

***FOR IMMEDIATE RELEASE***

**Child helmet campaign in Hanoi expands with enhanced enforcement and grants for local ideas**

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This week a coalition of road safety stakeholders announce the next stage of the national campaign “Children also need a helmet” with a workshop to introduce new activities, including enhanced police enforcement and a call for grant proposals, to local partners in Hanoi.

This is the second phase of a three-year campaign in Hanoi, Danang, and Ho Chi Minh City to increase motorcycle helmet wearing among Vietnamese children, as part of a partnership between the National Traffic Safety Committee, the National Traffic Police, the Ministry of Education and Training, the World Health Organization (WHO), and the Asia Injury Prevention (AIP) Foundation.

Following the first phase of campaign activities, helmet use among child motorcycle passengers in Ho Chi Minh City increased significantly, from 22 to 50 percent, as observed around primary schools. “However, despite a national traffic law mandating helmet use for drivers and passengers, including children over six, as few as eight percent primary school students wear helmets when travelling by motorcycle on Hanoi’s roads.

“We are inspired by the quick, dramatic response to combined enforcement and communications activities in Ho Chi Minh City and are excited to partner with this national coalition to improve child helmet use and to reduce road traffic casualties in our city,” said Mr. Nguyen Xuan Tan, Standing Commissioner of the Hanoi Traffic Safety Committee (TSC) and Deputy Director of Hanoi Department of Transport, at the local orientation workshop in Hanoi on March 16.

AIP Foundation introduced the latest campaign activities at the workshop, including a call for innovative proposals from local partners. This initiative will award grants of \$3,000 to two submissions from each city, totaling \$18,000. Proposals should outline creative activities to increase child helmet use. Awards will be announced at a family event, promoting the National Road Safety Week, in Hanoi on May 4.

“The capacity of local road safety stakeholders to offer new, innovative ideas is absolutely essential to reach local communities and families with the campaign message,” said AIP Foundation National Program Manager Nguyen Dieu Nuong. “By working together with local governments, small businesses, and community members, we have the tools to protect children’s right to travel safely on the road.”

In April, traffic police will set-up dedicated units on main roads and around schools in Hanoi to issue warnings and fine parents based on the traffic law. Enforcement operations will be supported and supplemented by leveraging mass media and social marketing to spread the campaign message through TV, social media, outdoor advertisements, and community events.

The campaign TV commercial will continue airing nationwide, 100 billboards will be installed at primary schools, in public space, and on buses in Hanoi, and a documentary of the stories of victim’s families will be aired.

Local partners, including the Women’s Union, the Hanoi TSC, and the Hanoi Department of Education and Training (DoET), will organize 20 information sessions from March to May 2013, where parents can pledge their commitment to put a helmet on their child every day. Through Facebook and email, the campaign has already collected more than 5,500 pledges.



“To achieve maximum impact, we must bring information about child helmet use directly to parents who need it most,” said Mr. Nguyen Hiep Thong, Deputy Director of Hanoi Department of Education and Training. “Though they are young now, we recognize that these children are our future, and helmets are a simple, affordable, and proven way to protect their potential.”

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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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