

PRESS RELEASE

Student road crashes stress need for road safety education and helmet use

29 October, 2014—Ho Chi Minh City, Vietnam

Today, 4,307 students and teachers from eight schools within Ho Chi Minh City received quality helmets at a *Helmets for Kids* kick-off ceremony at Nguyen Trong Tuyen Primary School in Binh Thanh District. The Asia Injury Prevention (AIP) Foundation, in partnership with the National Traffic Safety Committee, Ministry of Education and Training, and provincial counterparts, with support from The UPS Foundation, is responding to the need for road safety education and helmet use in areas where students are exposed to serious traffic risks on their way to school.ⁱ

In September, a student from An Phu Dong Ward, District 12 in Ho Chi Minh City was killed on her bicycle while traveling along Highway 1A near Pham Van Chieu Primary School, a *Helmets for Kids* project schoolⁱⁱ. Regrettably, such traffic crashes occur often in high density cities, where the most common mode of transportation is the two-wheeled vehicle. Combined with the fact that many child passengers do not wear helmets—especially when traveling on short distances and are not aware of their importance, road safety education is a pressing need.

To help raise the importance of helmet use, eight project schools located on dangerous roads such as National Highway 1A and Truong Chinh or crowded residential areas are receiving helmets and comprehensive road safety education through the *Helmets for Kids* program. Selected schools include six previously-supported schools in Districts 12 and Binh Chanh and two new project schools in Binh Thanh District.

“Traffic crashes and their consequent injuries and deaths are a major public health issue; however, there is a silver lining: we can work to prevent them,” said Dr. Khuat Viet Hung, Vice Chairman of the National Traffic Safety Committee. “As partners, we understand that strong involvement leads to strong impact and are committed to protecting children on our roads.”

“Last school year, there were a reported 24 crashes involving students from UPS project schools, and all 24 students were fortunately wearing their helmets and avoided serious head injuries,” said Mr. Jeff McLean, General Manager of UPS Vietnam. “UPS continues to support *Helmets for Kids* to prevent injuries and fatalities on the roads, and is engaged well before and beyond donations to help reinforce road safety in order to prevent such life-altering events.”

Since 2011, UPS employees volunteer at project schools to assist with head measurements before donations. This involves trying different helmet sizes on each student in order to ensure that each helmet will fit properly. Later, UPS volunteers are involved in extracurricular activities at the schools and visit classrooms before donations to train students on how to correctly wear their helmets. Today, The UPS Foundation and UPS Vietnam representatives were present to assist in handing out the helmets to students. UPS staff impersonated “Helmet superheroes” to educate the students about helmet safety knowledge. The “UPS Helmet Superheroes” team act as role models that the students look up to, and inspires them to wear their new helmets every day.

Students, teachers, and school officials of Nguyen Trong Tuyen Primary School were also present at the ceremony alongside representatives from the remaining seven schools, government stakeholders, and Goodwill Ambassador Actor Dai Nghia.

“With over 4,000 helmets being donated today, traffic crash injuries and fatalities in Ho Chi Minh City involving students in this very room will be prevented, and 4,000 students and teachers are safer on Vietnam’s roads through road safety education and enforcement. These are truly powerful intervention methods,” said Actor Dai Nghia.

A recent article citing a report from the National Traffic Safety Committee stated that over 18,600 traffic accidents claimed 6,758 lives and injured 17,835 others between January and September of this year in Vietnamⁱⁱⁱ. However, the World Health Organization suggests that underreporting on road deaths in Vietnam is around 42%.

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About Helmets for Kids

Helmets for Kids is AIP Foundation’s signature program, launched by former President Bill Clinton, on November 19, 2000. It provides school children and teachers with quality helmets and road safety education through funding support from numerous individuals, private sectors, and organizations.

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.

About The UPS Foundation

UPS (NYSE: UPS) is a global leader in logistics, offering a broad range of solutions including the transportation of packages and freight; the facilitation of international trade, and the deployment of advanced technology to more efficiently manage the world of business. Since its founding in 1907, UPS has built a legacy as a caring and responsible corporate citizen, supporting programs that provide long-term solutions to community needs. Founded in 1951, The UPS Foundation is responsible for facilitating community involvement to local, national, and global communities. In 2012, UPS and its employees, active and retired, invested more than \$97.5 million in charitable giving around the world. The UPS Foundation can be found on the web at UPS.com/foundation. To get UPS news direct, visit pressroom.ups.com/RSS.

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ⁱ Zing. “Nữ sinh lớp 8 bị xe đầu kéo cán chết trên đường đi học về.” 27 September 2014. <http://news.zing.vn/Nu-sinh-lop-8-bi-xe-dau-keo-can-chet-tren-duong-di-hoc-ve-post462035.html>.

ⁱⁱ TuoiTreNews. “Deaths from road traffic accidents in Vietnam down by 4%.” 3 October 2014. <http://tuoitrenews.vn/society/22931/deaths-from-road-traffic-accidents-in-vietnam-down-by-4>.