



# 2013 ANNUAL REPORT

ASIA INJURY PREVENTION FOUNDATION

## MESSAGE FROM OUR FOUNDER



Dear Friends and Supporters,

We saw positive changes in 2013 that reduced the burden of road crashes through the international road safety community's dedication to protect vulnerable road users – motorcyclists, bicyclists, and pedestrians. Building on this momentum, AIP Foundation increased collaboration with governments, expanded pedestrian safety work, and brought helmet safety to more schools than ever before.

The close coordination among global stakeholders through the UN Decade of Action for Road Safety (2011-2020) shows gaining traction among national and local governments in support of combating road crashes.

Our request to the Cambodian government for prompt approval of the draft passenger helmet law was endorsed by more than 100 businesses, NGOs, and media partners. The Uganda Helmet Vaccine Initiative began advising legislators in our new role as the secretariat to the Parliamentary Forum on Road Safety. We provided

training to Vietnamese journalists and policy-makers at child helmet use workshops, resulting in high-quality national media coverage and the implementation of government action plans to increase child helmet use.

The World Health Organization's *Global status report on road safety 2013* revealed that pedestrians account for 22 percent of the world's road traffic fatalities, setting the stage for the pedestrian-themed Global Road Safety Week in May 2013. In line with these findings, we ramped up our efforts to improve pedestrian safety for youth. In Chongqing Province, China, where many children walk to school on extremely dangerous mountain roads, we expanded our *Walk Wise* program to reach 24,947 students in 18 schools. Our Long Short Walk events in Uganda and Tanzania, where pedestrians make up over a third of road deaths, increased media attention on pedestrian safety needs.

This year we partnered with a total of 361 schools, resulting in significant helmet use increases among child passengers at our target schools. In Cambodia, helmet wearing rates at project schools increased from nearly zero to 88 percent. In Vietnam's major cities, rates among children rose from 18 percent in September 2012 to 47 percent in May 2013. These significant changes are confirmation that our vision and initiatives are working.

Despite these milestones, there remain steep challenges ahead to stem the toll of road crashes, especially in the rapidly motorizing regions of the world. With 260,000 children dying every year and another 10 million injured, road crashes are still the leading cause of death and injury among children

worldwide. We must stop this devastating global health crisis now. NGOs, governments, media, businesses, schools, drivers, passengers, parents, children, and pedestrians all have a role in mitigating this global epidemic.

I am pleased by what we have achieved together in 2013 and even more optimistic about what we will continue to accomplish – safer roads, safer children and families, and more productive and healthy societies.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Greig Craft'. The signature is fluid and cursive, written on a light-colored background.

Greig Craft  
President and Founder

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# HIGHLIGHTS FROM 2013

## January

AIP Foundation submits a joint statement to the Minister of Transport calling for swift passage of the Cambodian helmet law and approval of a 10-year road safety action plan.



## April

AIP Foundation's documentary, "In Retrospect," wins grand prize at the Global Road Safety Film Festival in Paris.



## May

Safe Kids *Walk This Way* campaign in Binh Dinh, Vietnam reduces school-wide involvement in road crashes over one year from 19 to zero students.

## August

The U.S. Centers for Disease Control and Prevention Global Road Safety Team is awarded for their work with the Global Helmet Vaccine Initiative.



## September

Save the Children invites AIP Foundation to collaborate on a pilot program to test and implement innovative solutions to address low child helmet use in Thailand.



## October

Journalists and policy-makers in Vietnam join capacity building workshops on road safety and child helmet use.



## November

The TV commercial, "Let's Walk Safely," airs over 9,000 times in theaters across Vietnam, targeting young audiences and their families.



Throughout the year, AIP Foundation donated a total of 25,759 helmets to students in Vietnam, Thailand, and Cambodia.

## February

The Uganda Helmet Vaccine Initiative is appointed to serve as the secretariat to the Parliamentary Forum on Road Safety in Uganda.



During Global Road Safety Week, AIP Foundation organizes Long Short Walk events, supported by the Global Alliance of NGOs for Road Safety, in Hanoi, Ho Chi Minh City, Phnom Penh, Bangkok, Kampala, and Dar es Salaam.



## July

AIP Foundation convenes the first meeting of the Vietnam Helmet Manufacturers Association.



The UN Secretary General's report "Improving global road safety," highlights key developments over the last two years, including the Cambodia Helmet Vaccine Initiative's advocacy efforts.



The *Walk Wise* project expands to 16 more schools in Kai County, China, reaching 24,947 students.



AIP Foundation marks World Day of Remembrance for Road Traffic Victims across Tanzania, Vietnam, Cambodia, and Thailand.



Helmet use across target *Helmets for Kids* project schools increased by more than 88 percent in Cambodia and 67 percent in Vietnam.



## OUR APPROACH



Asia Injury Prevention Foundation offices

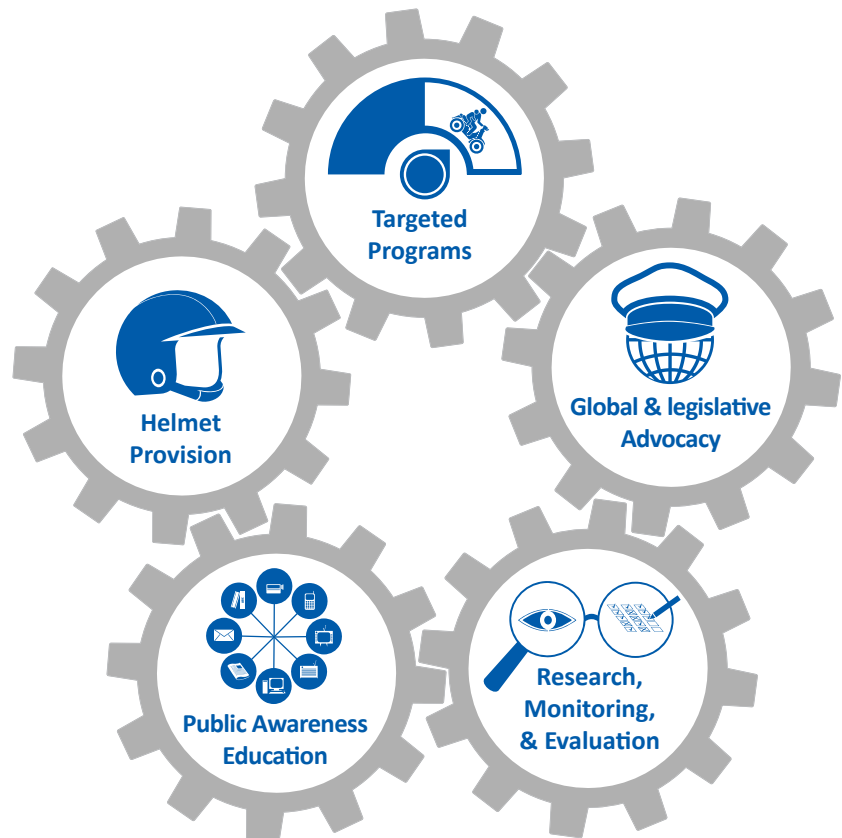
AIP Foundation, established in 1999, provides life-saving traffic safety knowledge and skills to the developing world with the goal of preventing road traffic fatalities and injuries.

We work in partnership with local governments, NGOs, corporate and research partners, and communities in Vietnam, Cambodia, Thailand, China, Uganda, Tanzania, and worldwide to address road safety through:

- School-based and targeted road safety programs
- Helmet production and the direct provision of helmets
- Public awareness and behavior change campaigns
- Global and legislative advocacy
- Research, monitoring, and evaluation

### Global Helmet Vaccine Initiative

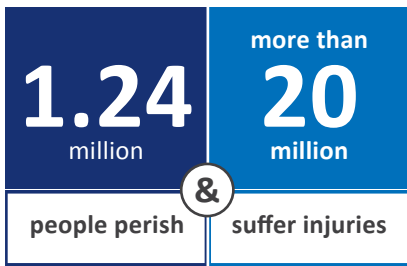
AIP Foundation is the lead NGO of the Global Helmet Vaccine Initiative (GHVI), an international coalition to put a helmet on every head during the UN Decade of Action for Road Safety (2011-2020). The GHVI collaboration expands our programs and supports the establishment of country-level Helmet Vaccine Initiatives, contributing to the Decade goal to halve the projected number of road traffic crash deaths and injury by 2020.



### Protec

AIP Foundation’s non-profit helmet factory, Protec, manufactures “tropical” helmets, a climate appropriate, safe, and affordable solution for motorcycle and bicycle users. As a socially conscious organization, the factory employs the physically disabled and reinvests all profits to AIP Foundation’s road safety programs.

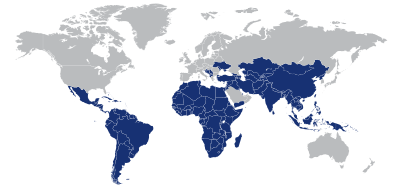
## THE CHALLENGE



on the world's roads each year.

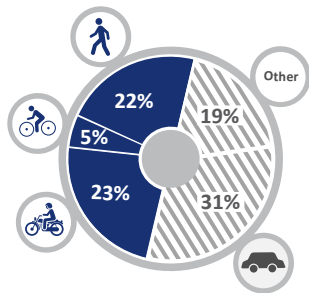


Road traffic injury is the number one killer of young people worldwide.



**92%** of road traffic injuries occur in low- and middle-income countries, which only own half of the world's registered vehicles.

## THE YOUNG & POOR ARE DISPROPORTIONATELY AFFECTED.



Pedestrians, cyclists, and motorcyclists make up half of the world's road traffic fatalities.



The costs are crippling emerging economies. Low- and middle-income countries lose 1-3% of their GDP each year.



Road traffic injury is the 8<sup>th</sup> leading cause of death globally, and without action, is predicted to become the 5<sup>th</sup> leading cause of death by 2030.

## BUT THESE DEATHS ARE PREVENTABLE.



In 2011, countries around the world launched the Decade of Action for Road Safety to save five million lives by 2020.



We are calling for strong political commitment and inclusion of road safety in the new UN Development Goals to increase resources.



are simple, effective, and affordable.



Helmets are proven to reduce the risk of serious injury by 69% and the risk of death by 42% in a crash.



With effective enforcement of helmet laws, helmet wearing rates can increase to over 90%.



Pedestrians, who make up nearly one-quarter of global road traffic fatalities, can be protected by building roads made for feet as much as wheels.

## THESE SIMPLE SOLUTIONS CAN HELP SAVE COUNTLESS LIVES.



60 lives are lost on Vietnam's roads each day. The prevalence of substandard helmets, low child helmet wearing rates, and lack of pedestrian infrastructure put motorcyclists, bicyclists, and pedestrians at particular risk. In 2013, AIP Foundation's activities increased helmet wearing among school children, called on the manufacturing industry to improve helmet quality, and trained students to walk to school safely.

### Helmet manufacturers convene for the first time

In July, AIP Foundation convened the first meeting of the Vietnam Helmet Manufacturers Association (VHMA), in response to the World Health Organization's findings that more than 80 percent of the helmets on Vietnam's roads are of substandard quality. VHMA enhances industry collaboration with Vietnamese authorities and improves helmet wearing compliance, standards, and quality nationwide.



Lan, a mother featured in the documentary "In Retrospect."

### "In Retrospect" wins global film award

In May, AIP Foundation's documentary, "In Retrospect," featuring the heart-breaking stories of three Vietnamese parents, whose children were injured or killed in motorcycle crashes, won grand prize at the Global Road Safety Film Festival in Paris. The documentary was launched on the World Day of Remembrance for Road Traffic Victims in 2012 and aired nationally as part of our "Children also need a helmet." public awareness campaign in 2013.

#### A mother's regret

Lan, a mother featured in the documentary, lost both of her daughters, ages 9 and 24, in a fatal motorcycle crash in 2012. On their way to the countryside to visit their cousins during the Vietnamese New Year, the two girls were hit by another motorcyclist who was speeding and were thrown onto the road. Both wore helmets of substandard quality that failed to protect their heads. As a caring mother, Lan did everything she could to raise her daughters well. She taught them about road safety, and provided them with the best helmets she could afford.

Nonetheless, Lan describes her life is now filled with utter regret: "My loss is overwhelming. You can re-claim lost objects, but deceased family members are gone forever. I hope nobody experiences the same sorrow I have...I hope parents will protect their children from such incidents."

In 2013, Lan spoke during a media workshop to encourage the use of standard helmets among children. During the workshop she inspired journalists, through her tragic, yet very common story, to write about the importance of child helmet use.



Students practicing pedestrian safety skills using mobile traffic simulation equipment.

## Helmet education saves young lives

Among children ages five to 14, road injury is the second leading cause of death, yet despite a legal mandate, child helmet use remains dangerously low. *Helmets for Kids* provided helmets and road safety education to more than 19,836 students, teachers, and parents. Child helmet use rates at *Helmets for Kids* project schools increased from 26.4 percent to 92.7 percent. Overall, 91 crash cases were documented in which students and teachers were protected from head injury thanks to donated helmets.



## Media and government engagement boosts child helmet use

The “Children also need a helmet.” national campaign has increased awareness of the importance of child helmet use since its launch in 2011. The second and third phases of the campaign reached 337,569 students at 297 schools in 2013. The campaign collected 398,242 pledges from parents committing to put helmets on their children, and coordinated police enforcement at main roads near project schools. Child helmet use across Hanoi, Ho Chi Minh City, and Danang rose from 18 percent in September 2012 to 47 percent in May 2013.

In October, we organized capacity building workshops on road safety and child helmet use for journalists and policy-makers in Hanoi, Ha Tinh, Quang Binh, Danang, Ho Chi Minh City, and Dong Nai. Within three months of the workshops, media participants published a total of 48 news items, and policy-makers in

six provinces finalized government action plans to improve child helmet use. Preparations are now underway to advocate for local resources to continue the campaign in other cities.

## Students across Ho Chi Minh City learn to walk safely

In December, we launched a pedestrian safety tour, bringing education and equipment to 13,019 students at 14 primary schools in Ho Chi Minh City, as part of our *Safe Kids Walk This Way* project. During a school-wide ‘safety day,’ volunteers and school coordinators taught students about safe pedestrian behaviors through in-class sessions and games. Students practiced pedestrian safety skills using mobile traffic simulation equipment, turning their school ground into a safe, realistic streetscape.



Each day, five people die on Cambodia's roads, 68 percent of whom are motorcyclists. Two-thirds of motorcycle driver and passenger fatalities suffer from head injury. Unfortunately, only motorcycle drivers, not passengers and children, are legally required to wear helmets. The World Health Organization found that only 65 percent of drivers and 9 percent of passengers wear helmets on Cambodia's roads, but recent observations show that a lack of enforcement has permitted these figures to drop further.

In 2013, the Cambodia Helmet Vaccine Initiative led enhanced advocacy efforts for progressive legislation and strict enforcement, leveraged TV and social media to improve public awareness, and increased child helmet use at target schools.

## School-based helmet donations result in multi-year success

In 2013, a total of 4,340 helmets were donated to new *Helmets for Kids* project schools. With the combination of helmet provision and education over the year, helmet wearing rates among students at these schools increased from an average of 0.4 percent at pre-intervention to an average of 89 percent at the end of the school-year. Schools that continued the

momentum across multiple years not only showed high helmet use rates during their intervention year but rates remained high in the following year.

## TV commercial reaches nearly four million Cambodians

In 2013, our TV commercial, "Always care. Always wear a helmet." reached 3,718,248 Cambodians, 24.4 percent of the population. Survey data revealed that 64 percent of

respondents were exposed to the campaign, mainly through television. Of those, 73 percent recalled the key message. Furthermore, 97 percent of those who remembered the campaign message reported they were "much more likely" to urge their loved ones to wear helmets as passengers, and 95 percent reported they were "much more likely" to wear a helmet as a passenger themselves. In April, the commercial won third prize in the category of communications at the Global Road Safety Film Festival in Paris.



TV commercial, "Always care. Always wear a helmet."





## Stakeholders advocate for passenger helmet law

In January, the Cambodia Helmet Vaccine Initiative submitted a joint statement calling for the swift passage of the draft passenger helmet mandate and other key road safety legislation to the Minister of Transport, referencing findings that 98 percent of the public support a passenger helmet law. The statement also calls on the media to promote helmet use and safe road behavior and on the private sector to develop internal policies encouraging staff to respect traffic laws.

The joint statement was endorsed by over 100 stakeholders, and in April

officially co-released with Handicap International and the Coalition for Road Safety. In November, it was featured in the UN Secretary General's report "Improving Global Road Safety." We also collected 4,800 pledges of support for the passenger helmet law from the Cambodian public.

## Evaluation partnership earns award

In August, the Global Road Safety Team of the U.S. Centers for Disease Control and Prevention won the International Excellence in Program Delivery Award for their work with our Global Helmet Vaccine Initiative

in Cambodia and Uganda. The Global Road Safety Team has been an important partner in the area of monitoring and evaluation since 2010, when we began to expand and scale-up the Global Helmet Vaccine Initiatives. Through high-quality and mixed-method evaluations, the group ensures our activities are data driven, effectively delivered to the target audiences, and achieve desired outcomes and impact.





Thailand ranks second in worldwide road traffic deaths per capita with 38.1 fatalities per 100,000 people. Motorcyclists account for more than 73 percent of road traffic victims, reinforcing the importance of helmet education and advocacy in Thailand. In 2013, the Thailand Helmet Vaccine Initiative extended *Helmets for Kids* to the youngest road users and tested new ways to increase child helmet use.

## Pre-school students also need helmets

Throughout this year, we provided helmets and road safety education to 424 pre-school students at four schools in Thailand. In many low-income areas, parents may make the dangerous assumption that young children will outgrow their helmets too quickly to justify the cost. Unfortunately, because younger children often ride in front of the driver, they are in even graver danger of serious head injury in the event of a crash. At Ban Kookot Pre-School, helmet use by students increased from 16.4 to 84.6 percent after the helmets were donated.



## Trial projects test ways to increase child helmet use

In November, AIP Foundation, as part of a project with Save the Children, implemented a series of trials to gauge the efficacy of innovative measures to increase child helmet use, ultimately to develop an effective campaign in Thailand. The trials included a helmet lending bank, pop-up retail at petrol stations, outreach through motorcycle taxis, and enforcement at school gates.

The results of the trials informed plans to continue police enforcement of the helmet law, and create community awareness about the enforcement, to position teachers as champions of helmet wearing, and to customize child helmets to be more visually desirable.

## New Year campaign makes celebrating safer

In February, we partnered with the local and national government to launch the Thai New Year Road Safety Campaign. The objective of the campaign was to raise awareness of and discourage unsafe road behaviors during the New Year holiday. Targeted behaviors included non-helmet wearing, drunk driving, and speeding. The campaign also increased penalties for unsafe behaviors to decrease the alarming rate of deaths and injuries that occur on Thailand's roads during the festive season. As a result of the collaborated initiative, the combined number of road traffic fatalities and injuries decreased by 2.6 percent from 2012 (26,638) to 2013 (25,950).



## Walk Wise pilot's success reaches 24,947 students

AIP Foundation launched the second phase of the *Walk Wise* project in October, introducing locally-tailored road safety curriculums, teacher and parent trainings, and traffic simulation corners on school grounds at 18 primary schools in Kai County. 24,947 students received reflective caps and backpack straps to increase their visibility as they walk to school each day.

During the project's first year, the majority of students reported feeling safer, almost all students remembered how to cross the road safely, and road safety behaviors improved greatly. The second phase introduces several new components, such as e-learning education, environmental modification manuals, and a grant-making scheme.



A school ground traffic simulation corner.

In China, pedestrians make up 25 percent of road traffic fatalities. In response, AIP Foundation launched the *Walk Wise* project in 2012 to bring pedestrian safety education to the community of Kai County in Chongqing Province. We found that 64.1 percent of primary students at two pilot schools walk to school on poorly managed local roads, where they are exposed to heavy industrial vehicle traffic. 43 percent reported involvement in a crash, of whom 57 percent reported injury.

In response, we implemented a custom pedestrian safety curriculum and focused on leveraging the enthusiasm of regional stakeholders to ensure lasting and replicable results.

### A teacher's support goes far

Feng, a math teacher for grade six at Gaoqiao Primary School, looks a little bit shy and does not smile much. When *Walk Wise* began, he was appointed to be the road safety teacher for his class. Initially, he was not so confident in taking this task, but after training and practicing with his students, he gained confidence and interest in teaching students about road safety.

"During my spare time, I also do road safety activities with the kids in my neighborhood. It is fun and interesting," Feng told us while participating in the master trainer's training in Chengdu. Feng is training teachers at 18 schools for the second phase of the project.

## "Walking School Bus" launched at pilot schools

In December, the Gaoqiao township community launched a "Walking School Bus" for children at Gaoqiao Primary School in Kai County. A group of children and safety guards walk along pre-established, safe "bus" routes to deliver students to school in the morning and back home in the afternoon. The "Walking School Bus" is a simple yet innovative way to ensure children walk to and from school safely, while teaching them positive, first-hand lessons on road safety, and in parallel, raise community awareness about the presence of child pedestrians.



A "Walking School Bus" in Kai County.

## A manual for simple, affordable road safety

With support from road safety experts at the Australian Road Research Board (ARRB), AIP Foundation brought together *Walk Wise* stakeholders to design a road safety manual. This manual highlights interventions to increase road safety by making practical and cost-effective changes, such as creative road signs, speed bumps, crossing guards, and no-parking zones, in high-risk road environments. The manual will be distributed to 18 project schools and related stakeholders.



With 28.9 road deaths for every 100,000 people, compared to the global average of 18, Uganda ranks 12<sup>th</sup> worldwide in road traffic fatalities per capita. Motorcycles used as taxis have flooded the capital Kampala without accompanying policy or infrastructural changes, causing motorcyclists to account for half of Kampala’s road deaths. Though legally required, helmet use is low due to inconsistent enforcement. In response, the Uganda Helmet Vaccine Initiative targets motorcycle taxi (boda boda) drivers with helmet safety education and advocates the government for improved safety conditions for boda boda operators and their passengers.

**Parliament established as key partner**

In February, the Uganda Helmet Vaccine Initiative (UHVI) harnessed the political momentum surrounding road safety in Uganda by agreeing to serve as the secretariat to the Parliamentary Forum on Road Safety. In this position, we advise Parliament and serve as liaison between Parliament, the public sector, and other stakeholders in order to progress road safety legislation and enforcement.

Concerned with the results from Makerere University research that boda boda drivers and passengers accounted for 41 percent of all trauma patients at a major hospital in Kampala, UHVI and the Boda Boda Association presented a petition to the Uganda Parliament. The petition called for improved regulation of the boda boda industry, better training for the boda boda operators, and stronger law enforcement. Parliament received the petition and agreed upon a “road map” for progress, drafted by UHVI.

**Boda boda helmet use rises in Kampala**

Our “Obulamu Bwe Bugagga – Wear a helmet!” 2012-2013 campaign included road safety education and helmet provision for 2,000 boda boda operators, police enforcement workshops, legislative advocacy, and a comprehensive media campaign. Observations revealed that helmet wearing rates among boda boda operators in Kampala increased from 31 to 49 percent. The control city of Mbale experienced helmet use of 12 to 20 percent over the same period.

**A boda boda operator’s respect for traffic police**  
 “Traffic officers have made efforts to encourage us to wear helmets and most of us do. I usually approach the traffic lights with my helmet on, and the traffic officers pass by and stop the operators that have no helmets. But when the operators are stopped, they think that the traffic officer is harassing them even though the helmets are very helpful. We should stop saying traffic officers are bad people.”  
 - Boda boda operator



A billboard supporting our “Obulamu Bwe Bugagga – Wear a helmet!” campaign in Kampala.



Tanzania experiences an extraordinarily high road death to vehicle ratio: one life lost for every 100 vehicles on the road. Road injury is the third leading cause of death for young people aged 10 to 24, and the top killer for men in their twenties. Observations revealed that the helmet use rate across Tanga, Morogoro, and Dar es Salaam is only 53 percent. In response, the Helmet Vaccine Initiative – Tanzania began traffic safety projects to increase helmet use among motorcyclists and to reduce road crash casualties.

### The Long Short Walk draws attention to vulnerable road users

According to the World Health Organization, pedestrians make up 33.3 percent of fatalities in Tanzania. In May, over 200 students and road safety supporters gathered to participate in the global Long Short Walk to raise awareness about pedestrian safety. Supported by the Global Alliance of NGOs for Road Safety, the walk highlighted the urgent need for pedestrian safety measures in the rapidly developing Dar es Salaam. Led by a police brass band and attended by many UN representatives, the group walked for two kilometers, demonstrating the need to keep sidewalks and crosswalks a priority amid booming construction. The event was widely covered by local and national media, ensuring that the people of Tanzania heard this message.



Road safety supporters gather to partake in the global Long Short Walk in Dar es Salaam.

### World Day of Remembrance honors road victims

In November, we observed the World Day of Remembrance for Road Traffic Victims by distributing 260 reflectors to students of Mkoani Primary School in Coast Region, Tanzania to increase their visibility as pedestrians. The

reflectors were donated by the World Health Organization and will keep students safe by making them more noticeable to drivers as they walk along busy roads to school. At the event, the Deputy Commissioner of Police

committed to increasing road safety through enhanced enforcement of traffic laws, including helmet wearing among motorcycle drivers and passengers and traffic regulations among car and bus drivers.

Sustainability is central to our work to ensure lasting impact for the communities we serve. We have been particularly successful in engaging local actors to strengthen and carry on the momentum of the results of our work.

### Pedestrian safety receives global attention

Pedestrians, who make up 22 percent of annual road deaths, have been the focus of increased global attention in 2013.

The effort to reduce pedestrian casualties is part of a convergence of trends in traffic fatalities, obesity, and pollution likely to occur at a similar point in economic development. The solutions – walking and cycling more for physical fitness and to reduce fuel emissions – affect traffic and infrastructure needs. As obesity and pollution receive more attention among the public and government, they offer a new opportunity for building political will, leveraging road safety initiatives as part of a holistic approach to health. A push for public transport and protection of the influx of vulnerable road users are key parts of such an approach.

In line with the pedestrian-themed United Nations Global Road Safety Week, we ramped up our efforts to make walking safer this year. In May, we marked the global Long Short Walk campaign with events in Hanoi, Ho Chi Minh City, Phnom Penh, Bangkok, Kampala, and Dar es Salaam. The walk highlighted the urgent need for pedestrian safety measures in the developing world.



A boda boda operator is selected to spread helmet use messages among his peers.

### Helmets for Kids protects mothers heads too

In October, we extended the *Helmets for Kids* model with a donation of 1,712 helmets to students, teachers, and the students' mothers at two primary schools in Hai Duong, Vietnam and Phnom Penh, Cambodia.

Parents are role models for their children and the primary decision-makers for their children's safety. Mothers in particular will suffer income losses to provide care for their child if he or she is injured in a crash. If parents wear a helmet and understand its safety value, their children are likely to do the same.

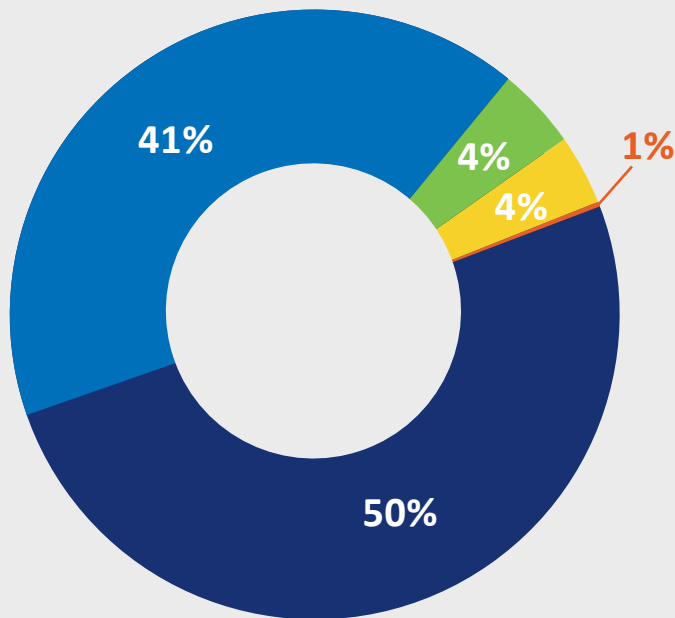
Helmet wearing across these schools has increased from zero to 84 percent among students and from 35 to 60 percent among drivers (including mothers). Approximately 500 mothers from the schools participated in forums with traffic police, training workshops, and extracurricular activities at the schools.

### Peer educators strengthen community engagement

The Training-of-Trainers program in Uganda bolsters the engagement of the motorcycle taxi (boda boda) community and ensures consistent dissemination of knowledge on a peer-to-peer level. Boda boda leaders are chosen for the program through a competitive selection process. Those who are selected demonstrate passion and strong leadership abilities, which helps sustain and strengthen the Uganda Helmet Vaccine Initiative's message, past the project period.



A mother attends a road safety workshop.

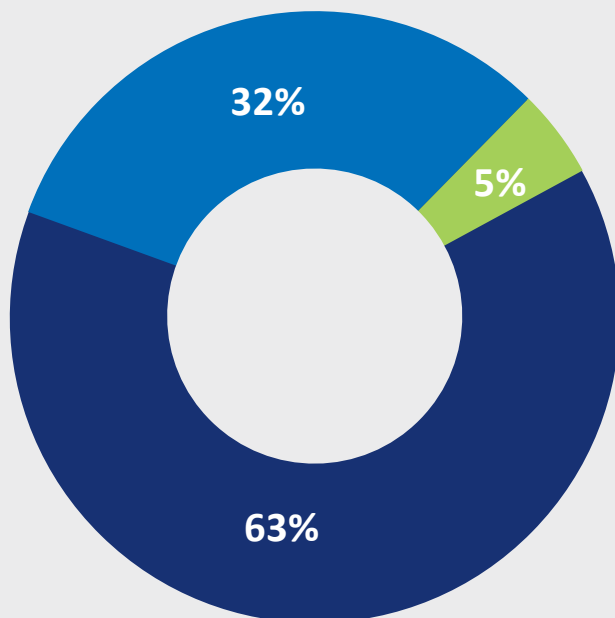


## INCOME (USD)

Government Agencies	\$ 131,937
Foundations and Non-Profit Organizations	\$ 1,261,430
Private Sector	\$ 1,536,448
Individuals	\$ 9,543
Protec	\$ 112,826

<b>Total income</b>	<b>\$ 3,052,184</b>
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- Government Agencies
- Foundations and Non-Profit Organizations
- Private Sector
- Individuals
- Protec



## EXPENDITURE (USD)

Overhead	\$ 716,678
Programs	\$ 1,429,679
Fundraising	\$ 105,857

<b>Total expenditure</b>	<b>\$ 2,252,214</b>
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<b>Net income</b>	<b>\$ 799,970 (*)</b>
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- Overhead
- Programs
- Fundraising

(\*) this sum is allocated for projects but not expended as of 31 December 2013

## OUR SUPPORTERS

### Abbott Laboratories

sponsors the *Helmets for Families* program in Vietnam, providing students and teachers with helmets and road safety education, and parents with access to standard helmets, at subsidized prices.

### Atlantic Philanthropies

generously makes possible the “Children also need a helmet.” campaign, a joint initiative with the Vietnamese government to increase child helmet use in Vietnam.

### Chevron Corporation

sponsors the *Walk Wise* program to create a safer pedestrian environment at primary schools in Chongqing Province, China.

### CrossRoads

**Programme** sponsors a comprehensive road safety project promoting helmet use and road safety awareness among motorcycle taxi drivers in Kampala, Uganda.

### FIA Foundation

supports programs and operations in Vietnam, Cambodia, and Uganda to increase helmet use among vulnerable road users.

### FedEx Express

improves pedestrian safety through the provision of education, environmental modifications, and traffic safety equipment to school children across Vietnam.

### Intel Products

**Vietnam** donates helmets, traffic safety materials, and equipment, as well as newly developed e-Learning software, to primary school students and teachers in Ho Chi Minh City, Vietnam.

### Johnson & Johnson

provides helmets and road safety education to primary schools in central and southern Vietnam.

### Road Safety Fund

supports the implementation of the United Nations’ Decade of Action for Road Safety 2011-2020 by raising financial support from corporations, the international donor community, and the general public.

### Safe Kids Worldwide

is a global network of organizations with a mission of preventing unintentional childhood injury, represented by AIP Foundation in Vietnam.

### Sealed Air

sponsors *Helmets for Kids* at primary schools in Vietnam, where it is combined with other school-based health initiatives.

### U.S. Centers for Disease Control and Prevention and Tephinet

collaborate to provide essential evaluation technical assistance related to the expansion of the Global Helmet Vaccine Initiative.

### The Global Road Safety Partnership,

through the Bloomberg Philanthropies Global Road Safety Programme, supports AIP Foundation training programs for policy-makers and journalists in Vietnam to enhance communication and enforcement of the child helmet law.

### The UPS Foundation

raises awareness for road safety in Cambodia, Vietnam, and Thailand by funding helmets and road safety education for students and teachers.

### The World Health Organization

directly supports traffic police in Vietnam to enhance enforcement of motorcycle helmet use among school-aged children, in partnership with the National Traffic Safety Committee.







**Our additional supporters include:**

ACG International School  
 American Intercon School  
 ARRB Group, Ltd.  
 Australia-Thai Chamber of Commerce  
 Australian Youth Ambassadors for Development  
 Australian Red Cross  
 British Embassy Bangkok  
 Cambodia Biker Club  
 CLEAR  
 Consia Consultants  
 CreaTV  
 Damco  
 Ford Motor Company  
 Maersk Line  
 Manulife Cambodia  
 Maybank (Cambodia) Plc

MCC Transport  
 Medical College of Wisconsin  
 Megastar  
 Mike's Burger House  
 Princeton in Asia  
 RMIT University Vietnam  
 Saigon Players  
 Save the Children  
 Siam Solvay Foundation  
 SIGMA Elevator (Thailand) Co., Ltd.  
 Top1 Oil  
 Travel Indochina  
 University of Wisconsin-Madison  
 Vespiario (Thailand) Co., Ltd.  
 Young & Rubicam

**Become a supporter of AIP Foundation and join us in saving lives on the roads of developing countries around the world.**

Email us at [info@aipf-vietnam.org](mailto:info@aipf-vietnam.org) to find out how.

## OUR PARTNERSHIPS



British Ambassador to Thailand, Mark Kent, attends *Helmets for Kids* kick-off ceremony at Wat Chaimongkoi School in Bangkok.

### To optimize our impact, AIP Foundation works closely in partnership with others.

Our important work would not be possible without the strong support of committed individuals, companies, governments, organizations, and other stakeholders.

AIP Foundation clearly defines roles in collaboratively planned programs, advocacy, and research to avoid duplicate efforts and to create opportunities for shared learning and maximum impact.

“We are so pleased to have this opportunity to help try and improve road safety in our surrounding community!”

– British Ambassador to Thailand, Mark Kent

**Volunteer** support provides us with the human capacity to strengthen our campaigns and reach. In 2013, more than 497 volunteers joined our events to improve participants' road safety knowledge.

Our partnership with **local and national governments** sustains the impact of traffic safety interventions by strengthening legislation, enforcement, and local action plans.

In response to the increase of **corporate social responsibility** funding from multi-national businesses operating in the countries where we work, we have built strategic and customized projects to achieve the greatest impact among the employees and customers of our private sector partners.



Corporate volunteers engage with students to improve their road safety knowledge.

**Research partnerships** are essential for shared learning among road safety stakeholders and to effectively evaluate our projects. The data we have reported in this annual report is the direct result of collaboration among many actors throughout our target countries.

The U.S. Centers for Disease Control and Prevention supports the development of monitoring and evaluation methodologies to collect data and assess the effectiveness of our activities. The resulting evidence-based projects and a rigorous evaluation framework have successfully attracted and secured funding from other donors.



Corporate volunteers assist with project activities to encourage proper helmet use.

## UN DECADE OF ACTION FOR ROAD SAFETY 2011-2020

The UN Decade of Action for Road Safety 2011–2020 was officially launched by the United Nations General Assembly in May 2011. Through a coordinated global effort, its goal is to stabilize and reduce the projected level of road traffic deaths around the world. It is estimated that the measures taken during the Decade could save five million lives on the world’s roads by 2020.

While cost-effective solutions proven to reduce road casualties are available, international funding and policy support is insufficient to implement these solutions. Comprehensive international support is urgently needed to reverse the trend of increasing road deaths and injuries.

“It is totally unacceptable that more than one million people die on the roads and more than fifty million are injured each year. The human costs are profound and the economic cost is staggering, more than \$100 billion in developing countries. If we lead by example, we can save millions of lives. This is what the United Nations is working very hard for – a safer world for all.”

– Ban Ki-moon, UN Secretary General



Ban Ki-moon, UN Secretary General

### Future Sustainable Development Goals

The new sustainable development agenda replacing the Millennium Development Goals from 2015 represent a crucial opportunity to define the international community’s priorities for years to come. This year, we have promoted the UN survey MY World 2015 and consulted with decision-makers to ensure that road safety is not once again ignored.

“There is a fundamental, and often fatal, disconnect when transport efficiency is calculated only according to narrow economic criteria. When it forgets or neglects the human dimension. An all too typical example is road building and rehabilitation designed to increase vehicle volume and speed, without considering the wider or long-term safety or environmental impacts.”

- Saul Billingsley, Director General of the FIA Foundation

## WHAT A DONATION CAN DO

Donate to AIP Foundation and join us in saving lives on the roads of developing countries around the world. None of our important work would be possible without the strong support of committed individuals, companies, and organizations.



**\$5**

Buys a reflective jacket for an underprivileged child, increasing that child's visibility as he or she walks to and from school and around the neighborhood, especially at night.

**\$15**

Provides a Protec helmet and traffic safety education to a child from a high-risk traffic area reducing his or her chance of head injury by 69 percent and death by 42 percent in case of a crash.

**\$50**

Donates traffic safety handbooks to 200 students, equipping them with knowledge to become role models for a new generation of safer, smarter road users.

**\$100**

Hires a healthcare professional to hold an information session at a school, speaking to parents and the community about the importance of child helmet use.

**\$250**

Secures billboard space to share life-saving information with the public, educating them about the importance of road safety.

**\$1000**

Funds a traffic safety training workshop for teachers at a school, providing them with innovative approaches to teaching 2,000 students about how to protect themselves from road traffic crash injuries and fatalities.


Visit [www.asiainjury.org/support/ways-of-giving](http://www.asiainjury.org/support/ways-of-giving) to donate now.

### Find out more



For more information about our work and programs, and our most up to date news, visit our website at [www.asiainjury.org](http://www.asiainjury.org) or email us at [info@aipf-vietnam.org](mailto:info@aipf-vietnam.org).

Keep up with us on Flickr, Facebook, and Twitter, connect with us on LinkedIn, and check out our commercials, videos, and documentaries on our YouTube page.

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