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Johnson & Johnson expands *Helmets for Kids* to 12 schools in Central and Southern Vietnam

April 16, 2013 - Ha Tinh, Quang Binh, Dong Nai

Johnson & Johnson is returning to Ha Tinh, Quang Binh, and Dong Nai provinces to donate motorcycle helmets to nearly 7,000 primary school students and teachers at twelve schools in its second year sponsoring the Asia Injury Prevention (AIP) Foundation's *Helmets for Kids* program.

"The results of J&J's sponsorship last year exceeded our highest expectations," said Sandy S. Lee, Director, Worldwide Fleet Safety, Worldwide Environment, Health, and Safety with Johnson & Johnson. "In total, 49 students and one teacher were reported to have experienced road crashes and in most instances suffered less severe injuries due to the helmet donation. A fourth-grade student from Ha Tinh Province who was thrown head-first to the ground by a crash survived because of his helmet. These results propelled us to continue putting helmets on the heads of children who need them most."

Helmets were handed over to the students in each province at ceremonies from April 16 to 23. Nearly 2,000 teachers, students, parents, local authorities, and partners attended the kick-off events, including representatives of the local Department of Education and Training, Traffic Safety Committee, Transport Department, Traffic Police, Women's and Youth Unions, and People's Committee. These local partners collaborate with schools during *Helmets for Kids* implementation and afterward to maintain high levels of helmet use.

Helmets for Kids will also conduct helmet observations, teacher training, crash monitoring, extracurricular activities, and communication with students' parents to reinforce their understanding of helmet use and encourage them to put helmets on their children. In addition, 32 billboards will be installed encouraging helmet wearing among children at former and current target schools. At the beginning of the next academic year, more than 3,000 new students at the total 32 target schools will also receive helmets.

"Last year, Johnson & Johnson launched our largest *Helmets for Kids* to date with a donation of 11,020 helmets," said Hoang Thi Na Huong, Deputy Executive Director of AIP Foundation. "Average helmet use rates increased from 23 to 90 percent across all 20 participating schools. This remarkable success has compelled us to continue by expanding to new schools."

"Many of these schools are located along National Highway 1A, which passes through Ha Tinh, as well as Quang Binh and Dong Nai," said Mr. Hoang Minh Viet, Standing Deputy Head, Ha Tinh Traffic Safety Committee said. "Proximity to this busy road, low helmet use rates, and weak traffic infrastructure create a dangerous environment for the students."



“Parent engagement activities played a major role in the success achieved in the project’s first year,” said Ms. Pham Thi Hai, Deputy Director, Dong Nai Department of Education and Training. “We are pleased that this year *Helmets for Kids* will further strengthen outreach to parents, particularly through billboards. We believe this investment effectively sustains high helmet wearing rates beyond the project’s term.”

“Last year, our schools committed to integrating helmet use into their curriculums and making a helmet an essential part of the school uniform,” said Ms. Ho Thi Hong Ha, Head of Primary Education Division, Quang Binh Department of Education and Training. “The success they achieved has many more schools excited to implement the project for their own 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, manufacturing Protec brand tropical helmets in Vietnam. 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).”

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