



2015

ANNUAL REPORT

AIP FOUNDATION



AIP FOUNDATION
MAKING ROADS SAFE

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AIP Foundation is a U.S. 501(c)(3) nonprofit organization dedicated to preventing road injuries and fatalities in low- and middle-income countries. AIP Foundation has been delivering effective road safety programs in locations across Asia and Africa for 16 years.

MESSAGE FROM OUR PRESIDENT



**Dear
Friends and
Supporters,**

We end our 16th year with exciting progress towards making roads safe. This year, we saw a major shift in the global prioritization of road safety. The United Nations (UN) officially adopted its Post-2015 Sustainable Development Goals and included two key targets for reducing road deaths and injuries. This comes at the mid-point of the UN Decade of Action for Road Safety, marking an important time to assess progress made thus far and identify how we can improve efforts moving forward.

At the 2nd Global High Level Conference on Road Safety in Brasília, Brazil, we did just that. Over 2,000 participants from a variety of sectors gathered to exchange information and experiences on best practices in road safety. Delegates reviewed implementation of the Global Plan for the Decade of Action, reaffirmed commitments, and proposed new strategies for the next five years. In line with the Sustainable Development Goals, these initiatives for successfully improving road safety to reduce road fatalities are urgent and necessary.

This couldn't be more evident in Cambodia, where 2015 saw a 5% increase in the rate of road deaths from the previous year. AIP Foundation is working closely with the Cambodian Government to build commitment and capacity toward addressing this crisis. Notably, alongside other stakeholders, we successfully advocated for a new law to be passed that requires motorcycle passengers, in addition to drivers, to wear helmets. We are now spreading awareness about the law and its upcoming enforcement, expected to begin in 2016. Under the USAID-DIV supported *Head Safe. Helmet On.* project, advocacy and media campaigns complement school-based education components that aim to promote universal passenger helmet use, including among children.

In China, we have expanded our pedestrian safety program *Walk Wise* to twenty more schools in Chongqing, bringing our total up to 57 schools. *Walk Wise* has brought about significant improvements in pedestrian safety knowledge, attitude, and practices. With excellent results after the third year of implementation, we are excited to see growth as we will be reaching up to 70,000 students in the 2015-2016 school year.

In Thailand, our *Street Wise* pedestrian and helmet safety program continues to spread life-saving knowledge and skills to more students. We are proud of the growth we have made in 2015 and are equally proud of the partnerships we have developed. This year, the Bloomberg Initiative for Global Road Safety (BIGRS) joined hands with us to improve advocacy for road safety policies and make legislative improvements in Thailand. We are eager to work with BIGRS in the coming year to create safer traffic environments.

In Vietnam, a new partnership between the U.S. Department of State and AIP Foundation took place this year to commemorate the 20th anniversary of normalized diplomatic relations between the two countries. As the National Child Helmet Action Plan is now being implemented across all 63 provinces in Vietnam, we are excited that our partnerships enable us to deliver more helmets to vulnerable children. This year, 26,066 helmets were delivered to students and teachers, and with the action plan's continued implementation, we expect to keep increasing helmet wearing rates among target groups.

We made strides towards improving road safety in 2015, but our work is not done. Despite our achievements, challenges persist in increasingly motorizing low- and middle-income countries. As road crashes remain a leading cause of death, we will continue our work towards reducing road deaths and injuries in order to protect vulnerable road users.

Sincerely,

A handwritten signature in blue ink, which appears to read "Greig Craft".

Greig Craft
President and Founder



Every six seconds someone is killed or seriously injured on our roads.

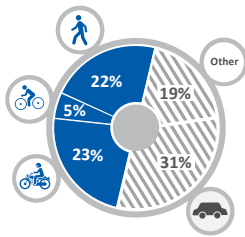
THE CHALLENGE

1.25 million lives are lost & 50 million suffer injuries on the world's roads each year.

Road injury is the #1 killer of young people worldwide.

90% of road deaths occur in low- and middle-income countries, which only own half of the world's registered vehicles.

THE YOUNG & POOR ARE HIT HARDEST.



Pedestrians, cyclists, and motorcyclists make up half of the world's road fatalities.



The cost of road crashes cripple emerging economies, with low- and middle-income countries losing up to 5% of their GDP every year.



Road injuries are currently estimated to be the 9th leading cause of death across all age groups globally and are predicted to become the 7th leading cause of death by 2030.

BUT THESE DEATHS ARE PREVENTABLE.



In 2011, countries around the world launched the Decade of Action for Road Safety to save 5,000,000 lives by 2020.



Road safety has been included in the new UN Sustainable Development Goals aiming to halve the number of global deaths and injuries from road crashes by 2020.



Solutions are feasible, effective, and affordable.



Helmets are proven to reduce the risk of serious injury by 69% and the risk of death by 42% in a crash.



With effective enforcement of helmet laws, helmet wearing rates can increase to over 90%.



Pedestrians make up nearly 25% of global road traffic fatalities. A sidewalk can reduce the number of people hit walking along the road by 90%.

THESE SIMPLE SOLUTIONS CAN SAVE COUNTLESS LIVES.

OUR APPROACH

AIP Foundation

Established in 1999, AIP Foundation has offices and representatives in Cambodia, China, Tanzania, Thailand, Uganda, and Vietnam. We work in partnership with local governments and communities around the world to address road safety through our ‘five gears’, each valuable independently but most highly effective when implemented in coordination with one another.

Targeted education

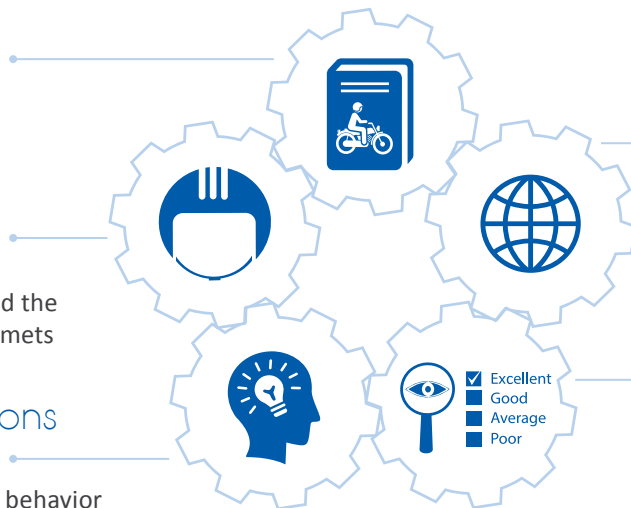
Tailored road safety education programs

Access to helmets

Helmet production and the direct provision of helmets

Communications for change

Public awareness and behavior change campaigns



Global and legislative advocacy

Development and enforcement of traffic standards and laws

Research, monitoring, and evaluation

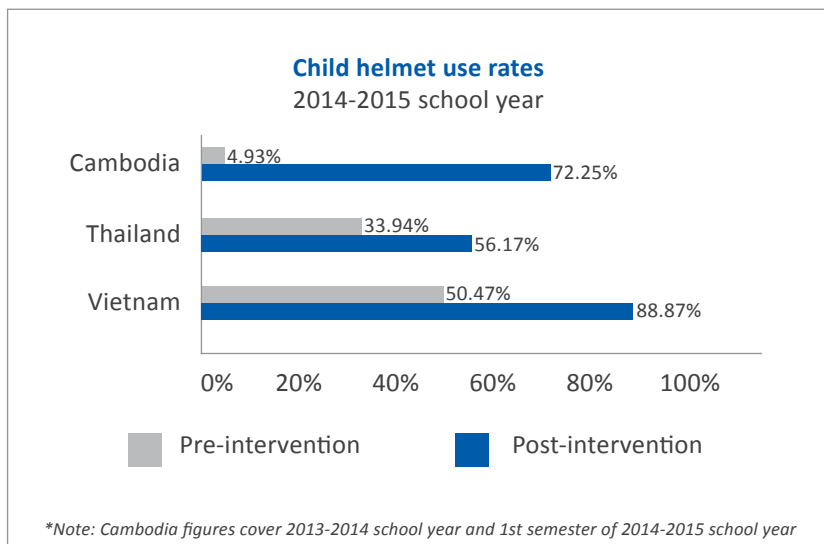
Evidence for programs, policy change, and best practices

Helmet programs are effective and affordable

Helmet programs are proven to reduce the risk of head injury by 69% and death by 42% in a crash. AIP Foundation provides vulnerable road users with high-quality helmets and life-saving road safety knowledge to empower communities to establish road safety norms. At schools, we equip teachers with the necessary skills to engage children in safe road behavior, raising awareness among the entire school community to improve the road safety environment and save more lives.

Helmet program results

During the 2014-2015 school year, 45,434 students, teachers, and parents received quality helmets under AIP Foundation programs. Helmet use rates rose across our helmet safety project schools.



Committed to data-driven, evidence-based programs

AIP Foundation uses rigorous helmet observation methodology developed in partnership with the U.S. Centers for Disease Control and Prevention (CDC) that utilizes strategic filming of the traffic flow outside schools. With this monitoring method, we can accurately observe helmet use rates and gauge our programs’ effectiveness, enabling us to develop stronger interventions and identify best practices.

45,434

helmets were distributed by AIP Foundation during the 2014-2015 school year.

HIGHLIGHTS FROM 2015

January

After years of collective efforts by many organizations, including AIP Foundation, Cambodia's King Norodom Sihamoni signs off on a robust traffic law that requires motorcycle passengers who are 3 years and older to wear a helmet.

March

AIP Foundation and the U.S. Centers for Disease Control's Global Road Safety team receives the National Center for Injury Prevention and Control's Honor Award for "International Partnership," which recognizes AIP Foundation and the CDC's collaborative work on the Global Helmet Vaccine Initiative in Cambodia.

May

The U.S. Department of State partners with AIP Foundation to work with U.S. corporate sponsors to provide road safety education and helmets to 25,000 children throughout Vietnam in honor of the 20th anniversary of normalized diplomatic relations between the two countries.

July

AIP Foundation, with the help of Ministries and Departments of Education and schools, collect over 500,000 signatures from across Cambodia, China, Thailand, and Vietnam, in support of the #SaveKidsLives Child Declaration, a global call to action for governments to commit to halving road deaths in the Post-2015 Development Goals.

September

Lawyers attend a workshop sponsored by the Bloomberg Initiative for Global Road Safety in Tanzania. The workshop is designed to enhance their capacity to develop comprehensive legislation and improve current laws and regulations on risk factors associated with road injury and death.

November

Fifty-seven *Walk Wise* project schools in Chongqing, China, begin teaching the program's road safety curriculum to students for the 2015-2016 school year.

February

AIP Foundation President Greig Craft is awarded a Certificate of Merit by the Danang People's Committee in recognition of his "active contributions to the socio-economic development of Danang, Vietnam, and enhancing the friendship and cooperation between Danang and foreign partners in 2014."

April

Street Wise promotes safe road behaviors to road users by distributing road safety themed hand fans to passers-by during the Songkran New Year Festival, which is celebrated as the traditional Buddhist New Year but is also one of the deadliest weeks in Thailand in terms of road crashes.

June

The Uganda Helmet Vaccine Initiative's "Your life is your wealth – wear a helmet!" campaign increases helmet use among boda boda (motorcycle taxi) operators from 49% to 77%.

August

"*Helmets for Kids: evaluation of a school-based helmet intervention in Cambodia*", co-authored by Mr. David Ederer, MPH, from the U.S. Centers for Disease Control and Dr. Truong Bui, MD, MPH, from AIP Foundation, is published by The BMJ (British Medical Journal).

October

Two AIP Foundation television commercials, "Love your child. Provide a helmet." and "Protect your passengers' lives. Make sure they wear helmets." are aired at the 2015 American Public Health Association Global Public Health Film Festival in Chicago, Illinois, U.S.

December

Helmets for Families expands to Hanoi, Vietnam, after two years of successful piloting in Ho Chi Minh City, Vietnam, with over 4,000 helmets donated to students at 11 primary schools.

THE PROTEC HELMET FACTORY



Access to affordable, high-quality helmets that meet safety standards is a crucial element of making helmet initiatives successful. Our Protec factory, based in Hanoi, Vietnam, provides safe, affordable, and environmentally appropriate motorcycle helmets—including child helmets—to the Vietnamese market and beyond.

Protec operates as a social enterprise. The factory directly supplies helmets to our *Helmets for Kids* program, which provides quality helmets and road safety education to students from at-risk schools with the support of corporations and other sponsors.

Protec seeks to provide a safe and comfortable work environment for its 200 employees, including 110 factory workers. The helmet assembly line at the factory is modified to accommodate disabled workers, who make up approximately 30% of the factory's workforce.

PUBLICATIONS AND CONFERENCES

2015 publications

In collaboration with international research partners, AIP Foundation contributes to scholarly manuscripts for peer-reviewed journals and international conferences.

Ederer, D.J., Bui, T.V., Parker, E.M., Roehler, D.R., Sidik, M., Florian, M.J., Kim, P., Sim, S., Ballesteros, M., "Helmets for Kids: Evaluation of a School-Based Helmet Intervention in Cambodia." *Injury Prevention*, British Medical Journal, 2015.

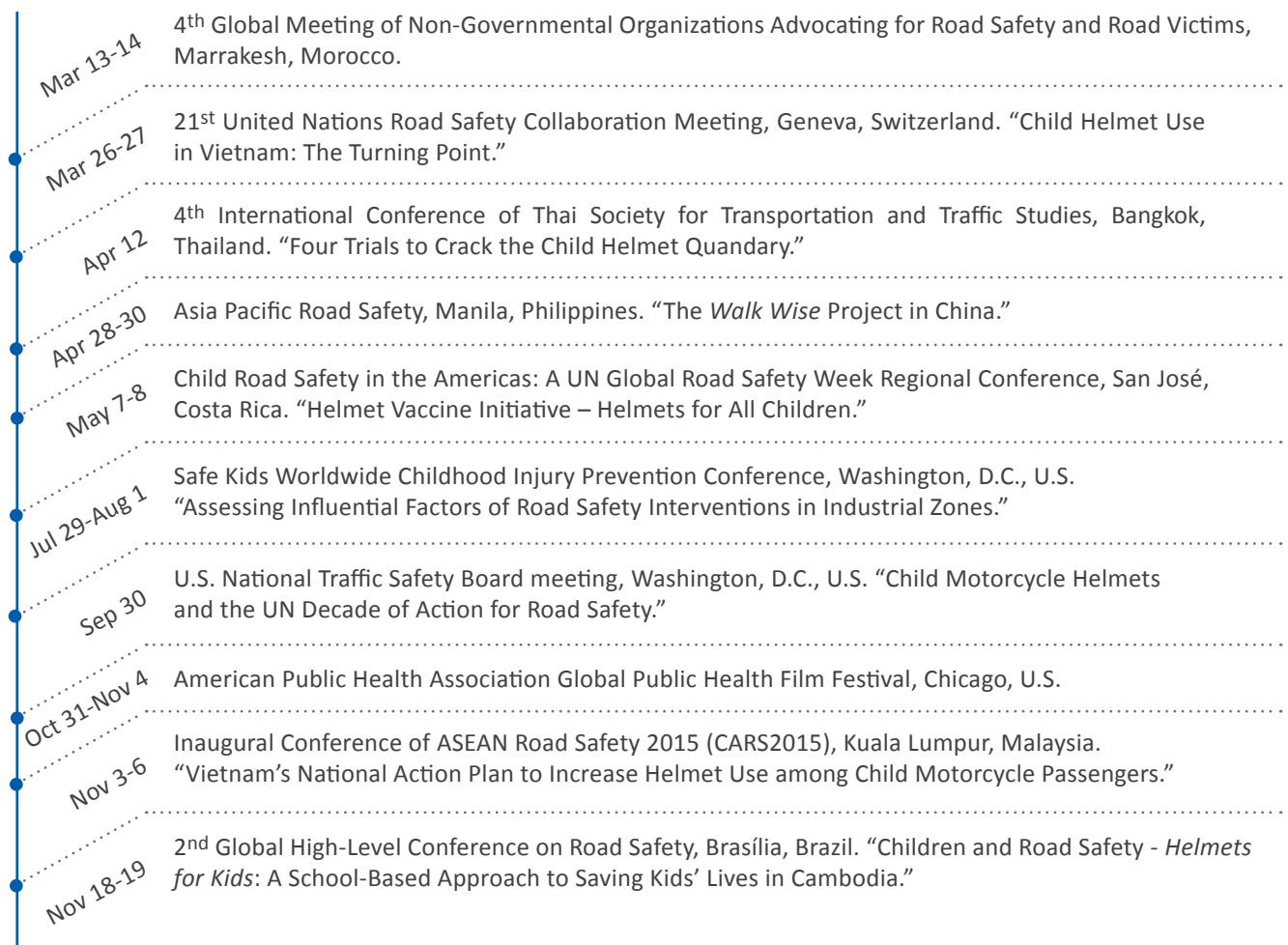
Bui, T.V., Ederer, D., Parker, E.M., "Forecasting Injuries Prevented and Costs Averted with Cambodia's 2015 Passenger Helmet Law." American Public Health Association. Chicago, United States, 2015.

Bui, T.V., Moore, D., Nguyen, N.D., Do, T.N., "Measuring the Effectiveness of Vietnam's National Action Plan to Increase Helmet Use Among Child Motorcycle Passengers in Three Major Cities." Presented at the Conference of ASEAN Road Safety (CARS2015). Kuala Lumpur, Malaysia, 2015.

Tran, M., Bui, T.V., Winter, R., Zelkowitz, A., "Four Trials to Crack the Child Helmet Quandary." Presented at the 4th International Conference of Thai Society for Transportation and Traffic Studies. Bangkok, Thailand, 2015.

Conferences attended by AIP Foundation

In 2015, AIP Foundation's diverse staff across country offices attended and presented at multiple international road safety forums, meetings, and summits to provide their input as road safety experts and to learn from others in the field.



Cambodia approves and promulgates new Passenger Helmet Law

After years of collective efforts by many organizations, including AIP Foundation, Cambodia’s King Norodom Sihamoni signed off on a robust traffic law on January 9th, 2015. The new legislation includes changes such as a requirement that motorcycle passengers 3 years and older must wear a helmet. While the Road Traffic Law mandates child passengers to wear helmets, a Sub-Decree about fines approved in July does not penalize for un-helmeted children. Adult drivers and passengers are fined 15,000 riels if caught riding a motorcycle without a helmet. The law also limits the number of people on a motorcycle to one driver, one adult passenger, and one child. The law will be implemented nationwide and is scheduled to begin enforcement January 1st, 2016.



A commercial launched under the *Head Safe. Helmet On.* project uses friendly spirits to encourage helmet use.

Traffic police and stakeholders develop action plans for Passenger Helmet Law enforcement

In January, traffic police attended a workshop where they developed a Nationwide Action Plan focusing on passenger helmet use enforcement to support the new law. At the workshop, police who participated in a road safety study tour of Vietnam and Singapore, organized by AIP Foundation, shared the knowledge they learned about passenger helmet use enforcement to determine how best practices can be developed into an action plan. In April, district-level traffic police drafted helmet enforcement action plans that were adaptive to their target environments. The plans set out activities for police to engage in public education and raise awareness on helmet use and helmet quality, professional training and capacity building, and partnership building with key stakeholders including local NGOs.

To spread awareness about the upcoming enforcement of the law, a workshop titled “Agents for Change” was held in December to train journalists on how to best cover road safety topics by building on their knowledge, skills, and resources. Participants also drafted a year-long plan of topics and approaches to guide an active, informal network of journalists to promote universal helmet use through media.



Policeman encourages child to wear a helmet.

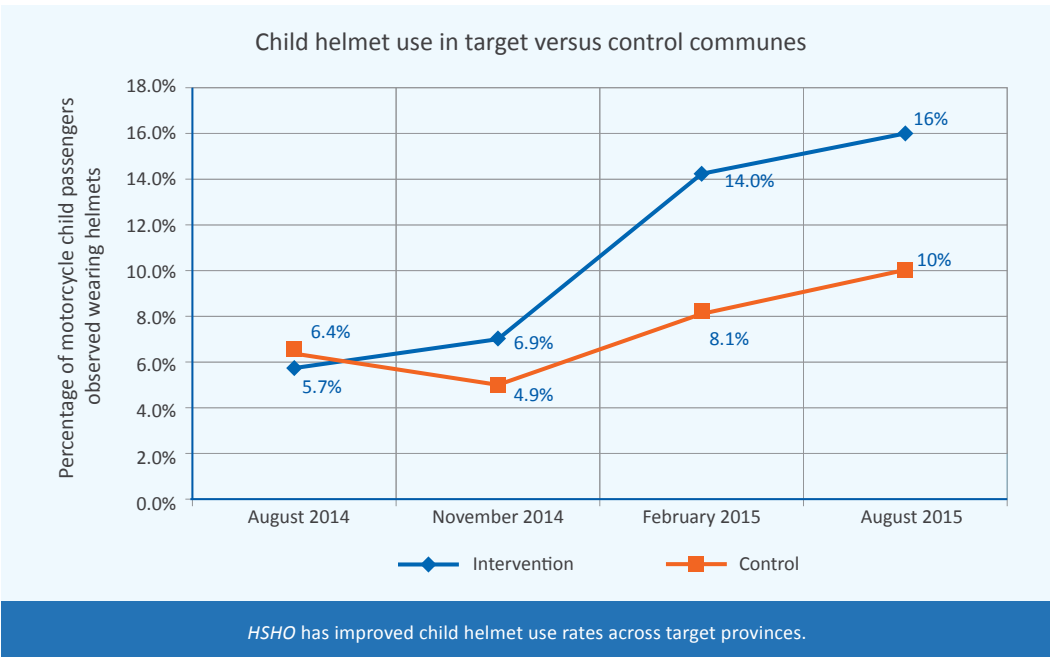
Evaluation of the first year of *Head Safe. Helmet On.* shows positive results

Head Safe. Helmet On. (HSHO) is a two-year project supported by the United States Agency for International Development, Development Innovation Ventures (USAID-DIV) and others, aimed to increase passenger helmet use in Cambodia. Over the past year, AIP Foundation has been implementing a public awareness campaign titled “Protect your passengers’ lives. Make sure they wear helmets.” aimed to inform people about the importance of helmet use and the upcoming enforcement of the passenger helmet law. After a year of delivering the campaign, findings from the project’s mid-term evaluation showed positive results:



HSHO cultivates positive attitudes towards helmet use and inspires behavior change towards safe road habits.

- 1 From December 2014 to August 2015, the average score of students on a road-safety knowledge test increased from 56% to 83% at target schools.
- 2 Helmet use among students across 18 target schools increased from 0% to 85%, compared to <1% to 2% among students at 6 control schools.
- 3 78% of passengers are more likely to wear a helmet and believe that wearing helmets is as necessary for passengers as for drivers.
- 4 91% acknowledge that there is a law that requires passengers to wear a helmet while they are riding.
- 5 The project's television commercial reached 94% of the total Cambodian population and 88% of respondents could recall the campaign message.



In the 2014-2015 school year,
 11,396 helmets were donated
 +
 3,099 helmets were distributed at a subsidized price
 =
 14,495 total helmets distributed.

“I am encouraged by these strong efforts to enforce helmet use. We are committed to seeing an increase in passenger helmet use rates and will continue to support action plans to save more lives.” – Major General Lay Bunthorn, Deputy Director of Central Department of Public Order of the General Commissariats of National Police at the Policymaker Training Workshop

Walk Wise is a pedestrian safety program in Kai County of Chongqing, which uses five different strategies to inform students and the community about road safety and encourage safe behaviors:

- 1 School-based education
- 2 Public advocacy and community education
- 3 Stakeholder involvement and capacity building
- 4 Road treatments near school zones
- 5 Research, monitoring, and evaluation



Students walk in a parade with the *Walk Wise* Panda to promote pedestrian safety throughout the community.

Walk Wise evaluation measures project success and improved road safety for Kai County children

The third year of the *Walk Wise* program concluded in October with positive results. International and national road safety experts assisted in conducting evaluations using parent and teacher focus groups, in-depth interviews, student knowledge tests, and student road safety behavior observations. Across our 57 project schools in China, students' knowledge of pedestrian skills increased from 27% in 2014 to 72% in 2015. Evaluation results showed that students' road safety behaviors were significantly improved. Among the 1,719 students randomly observed, over 90% of the students looked in both directions while crossing the road.

Walk Wise strives to save more lives and expands to more schools

AIP Foundation together with Kai County Education Committee and Kai Youth League organized a ceremony to launch the fourth year of *Walk Wise* in Kai County, Chongqing. At the ceremony, a walking path was set up where participants could learn pedestrian knowledge and play road safety games with the aim of encouraging responsible pedestrian behavior. This year, 57 schools are included in the project, directly reaching 69,422 students. Helmet awareness and subsidized helmet sales are included as part of the program strategy.



Students signed onto the #SaveKidsLives Campaign to call for decision makers to stop the growing number of road deaths worldwide.

Public advocacy spreads a road safety message

For the 3rd UN Global Road Safety Week in May, 37 *Walk Wise* project schools held an event to read the UN Child Declaration for Road Safety. Twenty project schools' students signed Child Declaration boards, providing over 30,000 signatures from students and stakeholders to support the #SaveKidsLives road safety declaration.

Road treatments and modifications improve the road environment near at-risk schools

Infrastructure improvements at 11 schools were implemented to protect vulnerable students that commute in dangerous traffic environments. Treatments include zebra crossings, traffic signs, and speed bumps, designated areas for crossing or parking, and portable signs to manage school traffic. With these improvements, children are safer on their commutes to school.

Community members engaged in educational summer outreach activities

As part of the *Walk Wise* project, community engagement events were held in July. Approximately 700 people came together in Kai County to watch educational videos that focused on child safety and previous lessons learned from road incidents in the rural area. The community was engaged via awareness-raising activities including the installation of four mobile billboards at crosswalks and the distribution of educational materials to passers-by to spread the message of the importance of safe road behavior.

Stakeholder involvement and capacity building supports delivery of road safety education

With the third year of *Walk Wise* concluding, a training workshop was held to allow past project schools to share experiences with upcoming project schools. The event convened 18 master trainers, 18 road safety directors, and one representative from the Kai County Department of Education, in order to enhance skills in participatory methods of training, increase communication among project stakeholders as a basis for mutual learning, and develop teachers' plans for the next school year. After the workshop, participants demonstrated a strong willingness to implement *Walk Wise* in their schools.



Materials delivering key road safety messages reinforce skills learned through in-class training.

“With support from AIP Foundation, schools have been able to implement road treatments such as speed bumps, zebra crossings, and safety warning signs around school zones. This, coupled with the road safety education being implemented in the schools through the *Walk Wise* project, has produced good results in Kai County.” – Li Wen, Education Department Representative

Tanzania Prisons Service receives grant to establish helmet factory

The Tanzanian government is planning for the establishment of a helmet factory to produce effective, affordable, quality helmets for Tanzania and surrounding countries. The factory will be modeled after AIP Foundation’s successful Protec factory in Hanoi, Vietnam. Moreover, it will facilitate the rehabilitation process for inmates within the prison system as well as create jobs in the community. In July, the Government of the United Republic of Tanzania, President’s Office Planning Commission approved the government’s development budget towards the Tanzania Prisons Service equity for the helmet factory’s establishment for the fiscal year 2016-2017.



The Tanzanian government awards a grant to support the establishment of a helmet factory.

Helmet Vaccine Initiative Tanzania (HVIT) selected to assist in guiding legislative revision of mandatory helmet law

The Bloomberg Initiative for Global Road Safety (BIGRS) 2015-2019 seeks to reduce fatalities and injuries from road crashes in low- and middle-income countries and cities by strengthening road safety legislation at the national level and implementing proven road safety interventions at the city level. The World Health Organization (WHO) contributes to this new program in five countries - China, India, Philippines, Thailand, and United Republic of Tanzania - by providing technical support to assess and revise current legislation; building capacities of select lawyers on advocating for evidence-based laws and regulations; engaging with journalists to develop their writing to include more in-depth road safety stories focused on change and solutions; and developing normative documents reflecting the above efforts. The Government of the United Republic of Tanzania through the Ministry of Health and Social Welfare has appointed HVIT to be among the BIGRS Project Coordinating Committee 2015-2019. One piece of legislation that has been suggested for revision is the mandatory helmet law, which did not include passengers. Using AIP Foundation’s expertise on helmet laws, a proposal was submitted to the legislature and accepted in a new draft of the Tanzanian helmet law.



HVIT contributes to improving road safety legislation in order to save lives.

“The Commission has gone through the proposal to establish a helmet factory in Tanzania and realized that it is a very important project to Tanzania in terms of economic and social well-being, particularly in increasing revenue to the government, employment, and safety to its citizens.” – Florence Mwanri, Acting Executive Secretary of the President’s Office, Planning Commission



Celebrity Ambassador Bobi Wine reminds boda boda (motorcycle taxi) operators to wear a helmet to stay safe.

Helmet checkpoints create culture of road safety

At helmet checkpoints in Kampala, Uganda Helmet Vaccine Initiative (UHVI) Celebrity Ambassador Bobi Wine reminded boda boda (motorcycle taxi) operators to always wear helmets and to drive safely. Wine drew large crowds and handed out autographed reflective vests to those who wore helmets and complied with motorcycle regulations.



Boda boda operators practice safe road behaviors post-training, wearing their new helmets.

UHVI project wraps up with positive results

Supported by AIP Foundation and the CrossRoads Challenge Fund, the "Your life is your wealth – wear a helmet!" project officially closed in June after successful implementation. The project’s main components included: 20 traffic and helmet safety workshops for a total of 2,000 boda boda operators; a media campaign; high-level advocacy for helmet laws and standards; and monitoring and evaluation. As a key outcome, helmet use among boda boda operators rose from 49% to 77% from project start to end. In order to sustain the project’s positive impact, police must continue to enforce motorcycle laws strictly and consistently across Kampala.

“You now find a boda boda stopping at traffic lights because he knows the danger of just crossing. Why? Because he was taught about the dangers of crossing when the signal is red [through UHVI training workshops]. I therefore urge police and such institutions to continue with these trainings. They indeed make a difference.” – Atanasi Kafeero, Chairman of the Boda Boda Association

Street Wise is a pedestrian and helmet safety project that 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.



Children, parents, and the community are educated on the life-saving potential of helmets.

Community-based education promotes safe behavior

Street Wise promoted safe road behaviors to road users during the Songkran New Year Festival in April. Songkran is celebrated as the traditional Buddhist New Year but is also known as one of the deadliest weeks in Thailand in terms of road crashes. Volunteers distributed hand fans that carried important road safety messages at police checkpoints meant to control drunk driving and speeding.

Master training workshops build capacity to deliver road safety education to more students

AIP Foundation organized a three-day road safety training workshop for 18 teachers from primary schools in Songkhla. “Master Trainers” attended workshops to create a sustainable road safety culture at their schools. These trainers will use the educational material developed during the workshop to train other primary school teachers to confidently teach their students essential road safety skills.



Primary school students receive quality helmets at the *Street Wise* launch to stay protected on the road.

Expansion of road safety program aims to spread road safety message

This year, AIP Foundation expanded the *Street Wise* project from one to six schools in total in the Singhanakhon and Muang District. The expansion launch ceremony gathered more than 500 students, teachers, and parents with special guests from the public and private sector, with 1,000 helmets donated. With this expansion, AIP Foundation aims to spread the message of the importance of helmet use and safe behavior on the road to more students throughout Thailand.

Extracurricular activities reinforce important road safety messages

As part of *Street Wise*, extracurricular activities were organized for 961 students in August at five schools at Singhanakhon District, Songkhla. Activities aimed to educate students and teachers on traffic rules, regulations, and laws in an engaging way through games and simulations. Participants were taught proper helmet-wearing, safe pedestrian behavior, and safe cycling skills – all put to practice on a road traffic simulation station.



Students and teachers present signatures to M. L. Sukhumbhand Paribatra, the Governor of Bangkok, to call for road safety action and support.

12,000 pledges submitted to the Governor of Bangkok call for establishment of helmet-wearing policy

Every day, more than 1.3 million children in Thailand travel by motorcycle. Shockingly, only 7% wear helmets. To address this issue, AIP Foundation and Save the Children launched a road safety campaign in 2014 called *The 7% Project*. In May, as part of the 3rd UN Global Road Safety Week themed #SaveKidsLives, AIP Foundation and Save the Children presented more than 12,000 pledged signatures to M. L. Sukhumbhand Paribatra, the Governor of Bangkok. The petition called for schools in the Bangkok metropolitan area to have a greater role in raising road safety awareness and establishing a helmet wearing policy for all students.

Legislative improvements aim to reduce road deaths

The Bloomberg Initiative for Global Road Safety (BIGRS) Legal Development Program (LDP) is working with AIP Foundation to improve road safety policy advocacy and make legislative improvements. Representatives from the public, private, and civil sectors who have expertise in the areas of civil engineering, public health, road traffic laws and regulations, and media will be working to improve national laws and regulations to cut injuries and deaths in Thailand by 2019. AIP Foundation along with the World Health Organization (WHO) organized workshops where LDP members gained an understanding of the current road safety situation in Thailand and around the world and developed work plans for upcoming LDP Phases 1 and 2.

“By training teacher-trainers, we are creating a sustainable approach to road safety education.”
 – Somchai Limpanatharn, Chevron Songkhla Shore Base Manager



Helmets are donated to students in high-risk traffic zones.

26,066

quality helmets were distributed to students and teachers during the 2014-2015 school year

National Child Helmet Action Plan aims to increase child helmet use

AIP Foundation successfully advocated to Vietnam's National Traffic Safety Committee (NTSC) to issue a National Child Helmet Action Plan for all 63 provinces during 2015. The plan consists of closely coordinated interventions to raise the child helmet wearing rate such as:

- 1 Advocacy
- 2 Communications
- 3 School-based education
- 4 Incentives for change
- 5 Increased police enforcement
- 6 Local capacity building and implementation support

As a result of implementation of the action plan, average helmet wearing rates increased from 38% across the three target cities in March 2014 to 69% in April 2015. Hanoi experienced the greatest increase from 23% in 2014 to 64% in 2015. In Danang, child helmet use increased from 37% to 72%, and in Ho Chi Minh City, the rate increased from 48% to 67%.

"This Plan will lead to strengthened efforts among relevant Ministries and a wider coverage of road safety subjects. The Plan addressing pedestrian, motorcycle, bicycle, and helmet safety—all focused on keeping children safe—will enhance the traffic culture in Vietnam." – Manu Eraly, WHO Vietnam Representative

Helmets provide necessary protection to at-risk children and the community

This year, *Helmets for Kids* reached even more schools to protect more lives and educate students about road safety. Helmets were donated to 13,455 students along with training workshops on traffic law and child helmet use to teachers, road-safety focused extracurricular activities, and monitoring and evaluation. *Helmets for Families*, which was launched after the success of *Helmets for Kids*, provided helmets and awareness to communities in Tra Vinh, Ho Chi Minh City, and Hanoi. Schools received 4,205 free helmets and 4,203 parents traded their substandard helmets for quality helmets through a subsidized helmet purchase program.

The U.S. Government and AIP Foundation strive to protect children on the roads

This year, a new partnership was forged between AIP Foundation and the U.S. Department of State to support the 20th anniversary of normalized diplomatic relations between the U.S. and Vietnam. The U.S. Assistant Secretary of State Charles H. Rivkins was present at the initial helmet handover ceremony in Hanoi in May. Under the partnership, AIP Foundation worked with U.S. corporate sponsors to organize events and helmet donations for at-risk schools supporting the pre-existing *Helmets for Kids* program.

Photography helps students advocate for better road safety environments

Safe Kids Vietnam and AIP Foundation organized *Photovoice*, a photojournalism project that engaged more than 11,800 students from 12 secondary schools in District 9, Ho Chi Minh City. The project aims to increase students' understanding of pedestrian safety, conducts a needs assessment of the environment around each school, and leverages photos and reflections from children to advocate for better walking environments. Activities culminated in May with a child forum held during the 3rd UN Global Road Safety Week where students presented their current walking environments, proposed modifications, and mobilized their friends, parents, local community, and policymakers to support their suggestions for improved environments.



Students create road safety-themed art to promote pedestrian safety and raise awareness about road issues.

International Walk to School month highlights importance of pedestrian safety

Safe Kids Vietnam and AIP Foundation celebrated International Walk to School Month and launched this year's *Pedestrian Safety Tour* in October. The event included a parade of students and representatives walking to school, which was held in parallel with walks in more than 40 countries around the world. The tour for the 2015-2016 school year will bring pedestrian safety education, equipment, and materials to over 20,000 students across 18 primary schools in District 9, Ho Chi Minh City and increase awareness about pedestrian safety in the wider community.



With the *Pedestrian Safety Tour* mascot, children have fun learning about how they can stay safe on the road.

Road assessments help to prepare for improved public transportation system

As part of Bloomberg Philanthropies' Global Road Safety Initiative, which aims to reduce fatalities and injuries from road crashes, AIP Foundation partnered with the International Road Assessment Programme (iRAP) to conduct assessments of the Bus Rapid Transit (BRT) corridor between An Lac in the Southwest of Ho Chi Minh City to Rach Chiec in the Northeast of Ho Chi Minh City. The Bus Rapid Transit aims to streamline and improve public transportation in the city and to reduce greenhouse gas emissions. iRAP representatives trained AIP Foundation and related stakeholders to conduct assessments, the results of which will play an essential role in making sure the BRT design is safe.

Cross-sector educational activities make roads in industrial zones safer

AIP Foundation conducted a series of cross-sector educational activities on road safety in industrial zone areas of Tan Truong, Hai Thuong, and Mai Lam communes. A workshop was held to enhance the policing of high-risk road behavior. The training is expected to translate into reductions of dangerous behavior on local roads as well as improved community awareness of traffic laws. Also, a "Movie and Road Safety Night" was organized, which educated 600 people about road safety through a documentary screening of dangerous crash areas around the industrial zone. Finally, three new billboards were installed and six renovated to promote road safety in the three communes.

FINANCIALS

INCOME (USD)		EXPENDITURE (USD)	
Bilateral and Multilateral Agencies	\$339,343	Programs	\$2,204,095
Foundations and Nonprofit Organizations	\$1,050,469	Operations	\$624,720
Corporate	\$1,644,279	Fundraising and Development	\$85,926
Others	\$163,857	TOTAL	\$2,914,741
TOTAL	\$3,197,948	Net Income	\$283,207 (*)

*This sum is allocated for projects but not expended as of December 31st, 2015.

SUPPORTERS

Our work would not be possible without the support of committed companies, governments, organizations, and other stakeholders. Special thanks to:

- | | |
|---|--|
| Abbott Laboratories | Pandora Production Company Limited |
| American International Group (AIG) Vietnam | Princeton in Asia |
| ARRB Group Limited | Road Safety Fund |
| Australian Volunteers for International Development | Rotary Club of Matilda Bay |
| Chevron Corporation | Rotary Club of Srapathum |
| CrossRoads Programme | Safe Kids Worldwide |
| DENSO | Save the Children |
| FedEx Express | Sealed Air Corporation |
| FIA Foundation | The Task Force for Global Health, INC |
| Ford Motor Company | The Bloomberg Initiative for Global Road Safety (BIGRS) |
| General Motors Company | The Embassy of Sweden in Hanoi |
| Global Alliance of NGOs for Road Safety | The Global Road Safety Partnership (GRSP) |
| Global Giving Foundation | The Research Institute |
| International Federation of Red Cross and Red Crescent Societies (IFRC) | The United States Embassy in Hanoi |
| International Road Assessment Programme (iRAP) | The UPS Foundation |
| Johnson & Johnson | The World Health Organization (WHO) |
| Manulife (Cambodia) PLC | U.S. Centers for Disease Control and Prevention (CDC) |
| NDTC & Partners | United States Agency for International Development (USAID) – Development Innovation Ventures (DIV) |
| Nghi Son Refinery & Petrochemical Limited Liability Company (NSRP) | United States Department of State |
| | Vespario (Thailand) Co. Ltd. |

In addition to corporate and institutional supporters, AIP Foundation receives significant support from individuals. Please join us in saving lives on the roads of developing countries around the world.

HOW YOU CAN CONTRIBUTE

Help us to enable children and other vulnerable road users to stay safe on the roads. Your support can make a tremendous difference. Here are a few ways you can contribute:

Outright gifts

Make a secure online donation via Network for Good: www.aip-foundation.org/support/ways-of-giving

Mail a check donation

Asia Injury Prevention Foundation
9030 East Palms Park Dr.
Tucson, Arizona, 8715, USA

Fundraising support

Work with us on organizing benefit events and other fundraising activities.

For more information or to discuss new partnerships, please contact our CEO, Mirjam Sidik, via email at mirjam.sidik@aipf-vietnam.org.

How your support is used

\$5	Provides a child with a reflective jacket, increasing his or her visibility walking to and from school.
\$15	Provides a child from a high-risk traffic area with a quality helmet and road safety education.
\$50	Provides 200 students with traffic safety handbooks, equipping them with road safety knowledge.
\$100	Hires a healthcare professional to speak to parents and the community about the importance of child helmet use.
\$250	Secures billboard space to share life-saving road safety information with the public.
\$1,000	Provides 2,000 students with knowledge on how to protect themselves by funding a teacher training workshop.

Larger donations, in-kind contributions, and partnerships have the opportunity to create even greater impact. We appreciate all support to bolster our efforts.

Find out more

For more information about our work and for our most up-to-date news, please visit our website at www.aip-foundation.org, email us at info@aipf-vietnam.org, or follow AIP Foundation on social media.

 [aipfoundation](https://www.facebook.com/aipfoundation)

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 [AIP Foundation](https://www.youtube.com/AIP_Foundation)

OUR TEAM



Leadership Council

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Washington D.C., U.S.

Lord George Robertson
Secretary General of NATO (Ret.)
British Member of Parliament
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Michelle Yeoh
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AIP Foundation employs both international and local experts in program implementation, monitoring, evaluation, and a variety of other fields to ensure that our interventions are efficient, effective, and based on the real needs of the communities in which we work. We are committed to providing equal employment opportunity and take pride that 60% of our senior management is made up of women. Our team helps to ensure AIP Foundation remains a reputable, leading international NGO in road safety.

Executive Committee

Greig Craft
President and Founder

Mirjam Sidik
Chief Executive Officer

Na Huong Hoang
Deputy Chief Executive Officer

Luc Ha
Finance Director

Son Nguyen
Operations Director

Our work would not be possible without the contributions of our staff and volunteers. Special thanks to our team members who made this year a success.

Abigail Steinberg
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MAKE ROADS SAFE
The Campaign for Global Road Safety



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**ROAD SAFETY
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