



## PRESS RELEASE

### **Countdown begins to a nationwide compliance with child helmet use regulation and zero tolerance for violators**

13 January, 2015—Hanoi, Vietnam

Today, the National Traffic Safety Committee (NTSC), Vietnam's governmental authority on road safety, launched a National Child Helmet Action Plan to promote child helmet use across the country. The National Child Helmet Action Plan is coordinated by the NTSC and its department members, including Ministry of Education and Training, Ministry of Information and Communications, Ministry of Public Security, and supported by many organizations, including the Asia Injury Prevention (AIP) Foundation, Global Road Safety Partnership (GRSP), World Health Organization (WHO), The United Nations Children's Fund (UNICEF), The UPS Foundation, and FIA Foundation.

In Vietnam, even though helmet use is mandatory by law for both adults and children over the age of 6, child helmet use has remained significantly lower than adult use with only 1 in 3 children in major cities wearing helmets<sup>1</sup>. The National Child Helmet Action Plan seeks to raise public awareness and create a transformational shift in public attitude towards child helmet use and compliance with the child helmet regulation. The key message of the Action Plan is *"Love you child, provide a helmet,"* which supports the 3<sup>rd</sup> UN Global Road Safety Week conducted in 2015 themed "Children and Road Safety." The National Child Helmet Action Plan consists of closely coordinated interventions to raise the child helmet wearing rate throughout the nation. Main activities of the Action Plan include public awareness-raising and mass media communications on child helmet use, school-based education, and increased police enforcement on a national scale to crack down on violations of the child helmet regulation.

A week of "enhanced enforcement" is scheduled from April 6<sup>th</sup> to 9<sup>th</sup>, 2015. During this week, police patrols will be conducted around schools and drivers whose children are not wearing helmets on motorcycles will be stopped and given a reminder. All violation cases will be reported to the schools to take further action. Starting April 10<sup>th</sup>, 2015, traffic police and public security forces will strictly fine violators of the child helmet regulation and will continue patrols on child helmet use as part of standard enforcement protocol.

"It is a peculiar and sad phenomenon that, over the past few years, we have seen very high compliance with the mandatory helmet regulation among adults while helmet use among children remains unacceptably low. Children are the future of the country and deserve the best care and attention. I hope that, through the active roles of the relevant ministries and support from international organizations and sponsors, as well as strong commitment out of love from teachers and parents, every child will wear a helmet when travelling on a motorbike or electric bicycle." said Dr. Khuat Viet Hung, Executive Vice Chairman of NTSC.

"The burden of road crashes that families across Vietnam face every day is unacceptable. AIP Foundation aims to ensure every child is protected when on the roads. We have been working closely with NTSC and the Ministry of Education and Training (MoET) on these efforts, and will continue to do so by supporting the National Child Helmet Action Plan," said Mr. Greig Craft, President of AIP Foundation.

As part of the Action Plan's communications campaign, a new televised public service announcement (PSA) was released today. *"Love your child, provide a helmet,"* developed by AIP Foundation, addresses the indifference parents exhibit around child helmet use. The commercial shows that parents can make dangerous safety mistakes due to

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<sup>1</sup> Tran Hung Minh, *Helmet Observation Survey Report (Final Evaluation – April, 2014)* (Hanoi, Vietnam: Center for Creative Initiatives in Health and Population (CCIHP), April 2014). The overall helmet use rate of primary school students is reported to be 38% in Ho Chi Minh City, Hanoi, and Danang. However, this rate is likely lower outside of large cities.



inattentiveness or lack of concern, and reminds parents—from the perspective of a child—that they are responsible for guiding, loving, and educating children on safety. The PSA was produced with financial support from The UPS Foundation.

“Similar to the father in the commercial, I won’t let my daughter run around in the house with scissors in her hand or play with fire. Failing to educate your child about basic safety rules meets other parents’ disapproval. I hope that helmet use is now a habit for children like it is among most adults and be seen as a basic safety concern” expressed Mr. Jeff McLean, General Manager of UPS Vietnam.

Actor Chi Trung, Goodwill Ambassador of the communications campaign, said, “As an actor and stage director who often integrates road safety issues into stage performances popular among families, I will do the best in my capacity to pass on the campaign’s message to parents and stress the importance of child helmet use so that they will take full responsibility for their children’s safety.”

“The Ministry of Education and Training will apply the National Child Helmet Action Plan to school policy, and publish a Child Helmet School Manual. We will use helmet wearing rates as criteria to evaluate the quality of road safety education in schools. We will support school administrations and teachers as they educate, enforce, and remind students and their parents of the necessity of helmet use,” said Mr. Ngu Duy Anh, Director of the Student Affairs Department at the Ministry of Education and Training.

“It’s encouraging to see such a strong coalition of Vietnamese and international partners coming together to advance this vital work contributing to the UN Decade of Action for Road Safety. This initiative has the potential to become a leading example to the rest of the world, to prevent road injuries and fatalities among children and to uphold the UN Convention on the Rights of the Child. With the National Child Helmet Action Plan we have the chance to save children’s lives on Vietnam’s roads – we must not fail our children,” said Mr. Avi Silverman, representing the FIA Foundation-UNICEF Global Partnership on Child Road Injury Prevention.

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

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