

PRESS RELEASE

Doctor from Cho Ray Hospital speaks to students about the importance of wearing quality helmets

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AIP Foundation's *Helmets for Families* program emphasized the importance of road safety for children by hosting the "Children Have Fun With Road Safety" festival at Tan PhuTrung Primary School in the Cu Chi District of Ho Chi Minh City. This is the fifth 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 being implemented to encourage quality helmet use among students and their parents.

Over 1,100 children attended the festival, which included road safety games, performances, and helmet-wearing demonstrations to reinforce previous road safety interventions by AIP Foundation at program schools. In addition to games and performances, a doctor from Cho Ray Hospital spoke to students about the importance of wearing quality helmets.

"I had a lot of fun at the festival, especially with the Abbott volunteers, and learned a lot from them about how to keep myself safe by wearing quality helmet. Listening to the doctor's advice about helmets, I will always remember the importance of proper helmet use," said Phan Bui Hien Minh, a grade 4 student at Tan PhuTrung Primary School.

This year's *Helmets for Families* program aims to engage school staff, parents, and students on a deeper level by collaborating with health professionals to convey key road safety messages based on their experiences working with road crash victims. Six billboards were posted around focus areas, and more than 15,000 *Helmets for Families* handheld fans were distributed to parents from six program primary schools as well as to patients at Cu Chi, Hoc Mon District, and Cho Ray Hospitals. In previous years, parents and teachers visited Cho Ray Hospital to see firsthand the consequences of unsafe helmet use and speak with health professionals.

"At Abbott, we are committed to helping people build better lives and stronger communities through unlocking the power of health around the world. The safety and wellbeing of children and families are key to creating a healthier, thriving society. The *Helmets for Families* program focuses on children, parents, and communities to create a sustainable culture of road safety for society. That's why Abbott is proud to continue supporting the program's innovative approach to providing road safety education and awareness," said Do Thai Vuong, Public Affairs Director of Abbott.

Beyond working with health professionals in hospitals, *Helmets for Families* has donated nearly 4,000 helmets to students this school year. Furthermore, 876 parents of program school students have participated in helmet exchanges, trading their substandard helmets for high-quality, certified ones at subsidized costs. Information sessions were also 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. Since 2013, Abbott has donated 21,654 helmets to students and teachers, and provided 14,172 helmets to parents via subsidized exchanges.

"Children play a crucial role in promoting road safety awareness among their peers and family members," said Mirjam Sidik, CEO of AIP Foundation. "Creative activities like the festival help encourage children to view road safety as a fun challenge, not just a chore."

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About Abbott

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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.

For media contact:

Lily O'Connell, Communications Coordinator, AIP Foundation
18bis/19 Nguyen Thi Minh Khai Street, District 1, Ho Chi Minh City, Vietnam
Tel: (+84-28) 6299-1409 Ext. 122; Email: lily.oconnell@aipf-vietnam.org