerships to heighten effectiveness and sustainability of traffic safety programs for children, as well as encourage knowledge exchange among organizers