



Press Release

LOCAL AUTHORITIES, TEACHERS AND PARENTS COME TOGETHER IN DANANG TO PROMOTE ACTION ON CHILD HELMET USE

December 17, 2011- Danang

City officials lead a workshop in Danang on December 17th to mobilize local road traffic safety agents to improve the child motorcycle helmet situation in the city.

The workshop forms part of the first phase of a national campaign entitled “Children **also** need a helmet”, launched earlier this month by the National Traffic Safety Committee (NTSC), the Ministry of Education and Training (MoET), the National Traffic Police (C67), and the Asia Injury Prevention (AIP) Foundation. The social marketing campaign will be accompanied by strengthened police enforcement supported by the World Health Organization (WHO).

The government has consistently displayed a serious commitment to the campaign and its activities, exemplified in a statement from Mr. Nguyen Huu Cuong, Chief Secretariat of Danang Traffic Safety Committee (TSC): *We are highly concerned by the low levels of public awareness surrounding child helmet use and helmet legislation. As such, we have sent out a formal letter to local government offices and media representatives, certifying our commitment to the child helmet campaign. By collaborating on these projects, we are confident that this campaign will be a great success in Danang.*”

The focus of the workshop was to emphasize and build on the role of parents and teachers as key facilitators and role models for promoting correct child helmet use behavior. Parent and teacher representatives from 10 primary schools in the Cam Le and Lien Chieu districts were instructed on how best to protect and teach their children and students, thereby equipping future generations with the necessary knowledge and skills to protect themselves on the roads.

Dr. Nguyễn Tấn Phó, Director of the Emergency Center at Danang’s Medical Department, described to participants the tragic onslaught of traffic accidents that the Center faces on an ongoing basis. He provided information refuting common myths about child helmet use and stressed the effectiveness of helmets in preventing casualties: *“Helmets have been proven to reduce the likelihood of death from an accident by 42 percent and head trauma by 69 percent.”*

Lieutenant-colonel Bùi Hòa from the local traffic police also addressed the parents and teachers, clarifying Vietnam’s current helmet laws and describing the heightened enforcement activities set to take place. He placed particular emphasis on reminding participants of the fines for not abiding



by Decree 34, which mandates helmets for children over the age of 6: *“People who don’t wear helmets when they travel by motorbike or electric bicycle, either as a driver or passenger, will get fined 100,000 to 200,000 VND.”*

Mrs. Hồ Thị Cẩm Bình, Director of the DoET Primary Education Department, stressed the importance of primary schools as a focal point for traffic safety education: *“We are committed to improving traffic safety and helmet use education within schools, in addition to finding new and effective ways of communicating crucial information to parents”*.

The attendant primary schools recognized and accepted this strategic role, affirming that: *“Participating in this workshop has renewed our motivation to commit to educating children and parents, and to encourage schools across the country to do the same.”*

This workshop in Danang was part of a series of workshops carried out in Hanoi and Ho Chi Min City, which took place on November 12th and November 25th respectively. The workshops were accompanied by widespread distribution of informational flyers across the three cities throughout November.

Overall, the three phase campaign aims to increase national child helmet use rates by 2014, consequently lowering Vietnam’s devastating numbers of child deaths and injuries caused by road traffic accidents.

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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.

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.