



## IMMEDIATE RELEASE

### ***Helmets for Families* promotes standard helmets for students and their parents**

28 March 2014 – Ho Chi Minh City, Vietnam

*Helmets for Families*, a new road safety education project, sponsored by the global healthcare company Abbott, and based on the Asia Injury Prevention (AIP) Foundation's proven school-based program *Helmets for Kids*, launched in Ho Chi Minh City on March 28. Government partners, including National Traffic Safety Committee, Ministry of Education and Training, Ho Chi Minh Traffic Safety Committee and Department of Education and Training, and project school officials are collaborating on *Helmets for Families* to raise awareness among students and parents of the safety value of helmets that meet the national standard.

By donating free and subsidized helmets, as well as exchanging parents' substandard helmets for new standard helmets, Abbott and AIP Foundation hope to change behavior among students and parents and to increase standard helmet wearing rates. In the 2013-14 school year, the program is being piloted at four primary schools in Binh Chanh District and District 12 of Ho Chi Minh City. In the next two years, *Helmets for Families* will be expanded to areas of the Mekong Delta and Hanoi.

"By collaborating with AIP Foundation to launch the *Helmets for Families* program, we hope to shield families, especially children, from motorcycle-related head injuries in Vietnam," said Mr Jullian Calliet – General Manager of Abbott in Vietnam. "Building on similar efforts to improve the safety of Abbott employees across the country, we aim to make a positive and lasting difference in people's lives by making driving safer. In this first year, we are donating 4,289 helmets for students, 238 helmets for teachers, and 4,289 helmet exchange with subsidized price for parents."

Mrs. Tran Thi Kim Thanh, Vice Director of the Ho Chi Minh City Department of Education and Training shared: "Parents are responsible for role modeling positive habits for their children, including wearing standard helmets. We are excited to support this remarkable initiative to subsidize and exchange parents' helmets and, thereby, influence the students' behavior. Under our guidance, project schools will collaborate with AIP Foundation to encourage students, and teachers of the safety to wear helmets that meet the national standard."

After the orientation workshop on March 28, *Helmets for Families* will conduct teacher and student trainings, a kick-off ceremony, and information sessions for parents. AIP Foundation will distribute educational promotional materials, including hand-fans for parents and notebook labels for students, and install billboards in front of project schools' gates.

"We have promoted helmet wearing in Vietnam for many years," said Mirjam Sidik, AIP Foundation Chief Executive Officer. "Even though adult helmet use rates are high, the World Health Organization found that 82 percent of helmets worn on Vietnam's roads are substandard. Looking forward, we are doing more to encourage motorcyclists, including children, to wear standard helmets that can protect their heads effectively in an event of a crash. *Helmets for Families* represents this shift."



## About AIP Foundation

The Asia Injury Prevention Foundation (AIP Foundation) is a U.S. registered 501 (c)(3) non-profit organization that leverages social enterprise, 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).”

Visit AIP Foundation at [www.asiainjury.org](http://www.asiainjury.org) and connect with us on Twitter at @AIPFoundation

## About Abbott

Abbott is a global healthcare company devoted to improving life through the development of products and technologies that span the breadth of healthcare. With a portfolio of leading, science-based offerings in diagnostics, medical devices, nutritionals and branded generic pharmaceuticals, Abbott serves people in more than 150 countries and employs approximately 69,000 people.

In Vietnam, Abbott has approximately 3,400 employees working in logistics, sales and marketing. Primary locations in Vietnam are in Ho Chi Minh City, Hanoi and six other regions covering 63 provinces and cities across the country.

Visit Abbott at [www.abbott.com](http://www.abbott.com) or <http://abbottnutrition.com.vn/> and connect with us on Twitter at @AbbottNews.

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