



PRESS RELEASE

New road safety project to bring positive change to Songkhla

23 July, 2015— Songkhla Province, Thailand

More than 500 teachers, students, and parents from five schools in Singhanakhon District gathered together with special guests today to launch the *Street Wise* project in Songkhla Province. *Street Wise*, supported by Chevron Thailand Exploration & Production, Ltd., aims to improve road safety awareness and behavior among communities in Singhanakhon and Muang Districts.

Baseline research finds that only 3% of children in Singhanakhon District wear helmets. *Street Wise* incorporates road safety education; extracurricular activities; parental and community activities; and stakeholder engagement focused on providing pedestrian and helmet skills to improve the behavior of road users.

To launch the project, 1,000 helmets provided by Chevron with support from the Road Accident Victims Protection Company Limited were distributed to project school students. The *Street Wise* curriculum, which covers pedestrian, bicycle, bus, and motorcycle safety, was also symbolically handed out to students at the event. This primary-level curriculum is the first road safety curriculum launched by AIP Foundation in Thailand as well as the first road safety curriculum designed specifically for children in Songkhla Province.

Special guests included Mr. Krit Urairat, the District Chief Officer of Singhanakhon District; Songkhla Province representatives (see below); and Mr. Son, Road Safety Ambassador and singer from the reality show “The Star.” At the event, Ms. Ratanawadee Hemnithi Winther, Chairperson of AIP Foundation in Thailand, introduced the project and shared important road safety information with the project schools.

“AIP Foundation understands the impact of road safety education within a community. We are excited to see the Songkhla Province transform into one of informed, safe road users,” said Ms. Winther.

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Songkhla Province representative attendees:

Road Accident Victims Protection Company Limited (RVP)
Department of Disaster Prevention and Mitigation,
Ministry of Interior (DDPM)

Songkhla Provincial Police
Provincial Land Transportation
Singhanakhon Town Municipality
District Office
Education Service Area Office

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 15 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 follow us on Twitter @AIPFoundation.

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About Chevron Thailand Exploration & Production, Ltd.

Chevron was founded in 1879 in the United States of America, under the name of Pacific Coast Oil, Ltd., with its headquarter situated in the state of California. Today, Chevron is the biggest business in terms of petroleum in the world with businesses worldwide in over 100 countries. Chevron deals not only in the oil industry, but has rooted out towards exploration, production, marketing, transportations, and production of chemicals. To learn more about Chevron, please visit www.chevronthailand.com