

## PRESS RELEASE

### **Over 5,000 helmets donated to 39 schools with support from Johnson & Johnson**

*13-20 October—Ha Tinh, Quang Binh, and Dong Nai provinces*

With financial support from Johnson & Johnson, 5,093 helmets were distributed to 39 primary schools in the provinces of Ha Tinh, Quang Binh and Dong Nai this week. Helmet donation ceremonies were held under the Asia Injury Prevention (AIP) Foundation's *Helmets for Kids* program and organized by the National Traffic Safety Committee (NTSC), Ministry of Education and Training (MoET), and provincial and district counterparts (see below) with the goal of increasing child helmet use.

Among the 39 primary schools, 15 are from Ha Tinh province, 16 from Quang Binh province, and 8 from Dong Nai province in Vietnam. In addition to donating helmets to new students and replacing crash helmets at no cost, 228 subsidized helmets have been contributed by parents replacing cases of lost or overgrown helmets to ensure that children are fully protected. This parental contribution shows the positive awareness and behavior changes of students' parents.

Last school year, there were 60 crashes involving students reported by the schools. One student from Quang Binh Province was hospitalized after a truck crashed into the motorcycle he was on with his mother while visiting his grandma in Tuyen Hoa District. Although he badly injured his legs, thankfully, he did not suffer any brain injuries because his head was protected with a helmet.

"After one year of recovery, the student has returned to school this year and will without a doubt be a true testimony to the power of a helmet," said, Nguyen Huu Xa, Principal of Hoan Lao Primary School in Quang Binh Province.

Dr. Khat Viet Hung, Vice Chairman of National Traffic Safety Committee (NTSC) said, "The NTSC highly appreciates the effective support from sponsors such as Johnson & Johnson to promote authorities and parents to take responsibility for placing helmets on their children. The top off ceremonies, which hand out beautiful quality helmets, will kick off the National Action Plan for Child Helmet Use organized by NTSC, of which safety is a main message. I believe that with authorities' support, along with powerful interventions from caring teachers and parents, we will keep our children safe on the roads. We will raise awareness for children to both protect themselves and develop the habit of obeying helmet regulations *—Let's show our love by putting helmets on our children.*"

"The schools and relevant provincial and district partners have been actively engaged in this project, showing strong interest in sustaining the impact of the program into the future," said Mr. Duong Van Ba, Deputy Director of Student Affairs Department of the Ministry of Education and Training. "For example, communities have supplemented helmet donations with enhanced

mass media activities to raise public awareness of child helmet use and the local governments are also implementing police enforcement.”

“16 schools in Quang Binh have joined the *Helmets for Kids* program. They are now receiving further reinforcement of road safety awareness through donated helmets for newly-enrolled first grade students, continued classroom and extracurricular activities on helmet use, and information sessions for parents. This reinforcement is vital to ensuring students’ continued practice of safe road behaviors, including helmet use while on bicycles or motorcycles,” said Ms. Ho Thi Hong Ha, Director of Primary School Department of Quang Binh Department of Education and Training.

“This year parents are contributing to the program by financing replacement helmets for students who have lost or outgrown their helmets donated to them in previous years,” said Ms. Truong Thi Kim Hue, Deputy Director of Dong Nai Department of Education and Training. “In total, parents have contributed 228 helmets to students across the three provinces through this unique arrangement.” This reinforces that the *Helmets for Kids* message is building traction not just with children, but also with their parents, and that the program’s road safety message is resonating within the community.

“The helmet wearing rates in schools sponsored by Johnson & Johnson are very high. In some schools that joined the program this year, students’ helmet use rose from 5% before donations to 93% afterwards. Such results, combined with the cooperation of government involvement and parental contribution through additional donations, allows for sustainable road safety interventions that are supported by the community now and into the future,” said Ms. Nguyen Dieu Nuong, National Program Director of AIP Foundation in Vietnam.

“Helmets are vital to protecting oneself on the road; I cannot stress this enough. However, for multiple reasons, including cost and the belief that short trips do not necessitate helmet use, many children do not wear helmets while passengers on motorcycles. We are all very happy to see 39 schools this week receive further helmet donations from both Johnson & Johnson and parents, and as a result, receive reinforcement of their fundamental importance,” expressed said Mr. Hoang Minh Viet, Deputy Chief of Ha Tinh Traffic Safety Committee.

**Government attendees included:**

National Traffic Safety Committee  
Ministry of Education and Training  
Ha Tinh Traffic Safety Committee  
Ha Tinh Traffic Police  
Ha Tinh Department of Education and Training  
Quang Binh Traffic Safety Committee  
Quang Binh Traffic Police  
Quang Binh Department of Education and Training



Dong Nai Traffic Safety Committee  
Dong Nai Traffic Police  
Dong Nai Department of Education and Training

### **About Helmets for Kids**

*Helmets for Kids* is AIP Foundation's signature program, launched by former President Bill Clinton, on November 19, 2000. It provides school children and teachers with quality helmets and road safety education through funding support from numerous individuals, private sectors, and organizations.

### **About Johnson & Johnson**

Caring for the world, one person at a time inspires and unites the people of Johnson & Johnson. We embrace research and science -- bringing innovative ideas, products and services to advance the health and well-being of people. Our approximately 128,000 employees at more than 275 Johnson & Johnson operating companies work with partners in health care to touch the lives of over a billion people every day, throughout the world.

### **About the Asia Injury Prevention Foundation**

The Asia Injury Prevention (AIP) Foundation is a non-profit organization dedicated to preventing road injuries and fatalities in low- and middle-income countries. For more than 15 years AIP Foundation has been delivering effective road safety programs in locations across Asia and Africa. To find out more, visit [www.asiainjury.org](http://www.asiainjury.org) or connect with us on Twitter @AIPFoundation.

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