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## **Hanoi students and Miss Vietnam runner-up take a Long Short Walk for road safety**

*8 May 2013 – Hanoi*

Students from Ba Dinh Primary School in Hanoi, Vietnam took a walk with AIP Foundation, Miss Vietnam runner-up 2008 Thuy Van, and members of the Hanoi Traffic Safety Committee (TSC). The event is part of the global ‘Long Short Walk’ campaign to make our roads safer for the most vulnerable among us, especially pedestrians.

According to the World Health Organization, pedestrians account for 22 percent of road traffic fatalities around the world. From May 6-12, the United Nations marks its second Global Road Safety Week by focusing on pedestrians. In line with this theme, the ‘Long Short Walk’ has been launched as part of the Zenani Mandela Campaign, led by the Mandela Family, the Make Roads Safe Campaign, and the Road Safety Fund.

“Each year, thousands of pedestrians lose their lives on Vietnamese roads, while more are left with injuries or permanent disabilities,” said Lotte Brondum, AIP Foundation Director of International Development. “Our Long Short Walk highlights the need to improve conditions for pedestrians in Hanoi and across Vietnam. AIP Foundation is calling on road planners, traffic management authorities, and motorists to prioritize vulnerable road users, especially children.”

The participants in the Long Short Walk expressed their personal aspirations for improved road safety in placards carried on the walk from Ba Dinh Primary School to the Hanoi Botanic Gardens.

“I walk for improved traffic signals and safer pedestrian crossings, which are part of the pedestrian campaign soon to be launched by Hanoi TSC,” said Mr. Luu Xuan Binh from the Hanoi Traffic Safety Committee.

Miss Vietnam runner-up 2008 Thuy Van expressed her concern about the safety of her children when they walked on sidewalks because of the number of vehicles on the roads and the unpredictable nature of the traffic. “As a parent, I worry for my children’s safety as pedestrians, and I worry for all pedestrians. By participating in the Long Short Walk, I am asking others to think about the safety of their children on the city’s sidewalks and to drive safely at all times.”

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### **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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