

## **PRESS RELEASE**

### **Parents across Vietnam urged to share online messages showing their commitment to road safety**

*25 April, 2016 – Ho Chi Minh City, Vietnam*

Throughout the months of April and May, AIP Foundation, in partnership with The UPS Foundation and in collaboration with the National Traffic Safety Committee (NTSC), will be hosting a national social media campaign. The goal of the campaign is to use photography to promote social change by giving parents a forum to share their experiences on the road and their support for child helmet use.

The campaign will roll out at the end of April and last four weeks. Its focus will be on parents with children between the ages of six and eleven in Hanoi, Ho Chi Minh City, and Da Nang. Parents will be required to submit a photo showing their children wearing high-quality helmets and include a caption about road safety or helmet use. Prizes will be awarded every week of the campaign to those photos that deliver the most powerful testaments of parent engagement in their children's well-being on the roads.

"There are many positive aspects to this campaign. Social media is an innovative and effective channel through which to convey the importance of helmet use and get both students and parents engaged. It's true what they say: 'a picture is worth a thousand words', and each of these photos is testament to a family's love and a parent's commitment to being a responsible motorcycle user. This type of broad dissemination will certainly contribute to an increase in helmet use among the children of Vietnam in the future," said Dr. Khuat Viet Hung, Executive Vice Chairman of the NTSC.

The competition is part of a three-year public awareness campaign funded by The UPS Foundation in Vietnam. The program aims to circulate messages on the importance of child quality-helmet use through a variety of channels, including a public service announcement entitled "Love your child. Provide a helmet." airing on channels across the country, bus ads in Hanoi, and a child-helmet-use website. This social media outreach is also one piece of the government's National Child Helmet Action Plan, coordinated by the National Traffic Safety Committee in collaboration with Ministry of Education and Training and National Traffic Police.

"Road safety is a priority for UPS, and we are supportive of campaigns that help spread this message to the communities we operate in. It takes a concerted effort to ensure that parents and children understand what it means to be safe on the road, and that is why we chose to collaborate with AIP Foundation in this social media campaign which advocates for road safety in a light-hearted fashion," said Mr. Jeff McLean, Managing Director of UPS Vietnam.

For almost seven years, The UPS Foundation has supported AIP Foundation's mission and its work towards relieving the significant burden that road crashes have on Vietnam's economy and people. Upwards of 35,000 students have been educated on the importance of helmet use during this time.

"This effort is crucial because the Vietnamese people are becoming increasingly connected through social media. We are hopeful that this type of campaign can have a broad reach and show people across the country the importance of prioritizing safety," said Mirjam Sidik, CEO of AIP Foundation.

To participate in the campaign submit a photo here: <https://www.facebook.com/Aipvietnam/>

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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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