



## PRESS RELEASE

### PHASE III OF THE "CHILDREN ALSO NEED A HELMET" PUBLIC AWARENESS CAMPAIGN LAUNCHES IN HO CHI MINH CITY

*Ho Chi Minh City, September 5 2013*

On September 5, 2013, the Ho Chi Minh City Department of Education and Training, Traffic Safety Committee (TSC), Police Department, and the Asia Injury Prevention (AIP) Foundation celebrated the launch of Phase III of the "Children also need a helmet" campaign at Le Van Tam primary school in the Tan Phu District of Ho Chi Minh City. Representatives from 24 districts, education and training departments, five elementary schools in five target districts including Tan Phu, Binh Tan, Hoc Mon and Go Vap, and students, teachers, and parents of Le Van Tam primary School attended the ceremony.

"Children also need a helmet" is a national campaign that began in 2011. The goal of the campaign is to improve the rate of helmet use among children, correct parents' misconceptions about helmet use among children, and increase awareness around road safety issues to reduce the number of traffic crash injuries and fatalities.

Phase III of the campaign will run from September to December 2013 and will include many components aimed at increasing the helmet use rates among children including in-class education, online media, police enforcement, and upgrading the roles of road safety partners. The TV commercial "When I grow up" and documentary "In Retrospect" will continue to be broadcast on national and local media outlets. In Ho Chi Minh City, AIP Foundation will replace 150 old billboards to encourage helmet use among children in the city and 50 new panels will be installed in primary schools and public places in Binh Tan and Tan Phu districts. In addition, information sessions and audio broadcasts will be held in schools to target parents and encourage them to put helmets on their children. Meanwhile, helmet discount vouchers, lucky draws, and family days will be organized. The campaign's online presence will be expanded with the photo contest "Kids love helmets." Police enforcement will be expanded around schools in 24 districts in Ho Chi Minh City.

Ms. Nguyen Dieu Nuong, National Program Director of AIP Foundation said, "The rate of helmet use among children in Ho Chi Minh City has increased significantly since Phase I of



the campaign, from 22 to 48.6 percent. The increased rate varied between districts. Go Vap District had the highest rate, from 22.6 to 81.8 percent. Due to the large gap in helmet use rates between adults and children, AIP Foundation will continue to coordinate with stakeholders and create targeted activities to increase the child helmet use rate to 80 percent.”

Ms. Tran Thi Kim Thanh, Deputy Director of the Ho Chi Minh City Department of Education (DoET) said, "The Department of Education and Training knows the importance of helmet use education for students. DoET has created several guidance documents for schools to use to educate students and parents about helmet use. DoET has also conducted training for staff to encourage increased activities promoting helmet use for students and awarded schools that have done this well. During the 2013-2014 school year, DoET will continue its work to educate future generations about the issue of road safety, beginning with proper and consistent helmet use.”

Mr. Nguyen Ngoc Tuong, Deputy Chief of the Ho Chi Minh City Traffic Safety Committee (TSC) said, "Despite a national traffic law mandating helmet use for drivers and passengers, including children over six years old, many parents have ignored this matter. Thus, the TSC will conduct both public awareness and police enforcement activities to educate parents who are not taking this vital step for their children’s safety. These activities will be conducted on the roads in over 24 districts in Ho Chi Minh City"

### **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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