

## **Road Safety Expert Robert Klein Joins the Global Helmet Vaccine Initiative**

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GHVI – an international road safety coalition including the World Bank, the Center for Disease Control and Prevention (CDC), the FIA Foundation and the Asia Injury Prevention (AIP) Foundation – has appointed Robert Klein, a renowned international road safety expert, as its Global Development Director.

“Rob’s extensive experience in leading APEC, World Bank and ADB projects will be a key asset to the Initiative,” says CEO Greig Craft. “His commitment to our involvement in the United Nation’s Decade of Action for Road Safety, to be launched in May, will play a lead role in developing regional and global road safety initiatives.”

As GHVI’s Global Development Director, Rob Klein will focus on establishing partnerships and strategic planning. Prior to joining the Initiative, Rob held numerous senior road safety positions with Australian Government agencies VicRoads and the Australian Road Research Board, and more recently as the Asia Regional Director of the Global Road Safety Partnership.

Rob Klein has an outstanding record of road safety achievement in a broad range of appointments including road user behavior, road safety strategy and programs, education and community programs. He recently initiated the Asia Region Road Safety Seminar series and was instrumental in establishing the ASEAN Multi Sector Road Safety Working Group.

The Global Helmet Vaccine Initiative, launched in 2009, operates under the mission of “a helmet on every head in the Decade of Action for Road Safety”. It utilizes AIP Foundation’s proven model for improving road safety, which has been tested over the past decade in Vietnam, and replicates the model worldwide. Key components, including advocacy and public awareness education, contributed to Vietnam’s passage of a mandatory helmet law in 2007, which led to significant decreases in fatalities and injuries from motorbike crashes.

In 2010 the Global Helmet Vaccine Initiative expanded into Uganda, Cambodia, Senegal, Nicaragua, and Lebanon and other countries will be rolled out at the beginning of 2011.