



PRESS RELEASE

Eighty-eight students recognized as Road Safety Ambassadors

15 March, 2016 – Songkhla, Thailand

AIP Foundation, in partnership with Chevron Thailand Exploration and Production, organized an event to acknowledge the efforts of 88 student Road Safety Ambassadors in Thailand's Songkhla Province. The ceremony is part of a broader *Street Wise* project aimed at increasing the awareness of road safety dangers and the fluency in preventative skills among Songkhla's students.

The ceremony was attended by Mr. Ekkarat Leesen, the Vice Governor of Songkhla Province, and representatives of Chevron Thailand, AIP Foundation, the Department of Disaster Prevention and Mitigation, the Department of Land Transportation, Singhanakhon Police Station, Singhanakhon District Office, Songkhla Education Service Area Office, the Road Accident Victims Protection Company, Wi Chien Chom School, and media.

At the event, there was a presentation on the achievements of *Street Wise* in 2015 to the gathered stakeholders in efforts to receive feedback and recommendations for the future success of its programming. In addition, the recognition ceremony honored 88 students who had chosen to become Road Safety Ambassadors at five schools in Singhanakhon District. These student leaders help cultivate familiarity with road safety tools among their peers and community members and play an integral part in the *Street Wise* goals. A road safety-themed contest was included in the activities of the day to further engage these students.

From an initial rate of only 3% of students wearing helmets prior to implementation of *Street Wise*, the latest monitoring has shown that 33% of students are now wearing helmets in Singhanakhon District.

"The *Street Wise* program has brought about change for this community, and today is a day to acknowledge the work that has been done while reminding each other that there is still much to do to address this critical issue," said Vice Governor of Songkhla Province Mr. Ekkarat Leesen.

"We started at a rate that was all but zero for the number of students wearing helmets in this area, but we have seen considerable improvements. There is still work to be done in making helmet use and road safety key parts of the curriculum in Thailand, but these results show that our efforts have been making an impact," said Ratanawadee Winther, Thailand Chairperson for AIP Foundation.

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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.

Media Contact

Ms. Oratai Junsuwanarak, AIP Foundation Thailand Country Manager
2 Prima Sathon Building Room 8302, Naradhiwas Rajanagarinda Road, Yannawa, Sathon, Bangkok 10120, Thailand
Tel: (66-2) 676 0274, (66-81) 454 9054; Email: oratai.j@aipf-thailand.org