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## PRESS RELEASE

### 1,700 participants joined the “I Love Helmets” Family Day event to raise awareness about road safety

7<sup>th</sup> November, 2015 – Ho Chi Minh City, Vietnam

With support from The UPS Foundation, AIP Foundation held a road safety event with the theme, “*I Love Helmets*” at Tan Tuc Primary School in Binh Chanh District, Ho Chi Minh City. The school is located near Trung Luong Highway, a high-risk traffic area in Ho Chi Minh City, where students face dangers on their daily commute.

The event gathered more than 1,500 students, 200 parents, teachers from primary and junior schools, and representatives from The UPS Foundation and Traffic Safety Committee (TSC). Among the participants were representatives from the Ho Chi Minh City TSC and Jeff McLean, Managing Director of UPS Vietnam. At the event, students and parents participated in several road safety activities that included painting, a fashion show, interactive games, and a road safety knowledge competition in order to promote child helmet use.

The UPS Foundation has contributed to child helmet use programs in Vietnam for the past five years. With their support, 35,132 students have been educated about the importance of child helmet use. Today, 16 UPS volunteers supported the event by hosting road safety games and activities.

“Cultivating road safety awareness among students must start early. Through this event, families are able to participate in road safety activities and be empowered to take measures to prevent road accidents,” said Jeff McLean, Managing Director of UPS Vietnam. “Although the *Helmets for Kids* project has contributed towards increasing helmet use rates in project schools across Vietnam from 34% to 86%, we hope that more students in the community would make it a habit to wear helmets daily.”

“We are grateful for The UPS Foundation’s continual support that inspires children to be safe on the roads. Since we started our partnership, UPS employees have spent 868 volunteer hours working with AIP Foundation in target communities, assisting in helmet handovers and facilitating road safety education activities” said Mirjam Sidik, CEO of AIP Foundation.

Approximately 2,000 children die due to road injury each year, making it the second leading cause of death among Vietnamese children ages 5–14. In previous years, AIP Foundation and its partners developed and implemented a comprehensive campaign, including communications, enforcement, and capacity building, and incentives for change to increase helmet use among children in Hanoi, Da Nang, and Ho Chi Minh City. The campaign allowed AIP Foundation to successfully advocate to Vietnam’s National Traffic Safety Committee (NTSC) to issue a National Child Helmet Action Plan for all 63 provinces during 2015.

The primary activities of the National Child Helmet Action Plan are public awareness-raising and mass media communications on child helmet use, school-based education programs, and increased police enforcement on a national level to crack down on violations of the child helmet regulation. With the Action Plan in place, the goal is to create a shift in public attitude towards child helmet use and to increase compliance with the law. The event makes progress towards the goal set forth by the plan.

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

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