



PRESS RELEASE

University students make road safety fashionable

20 April, 2018- Ho Chi Minh City, Vietnam

In a creative new approach to spreading awareness on road safety, AIP Foundation's *Safety Delivered* program coordinated with the Ho Chi Minh City Traffic Safety Committee to stage a 'Safe Style Fashion Show' for university students and local youth at Ho Chi Minh City University of Technology and Education. The fashion show challenged university students to design outfits that depict common traffic rules and road safety practices for motorcyclists. Even the runway itself is designed as a road.

The event gathered more than 3,000 participants, including students from program universities in Ho Chi Minh City, local youth in the community, and *Safety Delivered* road safety ambassadors. UPS volunteers, a professional designer in Vietnam, as well as representatives from the National Traffic Safety Committee, Ministry of Education and Training, the HCMC Traffic Safety Committee, and target universities also attended the event, where they participated on a panel judging the fashion show competition. A grand prize generously donated by UPS Vietnam was awarded to the winner of the competition. In addition to the fashion show, the audience enjoyed performances by well-known Vietnamese singers and dancers.

"The fashion show is an innovative way that *Safety Delivered* is targeting youth and getting them to think about road safety in a new light. The UPS Foundation is honored to be a part of such an initiative," said Jerald Barnes, Corporate Relations Director of The UPS Foundation.

"*Safety Delivered* is helping to improve the road safety awareness of Vietnam's youth by providing essential knowledge and skills about motorcycle driving to university students in Hanoi and Ho Chi Minh City. By working closely with student road safety ambassadors, the program ensures that key messages and complicated legislation are clearly and creatively communicated," said Mr. Uong Viet Dung, Deputy Chief Secretariat of the National Traffic Safety Committee.

"MOET has worked closely with AIP Foundation on a number of road safety projects in the past, and we are very excited to see the results of this new initiative in raising awareness of distracted driving within the community," said Duong Van Ba, Deputy Chief of Student Affairs Department of MOET.

"16 to 24 year-olds made up 22% of all road crash deaths in Ho Chi Minh City in 2017," said Mr. Nguyen Ngoc Tuong, Vice Chairman of the Ho Chi Minh City Traffic Safety Committee. "To reduce this statistic, we must address the underlying causes of road crashes for youth, including speeding and distracted driving. As mobile phones and other electronics continue to gain popularity, the issue of distracted driving will only further magnify."

Safety Delivered's initiatives, such as the 'Safe Style Fashion Show,' come at a critical time for these university students. Of the 927 male and female students surveyed from seven universities in Ho Chi Minh City and Hanoi, 82% travel to and from school on a motorcycle. However, many of these novice drivers lack the necessary understanding of traffic laws and the consequences of unsafe behaviors such as calling, text messaging, and using the Internet while driving. This inexperience translates to dangerous situations on the roads, with motorcycle crashes accounting for 68% of all road crashes in Vietnam.

"Our past safety campaigns have reached millions of people across our program countries and led to positive behavior changes," said Mirjam Sidik, CEO of AIP Foundation. "We are optimistic about applying this same approach to the issue of distracted driving in order to keep youth safe on the roads."

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About Safety Delivered

Safety Delivered is supported by The UPS Foundation and implemented in Cambodia, Myanmar, Thailand and Vietnam. It will work with young, inexperienced motorcycle drivers to improve their distracted driving behaviors while also working to increase child helmet use. Over two years, it is estimated that *Safety Delivered's* activities will be able to save more than \$12 million USD through reductions of road crash injuries and fatalities.

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 @AIPFoundation.

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