



PRESS RELEASE

Johnson & Johnson hands over 6,000 more helmets to 44 primary schools

1-12 October, 2015 - Ha Tinh, Quang Binh, Quang Nam, and Dong Nai provinces, Vietnam

With support from Johnson & Johnson, 6,115 helmets were distributed to 44 primary schools in Ha Tinh, Quang Binh, Quang Nam, and Dong Nai Provinces in the school year 2015-2016, totaling 9,104 helmets donated since the beginning of 2015. This is Johnson & Johnson's fourth year of sponsorship with AIP Foundation's Helmets for Kids program. The top off ceremonies were organized by the National Traffic Safety Committee (NTSC), Ministry of Education and Training (MoET), AIP Foundation, and provincial and district counterparts in Ha Tinh, Quang Binh, Quang Nam, and Dong Nai, Provinces with the goal of increasing child helmet use.

Mr. Jason Carroll, Managing Director of Johnson & Johnson Vietnam and Mr. Nguyen Quang Trung, External Affairs Director of Johnson & Johnson Vietnam attended the top-off ceremonies-- demonstrating their strong commitment to protecting children, which is Johnson & Johnson's mission.

Of the 44 primary schools, 15 are from Ha Tinh Province, 16 are from Quang Binh Province, and 8 are from Dong Nai Province. In addition to donating helmets to new students and replacing crash helmets at no cost, parents are able to buy subsidized helmets at a 50% reduced price to replace damaged helmets. 125 parents bought reduced price helmets, which shows that students' parents are aware of the importance of quality helmet use and are exhibiting behavior change.

"According to our crash case reports, since early 2015, 25 children in project schools were involved in a crash. With the strong commitment of authorities, schools, and parents, this number of children in crashes has decreased by more than 50% compared to the number recorded in 2014." said Ms. Mirjam Sidik, CEO of AIP Foundation.

Mr. Jason Carroll said, "We hope that these helmets will not only protect children on the road, but will also serve as a symbol for the traffic law compliance of students and parents. We are excited that the helmet use rate among students in Johnson & Johnson project schools increased to over 95%. We are proud of contributing to these successful outcomes."

"In this school year, parents bought helmets to replace damaged and lost helmets for students. In total, 125 parents bought reduced price helmets in 4 different provinces. This means that *Helmets for Kids* impacts both students and parents and that the road safety message has spread to local communities," said Mr. Hoang Minh Viet, Deputy Standing Director, Ha Tinh Traffic Safety Committee.

Mr. Tran Quoc Thang, Director of the Primary Department of the Quang Binh DOET said, "16 schools in Quang Binh joined the *Helmets for Kids* program supported by Johnson & Johnson and child helmet use is now over 95%. We will continue conducting educational activities for students and also seek to inform parents about the importance of helmet use. These activities will recall the message to ensure students practice proper road safety behavior."

"Helmets have been proven to reduce the likelihood of severe injury from road traffic crashes. However, many people make excuses for not wearing helmets such as: helmets are too expensive, they are



travelling only short distances—this leaves many children vulnerable in the event of a crash. I am happy that all students at 44 schools received new helmets from Johnson & Johnson. This will help to maintain and improve child helmet use in rural areas,” said Mr. Vo Ngoc Thach, Deputy Director of the Dong Nai DOET.

Mr. Truong Khue, Chief of Secretariat said, “Quang Nam is the fourth province to receive helmets from Johnson & Johnson. Schools are frequently near high-risk roads and parents are oftentimes unable to afford quality helmets. We hope the program will be expanded soon to protect more children, teachers, and parents.”

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About Helmets for Kids

Helmets for Kids is AIP Foundation’s signature program, launched by former President Bill Clinton on November 19th, 2000. This program provides school children and teachers with quality helmets and road safety education through funding support from numerous individuals, the private sector, and other organizations.

About AIP Foundation

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.aip-foundation.org or connect with us on Twitter @AIPFoundation.

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