

PRESS RELEASE

Campaign aims to address drowsy driving among truck drivers in industrial port community

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A new Safety campaign will use billboards and a public service announcement to address drowsy driving among industrial truck drivers in the Cai Mep port complex area. The Vietnamese-language campaign's slogan, which translates to "A road crash can happen in the blink of an eye," is featured on billboards installed along a major highway, and in a public service radio announcement aired on the Voice of Vietnam. AIP Foundation and the National Traffic Safety Committee (NTSC) are leading the initiative as part of *Lifting Safety*, in partnership with the Netherlands-based APM Terminals, which holds a 49% share in Cai Mep International Terminal in Ba Ria-Vung Tau Province, Vietnam.

"We are committed to fostering a Safety Culture at all of our operations at every location around the world, and we see this as a responsibility beyond the terminals' gates, and including the communities in which our people live and do business" stated APM Terminals Vice President of Health, Safety, Security, Environment and Sustainability, Kevin Furniss.

The campaign's radio announcement features a truck driver and his family discussing their experiences with the dangers of drowsy driving. It also addresses the consequences of the unsafe behavior, which causes a driver to become distracted, slows his or her reaction time, and affects his or her ability to make safe driving decisions. Despite these risks, truck drivers often do not rest frequently enough while transporting cargo loads and containers along the country's roadways, representing potential danger to themselves, and to others.

"This campaign has changed my perspective on what it means to be a safe driver," Vo Tan Luc, a CMIT truck driver, said.

"Drowsy driving is a serious issue in this community, as well as similar ones around the country," Dr. Khuat Viet Hung, Executive Vice Chairman of the National Traffic Safety Committee, said. "Our work here with AIP Foundation and APM Terminals is just the beginning. We are eager to spread this message to industrial port communities nationwide."

"Our past safety campaigns, such as ones promoting helmet use in Vietnam and Cambodia, have reached millions of people and led to positive behavior changes," said Mirjam Sidik, CEO of AIP Foundation, adding "We're optimistic about applying this approach to a new issue area to keep these communities in Ba Ria-Vung Tau Province safe."

The *Lifting Safety* program was launched in Ba Ria-Vung Tau Province in December 2016 during a road safety program which included interaction between truck drivers and primary school students. Most recently, the program hosted truck driver training that taught defensive driving techniques. APM Terminals, headquartered in The Netherlands, is an international terminal operator with facilities in 69 countries.

#staysafe

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About AIP Foundation

AIP Foundation is a nonprofit organization dedicated to preventing road injuries and fatalities in low- and middle-income countries. Since 1999, 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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About APM Terminals

APM Terminals is a leading global port and cargo inland services provider with a presence in 69 countries providing the world's most geographically balanced global terminal network. Based in The Hague, Netherlands, the company works with shipping lines, importers/exporters, governments, business leaders and the entire global supply chain to provide solutions that help nations achieve their ambitions and businesses reach their performance goals.

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