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PRESS RELEASE

“Fun with Traffic Safety” Day celebrates 10 years of Vietnam’s national helmet law

15 December, 2017 – Hanoi, Vietnam

AIP Foundation and FIA Foundation celebrated a “Fun with Traffic Safety” extracurricular day to mark the tenth anniversary of Vietnam’s national helmet law today. Over 1,000 students, teachers, and staff joined distinguished guests and participants for a day full of extracurricular activities at Tien Phong Primary School, located in a suburb of Hanoi, to commemorate the anniversary of the law.

Attendees included Dr. Khuat Viet Hung, Executive Vice Chairman, National Traffic Safety Committee; representatives of National Traffic Police; Hanoi Traffic Safety Committee; the Hanoi Department of Education and Training; Hanoi Traffic Police; Ms. Caryn McClelland, Deputy Chief of Mission of the U.S. Embassy Hanoi, First Secretary Rachel Ingwersen of the Embassy of Australia; Dr. Jun Nakagawa, Program Management Officer of WHO in Vietnam; Mr. Saul Billingsley, Executive Director of the FIA Foundation; Mr. Greig Craft, President of AIP Foundation; Mr. David Cliff, CEO of Global Road Safety Partnership; Ms. Nina R. McCoy, MAT, MPH, Representative of Vietnam of Social Science Research Council.

“We are proud to celebrate the tenth anniversary of the national helmet law with primary school students, some of our most vulnerable road users, who will nevertheless grow up to become some of our biggest road safety advocates,” said Mr. Pham Ngoc Tuan, Manager of Political Department from Hanoi Department of Education and Training. “I hope that this event helps encourage students and their families to stay safe on the roads.”

The event included exciting road safety-related activities for students at Tien Phong Primary School, including a helmet handover, helmet sculpture painting, a helmet wearing contest, and a special performance by the National Vietnam Circus. The students participated in a flash mob dance to celebrate. Since implementing the national helmet law, Vietnam has saved an estimated \$3.5 billion USD in medical costs and lost output, and an estimated 500,000 head injuries and 15,000 fatalities have been prevented.

“Road safety doesn’t have to be hard – it can be fun! I love wearing my helmet and I hope other children can have helmets to wear too,” said Nguyen Mai Chi, a student in Grade 5A2 at Tien Phong Primary School.

Attendees also marked ten years of the national helmet law by looking to the past and acknowledging those who had provided crucial support. “On 15 December, 2007, Vietnam saw an immediate change in helmet use overnight thanks to well-coordinated efforts by multiple stakeholders and a highly effective public awareness campaign,” said Saul Billingsley, Executive Director of the FIA Foundation.

The Vietnam Helmet Wearing Coalition (VHWC) received special recognition for their contributions to building support for the law and pushing it to the forefront of public discourse. The VHWC, led by AIP Foundation, provided funding and in-kind support for a landmark public awareness campaign, *Wear a helmet. There are no excuses.*, prior to the passage of the national helmet law. This campaign, supported by the Vietnamese government, is frequently cited as one of the influential factors in the enactment of the national helmet law.



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“The Vietnam Helmet Wearing Coalition’s advocacy efforts demonstrated to the government that supporters from around the world were ready to share expertise to address low helmet use on Vietnam’s roads,” said Mr. Greig Craft, President of AIP Foundation.

Despite the success of the national helmet law, child helmet use enforcement remains a major concern.

“After 10 years of implementing the national helmet law, we have achieved significant success. However, there is still a long journey ahead; the helmet wearing rate for children aged 6 years old and above remains low. When we have strong enforcement programs, the rate of children wearing helmets increases to 50%-60%. Without enforcement, the rate stays at 30-40%. This is our challenge as well as our mission for the near future,” said Dr. Khuat Viet Hung, Vice Chairman of NTSC.

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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.

About the FIA Foundation:

The FIA Foundation is an independent UK registered charity which supports an international programme of activities promoting road safety, the environment and sustainable mobility. Our aim is to ensure ‘Safe, Clean, Fair and Green’ mobility for all, playing a part to ensure a sustainable future through:

- promoting research, disseminating the results of research and providing information in any matters of public interest which include road safety, automobile technology, the protection and preservation of human life and public health, transport and public mobility and the protection of the environment;
- and promoting improvement in the safety of motor sport, and of drivers, passengers, pedestrians and other road users which works globally to promote safe, clean fair and green mobility.

www.fiafoundation.org

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