



A parade in District 9 celebrates the Year of Traffic Safety

March 10, 2012

2012 was declared Year of Traffic Safety by the Vietnamese government. Ho Chi Minh City's District 9 is collaborating with Asia Injury Prevention (AIP) Foundation to play an active role in the initiative. On March 10th, a parade of hundreds of people marched through the District, showing their support of a year dedicated to road safety—and demanding safer roads for their communities.

Traffic accidents are an alarming problem throughout Vietnam, and the government is committed to reducing the numbers of road victims in 2012. Last year, 10,950 people were killed nationwide, many of which were children, who are among the most vulnerable road users¹.

To combat this issue, AIP Foundation runs road safety education programs and campaigns throughout the country. The Year of Traffic Safety has allowed them to boost their work as they collaborate closely with the government at the national and local level.

“This parade is a local component of our three year national public awareness campaign which encourages child helmet use, “Children **also** need a helmet”,” explains AIP Foundation Executive Director Mirjam Sidik. “Through our school programs, billboards, television spots, workshops, and public events, people are gradually becoming aware of the dangers they face and the alternatives that exist.”

The parade brought together hundreds of people showing their support and demanding unified action: District 9 People's Committee members, the Bureau of Education and Training, the women and youth associations of District 9, and hundreds of parents, teachers, and students. 500 t-shirts bore the phrase “District 9 supports Traffic Safety Year 2012” and the national child helmet campaign logo. Banners and slogans also broadcasted urgent road safety messages.

“The event started by the front gate of our building,” said Ms. Le Thi Hong Lien from People's Committee. “Organizing this parade was a way for us to show our citizens that we are deeply committed to decreasing the number of road traffic victims during the Year of Traffic Safety. Everybody wants to protect their loved ones, and today we are announcing this loud and clear.”

Accompanied by 40 motorbikes and several trucks, the parade walked past the Ha Noi Highway, Thu Duc Crossroads, Le Van Viet Road, and arrived at the district's Children House. Local traffic police ensured a safe and smoothly run event.

¹ NTSC 2011

“With the help of AIP Foundation, we have educated children and parents, trained our teachers, alerted senior officials, and enabled the traffic police to do their job as well as possible,” said Ms. Le Thi Minh Loan of BoET. “And this is just the beginning of a year in which all of these efforts will be enhanced. Through education, I am certain that 2012 will be a turning point for traffic safety in Vietnam.”

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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, V-SPEC, which manufactures Protec brand tropical helmets. These helmets offer an environmentally appropriate, safe and affordable option for motorbike and bicycle users.

In 2009, AIP Foundation, in collaboration with the FIA Foundation and the World Bank Global Road Safety Facility, 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).”

For more information about the AIP Foundation, please visit www.asiainjury.org.