



PRESS RELEASE

Student helmet wearing rates in Southern Thailand increase by 35% over two years

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Over the past two years, helmet-wearing rates at *Street Wise* project schools in Songkhla Province, an initiative supported by Chevron, have increased from 3% to 38%. *Street Wise* staff presented the program's final evaluation results to government stakeholders at the Department of Disaster Prevention and Mitigation in Songkhla Province, where *Street Wise* has been implemented since 2014. The staff also shared a presentation outlining the results and screened two videos profiling project beneficiaries. The meeting's 30 attendees were invited to ask questions and provide feedback on the program.

Mr. Songpol Sawastom, Governor of Songkhla Province, made opening remarks at the event. He was joined by representatives from Chevron, project schools, and the Road Accident Victims Protection Company, Limited. National government officials from the Department of Disaster Prevention and Mitigation of the Ministry of Interior attended, as well representatives from the Songkhla Province government including the Administration Organization Transportation Office, Health Office, Office of Disaster Prevention and Mitigation, Public Relations Department, Primary Educational Service Area Office One, Department of Rural Roads, Police Department, and Land Transportation Department.

"Overall, I feel that the project has been about 80% effective in reaching its targets," Chutima Pongthippanat, Deputy Director of Ban Khao Daeng School, said. "We've observed that the students and their parents wear helmets and use the road more safely than before."

"It is helpful for our children to be aware of road safety and we want to continue the project," Phumet Noonthonghom, a parent of a student at Wat Prem Sattha School, said. "Moving forward, I would like to see the district-level organizations and community increase collaboration."

The *Street Wise* program launched in the Singhanakorn District of Songkhla Province. Since then, the program has expanded to the neighboring Muang District. Thailand has the second-highest road crash fatality rate in the world, and *Street Wise* provides school-based education and awareness tools to help make the country's roads safer.

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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.

Media Contact

Ms. Oratai Junsuwanarak, AIP Foundation Thailand Country Manager
2 Prima Sathon Building Room 8302, Naradhiwas Rajanagarinda Road, Yannawa, Sathon, Bangkok 10120, Thailand
Tel: (66-2) 676 0274, (66-81) 454 9054; Email: oratai.j@aipf-thailand.org