

PRESS RELEASE

Low-income students receive 200 helmets from *Helmets for Kids* and Rotary Club of Bangkok South

4 August, 2014 — Bangkok, Thailand

On August 4, the Asia Injury Prevention (AIP) Foundation, with support from The Rotary Club of Bangkok South, donated 200 helmets to students in Huai Khwang District, Bangkok.

Four child development centers received much needed quality helmets and road safety education as part of the *Helmets for Kids* program to raise helmet-wearing awareness and help reduce road traffic injuries among child motorcycle passengers.

Today, a kick-off ceremony was held at Ruamjaipiboon 2 Child Development Center to deliver the helmets to the children, with student representatives, principals, and presidents from four centers in attendance. Mr. Michael Doyle, President of Rotary Club of Bangkok South, Mr. Nick Pisalyaput, Former President of Rotary Club of Bangkok South, Pol. Col. Kriangdet Chantarawong, Deputy Commander, Special task Planning Division of Royal Thai Police, Mr. Chumpol Chaokoh, Director of Huai Khwang District Office, Bangkok, representatives from Department of Disaster Prevention and Mitigation (DDPM), Thailand, representatives from Save the Children, representatives from Thai Roads Foundation, and representatives from Thai Health Promotion Foundation were also present at the event.

“Helmet wearing rates of motorcycle passengers across Thailand average only 19 percent and among children this rate drops to a staggeringly low seven percent,” said Mr. Nick Pisalyaput, former President of Rotary Club of Bangkok South. “The Rotary Club of Bangkok South is proud to ensure that students from at-risk environments have access to high quality helmets as they commute to and from school.”

Also in attendance was Ms. Ratanawadee Hemniti Winther, Country Director of AIP Foundation Thailand, who stated, “the road fatality rate in Thailand is more than double the global average, with over 70 percent involving a motorcycle. Encouraging children, who are the most vulnerable, to wear helmets provides the opportunity to save thousands of lives each year.”

The four centers were selected for the *Helmets for Kids* program as they lack zebra crossings, sidewalks, speed bumps, and traffic signs in front of the schools, putting students at risk of injuries from road traffic crashes. The centers are on alleys too narrow for motorcycles to park, creating a dangerous environment for children commuting to school.

“None of the children, who come from the low-income families, own helmets. Many parents assume that their young children will quickly outgrow them. Therefore, it is of utmost importance that children understand the need for helmet-wearing and receive education on road safety,” Principal from the Ruamjaipiboon 2 Child Development Center told AIP Foundation.



“Children from the four child development centers will benefit greatly from *Helmets for Kids* supported by The Rotary of Bangkok South’s generous donation,” she added.

The four centers selected include:

Ladprao 42-44 Child Development Center

Ladprao 45 Child Development Center

Bangsue-Ratchadapisek Child Development Center

Ruamjaipiboon 2 Child Development Center

All four centers are located outside of central Bangkok.

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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. To date, the program has distributed more than 500,000 helmets throughout Southeast Asia.

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 asiainjury.org or connect with us on Twitter @AIPFoundation.

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