



PRESS RELEASE

Student helmet-wearing rates in Southern Thailand increase by 55% within past year

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Since beginning Phase II of *Street Wise* in January, helmet-wearing rates at the five new program schools in the Singhanakhon and Muang Districts of Songkhla Province have increased from 0% to 55%. The latest stage of *Street Wise*, an initiative supported by Chevron Thailand, expanded road safety programming from five schools to a total of 10. *Street Wise* staff presented the program's final evaluation results to government stakeholders at the Singhanakhon District Office in Songkhla Province. The staff also screened a video profiling the program's partnership with local officials. The 40 stakeholders in attendance were invited to ask questions and provide feedback on the program.

Mr. Rachit Sudpum, Deputy Governor of Songkhla Province, provided opening remarks at the meeting. He was joined by Mr. Khomsan Oynasuan, Specialist for Community Engagement at Chevron Thailand, and Miss Oratai Junsuwanaruk, Thailand Country Manager at AIP Foundation, as well as representatives from the Road Accident Victims Protection Company, Limited and program schools. Several provincial infrastructure- and health-related government agencies also attended the event.

"With an initial helmet compliance of 0% in the new program schools, there was a desperate need for intervention," said Chutima Pongthippanat, Deputy Director of Ban Khao Daeng School. "Phase II of *Street Wise* has already proven to be a commendable success with a 55% increase in helmet use, but we hope that this is only the beginning as helmet use and road safety knowledge continues to strengthen within the community."

"I am happy to see our children developing safety habits that will serve them well for the rest of their lives," Phumet Noonthonghom, a parent of a student at Wat Prem Sattha School, said. "However, collaboration between local officials and the community will continue to be important for future improvements."

The *Street Wise* program launched in 2014 in the Singhanakhon District of Songkhla Province. Since then, the program has expanded to the neighboring Muang District. Over 4,700 parents have attended workshops and 250 teachers from 10 target schools have been trained on the road safety curriculum. 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 or connect with us on Twitter @AIPFoundation.

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