



39 schools join “Making Traffic Safety Fun” talent shows to reinforce helmet use

28 November, 2014 – Ha Tinh, Quang Binh and Dong Nai Provinces, Vietnam

Following the donation of more than 5,000 helmets for 39 schools at the beginning of this school year; students, teachers, and parents are now showcasing their road safety knowledge with provincial talent shows. The “Making Traffic Safety Fun” talent shows organized through the Asia Injury Prevention (AIP) Foundation’s *Helmets for Kids* program and supported by Johnson & Johnson, reinforces child helmet use and proper helmet-wearing. Taking place in Ha Tinh, Quang Binh, and Dong Nai provinces, this is the first-ever province-wide gathering allowing for schools under the *Helmets for Kids* program to participate in road safety activities together.

Today, Mr. Gabriel Kardos, Johnson & Johnson Senior Fleet Safety Manager of Europe, Middle East, and Africa/Asia Pacific, and Mr. Abhishek Mathur, Human Resources Director of One Johnson & Johnson Vietnam, attended Dong Nai’s province’s “Making Traffic Safety Fun” talent show. At the event, Johnson & Johnson staff and community members volunteered by facilitating and supporting the event’s activities. More than 1,000 students and teachers showcased their road safety knowledge through the art of singing, dancing, fashion shows, and dramas, with officials from the province’s Traffic Safety Committee, Department of Education and Training, and local police present as talent show judges.

This is Mr. Kardos’ second time visiting Johnson & Johnson supported *Helmets for Kids* schools. In 2012, Mr. Kardos attended the project’s first kick-off ceremony in Dong Nai. Since then, the project has expanded from 20 to 39 schools across Ha Tinh, Quang Binh, and Dong Nai provinces, donating more than 30,600 quality helmets and bringing road safety education to students and teachers across the region.

“As provincial officials, we appreciate the opportunity to exhibit our involvement in the road safety mission in a very light-hearted way: as talent show judges. Although this is a very serious subject, we are able to promote helmet use today in a fun manner and show students that we care very much about their safety on the roads,” said Mr. Nguyen Bon, Vice Chief Secretariat of Dong Nai Traffic Safety Committee.



Parents were invited to the event and reminded of the necessity of child helmet use by participating in road safety activities and being audience members. “Watching my child perform with his classmates on stage, acting out how crucial helmets are, really moved me. Students, teachers, and other parents are here today for the same important message and it is inspiring. I am encouraged as a parent to ensure my child is always wearing his helmet,” said Mr. Vo Minh Chien, parent from Dong My Primary School, Quang Binh Province.

“Since my child received her helmet, I am reminded everyday by my child and other students and parents of the importance of helmet use,” said Mr. Nguyen Dinh Tinh, parent from Thach Chau Primary School, Ha Tinh Province. “Sometimes I would forget to remind my child to wear her helmet, but since the project started in the school and my new understanding of helmet use I feel ashamed if I don’t make my child wear her helmet.”

“I enjoyed meeting students from other schools today, and had fun watching them perform the same messages I’ve learnt on helmet use. I also enjoyed performing, especially for my parents. I wanted to show them today that I have learned I should always wear my helmet when I ride on their motorcycle,” said Vo Thi Mai Hoa, student from An Hao Primary School, Dong Nai Province.

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 with us on Twitter @AIPFoundation.

For media contact:

Frances Massing, AIP Foundation Communications Manager
18bis/19 Nguyen Thi Minh Khai Street, District 1 Ho Chi Minh City, Vietnam
Tel: 08-6299-1409 Ext. 117; Email: frances.massing@aipf-vietnam.org