



PRESS RELEASE

Helmet wearing rates of below 4% stress need for road safety education in Thai primary schools

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As part of the *Helmets for Kids* road safety program in Thailand, 500 helmets will be donated to two primary schools where less than 4% of students currently wear helmets on their commute to school. Both schools are located in high-density traffic areas in the Mueang district of Nakhon Si Thammarat province. Within the last year alone, two students were reported as involved in road crashes traveling to or from school – but the actual number is likely much higher. *Helmets for Kids* is supported by Chevron Thailand Exploration & Production, Ltd., a long-term partner of AIP Foundation and key advocate for road safety interventions in the region.

“The low helmet wearing rates in Mueang district show the critical need for behavior change, both on the part of children and their parents. Children deserve protection and I am hopeful that this new program can mark a stronger commitment to promoting helmet use among our community,” said Sakol Chantharakof, Deputy Governor of Nakhon Si Thammarat province.

Over 400 teachers, students, and parents from the schools came together to celebrate the launch of the new program. Representatives from Chevron, the Road Accident Victims Protection Company Limited, the Department of Disaster Prevention and Mitigation, the Ministry of the Interior, and several provincial infrastructure- and health-related government agencies also attended the event, which was hosted at Muang district’s city hall.

“Chevron has long been committed to protecting the most vulnerable populations within the communities that we serve,” said Mr. Komsan Oynasuan, Specialist, Stakeholder Engagement at Chevron Thailand Exploration & Production Ltd. “We are proud to continue our partnership with AIP Foundation on this new initiative in order to bring about sustainable, long term impact within Mueang district.”

Mr. Sakol Chantharak, the Deputy Governor of Nakhon Si Thammarat district, gave the opening speech at the program launch ceremony. In addition to handing over the helmets to students, AIP Foundation presented certificates to 22 teachers who recently completed the road safety curriculum training. Students also engaged in educational road safety activities, including themed games and performances. Through these activities, students learned how to properly wear their new helmets and about the importance of safe road behavior in a creative and stimulating way.

“*Helmets for Kids* aims to bring quality helmets and road safety education to those in the community that need it most. It is for this reason that we selected the two new program schools, where an estimated 90% of students are from low-income families, making it difficult for parents to afford the cost of helmets for their children,” said Ms. Oratai Junsuwanaruk, Thailand Country Manager, AIP Foundation.

In addition to donating helmets, *Helmets for Kids* provides students, teachers, and parents with education and activities, such as traffic simulations and road safety awareness training. Teacher trainings occurred in June of this year in the two program schools. An estimated 15 teachers, 200 parents, and 450 students are projected to benefit from *Helmets for Kids* programming in the district.

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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 or connect with us on Twitter @AIPFoundation.

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