



## **PRESS RELEASE**

### **Extracurricular activities reinforce 600 students' helmet use knowledge, preliminary data shows increase in safe road behaviors**

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Engaging extracurricular activities reinforced 600 students' helmet safety knowledge at Ap Dinh Primary School in Hoc Mon District, one of the six schools involved in Abbott's *Helmets for Families* program. Students' behaviors have shifted during the course of the 2016-2017 program, with the average helmet wearing rates across all four schools in the district reaching 81%, compared to just 31% at baseline. Hoc Mon District is a low-income, agricultural area of Ho Chi Minh City.

"It's so encouraging to see students' helmet wearing rates increase at such impressive rates," Mirjam Sidik, CEO of AIP Foundation, said. "This positive shift emphasizes the effectiveness of involving diverse stakeholders – from teachers and parents, to students, to Abbott volunteers, to local government agencies – to create sustainable community change."

"The schools chosen to participate in this program are some of the most vulnerable in Ho Chi Minh City. Hoc Mon District neighbors the Tan Phu Trung area, which has heavy industrial traffic," Nguyen Minh, Head of Student Affairs for the Ho Chi Minh City Department of Education and Training, said. "We are honored to continue to be strong supporters of AIP Foundation and Abbott with this program so that we can ensure our youngest generation stays safe on our roads."

Senior representatives from Abbott visiting from the pharmaceutical company's U.S. headquarters volunteered during the extracurricular activities. During the event, students participated in a *Ms. and Mr. Helmet Safety* competition, which included dance performances, helmet wearing demonstrations, and tests of their road safety knowledge. They also played creative games that taught them about the differences between non-standard and standard helmets, the importance of wearing helmets, and how to wear their helmets correctly.

"I love getting to learn about how to wear my new helmet with the fun games at school because then I can go home and share what I learned with my family," Duong Ngoc Han, a student from Ap Dinh Primary School, said.

AIP Foundation and Abbott hosted the official kick-off ceremony of this year's edition of *Helmets for Families* in January at Nhi Xuan Primary School in Hoc Mon District. In the weeks following, students and their parents participated in educational training sessions. AIP Foundation's staff has been working with teachers since December 2016 to build their capacities to implement the road safety curriculum. The program is a partnership among Abbott, AIP Foundation, the Ministry of Education and Training, the National Traffic Safety Committee, and other local government agencies.

In the 2016-2017 school year, the program has provided 5,600 high quality helmets to students, teachers, and parents through donations and subsidies. The program serves four schools in Ho Chi Minh City's Hoc Mon District and two in Hanoi. Since its launch in 2013, *Helmets for Families* has served beneficiaries at 15 schools in Vietnam, and has provided more than 30,000 quality helmets through donations and subsidized exchanges.

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#### **About AIP Foundation**

AIP Foundation is a nonprofit organization dedicated to preventing road injuries and fatalities in low- and middle-income countries. Since 1999, AIP Foundation has been delivering effective road safety programs in locations across Asia and Africa. To find out more, visit [www.aip-foundation.org](http://www.aip-foundation.org) or connect with us on Twitter @AIPFoundation.

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