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Hundreds of Children in Tan Thanh District Receive Life Saving Helmets

Tan Thanh, 3 October 2011 – This Monday, the first grade students at Nguyen Thi Dinh Primary School received shiny new helmets from a sponsor who has been helping children stay safe on Vietnam’s dangerous roads since 2009, Cai Mep International Terminal Co., Ltd (CMIT). Asia Injury Prevention (AIP) Foundation facilitated this donation through their *Helmets for Kids* program, with strong support from the Ba Ria – Vung Tau Department of Education and Training.

“Helmets have been proven to reduce the likelihood of death due to a road crash by 42%, and children are among the most vulnerable road users,” says Mirjam Sidik, AIP Foundation’s Executive Director. “We urgently need to combat the widespread myth that helmets can harm children, and spread the message about their immense value”.

The *Helmets for Kids* program was first implemented in Nguyen Thi Dinh School in 2010, when CMIT donated nearly 700 helmets. Along with helmet provision, the program includes trainings for students and teachers on wearing their helmets correctly and other safe road behaviours. This year, CMIT supplied 250 additional helmets to the incoming students, making their slogan ‘Safety for Life’ a real priority.

“It was important for CMIT to make a long-term commitment to the *Helmets for Kids* program. Supplying new students with helmets ensures that they will become a part of the school uniform, rather than be associated with a one-time event,” explains Michael Them Rasmussen, General Director at CMIT. Older children’s broken or lost helmets were replaced this year as well.

A ceremony was held at Nguyen Thi Dinh Primary School to symbolically hand over the helmets to the children. Parents, CMIT staff, and government officials came to watch student performances and express their commitment to improving road safety in Vietnam.

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About AIP Foundation

AIP Foundation is a nonprofit organization dedicated to combating the epidemic levels of road traffic crash fatalities in the developing world. Founded in Vietnam in 1999, AIP Foundation implements school-based and nationwide public awareness education programs focused on road safety in Vietnam, Thailand and Cambodia. In addition, AIP Foundation owns and operates Protec Helmets, the world’s first ‘helmet business for social progress’, a commercial operation wherein all profits are put back into AIP Foundation’s community programs.

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In November 2009, AIP Foundation, in collaboration with the FIA Foundation and the World Bank Global Road Safety Facility, launched the Global Helmet Vaccine Initiative. With the mission of putting a helmet on every head in the Decade of Action for Road Safety, the Global Helmet Vaccine Initiative implements AIP Foundation programs in developing countries worldwide. As one of the focus countries, AIP Foundation will work in Vietnam implementing programs and interventions under the Vietnam Helmet Vaccine Initiative – the country-level implementing body for the Global Helmet Vaccine Initiative.

About CMIT

Cai Mep International Terminal Co., Ltd. (CMIT) was established on January 26, 2007 as a Joint Venture between the Vietnam-based Saigon Port, Vietnam National Shipping Lines and APM Terminals BV. CMIT is located strategically in Ba Ria-Vung Tau province. This modern and efficient container terminal facility will offer shipping lines and their clients fast and direct access to and from the main shipping markets in Asia, Europe and the Americas.

It is CMIT's policy to conduct its activities in a manner that protects the health and safety of its employees and communities.

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