

2012 ANNUAL REPORT  
ASIA INJURY PREVENTION FOUNDATION  
**MAKING ROADS SAFE**



## MESSAGE FROM THE FOUNDER



In 2012, the Asia Injury Prevention (AIP) Foundation broke ground in new locations, enhanced existing partnerships, interacted face-to-face with road users, and let the latest research guide us, as we continued our initiatives to 'deliver vaccines for road safety' around the world. Reflecting on our work over the past year, three areas stand out:

First, our commitment to **empower a new generation of safer, smarter road users** to make intelligent decisions about their safety and security on the road. In Kai County, China, where 43 percent of students have reported involvement in traffic accidents, the entire community came together for the November 2012 launch of our pedestrian safety initiative there.

Second, our enduring belief that combining the expertise, political motivation, and financial support of private corporations, governments, and non-governmental organizations will affect **more sustainable change**. In Vietnam, enhanced police enforcement, combined with a communications campaign, has made significant strides toward increasing child helmet use in Ho Chi Minh City and beyond. Together, the Ho Chi Minh City Traffic Police, AIP Foundation, and the World Health Organization brought information about child helmet use directly to the parents who need it most. In just four short months, child helmet use in Ho Chi Minh City increased from 22 to 50 percent.

Finally, we continued to join forces with key global stakeholders to encourage transportation environments that protect the safety and security of **citizens around the world**. AIP Foundation was honored when New York City Mayor Michael Bloomberg, Former U.S. President Bill Clinton, and Global Road Safety Ambassador Michelle Yeoh personally expressed their support for our work this year. We hope that other influential decision-makers and philanthropists are inspired to do their share in making our roads safer.

More highlights from 2012 include helmet rates reaching nearly 100 percent at several schools in Cambodia, successful advocacy for a new helmet standard in Uganda, the establishment of a model community for road safety in Thailand, and plans for a helmet factory in Tanzania.

As we embark upon the third year of the United Nations' Decade of Action for Road Safety (2011-2020), I am calling for increased cooperation among private sector companies, public officials, non-profit organizations, and individuals who want to make the road a safer place. Still today, a life is lost every 25 seconds on the world's roads, leaving more than 3,000 families each day to pick up the pieces. The loss of a loved one, especially a child, is simply beyond comprehension. It is a lifelong pain that never goes away. Without action, annual road deaths are forecast to rise to nearly two million people within seven years. We cannot allow this to happen.

We have made substantial progress so far, exemplifying what can be accomplished when we all work together. However, these figures demonstrate just how much more there is still to do. Join me in strengthening our efforts to make the world's roads safer.

Sincerely,

Greig Craft  
President

## OUR APPROACH

Our multifaceted approach relies on five pillars, each valuable independently and most highly effective when implemented in synergy with one another.

### PUBLIC AWARENESS EDUCATION

We use mass media to disseminate information to elicit social change regarding road safety and correct helmet use. We cater this information to the specific needs of our target countries.

### TARGETED PROGRAMS

We promote safe behavior among vulnerable road users by combining access to quality helmets with road safety education and environmental modifications in schools and communities.

### GLOBAL AND LEGISLATIVE ADVOCACY

We support the integration of road safety into global poverty reduction efforts and, on a national or local level, advise on the development of comprehensive, enforced traffic standards, laws, and curricula.

### HELMET PRODUCTION

We establish helmet assembly and testing facilities as a social enterprise to improve the presence and accessibility of high-quality, affordable, and locally appropriate helmets to the market and reinvest the profits into traffic safety programs.

### RESEARCH, MONITORING, AND EVALUATION

We collect baseline data and conduct ongoing monitoring and post-project evaluation to identify high-risk road users, track progress toward targets, adapt to changing circumstances, and contribute to the dissemination of best practices.



## WHY WE DO IT



Nearly **1.24 million** people **perish** on the world's roads every year. More than **20 million** suffer severe injuries, many of whom remain **disabled for life**.



Road traffic injuries are the leading cause of death for **young people**.

## THE YOUNG AND POOR ARE DISPROPORTIONATELY AFFECTED.



**90%** of the world's road traffic crash fatalities occur in **low-** and **middle-income** countries, which have only **48%** of the world's registered vehicles.



Pedestrians, cyclists, and motorcyclists make up **half** of those dying on the road.



The burden of road traffic crash fatalities for low- and middle-income countries is at least **\$385 billion**, costing **1-3%** of their GDP each year.



GDP losses on this scale have adverse implications for **poverty** reduction; a one percent increase in economic growth is estimated to reduce poverty levels by 0.7%.

## THE COSTS ARE ENORMOUS.



Road injuries place an immense strain on hospitals and **health systems** globally.

## WE CAN SAVE MILLIONS OF LIVES.



Helmet use reduces the risk of death by **42%** and of injury by **69%** in the event of a crash.



If immediate action is not taken, traffic fatalities are predicted to become the fifth **leading cause of death** by 2030.

## VIET NAM

### YEAR OF TRAFFIC SAFETY

Road traffic injuries continue to take approximately 11,000 lives in Vietnam every year, driving the government to name 2012 the Year of Traffic Safety. As bicyclists, pedestrians, and motorcycle passengers, children are the most vulnerable of all road users and often the least protected. We have designed a campaign to make it socially unacceptable for a child to not to wear a helmet, piloted enhanced enforcement of child helmet use, donated helmets directly to schools where children need them most, and made environmental modifications to improve students' safety between home and school.



## “CHILDREN ALSO NEED A HELMET” PUBLIC AWARENESS CAMPAIGN



More than two years ago, national traffic law made it illegal to transport children from age six who are not wearing a helmet on a motorcycle. Today, even in areas of Vietnam’s major cities, while nearly 90 percent of adults wear helmets, only one in five child passengers do. In response, AIP Foundation launched the television commercial, entitled “When I Grow Up” in May 2012. Our three-year campaign combines TV, radio, billboards, social media, and community events to reach parents and children from every direction with the message that wearing a helmet is a safeguard for their family’s future.

Traffic police piloted enhanced enforcement operations, combined with a communications campaign, in Ho Chi Minh City from September to December 2012. Enforcement targeted school-aged children who ride as passengers on motorcycles without helmets. Results show that helmet use among child motorcycle passengers increased from 22 to 50 percent. There are plans to expand operations to Hanoi and Danang in early 2013.



### SAVED BY A HELMET: DUNG’S STORY

A fourth grade student from Nam Ha Primary School in Ha Tinh province was riding on his mother’s motorcycle when another driver crashed into them from behind. Dung was thrown head-first onto the road. The impact was so forceful that the strap of his helmet was broken and the outer cover was deeply scratched, but Dung’s life was saved.

In 2012, *Helmets for Kids* schools reported 60 cases of crashes, in which students wore a donated helmet and were thus saved from head injuries. AIP Foundation donated 15,053 helmets to and provided road safety training at 26 schools, where helmet use rates increased from approximately 23 to 92 percent.



### BUILDING PEDESTRIAN SAFETY

At eight schools in Dong Nai and Binh Dinh provinces, where the majority of students walk to school every day, most of whom must cross high-volume traffic on National Highway 1A, the Safe Kids Walk This Way program has installed traffic lights, rumble strips, zebra crossings, and traffic signs. We also distributed 4,772 reflective jackets to increase the visibility of the students when they cross the street. The environmental modifications and traffic safety equipment accompanied road safety lessons for all students. Since the installation, crosswalk use has increased by 40 percent and sidewalk use by 75 percent.

## CAMBODIA

Although legislation mandates helmet use for motorcycle drivers in Cambodia, no helmet law exists for passengers. Two-thirds of road crash fatalities involve motorcyclists, the majority of whom suffered head injuries. Only 29 percent of driver casualties and six percent of passenger casualties wore a helmet during the road crash.

In response to the staggeringly low rates of helmet use among passengers, AIP Foundation donated nearly 3,000 helmets to vulnerable road users, developed an evidence-based campaign reaching 3.5 million Cambodians, and advocated for a passenger helmet mandate, including children.



## NO EXCEPTIONS

Our “Always Care. Always Wear a Helmet.” campaign has utilized public events, television, radio, and billboards to communicate an essential message: passengers, not only drivers, need helmets when they ride on motorcycles, no matter where they are going, how fast, or at what time of day.

Following these activities, 41 percent of surveyed Cambodians remembered the campaign, of whom three-quarters reported being much more likely to wear a helmet as a passenger themselves and eight in ten reported they were “much more likely” to encourage their children to wear

helmets as passengers. Respondents reporting forgetting as one of their main reasons for not wearing a helmet decreased among adult passengers, from 31 to 20 percent. Parents reporting not putting a helmet on their children because they are too young decreased from 43 percent to 31 percent.

The campaign will continue in 2013 as part of a cross-sector collaboration to encourage immediate legislative action and strict enforcement.

## ENGAGING THE TRAFFIC POLICE

During a series of street-based awareness events, the traffic police stopped riders without helmets along national roads and informed them of the importance of helmet use, the road crash situation in Cambodia, and the upcoming legislation amendment which will require passengers to wear helmets.

In June 2012, police officers taught primary students about helmet use, crossing the road, and riding a bicycle safely. The police officers then practiced with students on a simulated road and assisted students in crossing the busy road on their way home.



## ACCOUNTABILITY & LEARNING

One of our key successes in Cambodia has been developing and applying a results-based approach. The evaluation framework for *Helmets for Kids*, developed with the U.S. Centers for Disease Control and Prevention, utilizes a precise tracking sheet and has now been piloted in six primary schools. We conduct video-recorded observations to assess the helmet use of students leaving target schools on bicycles and

motorcycles. These evaluation tools have proven effective and are already being applied to our programs in Vietnam and Thailand. In November, our teams from all three countries met in Ho Chi Minh City for a lessons learned exchange, a main component of which was sharing the monitoring and evaluation framework piloted in Cambodia.

## UGANDA

In 2004, the Ugandan government enacted a mandatory helmet law for motorcyclists and passengers to reduce the severity of motorcycle-related traffic casualties. As motorcycles make up nearly half of registered vehicles nationwide, low observance of the law by motorcyclists and minimal enforcement by the police puts many road users at risk. In response, the Uganda Helmet Vaccine Initiative (UHVI) targets motorcycle taxi (boda boda) operators to increase helmet use and reduce fatalities.



### THE NEW STANDARD

UHVI assisted the Uganda Bureau of Standards in passing a motorcycle helmet standard. Since its approval in February 2012, the new standard has provided the government with a tool for assuring quality helmets on the streets and has allowed police officers to better enforce existing helmet legislation. In November, the government took another significant step toward safer roads with a parliamentary motion for a plan to implement the Decade of Action for Road Safety.



**Photo above:** National Traffic Safety Week, themed, “Uganda at 50 with Safer Road Users,” featured 100 boda boda operators, who had received UHVI helmets and training, in the government procession through Kampala.

## BODA BODA MOTORCYCLE TAXIS

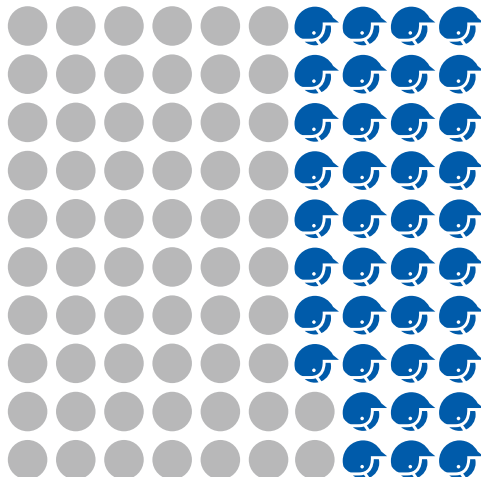
Our data-driven, comprehensive approach raises awareness about the importance of helmet use and increases access to high-quality helmets, specifically targeting boda boda motorcycle taxis. Among this group, helmet use rates are at only 30 percent of drivers and less than one percent of passengers.

In January 2012, we launched nine workshops for boda boda operators from different districts in Kampala. Participants were trained in safety regulations and legislation, road traffic

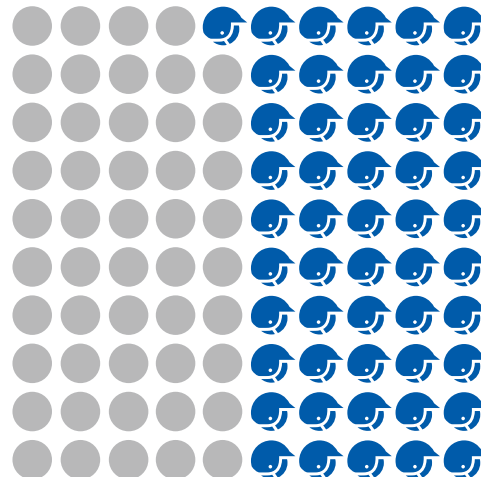
crash statistics, the importance of wearing a helmet, correct helmet use, and helmet quality. All participants received a free helmet. Helmet use increased from **38 percent** before the workshops to **51 percent** after the workshops.

We also aired a radio campaign on four stations from February to May 2012, reminding boda boda operators to wear helmets when they are on the road. After listening to the advertisements, approximately nine in ten boda boda operators were willing to consider wearing a helmet.

### BEFORE



### AFTER



Helmet use among participants increased from **38 percent** before the workshops to **51 percent** after the workshops.

## THAILAND

As the Thai government's campaign toward '100% helmet use' entered its second year, AIP Foundation launched the Thailand Helmet Vaccine Initiative (THVI). Despite a nationwide mandate, only 46 percent of motorcyclists wear helmets on Thailand's roads. In response, as a member of the National Road Safety Directing Centre sub-committee, we have joined the national campaign for helmet promotion, started developing a model community for road safety in Ayutthaya province, and expanded *Helmets for Kids* to Udon Thani province.

### COMMUNITY COMMITMENT

In response to alarmingly low helmet use rates among children in Thailand, only reaching eight percent in 2012, AIP Foundation has partnered with the corporate sector to provide helmets and road safety education to students in vulnerable communities. Leading up to the launch of *Helmets for Kids* in Udon Thani, we met with and received commitments of support from high-ranking government officials and business people, as well as community leaders and celebrities in the project area. 1,200 parents pledged to put helmets on their children at road safety and helmet use trainings in November. Parents play an essential role in ensuring the success of each *Helmets for Kids* initiative.

**Photo below:** On the far left, Narong Kraissawat Secretary-General of Royal Automobile Association of Thailand; in the center, Thai celebrities Clare Patchimanon and Cholrassami Nga-taweesk; and on the right, AIP Foundation Country Director Ratanawadee Winther and Danish Ambassador H.E. Mikael H. Winther celebrate the launch of THVI in Ayutthaya on July 4.



## CHINA

Nearly two-thirds of students at Gaoqiao and Qili primary schools in Kai County, China walk to school. 43 percent have reported involvement in traffic accidents, the majority of whom were hospitalized. Parents, teachers, and the community report concern about the road safety situation, but schools lack the resources to train students in the classroom. In response, we launched *Walk Wise* in November 2012 to create a safer pedestrian environment by developing training materials and distributing traffic safety equipment.

### TEACHING PEDESTRIAN SAFETY

AIP Foundation collaborated with teachers, the local educational department, and traffic police to design a new road safety curriculum for grades one, three, and six, informed by international methodologies but adapted to the needs of Kai County. We trained teachers to use the curriculum, installed two traffic simulation corners, and distributed 1,000 student textbooks to support the curriculum. In addition, *Walk Wise* provided nearly 2,000 yellow caps to improve students' visibility on the road.

"If the project prevents even one crash and saves one life, it will have a huge impact on a family and the community, reducing the burden on society."

*Mr. Qingfu Wang, Kai County Coordination Office Director*



## OUR GLOBAL REACH

In 2009, AIP Foundation established the Global Helmet Vaccine Initiative (GHVI) to put a helmet on every head during the UN Decade of Action for Road Safety (2011-2020). The GHVI collaboration supports the establishment of country-level Helmet Vaccine Initiatives, led by a local non-profit organization and involving nongovernmental organizations, government, and corporate partners.



## TANZANIA'S OWN HELMET FACTORY

Our Protec Tropical Helmet Factory designed the world's first "tropical" motorcycle helmet - a low-cost, lightweight helmet that fits the needs of warm weather climates. Protec reinvests its profits into AIP Foundation and maintains a workforce of 30 percent employees with disabilities.

In November 2012, AIP Foundation signed a memorandum of understanding with the Tanzania Prisons Service, a division of the Tanzania Ministry of Home Affairs. This is the initial step of a Tanzanian government action plan to establish a helmet factory in their country based on the Protec model. The factory will create jobs in Tanzania and provide high-quality helmets to the regional market in East Africa.

AIP Foundation has offered technical support to generate terms of reference, produce a feasibility study, create a timeline for implementation, and coordinate construction. A facility has been identified and is currently being modified to fit the needs of helmet assembly. Most importantly, the Tanzanian government has secured financial support for the project.

**Photo above:** AIP Foundation President Greig Craft, Regional Development Director Lotte Brondum, and Deputy Executive Director Hoang Thi Na Huong tour the Protec helmet factory outside of Hanoi, Vietnam with the Tanzanian government delegation, led by General John C. Minja, in November 2012. **Photo on right:** From left, President of The UPS Foundation Eduardo Martinez, movie actor and Global Road Safety Ambassador Michelle Yeoh, and Executive Director of AIP Foundation Mirjam Sidik announce a three-year grant at the annual meeting of the Clinton Global Initiative in New York City in September 2012.

## CONFERENCES

In 2012, AIP Foundation staff collaborated with road safety stakeholders around the world to strengthen initiatives, review progress, present research, and share achievements.

### January

20-22: Transportation Research Board 91<sup>st</sup> Annual Meeting in Washington, D.C, United States

### March

7-8: The Global Road Safety Partnership Asia Seminar in Bangkok, Thailand

### April

7-14: National Road Safety Week in Phnom Penh, Cambodia

16-17: 15<sup>th</sup> UN Road Safety Collaboration meeting in Washington, DC, United States

### May

2: Decade of Action Policy & Donor Forum in New York City, NY, United States

### June

20-22: Rio+20, the United Nations Conference on Sustainable Development in Rio de Janeiro, Brazil

### July

1-13: FIA Foundation's Road Safety Scholarship Programme in London, United Kingdom



### September

5-7: Asia-Pacific Economic Cooperation workshop on road traffic safety data systems and evaluation in Hanoi, Vietnam

6-8: American Academy of Family Physicians Global Health Workshop in Minneapolis, MN, United States

23-25: The Clinton Global Initiative in New York City, NY, United States

27-29: UN Economic and Social Commission for Asia and the Pacific Expert Group Meeting in Bangkok, Thailand

28-30: Safety 2012 World Safety Conference in Wellington, New Zealand

### October

1-4: Safe Kids Global Summit in Wellington, New Zealand

10-11: The Network of Employers for Traffic Safety conference in Charlottesville, VA, United States

27-31: 140th Annual Meeting of the American Public Health Association in San Francisco, CA, United States

### November

1-2: *Helmets for Kids* Capacity Building Workshop in Ho Chi Minh City, Vietnam

18: World Day of Remembrance for Road Traffic Victims around the globe

22-23: International Conference for Sustainable Development and Road Safety in Vietnam 2012 in Hanoi, Vietnam

# INCOME AND EXPENDITURE

## INCOME

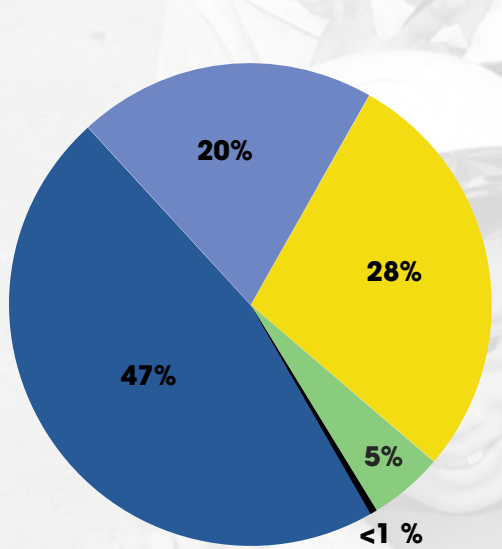
Foundations	\$ 1,139,250
Private Sector	\$ 481,360
Multilateral Organizations	\$ 680,938
Individuals	\$ 2,004
Protec	\$ 119,619

**TOTAL** \$ 2,423,171

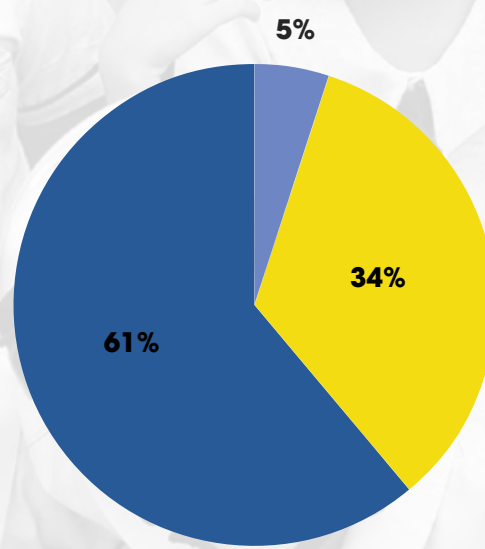
## EXPENDITURE

Overhead	\$ 725,862
Programs	\$ 1,311,065
Fundraising	\$ 99,597

**TOTAL** \$2,136,524\*



- Foundations
- Private Sector
- Multilateral Organizations
- Protec
- Individuals



- Overhead
- Programs
- Fundraising

\*The balance has been allocated, but not yet expended as of December 31, 2012.



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**Alpherio Moris Nchimbi** CEO/Founder of *Helmet Vaccine Initiative* Tanzania

## SUPPORTERS

Our important work would not be possible without the strong support of committed individuals, companies, and organizations. Thank you.

**Atlantic Philanthropies'** generosity makes possible the 'Children also need a helmet' campaign, a joint initiative with the Vietnamese government to increase child helmet use in Vietnam.

**Chevron Corporation** sponsors the *Walk Wise* pilot to create a safer pedestrian environment at primary schools in Kai County, China.

**Sealed Air's Diversey Division** sponsors *Helmets for Kids* at primary schools in Vietnam and Cambodia, as well as Thailand, where it is combined with other school-based health initiatives.

**FedEx Express** improves pedestrian safety through the provision of education, environmental modifications, and traffic safety equipment to school children across Vietnam.

**FIA Foundation** supports programs and operations in Vietnam, Cambodia, and Uganda to increase helmet use among vulnerable road users.

**Intel Products Vietnam** donated helmets, traffic safety materials and equipment, as well as newly developed e-Learning software, to primary school students and teachers in Ho Chi Minh City, Vietnam.

**Johnson & Johnson** provided helmets and road safety education to primary schools in central and southern Vietnam.

**Road Safety Fund** supports the implementation of the United Nations' Decade of Action for Road Safety 2011-2020 by raising financial support from corporations, the international donor community, and the general public.

**Safe Kids Worldwide** is a global network of organizations with a mission of preventing unintentional childhood injury, represented by AIP Foundation in Vietnam.

**United States Centers for Disease Control and Prevention and International Union for Health Promotion and Education** collaborate to provide essential evaluation technical assistance related to the expansion of the Global Helmet Vaccine Initiative in Cambodia and Uganda.

**The UPS Foundation** raises awareness for road safety in Cambodia, Vietnam, and Thailand by funding helmets and road safety education for students and teachers.

**The World Health Organization** directly supported traffic police in Ho Chi Minh City, Vietnam to pilot enhanced enforcement of motorcycle helmet use in school-aged children, in partnership with the National Traffic Safety Committee. Helmets were also provided to a Hanoi primary school as part of Mayor Bloomberg's visit to Vietnam.

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## WHAT A DONATION TO AIP FOUNDATION CAN DO

Donate to AIP Foundation and join us in saving lives on the roads of developing countries around the world.

### Give a Gift of Life

There are many ways to donate. Visit [asiainjury.org/main/donate.html](http://asiainjury.org/main/donate.html) on ways to give.

### Wear a helmet!

You are a role model in your own community, and your example improves road safety around the world.



**\$5** buys a reflective jacket for an underprivileged child, increasing that child's visibility as he or she walks to and from school and around the neighborhood, especially at night.



**\$100** hires a healthcare professional to hold an information session at a school, speaking to parents and the community about the importance of child helmet use.



**\$15** provides a child from a high-risk traffic area with a Protec helmet and traffic safety education, reducing his or her chance of injury by 69 percent and death by 42 percent in case of a crash.



**\$250** secures billboard space to share life-saving information with the public, informing them about the importance of road safety.



**\$50** prints traffic safety handbooks for 200 students, equipping them with knowledge to become role models for a new generation of safer, smarter road users.



**\$1,000** funds a traffic safety training workshop for teachers at a school, providing them with innovative approaches to teaching 2,000 students about how to protect themselves from road traffic crash injuries and fatalities.

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