



Press Release

Traffic Safety Day festival makes helmet education exciting

10 February, 2015—Ho Chi Minh City

Today, a helmet-themed Traffic Safety Day festival called was held at Truong Dinh Primary School in District 12, educating 867 students on road safety through a variety of interactive festivities.

As part of the Asia Injury Prevention (AIP) Foundation's *Helmets for Families* program, the event included road safety activity booths, on-stage games, performances, and helmet-wearing demonstrations. This is the second year that *Helmets for Families*, supported by the global healthcare company Abbott and in partnership with the National Traffic Safety Committee (NTSC), Ministry of Education and Training (MoET), and local traffic authorities, is encouraging quality helmet use among students and their parents.

"We are happy to be involved in making roads safer by providing high-quality helmets and road safety education to children and their families across Ho Chi Minh City and Tra Vinh Province," said Joseph L. McKillips, Director, Commercial Environmental, Health & Safety, Abbott, who attended the event along with other Abbott representatives and volunteers. Similar extracurricular activities at other *Helmets for Families* schools in both Ho Chi Minh City and Tra Vinh Province will take place throughout February and March.

"I really enjoyed the festival today. I got to go on stage and show my peers how to wear a helmet correctly. It was a lot of fun and I'm really glad the carnival came to my school. I learned a lot about helmet use and had fun learning it," said Loi, a student from Truong Dinh Primary School.

"Today's event serves as a powerful reminder to students to wear their helmets throughout the school year. We believe that road safety education does not need to be dull and today's festivities are proof," said Mirjam Sidik, CEO of AIP Foundation.

Today's activities reinforce previous road safety interventions by AIP Foundation at project schools. Under the *Helmets for Families* program, helmets were donated to students at the beginning of the school year along with teacher, parent, and student trainings. Furthermore, parents of project school students take part in helmet exchanges, where they trade their substandard helmets for high-quality, certified ones at subsidized costs.

These helmet exchanges will now expand to other parents among the communities' surrounding project schools until all allocated helmets--about 2,600--are exchanged, among community members. Information sessions will be held in conjunction with helmet exchanges to educate members on the difference between standard and substandard helmets and why helmet use is crucial for both adults and children.

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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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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.vn or www.abbottnutrition.com.vn and connect with us on Twitter at @AbbottNews.

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