

FOR IMMEDIATE RELEASE

National Enforcement Action Plan launches to bolster police enforcement of child helmet use

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Students at a helmet donation ceremony in Dong Nai Province organized by AIP Foundation

C67 traffic police and National Traffic Safety Committee (NTSC) today launched the *National Enforcement Action Plan* for child helmet use. Along with C67 and NTSC, representatives from the Ministry of Education and Training (MoET), PC67 police from the 15 major implementation provinces, and supporting partners and organizations attended the launch. An “enhanced police enforcement” week scheduled from April 6th to 10th, 2015 is a major component of the plan.

The National Enforcement Action Plan is a part of the larger *National Child Helmet Action Plan*, which aims to significantly increase child helmet-wearing rates and is an important step towards improved motorcycle passenger safety within Vietnam. As part of the “enhanced police enforcement” week, police and public security forces will patrol schools for compliance with the child helmet law. From April 6th-9th, motorcycle drivers whose children are not wearing helmets will be stopped and given a ‘reminder’ and all violation cases will be reported to the schools to take further action.

These ‘reminders’ will shift to traffic penalty fines on April 10th, 2015. Police will then begin strict enforcement for violators who do not put helmets on child passengers.

“Parents should not view this as ‘punishment’ by the police, but rather as enforcement of the law in order to protect and save young lives. Enhanced child helmet enforcement is a powerful and effective response to the UN Global Road Safety Week and will lead to safer child passengers on the roads,” said Mr. Greig Craft, President of AIP Foundation.

The National Enforcement Action Plan will be applied and implemented in provinces across Vietnam and will connect all relevant agencies, including district-, commune-, and village-level enforcement with the ability to enhance police monitoring together.



“Our priority is the safety of children,” said Mr. Do Thanh Binh, C67 Deputy Director, “and we will take action to ensure that they are protected. The objective of child helmet enforcement is to fulfil our duty to keep all children safe.”

“Enforcers will also be collecting data as they patrol schools. It is important for us to know which schools have low child helmet use so that further action and follow-ups can take place. This also helps us to learn which methods of child helmet monitoring are most effective,” explained Dr. Khat Viet Hung, Deputy Chairman of the NTSC.

Enforcement week will be a transformational shift towards higher child helmet use. “We want our students and their parents to be informed and aware of the child helmet law. We believe schools are the critical starting point where students can be role models for their peers and change can happen more quickly,” said Ta Thi Bich Ngoc, Principal of Nam Trung Yen Primary School.

The National Child Helmet Action Plan is coordinated by the NTSC and its department members, including MoET, Ministry of Information and Communications, Ministry of Public Security, and supported by the AIP Foundation, the Global Road Safety Partnership (GRSP) with financial assistance from the Bloomberg Philanthropies, World Health Organization (WHO), The United Nations Children's Fund (UNICEF), The UPS Foundation, FIA Foundation, the Swedish Embassy, and the US Embassy.

A midterm review of National Action Plan results will take place on the occasion of the Third UN Global Road Safety Week, 4-8 May 2015. The initial results from Enhancement Week will be presented then.

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About the Asia Injury Prevention Foundation

AIP Foundation is a US non-profit organization dedicated to preventing road injuries and fatalities in Vietnam. For more than 15 years AIP Foundation has been delivering effective road safety programs, helped launched by former President Bill Clinton and Secretary of State John Kerry during the historic US Presidential visit in 2000. To find out more, visit www.asiainjury.org or connect with us on Twitter @AIPFoundation.

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