



PRESS RELEASE

Abbott expands “Helmets for Families” to Hanoi

7 December, 2015 – Hanoi, Vietnam

AIP Foundation, with support from Abbott, collaborated with the National Traffic Safety Committee (NTSC), and the Ministry of Education and Training (MOET) to kick off the *Helmets for Families* program at Lieu Ninh primary school in Hanoi. This is the first year the *Helmets for Families* program expands to Hanoi after 2 years of successfully piloting in 4 schools in Ho Chi Minh City and 5 schools in Tra Vinh province. In the 2015-2016 school year, Abbott will hand over more than 4,300 helmets to students and teachers in 2 primary schools in Hanoi and to first grade students in 9 schools in Ho Chi Minh City and Tra Vinh province. In addition, through an exchange program that covers up to 4,100 subsidized helmets, parents can exchange their low quality helmets for high-quality standard helmets for 65% of the original price.

Representatives from the NTSC, the MOET, the Hanoi TSC and DOET, traffic police and local authorities, Abbott, students, parents, and teachers joined the ceremony.

In addition to helmet donation and the helmet exchange program, billboards spreading the message of the importance of helmet use will be hung at new schools’ gates, teachers and parents will be trained on proper helmet use, and students participate in road-safety related extracurricular activities.

Helmets for Families aims to raise awareness about helmet use and road safety to encourage behavior change among students, parents, and the community. “Vietnamese people’s low investment in safety is demonstrated by the habit of using substandard helmets for themselves and their children”, Mr Nguyen Trong Thai, Director of NTSC said: “The NTSC calls for action from organizations, the private sector, and the media to organize more activities to raise awareness and to promote quality helmet use.”

Mr. Greig Craft, President of AIP Foundation said: “After piloting the *Helmet for Families* programs for 2 years, the helmet wearing rate increased to over 90% among children in target schools and more than 8,000 parents joined the standard helmet exchange program. The education and communication activities directly impacted parents, students, and the surrounding community by promoting quality helmet use”.

Mr. Nguyen Hiep Thong, deputy of the Hanoi DOET said: “*Helmets for Families* project schools are in dangerous areas near highways and/or heavy traffic. In Hanoi, more than 85% students travel by motorbike, however, only 10% of students’ use helmets--most of which are substandard. We hope that the *Helmets for Families* program will expand citywide.”

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About Abbott

Abbott is a global healthcare company devoted to improving life through the development of products and technologies that span the breadth of healthcare. With a portfolio of leading, science-based offerings in diagnostics, medical devices, nutritionals and branded generic pharmaceuticals, Abbott serves people in more than 150 countries and employs approximately 69,000 people.

In Vietnam, Abbott has approximately 3,400 employees working in logistics, sales, and marketing. Primary locations in Vietnam are in Ho Chi Minh City, Hanoi, and six other regions covering 63 provinces and cities across the country.



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About AIP Foundation

AIP Foundation is a non-profit organization dedicated to preventing road injuries and fatalities in low- and middle-income countries. For more than 16 years 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.

For media contact:

Frances Massing, AIP Foundation Communications Manager
18bis/19 Nguyen Thi Minh Khai Street, District 1 Ho Chi Minh City, Vietnam
Tel: 08-6299-1409 Ext. 117; Email: frances.massing@aipf-vietnam.org