



PRESS RELEASE

210 university students to become road safety ambassadors for their peers

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As part of the *Safety Delivered* program supported by The UPS Foundation, AIP Foundation organized training workshops for 210 road safety ambassadors from seven universities in Ho Chi Minh City and Hanoi. The capacity-building workshop will equip the university students with the knowledge and skills to promote safe driving behaviors among their peers through workshops, word-of-mouth, clubs, and events.

“The majority of the road users, especially students, lack knowledge of necessary motorcycle driving skills, which is a major contributing factor to the high number of motorcycle crashes in Vietnam,” said Mr. Uong Viet Dung, Deputy Chief of the National Traffic Safety Committee. “The National Traffic Safety Committee supports the innovative approach of the *Safety Delivered* program to addressing this issue. By targeting university students and empowering them to take on the role of road safety ambassadors, we can ensure that knowledge of traffic laws and safe driving skills is effectively spread to students and their peers.”

Following a series of focus group discussions with university students from Hanoi and Ho Chi Minh City, AIP Foundation developed a motorcycle safety education toolkit in partnership with the National Traffic Safety Committee and the Ministry of Education and Training. The training topics focus on risky behaviors among youth in Vietnam, including not wearing a helmet, not checking blind spots, speeding, overtaking, and distracted driving. AIP Foundation will encourage the use of diverse media as students design their own road safety initiatives.

“The UPS Foundation is proud to support the *Safety Delivered* program in its efforts to enact sustainable road safety solutions within communities. By engaging and educating youth, we are developing the next generation of safe road users,” said Eduardo Martinez, the President of The UPS Foundation.

“I am honored to have been selected as a road safety ambassador and excited to transfer the knowledge I have gained to friends, family members, and my community,” said Nguyen Thi Minh Hoa, a student from Ha Noi University.

“The student ambassadors play a critical role in *Safety Delivered* goals by promoting road safety awareness among their peers,” said Hoang Na Huong, Deputy CEO of AIP Foundation. “We are excited to empower these young people to use their experiences and insights to make roads safe in their own communities.”

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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. For more than 16 years, 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 @AIP Foundation.

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