

PRESS RELEASE

Families in Tra Vinh receive high-quality helmets and needed road safety education

26 November, 2014—Tra Vinh Province, Vietnam

Today, nearly 8,200 high-quality helmets were donated to students and discounted to parents from nine schools in Tra Vinh and Ho Chi Minh City. In partnership with the National Traffic Safety Committee (NTSC), Ministry of Education and Training (MoET), and with financial support from Abbott, the helmet donations commenced the Asia Injury Prevention (AIP) Foundation's *Helmets for Families* program in Tra Vinh Province with a kick-off ceremony at Phuong 8C Primary School.

Attendees included representatives from the National Traffic Safety Committee, Ministry of Education and Training, Tra Vinh Department of Education and Training, Tra Vinh Traffic Safety Committee, Tra Vinh Traffic Police, Tra Vinh Union of Friendship Organization, Abbott representatives, comedian Dinh Toan, and nearly 600 students, teachers, and parents.

At the ceremony, nearly 4,200 high-quality helmets were distributed to students and teachers. As part of the *Helmets for Families* program, students were educated on proper helmet-wearing and road safety and teachers were provided with road safety teaching tools. Additionally, parents were taught how to choose high-quality helmets and advised on the importance of these helmets. Parents were then given the opportunity to exchange their substandard helmets for nearly 4,000 high-quality subsidized ones.

"Through *Helmets for Families*, we are incorporating parents into the National Action Plan on Child Helmet Use. Many parents are not aware of the importance of child helmet use. Some parents misunderstand the safe features and benefits of helmets. There are parents that think wearing a helmet could affect their child's neck, others cannot afford a standard helmet," said Dr. Khat Viet Hung, Vice Chairman of the NTSC. "By educating parents on the importance of quality helmets, and providing and exchanging helmets, we are raising parental support and increasing the impact and sustainability of our efforts. This will lead to even greater progress in child helmet-wearing rates as parents are the role models and decision makers for providing their children with quality helmets. The National Traffic Safety Committee emphasizes the importance of wearing helmets correctly for both students and parents. Ensure your children wear helmets: a simple act to prevent long term injuries and fatalities for our future generation."

"Arriving in Tra Vinh and experiencing the road conditions here, I can see the crucial need for helmet awareness and road safety education. I'm excited to be part of this campaign to help promote quality helmet use among children and their parents in this province," said Comedian, Dinh Toan. "I hope all the students from today's event will wear their helmets every day and set a good trend among their friends and family."

Tra Vinh, located in the Mekong Delta, is one of 13 provinces that will receive targeted helmet use efforts as part of the National Action Plan on Child Helmet Use organized by NTSC. There is significant need for high-quality helmets and helmet use education in Tra Vinh province, where the majority of



the population is low-income and lack helmet law awareness, and more than 30% of the population are from minority groups. The student helmet-wearing rate of Tra Vinh province is 33%, compared to that of the 38% average within the cities of Ho Chi Minh, Hanoi, and Danang. Furthermore, the five selected project schools are located along high-risk national and provincial roads.

“We are honored to continue the partnership with *Helmets for Families* and expand the program into other provinces like Tra Vinh. People here have limited resources and quality helmets are indispensable to their safety and lives,” said Do Thai Vuong, Head of Public Affairs, Abbott Vietnam. “With the provision of quality helmets and helmet use education, we believe there will be significant increase in child helmet use in this region.”

“The program commences in Tra Vinh after a successful pilot year in Ho Chi Minh City, where student helmet-wearing rates at program schools increased from 27% to 84% and high-quality helmet-wearing rates among parents increased from 44% to 78%. This success shows that incorporating parent helmet exchanges into our helmet donation program leads to parental behavior changes that are aligned with that of students,” said Mirjam Sidik, Chief Executive Officer of AIP Foundation. “This year, the Ho Chi Minh City pilot schools will also receive additional support from the program through the donation of helmets to newly enrolled students. We are thankful to have this valuable partnership with the NTSC and MoET, and with support from Abbott.”

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About the Asia Injury Prevention Foundation

The Asia Injury Prevention (AIP) Foundation is a non-profit organization dedicated to preventing road injuries and fatalities in low- and middle-income countries. For more than 15 years AIP Foundation has been delivering effective road safety programs in locations across Asia and Africa. To find out more, visit www.asiainjury.org or connect with us on Twitter @AIPFoundation.

About Abbott

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