



**ROAD SAFETY  
FUND**



**Johnson & Johnson**



## **PRESS RELEASE**

### **1,500 high-quality helmets donated to primary school near busy Vietnamese national highway**

*23 October, 2017 – Yen Bai Province, Vietnam*

*Helmets for Kids* expanded its road safety education efforts to Yen Bai Province today and donated 1,500 high-quality helmets to the school community. The program, which is supported by Johnson & Johnson, celebrated the launch of its sixth year with a ceremony at Au Lau Primary School in Yen Bai Province. All six of the new program schools in Yen Bai Province are located in high-risk and traffic dense areas along National Highways no. 37 and 32C. Pre-implementation surveys revealed that the average student helmet-use rate at these schools is only 31% and the majority of helmets are substandard. In addition to expanding to Yen Bai Province, *Helmets for Kids* will continue programming in Gia Lai and Quang Nam Provinces, providing 20 primary schools in the three provinces with 5,100 quality helmets and road safety education throughout the current school year.

*"Helmets for Kids* is a meaningful program that has an overwhelming influence on the communities it works in by raising awareness about road safety and encouraging parents to protect their children with quality helmets. The National Traffic Safety Committee supports its efforts to provide quality helmets to children from poor, remote households." Mr. Nguyen Trong Thai, Chief of the Secretariat of National Traffic Safety Committee said. *"The Helmets for Kids* program allows us to keep the most at risk road users within the community safe."

*"Johnson & Johnson* is proud to support the Helmets for Kids program in its efforts to bring sustainable road safety solutions to residents of Yen Bai, Gia Lai, and Quang Nam Provinces," said Mr. Nguyen Quang Trung, Government Affairs Director at Johnson & Johnson Vietnam. *"Road safety is an essential component of any community."*

Over 400 students, teachers, and staff from Au Lau Primary School joined student representatives from the six program schools in Yen Bai to kick off the *Helmets for Kids* program. Government representatives and distinguished guests also attended the event, including Mr. Nguyen Trong Thai, Chief of Secretariat for the National Traffic Safety Committee; Mr. Duong Van Ba, Deputy Director of the Department of Political and Student Affairs at the Ministry of Education and Training; Mr. Bui Danh Tu, Deputy Director of Yen Bai's Department of Transportation and a standing member of Yen Bai Traffic Safety Committee; Mr. Nguyen Quang Trung, Government Affairs Director for Johnson & Johnson (Vietnam); and Mrs. Hoang Thi Na Huong, Deputy CEO of AIP Foundation. Representatives of the People's Committee from Au Lau District, as well as members of the media, were also in attendance.

*"The Helmets for Kids* program has already brought about remarkable results for target schools in Quang Nam and Gia Lai Provinces, so I am confident about the positive impact it will have on these new program schools," Mr. Tran Xuan Quyet, Chief Secretariat of Yen Bai TSC, said.

In addition to donating helmets, the program provides students with education and activities, such as traffic simulations and road awareness training. Teacher trainings occurred in May of this year in all three provinces of the program. Over the past five years, Johnson & Johnson has donated more than 45,000 helmets to children through the *Helmets for Kids* program. For its commitment to *Helmets for Kids* and its work to improve road safety for road users in communities around the world, Johnson & Johnson was recently awarded the BRAKE Fleet Safety Award in the category of "Global Road Safety."

*"Due to a lack of awareness, many students and parents don't know how important it is to wear a good helmet,"* Mrs. Hoang Na Huong, Deputy General Director of AIP Foundation said. *"Pre-implementation evaluations showed that the average helmet-use rate in Yen Bai Province was only 31%, but with proper education and the donation of 1,500 quality helmets through Helmets for Kids, we can impart real change in this community."*

###



**ROAD SAFETY  
FUND**



*Johnson & Johnson*

**AIP** FOUNDATION  
MAKING ROADS SAFE

**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.

**For media contact:**

Lily O'Connell, Communications Coordinator, AIP Foundation  
18bis/19 Nguyen Thi Minh Khai Street, District 1, Ho Chi Minh City, Vietnam  
Tel: (+84-28) 6299-1409 Ext. 122; Email: [lily.oconnell@aipf-vietnam.org](mailto:lily.oconnell@aipf-vietnam.org)