



## ***FOR IMMEDIATE RELEASE***

### **37 project schools launch *Walk Wise* pedestrian safety project phase 3**

*October 17, 2014 – Chongqing, China*

To launch the third phase of the *Walk Wise* pedestrian safety project in Kai County, China, a ceremony took place at Hanfeng No.7 Primary School in Chongqing on Friday, October 17<sup>th</sup>. The event aimed to enhance the cooperation and engagement among stakeholder organizations on road safety issues and increase schools' participation, thereby expanding the impact of the *Walk Wise* project in Kai County. Organized by the Asia Injury Prevention (AIP) Foundation in partnership with the Kai County Education Committee and Kai County Traffic & Patrol Brigade and sponsored by Chevron, in its third phase *Walk Wise* will strive to further increase the community's awareness and concern for pedestrian safety among 37 schools.

At the ceremony, all 37 project schools' principals took part along with students and teachers from Hanfeng No. 7 Primary School. The ceremony was supported by Kai County Working Committee for the Next Generation, Kai County Education Committee, Kai County Communist Youth League Committee, Kai County Women's Federation, Kai County Transportation Department and Kai County Coordinator Office.

The ceremony included student performances, a road safety video, a road safety "fashion show," road safety question and answers, and a traffic sign matching game.

Landon Diaz, from Chevron said, "at CDB we focus on all aspects of safety, with personal safety and protection as our first priority. Safety is for everyone, regardless of who you are. As good neighbors, CDB supports road safety, not only for ourselves but also for the communities that we share. Our purpose today is for the safety of the children who travel along these busy roads commuting to and from school. We all want to ensure that everyone understands road safety and the dangers more importantly, how to use the road in a safe manner. Our end goal is for no child to be injured or worse while walking on these roads"

"It is a privilege to work with a community committed to the growth and success of the *Walk Wise* Project and we look forward to continued collaboration in the next years to ensure that no family experiences the devastating loss and pain of losing a loved one, especially a child, as a result of a road traffic crash," said Ms. Linh Nguyen, International Partnership Director from AIP Foundation. "This year, the *Walk Wise* Project will expand to reach an additional 19 primary schools in Kai County, and is piloting a new component of the program this year, an interactive E-learning curriculum, to enhance the students' learning experience. I believe that with continued support, we can nourish a safety culture in Kaixian for our children to grow up in."

Additionally, at the ceremony, panels, promotional materials, and promotional videos were presented to further engage students, parents, and guests, and the 18 project schools presented their progress of the project from last school year.

These improvements in road safety knowledge and behavior among students at the 18 *Walk Wise*



schools are visible not only through statistics, but testimonies. One student, a 6<sup>th</sup> grade male from Hanfeng Primary School, recently expressed his new understanding of road safety awareness from the *Walk Wise* project. “I know how to protect myself after learning,” he explained, “I used to ride on the wrong side of road, and run a red light. After the learning, I know not to. I will not do anything dangerous like that anymore.”

Finally, AIP Foundation organized a stakeholder meeting between the government departments and 37 project schools. Stakeholders shared the results of the project during the 2013-2014 school year, summarized the management experience and lessons learned in project implementation, and discussed the program plan and requirements for the new school year.

### **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 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).”

### **Contact**

Youde Tang

AIP Foundation , Project Coordinator

Yulin Yuan, 1# Fang Hua Street, Wuhou District, Chengdu, China

Tel: +86 15002845188