



FOR IMMEDIATE RELEASE

AIP Foundation joins the global Long Short Walk campaign in Thailand

May 1, 2013 – Bangkok

On May 1, 2013, more than 180 young students, teachers, parents, school administrators, and government officials from Pasri Chareon District of Bangkok, as well as representatives from the international community, joined the Long Short Walk campaign event, organized by the Asia Injury Prevention Foundation. The Long Short Walk is a global movement taking place in countless countries around the world to make roads safer for the most vulnerable among us, especially pedestrians.

Road traffic injuries kill more children between the ages of 5-14 than HIV/AIDS, tuberculosis or malaria and are the leading cause of death among teens ages 15-19. Each year, more than 133,000 children between the ages of 5 - 14 die on roads in developing countries, often times on their way to and from school.

The Danish Ambassador to Thailand, H.E. Mikael Hemniti Winther, said, “Pedestrians account for 22 percent of road traffic fatalities around the world. We’re joining the Long Short Walk today to say that these deaths are preventable and working together we have the tools and responsibility to save lives.”

This May the United Nations marks its second Global Road Safety Week by focusing on pedestrians. In line with this theme, the Long Short Walk campaign highlights the need to prioritize safe walking, co-organized by the Zenani Mandela campaign, the Make Roads Safe campaign, and the Global Road Safety Fund in partnership with the World Health Organization, and NGOs around the world.

The May 1st event in Bangkok will feature a walk along the streets in the community of Pasri Chareon which is known as a heavy traffic area with a few stops at the key locations to spread the message to passersby. AIP Foundation will contribute photos and video to the Long Short Walk organizers in an effort to document the campaign’s reach.

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).”

About the United Nations and its Global Plan for the Decade of Action for Road Safety 2011-2020

The **United Nations** is the world's largest, foremost, and most prominent international organization. The stated aims of the United Nations include promoting and facilitating cooperation in international law, international security, economic development, social progress, human rights, civil rights, civil liberties, political freedoms, democracy, and the achievement of lasting world peace. It contains multiple subsidiary organizations to carry out its missions.



The **Decade of Action for Road Safety 2011-2020** was officially proclaimed by the United Nations General Assembly in March 2010.^[1] Its goal is to stabilize and reduce the forecast level of road traffic deaths around the world. It is estimated that 5 millions lives could be saved on the world's roads during the Decade.

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