



PRESS RELEASE

Review workshop reveals first-year results of the National Child Helmet Action Plan

24 February, 2016 – Hanoi, Vietnam

A year-end review of the National Child Helmet Action Plan (NCHAP) organized by the National Traffic Safety Committee (NTSC), National Traffic Police (C67), the Ministry of Education and Training, and AIP Foundation gathered stakeholders to discuss key results after one year of implementation. The workshop was an opportunity for delegates from national and local government agencies to share their experiences in order to develop a plan for the upcoming year.

The workshop gathered 150 participants, including representatives from the organizing parties, the Department of Education and Training, Traffic Police from 15 key provinces, inter-ministries, international organizations, and the media.

The NCHAP launched January 2015 with the goal of significantly increasing child helmet wearing rates in Vietnam. The plan presented an opportunity for governmental bodies at the national and local levels, socio-political organizations, and local authorities to collaborate on planning and monitoring child helmet regulation compliance.

In collaboration with the NTSC, AIP Foundation and partners developed a public awareness campaign to increase child helmet use. The campaign ran in major cities and templates were replicated in provincial areas. Additionally, a school manual consisting of best practices and measures to promote school-wide helmet use was developed. AIP Foundation later assisted the Ministry of Education and Training to adapt the school manual to issue it for application in primary schools across the country. To support implementation, the National Traffic Police engaged media to cover enforcement activities. Capacity building workshops in target provinces were important resources for successful implementation of respective action plans. Finally, monitoring and evaluation activities allowed for assessment of the action plan's impact, using helmet use rates in target provinces and measuring communication campaign effectiveness.

Since the implementation of the plan, from March 2014 to December 2015 in Hanoi, Danang, and Ho Chi Minh City, child helmet wearing rates, on average, increased from 36% to 47%. In 12 other project provinces, child helmet use rates, on average, increased from 32% to 52%.

Dr. Khuat Viet Hung, Vice Chairman of the NTSC said, "We have learned a lot from the first year of implementing the NCHAP. I hope that we may learn from the challenges and successes of the previous year to continue pushing for increased child helmet use in the year ahead. As always, stakeholder collaboration and continued commitment is instrumental to the NCHAP's success and moving forward will be important to improving results."

"The work done this year set an important foundation for progress and collaboration between stakeholders from various sectors," said Greig Craft, President of AIP Foundation. "We are grateful to have worked alongside the NTSC and with the National Traffic Police towards the mission to protect and save children's lives."

###

About AIP Foundation

AIP Foundation is a non-profit organization dedicated to preventing road injuries and fatalities in low- and middle-income countries. For 17 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