



## PRESS RELEASE

### 235 student leaders recognized as Road Safety Ambassadors

31 August, 2017 - Songkhla Province, Thailand

*Street Wise*, a program supported by Chevron Thailand Exploration & Production, Ltd., recognized 235 student leaders from 10 program schools in Muang and Singhanakhon Districts as Road Safety Ambassadors in a ceremony attended by members of the community. The event took place at Haad Kaew Resort in the Singhanakhon District of Songkhla Province. The student leaders play an integral part in *Street Wise* goals by promoting road safety awareness among their peers and community members through extracurricular activities at their schools.

The students were joined by Mr. Anuchit Trakulmututa, Vice Governor of Songkhla Province; Ms. Oratai Junsuwanaruk, Thailand Country Manager of AIP Foundation; and Mr. Nattawut Chainarong, Shore Base Manager at Chevron Thailand. Others in attendance included representatives from Road Accident Victims Protection Company Limited (RVP) and the Department of Disaster Prevention and Mitigation of the Ministry of Interior (DDPM). Officials from Songkhla Province government agencies were also present, including the Songkhla Provincial Administrative Organization Transportation Office; Songkhla Public Relation Department; Songkhla Primary Educational Service Area Office 1; Songkhla Department of Rural Roads; Songkhla Provincial Police; Singhanakhon Town Municipality; Singhanakhon District Office; and the Provincial Land Transportation Office.

“The *Street Wise* program requires engagement and participation from every stakeholder, including teachers, parents, local communities, and government,” said Mr. Trakulmututa, Vice Governor of Songkhla Province. “The student Road Safety Ambassadors play a key role in this by helping raise awareness within the community about the importance of road safety.”

At the event, Mr. Trakulmututa, Ms. Junsuwanaruk, and Mr. Chainarong honored the students for their contributions and presented them with certificates recognizing them as Road Safety Ambassadors. In addition, Ms. Junsuwanaruk announced the results from a school-wide “Children and Road Safety” themed competition that was part of the ambassadors program. Students wrote lyrics to songs, choreographed dance routines, and performed in self-written plays to raise awareness about road safety. The convening was also an opportunity for *Street Wise* to present on its achievements in 2017 to the gathered stakeholders in an effort to receive feedback and recommendations.

“The extracurricular activities make learning about road safety fun,” Apisara Boontawee, a grade six student and ambassador, said. “And as a Road Safety Ambassador, I can share my knowledge with schoolmates and my family to keep them safe.”

“Today is a day to acknowledge the efforts of *Street Wise* to bring awareness to the critical issue of road safety,” said Ms. Junsuwanaruk, Thailand Country Manager of AIP Foundation. “However, there is still work to be done in making helmet use and road safety a part of community culture in Thailand. With the recent launch of Phase II of *Street Wise*, AIP Foundation is enthusiastic about the continued change the program will bring to Songkhla Province.”

The *Street Wise* program launched in 2014 in the Singhanakhon District of Songkhla Province, where the helmet-wearing rate was only 3%. By the end of the first year of implementation, that number increased to 38%. Since then, the program has expanded to the neighboring Muang District. Thailand has the second-highest road crash fatality rate in the world, and *Street Wise* provides school-based education and awareness tools to help make the country’s roads safe.

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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](http://www.aip-foundation.org) or connect with us on Twitter @AIPFoundation.

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