



## PRESS RELEASE

“Helmets for Kids” kick off ceremony in Quang Nam province

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### **Johnson & Johnson begins a new year of *Helmets for Kids* with commitment to donate 9,100 helmets**

17 March, 2015—Quang Nam Province, Vietnam

A total of 9,100 helmets will be distributed to primary students and teachers throughout 2015 as part of Johnson & Johnson’s fourth year of support for the Asia Injury Prevention Foundation’s (AIP Foundation) road safety program, *Helmets for Kids*. Between February and December of this year, 44 schools will receive donations in Ha Tinh, Quang Binh, Dong Nai, and Quang Nam Provinces.

AIP Foundation organized a kick-off ceremony on March 17 in Quang Nam Province to mark another year of support. This is the first year Quang Nam Province schools are receiving helmet donations and road safety education under the *Helmets for Kids* program.

Five primary schools in Quang Nam Province received 2,987 helmets at the ceremony. The remaining helmets will be distributed in September at the start of the 2015-2016 school year to primary schools across the four provinces. Representatives from the National Traffic Safety Committee (NTSC), Ministry of Education and Training (MoET), Johnson & Johnson, and local partners attended the ceremony and took part in the symbolic helmet handover.

“Through *Helmets for Kids*, we have seen improved road safety knowledge and behavior among school students, resulting in lives saved from the use of helmets,” said Mirjam Sidik, CEO of AIP Foundation. “We are pleased to see the program expand to a new province in 2015.”

The selected schools are located in four of 15 major provinces implementing the National Child Helmet Action Plan. The Action Plan is coordinated by AIP Foundation, NTSC, and other road safety supporters and aims to reach 80% child helmet-wearing rates by 2016.

“It’s encouraging to see that the *Helmets for Kids* program is reaching students in Quang Nam. It shows us that the project is expanding in Vietnam,” said Dr. Khuat Viet Hung, Executive Vice Chairman from the National Traffic Safety Committee (NTSC). “Helmet donations are a component of the National Child Helmet Action Plan. These activities show the responsibility of adults to provide for the safety of children, who are the most vulnerable on the road. Please put a helmet on your child and avoid later regret.”

“This activity is one of our efforts to keep children safe on the road. The National Child Helmet Action Plan will create change and the helmet wearing rate among students will be increased,” said Mr. Duong Van Ba, Deputy Director of Student Affairs Division, Ministry of Education and Training.

“Today’s event contributes not only to the safety of Quang Nam’s road users, but towards an even greater goal of nationwide child helmet law compliance. We are happy to be a part of this large Action Plan,” said Mr. Nguyen Van Nhan, Deputy of Quang Nam Traffic Safety Committee.

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#### **About the AIP Foundation**

The 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](http://www.asiainjury.org) or connect with us on Twitter @AIPFoundation.

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