



PRESS RELEASE

AIP FOUNDATION HOSTS FIRST HELMET HANDOVER CEREMONY AT MANDALAY PRIMARY SCHOOL

6 October, 2018 - Mandalay, Myanmar

Today, AIP Foundation held its first ever helmet handover ceremony at School No. 19 at Aung Myae Thar San Township, in the Mandalay region of Myanmar, introducing the first in a series of helmet donations to students and teachers across the Mandalay region. These donations follow shortly after a series of teacher trainings wherein 100 teachers from four target schools were equipped with basic road safety knowledge, correct helmet use demonstrations, promotional techniques, and suggestions for class lessons. AIP Foundation's first road safety education and helmet donation campaign in Myanmar was developed through the *Safety Delivered* program, which is supported by The UPS Foundation. *Safety Delivered* plans to bring road safety education and a total of 3,000 helmets to students and teachers Mandalay by December 2018.

Road traffic crashes continue to be one of the most fatal and costly public health problems in Myanmar, causing 17,384 crashes in 2016 that resulted in 4,887 deaths and 27,763 injuries, with motorcyclists make up the majority of fatalities at 44%. Although helmets are legally mandatory in Myanmar, helmet use among child motorcycle passengers remains very low. Approximately 90% of students at School No. 19 were observed riding a motorcycle as a passenger during pre-intervention observations, but less than 1% of those students were observed wearing a helmet. Helmets are proven to reduce the risk of death by 42% and serious injury by 69% in the event of a crash, highlighting the need for education and access to helmets at such a high-risk school.

"Road safety education is as critical for students and teachers as it is for drivers," said Eduardo Martinez, president of The UPS Foundation and chief diversity and inclusion officer. "Over the past two years, The UPS Foundation has supported Safety Delivered's provision of helmets and road safety education to more than 200,000 students and teachers in Thailand, Vietnam, and Cambodia. We hope to see this success mirrored in Mandalay."

Senior officials from the city and region of Mandalay including representatives from the Office of Security and Border Affairs, the Office of Education, the Police Office of the Mandalay Region, the Road Transport Administration Office joined the event. Representatives from school management and students from the target schools, parents, members of the press, and the Myanmar Organization for Road Safety in the Mandalay region were also present.

"*Safety Delivered* promotes safer behavior among vulnerable road users—especially child motorcycle passengers—and is also in line with the government's goal to reduce road crashes to a minimum level," said H.E. Colonel Kyaw Kyaw Min, Minister of Security and Border Affairs of Mandalay Region. "I encourage teachers and parents together to set a positive example for children by wearing helmets on motorcycles and by respecting the traffic law. We do not want to see our loved ones suffer injuries, life-long disabilities persons, or premature death."

"We are very excited to take on the road safety challenge in Mandalay, Myanmar for the first time in AIP Foundation's history. While the majority of drivers wear helmets on Myanmar's roads, passenger helmet rates particularly those of children going to school, remain quite low," said Greig Craft, President and Founder of AIP Foundation. "UPS support, combined with public awareness education puts helmets directly on the children who need them most."

In the next few weeks, AIP Foundation is expected to provide helmets to three other high-risk schools throughout the Mandalay Region. These schools were surveyed and selected by the Mandalay Region Education Office and AIP Foundation in December 2017.

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About Safety Delivered

Safety Delivered is supported by The UPS Foundation and implemented in Cambodia, Myanmar, Thailand and Vietnam. It works with young, inexperienced motorcycle drivers to improve their distracted driving behaviors while also working to increase child helmet use.

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 or connect with us on Twitter @AIPFoundation.

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