

FOR IMMEDIATE RELEASE

To increase child helmet use, Thailand’s personalities unite at The 7% Project After-Party
November 23, 2014—Bangkok, Thailand

Runway models, dignitaries, artists, and executives came together this Sunday, November 23, 2014 for The 7% Project after-party to raise awareness around one cause: increasing child helmet use and preventing deaths from road crashes. Hosted by the Asia Injury Prevention (AIP) Foundation, the after-party celebrated The 7% Project, a new campaign by AIP Foundation and Save the Children aiming to increase helmet use and helmet-wearing awareness among children in Thailand.

Taking place at the Octave Rooftop Lounge and Bar with the support of the Marriott Sukhumvit, the event kicked-off with a performance by cover group Crayon Blink, dressing and dancing as their favorite K-pop group, Crayon Pop. Known for their matching track-suit and helmet uniforms, Crayon Pop promoted the campaign during the day with a concert at the Bangkok Art and Culture Center, asking their fans to “Wear a helmet!”

“Thailand has the second deadliest roads in the world,” said Mr. Greig Craft, Founder and President of AIP Foundation. “The name of our campaign stems from the shocking figure that only 7% of children in Thailand who ride on motorcycles wear helmets.”

Mr. Varin Sachdev hosted the evening as MC and explained to guests that the after-party was not only meant to celebrate The 7% Project campaign, but also to show attendees the importance of helmets through different artistic expressions.

One of these mediums was through Danish-based artist Marco Evaristti’s live artistic piece entitled, “Oh monk, save me from my nightmares.” Mr. Evaristti poured red paint, representing blood, over Ms. Karatnoot Juntree to resemble a motorcycle crash while H.E. Mikael Winther, Ambassador of Denmark to Thailand, Cambodia and Myanmar, played a serious melody on guitar and Ms. Lainey Freels of AIP Foundation read aloud a poem written by Marco himself. Covered in “blood,” Ms. Juntree was directed over a canvas by Marco in movements that showed visually the effects of a motorcycle crash without a helmet. The canvas will be auctioned, with proceeds going towards The 7% Project.

Mr. Sean Panton, Director of Corporate Social Responsibility for Marriott Thailand, brought this campaign to the forefront of Marriott’s CSR strategy. “The Marriott team and I are committed to changing the status-quo and making helmet wearing the norm among families, and

especially children. We are dedicated to AIP Foundation’s mission and are working closely with them and Save the Children to make a difference. Marriott’s *Global Spirit to Serve* program is specifically dedicated to the ‘vitality of children’ and this program is a very important campaign for children’s wellbeing.”

Following Marco’s live art piece, ten helmets designed by world-renowned artists (see below) were displayed through the medium of a runway fashion show. From the wild and whimsical to helmets covered in real flowers and paper cranes, the artistically-designed helmets were meant to spark the notion that helmets can be creative and fun to wear.

Six models from Elite Model Management; Mr. Saul Billingsley, Director General of the FIA Foundation; Mr. Greig Craft, President and Founder of AIP Foundation; H.E. Mikael Winther, Ambassador of Denmark to Thailand, Cambodia and Myanmar; and actor Seigi Ozeki took on the catwalk in an effort to show the creative possibilities around helmet-wearing. The night’s attendees were asked to be role models to children by always wearing their helmets when on motorcycles.

“As I hope you’ll see,” said AIP Foundation’s Country Director Ms. Ratanawadee Hemniti-Winther, “helmets can be fun, especially at the hands of artists. Let’s try to get our youth to view helmets similarly and make helmets the norm. Together, we can save children’s lives on Thailand’s roads.”

Artists who designed helmets included:

1. Dr. Yannawit Kunjaethong
2. Marie-Chantal Michielsen-biela
3. Chalit Nakpawan
4. Jitsing Somboon
5. Elizabeth Romhild
6. Dr. Numfon Laistrookrai
7. Apisit Laistrookrai
8. Suthiwat Nakchat
9. Sakul Intakul
10. Nopadol Viroonchatapun

[View photos from the after-party here.](#)

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About the Asia Injury Prevention Foundation

The Asia Injury Prevention (AIP) Foundation is a non-profit organization dedicated to preventing road injuries and fatalities in low- and middle-income countries. For more than 15 years AIP Foundation has been delivering effective road safety programs in locations across Asia and Africa. To find out more, visit www.asiainjury.org or connect on Twitter @AIPFoundation.

About the 7% Project

Each day over 1.3 million children travel as passengers on motorcycles, but only 7% wear helmets – even though it's the law. According to the World Health Organization, Thailand has the 2nd deadliest roads in the world. Traffic collisions kill over 2,600 kids yearly, or more than 7 children every day. Another 200 children are injured or disabled every day - 72,680 per year.

In response, the Asia Injury Prevention (AIP) Foundation and Save the Children in Thailand are launching a nationwide campaign - The 7% Project - to decrease motorcycle death and injury among Thai children by increasing helmet use. It features an integrated approach focusing on:

Enforcement – ensuring helmet use through school, peer, and police pressure

Education – teaching proper use and benefits to students and parents

Media – nationwide messaging, public mobilization, advocacy and social enterprise

Innovation – designing helmets that youth want to wear, and providing opportunities for children to customize their helmets and express their individuality

All of these components will be supported by a new cross-cutting “Behavior Influence” methodology to ensure our messages, strategies, and interventions lead to actual, positive behavior change. Working together with teachers, parents and children, in its first year the campaign aims to create an integrated grassroots and mass media programme to mobilize decision makers to integrate motorcycle helmets into the school uniform. As the campaign matures, The 7% Project will expand beyond schools in an effort to increase motorcycle passenger helmet-wearing rates among children to 60% by 2017.

www.7-percent.org

<https://www.facebook.com/7percent.org/>

<http://asiainjury.org/our-reach/thailand/>

<http://thailand.savethechildren.net/>

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