

Media Release

12,000 pledges presented to M. R. Sukhumbhand Paribatra, the Governor of Bangkok, to call for schools to establish a helmet wearing policy for all students

6 May, 2015 - Bangkok, Thailand

Today, as part of Third UN Global Road Safety Week themed #SaveKidsLives, AIP Foundation and Save the Children have presented more than 12,000 pledged signatures to M. R. Sukhumbhand Paribatra, the Governor of Bangkok. The petition calls for schools in the Bangkok metropolitan area to have a greater role in raising road safety awareness and establishing a helmet wearing policy for all students.

Every day, more than 1.3 million children in Thailand travel by motorcycle. Surprisingly, only 7% wear helmets. To address this issue, AIP Foundation and Save the Children launched a road safety campaign in 2014 called *The 7% Project*. The presentation of the pledges is the next step of the campaign that has received widespread media and public attention.

Furthermore, AIP Foundation and Save the Children are preparing a pilot project called “Behavior changes in students.” The project includes comprehensive training courses for teachers and parents, which aims to establish schools as a main hub and connection point for road safety awareness, beginning with the Bangkok metropolitan area.

“I regularly see serious road crashes involving students as they travel to and from school. These incidents jeopardize the future of our children and it is an issue that must be addressed,” said Mrs. Rattanawadee H. Winther, Chairperson of AIP Foundation Thailand. “It’s critically important that local communities, governments, NGO’s, and private sectors come together to establish road safety behaviors and a safe culture in the community.”

According to the WHO (World Health Organization), Thailand ranks second worldwide in road traffic injuries and deaths per capita. Every day, 7 children die on the roads from these preventable crashes.

Ms. Arunrat Wattapalin, representative of Save the Children said, “it’s moving to be a part of this project and all the events and activities that have been conducted in the past. The pledge signing campaign on www.7-percent.org and www.change.org have had such incredible support from many people, including local government, celebrities, and the private sector. Moreover, if the Governor of Bangkok and BMA (Bangkok Metropolitan Administration) desire to support the petition, we, AIP Foundation and Save the Children are simultaneously ready to launch and proceed the pilot projects in the Bangkok area.”

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Pledge Submission Agenda

- 15.00 AIP Foundation & Save the Children representatives, teachers, and students meet with **M. R. Sukhumbhand Paribatra**, the Governor of Bangkok, at Caophraya meeting room for pledge submission. Opportunity for **the local media to photograph* the pledge handover between AIP Foundation and Save the Children, teachers, and students to the Governor of Bangkok.**
- 15.30 Representatives from AIP Foundation and Save the Children summarize the objectives of *The 7% Project*.
- 15.45 **M. R. Sukhumbhand Paribatra**, the Governor of Bangkok expresses his opinion and comments on the project.

*Local medias are allowed to record video

The governor of Bangkok and Representatives can be interviewed by local media if appropriate.

About the 7% Project

Each day over 1.3 million children travel as passengers on motorcycles, but only 7% wear helmets – even though it’s the law. According to the World Health Organization, Thailand has the 2nd deadliest roads in the world. Traffic collisions kill over 2,600 kids yearly, or more than 7 children every day. Another 200 children are injured or disabled every day - 72,680 per year.

In response, AIP Foundation and Save the Children in Thailand are launching a nationwide campaign - The 7% Project - to decrease motorcycle death and injury among Thai children by increasing helmet use. It features an integrated approach focusing on:

Enforcement – ensuring helmet use through school, peer, and police pressure

Education – teaching proper use and benefits to students and parents

Media – nationwide messaging, public mobilization, advocacy and social enterprise

Innovation – designing helmets that youth want to wear, and providing opportunities for children to customize their helmets and express their individuality

All of these components will be supported by a new cross-cutting “Behavior Influence” methodology to ensure our messages, strategies, and interventions lead to actual, positive behavior change.

Working together with teachers, parents and children, in its first year the campaign aims to create an integrated grassroots and mass media programme to mobilize decision makers to integrate motorcycle helmets into the school uniform.

As the campaign matures, The 7% Project will expand beyond schools in an effort to increase motorcycle passenger helmet-wearing rates among children to 60% by 2017.

For more information

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