



## ***FOR IMMEDIATE RELEASE***

### **900 local and international stakeholders launch Chevron Pedestrian Project in Kai County** *November 9, 2012 – Chongqing, China*

On Friday, November 9<sup>th</sup>, Chevron, Ltd. launched *Walk Wise*, a partnership with Asia Injury Prevention (AIP) Foundation, Kai County, as well as students and teachers to create a safer pedestrian environment at Gaoqiao and Qili primary schools. *Walk Wise* will pilot a new road safety curriculum, informed by international methodologies and written in collaboration with teachers at the two schools.

"We hope to involve everyone in our community in the *Walk Wise* project, to create an environment that prioritizes the safety of our next generation – our children," said Mr. Chuanguo Wang from the Working Committee for the Care of the Next Generation. "With the support of our community, this project can bring safety education to our children, improve the knowledge and awareness of schools and parents, and in the long-run, impact our whole society."

The *Walk Wise* launch ceremony at Qili Primary School gathered county officials, police, the Department of Education, Youth League, school administrators, parents, and Chevron representatives to promote road safety in the local community. Nearly 2,000 students received yellow caps to improve their visibility on the road.

A baseline study by Sichuan University found that parents, teachers, and the community worry about the road safety situation but that schools lack the resources to train students in the classroom. The majority (64.1%) of students walk to school, and 43% of students reported involvement in road traffic crashes, 57% of whom were injured.

"Protecting children from traffic injuries is what the Chevron pedestrian project is about and is why we are launching *Walk Wise* in Kai County today. It is very encouraging to see the schools, government, and AIP Foundation come together with us to make it safer for you to walk to school," Mr. Ron Kasberger, Chevron Asset Manager, told the students at the launch.

The content, flow, and sequence of the new curriculum were determined in collaboration between AIP Foundation and 16 teachers from the schools. The police advised on the development of teaching materials and have committed to train teachers and volunteers to guide students to cross the road. AIP Foundation International Director Lotte Brondum said, "Teachers and traffic police have played an integral role in preparing for *Walk Wise*. The entire community has come out to show their commitment to protecting these students."

#### About AIP Foundation

The Asia Injury Prevention Foundation (AIP Foundation) is a U.S. registered 501 (c)(3) non-profit organization that uses public-private partnerships, public awareness education, and school-based programs to reduce the rate of traffic injuries and fatalities in developing countries. AIP Foundation has offices in Hanoi and Ho Chi Minh City, Vietnam, Phnom Penh, Cambodia, and Bangkok, Thailand. In 2001, AIP Foundation built its non-profit helmet assembly plant, V-



SPEC, which manufactures Protec brand tropical helmets. These helmets offer an environmentally appropriate, safe and affordable option for motorcycle and bicycle users.

In 2009, AIP Foundation, in collaboration with the FIA Foundation and the World Bank, launched the Global Helmet Vaccine Initiative (GHVI), an international coalition with the objective of “putting a helmet on every head in the Decade of Action for Road Safety (2011-2020).”

For Media Contact

Nellie Moore

Communications Coordinator

AIP Foundation

18bis/21 Nguyen Thi Minh Khai Street,

District 1 Ho Chi Minh City, Vietnam

Tel: 08-6299-1409 Ext. 113

Email: [nellie.moore@aipf-vietnam.org](mailto:nellie.moore@aipf-vietnam.org)