



2016  
ANNUAL REPORT  
AIP FOUNDATION



**AIP** FOUNDATION  
SAFE ROADS FOR LIFE



## CONTENT

- 03 Message from Our President
- 04 The Challenge
- 05 Our Approach
- 06 Road Safety as a Global Goal
- 07 Highlights from 2016
- 08 Communicating for Change
- 09 Cambodia
- 11 China
- 13 Thailand
- 15 Vietnam
- 17 Publications, Conferences, and Awards
- 18 The Protec Helmet Factory
- 19 Financials and Supporters
- 20 How You Can Contribute
- 21 Our Team

Our educational programs help make some of the youngest road users, like the primary school student from Thailand featured on our cover, avid safety ambassadors in their communities.

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 17 years.



# MESSAGE FROM OUR PRESIDENT

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## Dear Friends and Supporters,

Since 1999, we have persisted toward our goal of reducing road user deaths and serious injuries to zero. In 2016, we have pushed even more aggressively to make roads safe in the communities where we work.

We are at a pivotal time in human history. As societies are rapidly developing around the globe, stakeholders are strategizing how to manage this growth while granting all people ample opportunities to achieve their full potential. The safety of our world's roads plays an integral part in this process. Road crashes incur tragic human costs, as well as crippling economic ones. More than 1.25 million people die annually due to them, and crashes cost many countries between 2-5% of their annual GDPs.

Recently, many of our peer organizations have committed to a "Safe System" approach that emphasizes that road crashes are not "accidents" – when tackled with the right tools, they are preventable. In October of this year, leaders in health, sustainability, human rights, and more convened at the United Nations Habitat III conference in Ecuador to shape the future of the world's cities. As a result of the passionate advocacy of road safety stakeholders, the "New Urban Agenda" commits to creating "a safe and healthy journey to school" for children worldwide.

In 2016, the Protec Helmet Factory, which we founded to supply Vietnam with high quality and low-cost helmets, celebrated its 15th anniversary. We are proud that Protec provides 200 people with jobs and promotes inclusive employment, as 30% of our factory workers have disabilities. Since we opened our doors a decade-and-a-half ago, we have manufactured nearly 6.5 million life-saving helmets.

This year began with enforcement of Cambodia's new Road Traffic Law, which requires motorcycle passengers – in addition to drivers – to wear helmets. We have been actively advocating for the legislation since 2014 through our *Head Safe. Helmet On.* program, which we continued to aggressively implement this year. Government data shows that in comparison to 2015, road crash deaths nationwide reduced by 271 and injuries by 542 in 2016. From 2014 to 2016, adult helmet-wearing rates in our target provinces increased from 11% to 36%.

Our *Walk Wise* program in China reached more than 300,000 students, parents, teachers, and community members through targeted education and awareness activities during the 2015-2016 school year. In October at its fifth year launch, the program also announced its expansion to 23 new schools as it continues its work in Chongqing.

In Thailand, which has the second deadliest roads in the world, we continued working with legislators, government stakeholders, students, teachers, peer organizations, and members of the media to implement dynamic programs. Over the past two years, helmet wearing rates at our *Street Wise* schools in Songkhla Province have increased from 3% to 38%. Members of the *Legal Development Program*, which empowers legal professionals to enhance road safety legislation in Thailand, pushed for lowering speed limits and creating stricter drunk driving laws. And, we gathered 2,000 supporters to advocate for helmets being mandatory for school uniforms nationwide.

Seventeen years ago, we launched our first program in Vietnam. Since then, our work has expanded in impressive ways. This year, we began a new program in a community surrounding a major shipping port. Our *Helmets for Kids* program increased its reach to ethnic minority students in Gia Lai Province. Updated cost savings reveal that since the passage of Vietnam's helmet law, which we heavily advocated for, the country has saved \$5 billion USD in medical costs, lost output, and pain and suffering, and has prevented 40,728 fatalities and 738,848 serious injuries.

We believe in a future with zero road crash deaths and fatalities. With your support, we can continue to work toward achieving this goal.

With gratitude,

A handwritten signature in blue ink, which appears to read "Greig Craft". The signature is fluid and cursive, written on a white background.

Greig Craft  
President and Founder

# THE CHALLENGE

## Every year around the world...

More than

1.25  
million  
people die

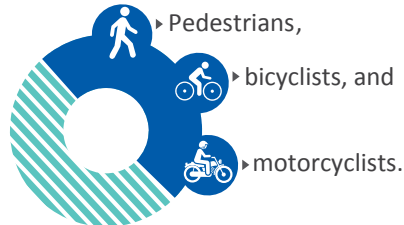
&

up to

50  
million  
are injured

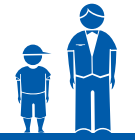
on the roads.

49% of those who die are the most vulnerable road users

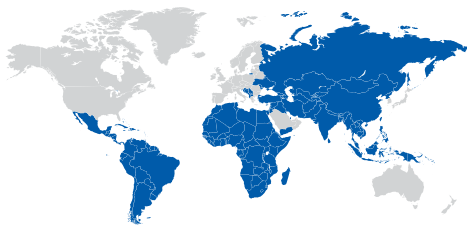


Road crashes are the leading cause of death for

15-29  
year olds.



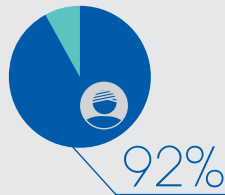
Low- and middle-income countries have about



50%  
of the world's  
vehicles...



BUT  
account for



of road crash  
fatalities.

These incidents can generate a loss of

2-5%

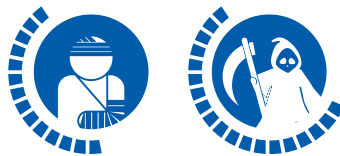
of countries' annual GDPs.



## These deaths are preventable.



A sidewalk can reduce the number of people hit walking along a road by **90%**.



In the event of a crash, helmets are proven to reduce the risk of death by **42%** and serious head injury by **69%**.



Cutting a vehicle's speed by **5%** can lead to a **30%** reduction in fatal crashes.

# OUR APPROACH

## AIP Foundation

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

### Targeted education

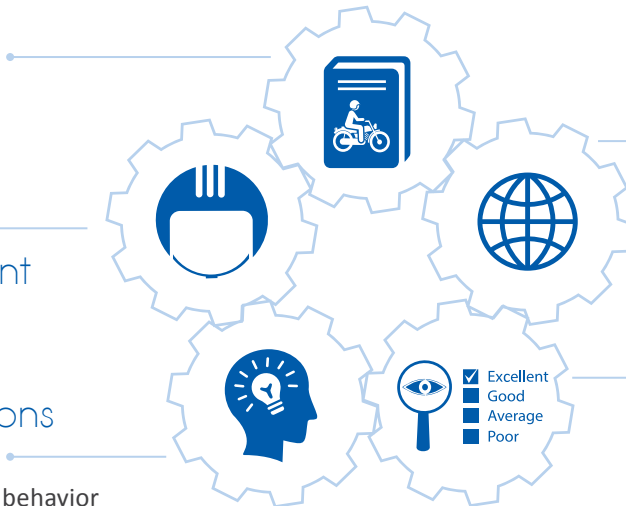
Tailored road safety education programs

### Access to safe equipment

Direct provision of road safety tools

### 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

## Our commitment to data-driven, evidence-based programs

AIP Foundation uses a rigorous helmet observation methodology developed in partnership with the U.S. Centers for Disease Control and Prevention (CDC) that utilizes strategic filming of traffic flows. 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.

We implement effective, affordable, long-term solutions.



We equip vulnerable road users with tools, such as helmets, reflective hats, and pedestrian crossings and signal lights, to keep them safe in their communities.



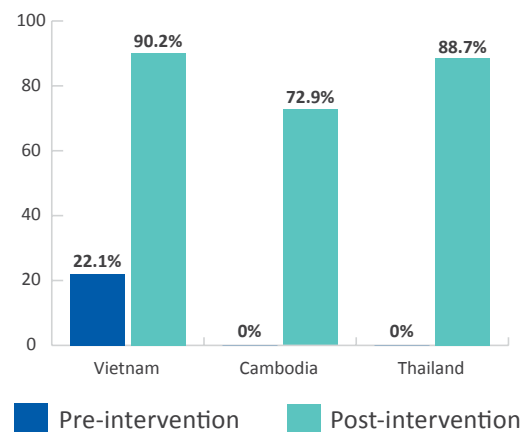
We work with teachers, students, and local stakeholders to empower communities with life-saving road safety knowledge and establish safety norms.



We advocate for stronger safety policies for all road users while also building more effective school curricula to keep children safe.

### Child helmet use rates at new intervention schools

2015-2016 school year



# 17,444

helmets were distributed by AIP Foundation during the 2015-2016 school year.

# ROAD SAFETY AS A GLOBAL GOAL

## Advocating for road safety's place on the international agenda

Road safety affects people from diverse backgrounds and cuts across a broad spectrum of development issues. Global actions to make roads safe involve experts from and initiatives related to public health, sustainability, transport systems, children's welfare, and more. The global community recognizes this by including two road safety targets in the United Nations' Sustainable Development Goals, which lay the framework for growth in low- and middle-income countries.



Ensure healthy lives and promote well-being for all at all ages.

**Target 3.6** By 2020, halve the number of global deaths and injuries from road crashes.



Make cities inclusive, safe, resilient and sustainable.

**Target 11.2** By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons.

## The Year in Road Safety: Highlights from Around the World in 2016



18 January

Pope Francis signs the Child Declaration for Road Safety

During a meeting at the Vatican, Pope Francis signed the Child Declaration for Road Safety and pledged to #SaveKidsLives.



15 April

UN General Assembly adopts draft resolution seeking to establish road safety trust fund

The UN General Assembly adopted a draft resolution requesting the Secretary-General to consider establishing a global "Road Safety Trust Fund" that would support Member States' efforts. Jean Todt, Special Envoy for Road Safety, was instrumental in the efforts.



7 June

FIA Foundation debuts the Global Initiative for Child Health and Mobility

FIA Foundation, UNICEF, and other key road safety stakeholders launched the initiative to ensure "a safe and healthy journey to and from school for every child by 2030."



17 August

Michael Bloomberg appointed Global Ambassador on Noncommunicable Diseases

Michael Bloomberg – philanthropist, businessman, and former mayor of New York City – was named the World Health Organization's Global Ambassador for Noncommunicable Diseases.



21 October

World leaders adopt the "New Urban Agenda" at Habitat III conference in Ecuador

At the United Nations' Habitat III conference, road safety experts, including actress and UN Goodwill Ambassador Michelle Yeoh, successfully advocated for the inclusion of road safety in the "New Urban Agenda," which lays a framework for sustainable urban development over the next 20 years.

Sources: United Nations, FIA Foundation, #SaveKidsLives

# HIGHLIGHTS FROM 2016

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## January

Enforcement of Cambodia's Road Traffic Law began. The revised law mandates that motorcycle passengers, in addition to drivers, wear helmets. We launched the "Commune of Excellence in Helmet Use" initiative to encourage communities to craft innovative and collaborative road safety awareness activities as part of our *Head Safe. Helmet On.* program.

## March

In celebration of International Women's Day, our *Helmets for Families* program in Cambodia empowered mothers to be safe road users through a forum at a primary school. Throughout the month, our school-based activities of the same program served 150 students.

## May

During U.S. President Barack Obama's historic visit to Vietnam, AIP Foundation signed a commitment that launched a new program, *Safety Delivered*, during an American Chamber of Commerce-hosted business event.

## July

The *Legal Development Program*, which aims to strengthen road safety policies and enforcement in Thailand, welcomed 10 new members with experience in the media, law, and policymaking.

## September

A report titled, "Investing to Save Lives: An impact investment case for preventing road trauma," was launched at the World Bank's headquarters in Washington, D.C. Our Cambodia helmet safety program, *Head Safe. Helmet On.*, was highlighted as a case study.

## November

Catalyst Asia, a biannual publication from the Institute of Societal Leadership at Singapore Management University, profiled a *Helmets for Kids* program school in Thailand that has made helmets a mandatory part of its school uniforms.

## February

Key results from the first year of implementation of Vietnam's *National Child Helmet Action Plan* were revealed, including an increase in child helmet wearing rates in three major cities from 36% in March 2014 to 47% in December 2015. Refer to page 15 for updated results.

## April

Seventy-four volunteers staffed police checkpoints in Thailand and educated more than 2,000 people about road safety laws and regulations during the country's Songkran New Year's celebrations.

## June

The Ho Chi Minh City Union of Friendship Organizations, which oversees 147 nonprofits working in the city, awarded AIP Foundation for its efforts to improve the quality of life of children and families in Vietnam.

## August

The *Agents for Change* program, which aimed to increase the capacity of Cambodian journalists to report effectively on road safety issues, hosted an awards ceremony and editor forum in Phnom Penh, and a study tour in Ho Chi Minh City.

## October

Our *Walk Wise* program in China celebrated the launch of its fifth year and expansion to 23 new schools in Chongqing. The program now serves about 90,000 students in the region.

## December

AIP Foundation representatives accompanied a delegation of Cambodian government officials as Prince Michael of Kent honored them for their national law enforcement efforts at the Prince Michael International Road Safety Awards in London.

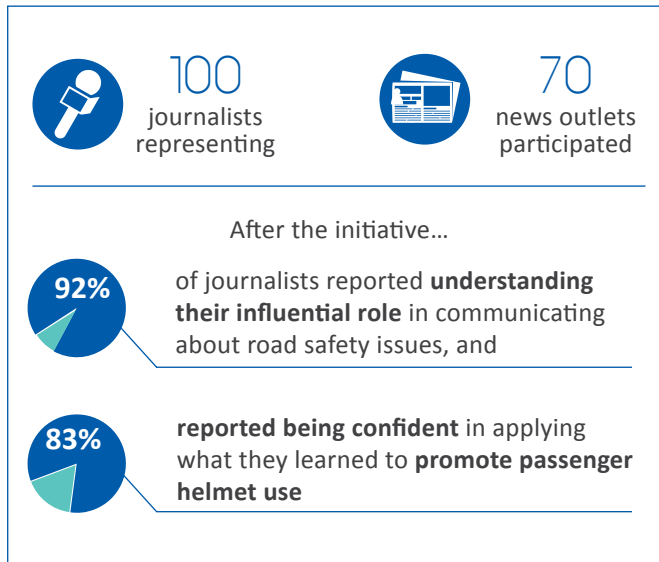


# COMMUNICATING FOR CHANGE

Since our inception, AIP Foundation has used the power of diverse media channels to fuel public awareness, influence behaviors, and advocate for legislation. Throughout 2016, we continued to harness the power of the media to make roads safe.

## Empowering Cambodian journalists to make their communities safe

Local media in Cambodia regularly report on road crashes. However, historically journalists have not conducted investigations or pursued explanations for underlying causes. Our *Agents for Change* program aimed to enhance Cambodian journalists' road safety reporting skills to improve conditions countrywide.



Reporters interview students about helmet safety.

“After attending a series of trainings and workshops with AIP Foundation the quality of my road safety reporting has increased, since I have an improved use of statistics and news and engaging angles.”  
 –Mrs. Vay Vatey, a reporter from *Kampuchea Thmey Newspaper*

## Advocating for improved road safety legislation through Thai media

The *Legal Development Program (LDP)* in Thailand brings together reputable law and media professionals to advocate for improved road safety legislation. In 2016, the program hosted multiple “Media for Policy Influence” workshops. Two Thai PBS reporters helped *LDP* members participate in media simulations and craft campaign messages.



Legal Development Program members prepare to participate in a media simulation.

## Using community billboards to promote behavior changes

We use mass media communications campaigns to promote key messages that encourage behaviors such as helmet wearing and safe pedestrian techniques. We often install billboards near schools, next to high-risk roads, and in other central community locations. Throughout 2016, our billboards reached:




# CAMBODIA

Population: 15,957,223	Number of motorized 2-3 wheelers: 2,068,937	Estimated annual road crash injuries: 55,244	Estimated annual road crash deaths: 2,653	Estimated annual road crash deaths per 100,000 people: 17.4
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## After two years of implementation, the *Head Safe. Helmet On.* program has led to life-saving outcomes

In target provinces, adult motorcycle passenger helmet use increased from:


11%



2014

to

36%

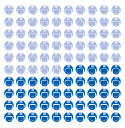


2016

Helmet use rates also increased for drivers and children.


On national roads, it increased to

45%




2016


In our target areas, we estimate that:



349 adults were protected from injuries and/or fatalities and



\$3,089,316 USD saved.



Based on crash reports from our target schools, **332** were saved from potential head injury

## Enforcement of Cambodia's passenger helmet law commences

In January 2016, Cambodia's Road Traffic Law, which mandates that motorcycle passengers, in addition to drivers, wear helmets, went into effect and fines increased to five times the previous amount. Throughout the year, our *Head Safe. Helmet On.* program, a partnership with USAID-DIV and others, implemented education, awareness, and advocacy activities. These included holding a nationwide stakeholder workshop in May, hosting a "Commune of Excellence" competition in June, and continually running public service announcements on local television stations.


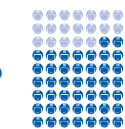






A panel featuring friendly spirits encouraging motorcyclists to wear helmets is displayed on the back of a tuk-tuk.

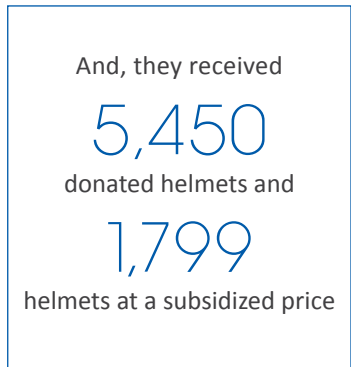
Over two years, *Head Safe. Helmet On.* reached **226,358** direct beneficiaries and more than **14 million** indirect beneficiaries.

Compared to 2015, road crash deaths **decreased by 271** and **injuries decreased by 542** in 2016. Our evaluation efforts and results indicate that increased police enforcement has been critical in saving lives on the country's roads.

This was achieved through three mutually reinforcing components:

School-Based Programs	Behavior Change Communications	Enabling Environment Campaign
<p>Average helmet-wearing rates across the 18 program schools increased from:</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>&lt;1%</p>  </div> <div style="text-align: center;"> <p>to</p> </div> <div style="text-align: center;"> <p>75%</p>  </div> </div> <p>compared to &lt;1% to 4% in control schools.</p>	<p>Surveys in target provinces found:</p> <ul style="list-style-type: none"> <li style="display: flex; align-items: center; margin-bottom: 10px;">  <div style="margin-left: 10px;"> <p>96% recalled our mass media campaign</p> </div> </li> <li style="display: flex; align-items: center; margin-bottom: 10px;">  <div style="margin-left: 10px;"> <p>100% were aware of the new passenger helmet law</p> </div> </li> <li style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p>73% encouraged their passengers to wear a helmet</p> </div> </li> </ul>	 <p>Engaged <b>2,660</b> stakeholders at the national and sub-national levels</p>

In the 2015-2016 school year:



“The lack of road safety and helmet wearing are imperative public health issues for our country, and we need to prioritize keeping our passengers and children safe when riding on motorcycles.”  
—H.E. Khieu Kanharith, Minister of Information



## Local journalists empowered to cover road safety in novel ways

The *Agents for Change* program, supported by FIA Foundation, emboldens Cambodian journalists to use their influence to increase road safety awareness and to create positive policy changes in their country. Throughout 2016, we hosted forums, training workshops and even a competition. H.E. Khieu Kanharith, Minister of Information, chaired an event for editors that discussed road safety reporting best practices and legislation.

In August, as part of the Journalist Awards for Excellence in Road Safety Media, we honored seven reporters for being role models. The awardees traveled to Ho Chi Minh City for a collaborative study tour where they met with representatives from the city’s Department of Road Safety and Department of Police Enforcement to discuss how Vietnam conducted enforcement and awareness-raising activities for its mandatory helmet law. The study tour resulted in one of the journalists receiving the green light from her outlet to produce two documentaries on helmet safety.

*Agents for Change* activities in July and August 2016 generated substantial media coverage, including more than:



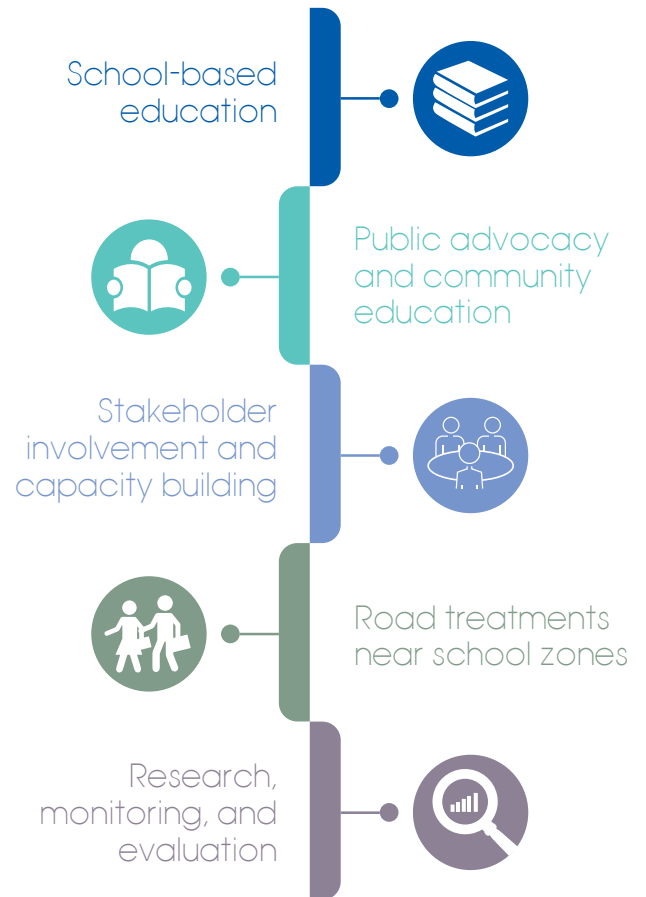
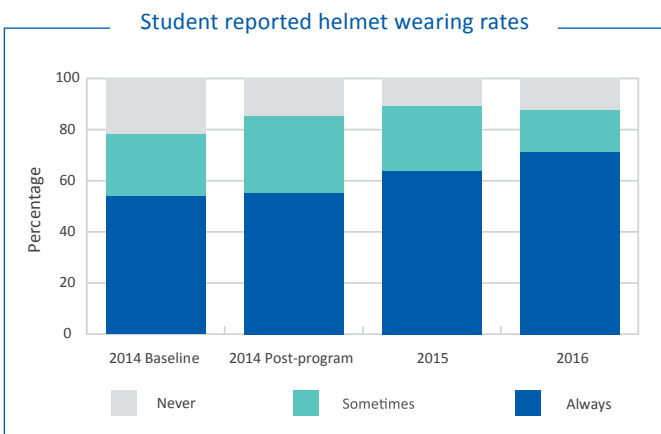
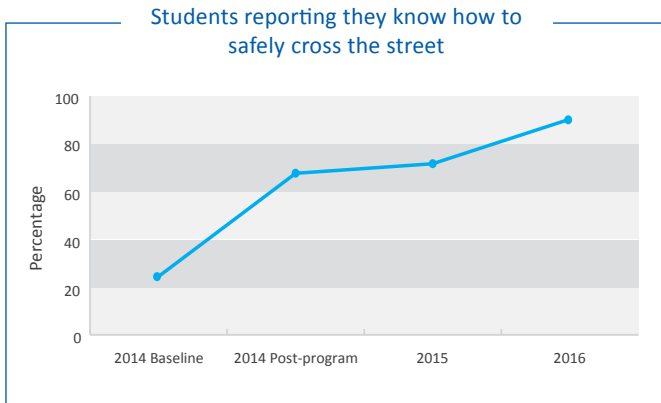
Journalists participate in a training workshop as part of the *Agents for Change* program.

# CHINA

Population: 1,373,541,278	Number of motorized 2-3 wheelers: 95,326,138	Estimated annual road crash injuries: 5,269,966	Estimated annual road crash deaths: 261,367	Estimated annual road crash deaths per 100,000 people: 18.8
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From 2014 to 2016, *Walk Wise* activities at program schools have translated into increased student road safety knowledge, with more students reporting that they always wear a helmet, and fewer saying they sometimes or never do.

*Walk Wise*, which operates in Chongqing, is our cornerstone program in China and seeks to improve the road safety environment for students and their communities by focusing on five key components:



*Walk Wise* launched its fifth year and expanded its road safety education programs to 23 new schools in the Chuandongbei (CDB) Gas Project area in Chongqing.

## Nineteen schools enhance road infrastructure treatments to increase walkability

In the 2015-2016 school year, 19 program schools enhanced walkability by installing road infrastructure treatments including pedestrian crossings, speed humps, and traffic signs. These new tools have helped students navigate busy roadways while showing motorists how to drive safely in school zones. Over the past three years, we have secured significant buy-in from the community on this critical program – schools have matched funding with \$71,300 USD.



Students practice using a pedestrian crossing during a simulation activity.

## Photo competition challenges students to examine road safety in their communities

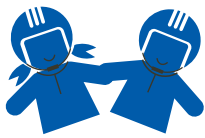
A photo competition at three *Walk Wise* program schools was organized to improve the knowledge and awareness of students on the topic of road safety in an interactive and creative way. In May, an exhibition of submitted photos was held at Wenfeng Middle School. Each group then delivered a speech and performance describing their entries to a panel of judges.



Students from Xijie Middle School discuss their submission during the photo competition exhibition at Wenfeng Middle School.

During the 2015-2016 school year,  
*Walk Wise*:

Served  
**69,422**  
students



Trained  
**1,102**  
teachers



Reached  
**232,978**  
parents and community  
members



Involved  
**74**  
government partners  
and stakeholders



## Community volunteers serve more than 100 children via local outreach events

Volunteers from community partner organizations worked with more than 100 children in 10 communities through summer holiday outreach events. Representatives from the Kaizhou District Youth League and Kai Xian Tong Chuang Social Service Center administered the activities. At each event, children watched an introductory video and participated in interactive games to learn about traffic signs and road dangers.



A volunteer teaches children in Kaizhou District how to read road safety signs



Teachers at *Walk Wise* program schools teach road safety lessons to their students using our specially designed curriculum.



"I was almost hit by a motorcycle while I was running and crossing the road when I was in grade 3. Now I am in grade 6 and we have started to learn about road safety. I have learned that I should not run while crossing the road, but should instead stop, look, and listen to check for vehicles before it's safe to cross."

—Student from Yi Xiin Primary School, June 2016

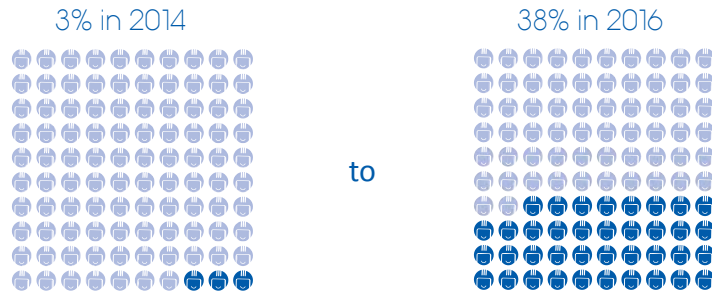


# THAILAND

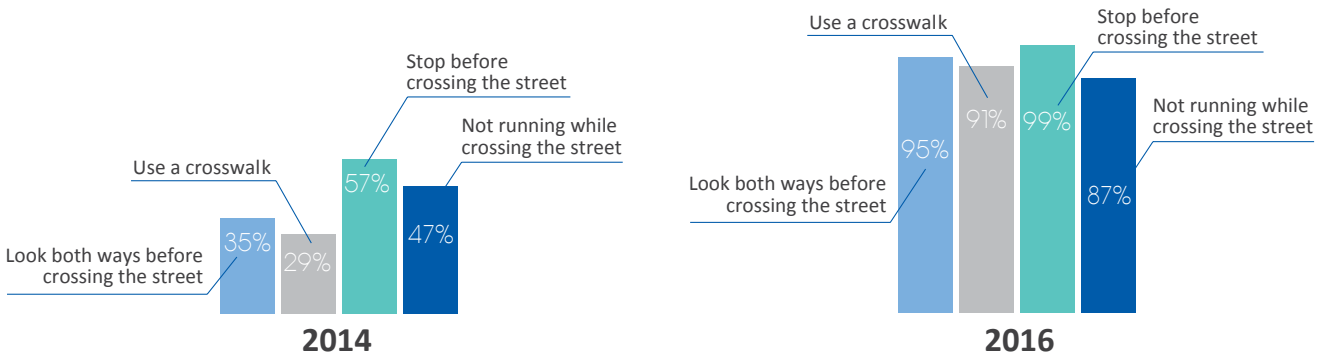
Population: 68,200,824	Number of motorized 2-3 wheelers: 19,169,418	Estimated annual road crash injuries: 488,933	Estimated annual road crash deaths: 24,237	Estimated annual road crash deaths per 100,000 people: 36.2
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The *Street Wise* program wrapped up its second year with a diverse portfolio of outreach, advocacy, and educational activities

Student helmet use rates at *Street Wise* program schools increased from



And, the percentage of students reporting that they understood various pedestrian safety rules increased over two years.



“Being a road safety ambassador has given me a way to help keep my schoolmates safe. I love that through creative activities I am able to share my road safety knowledge with my friends.”  
 –Grade 6 student and Road Safety Ambassador, Songkhla Province



## Eighty-eight students recognized for commitments to road safety education

We acknowledged the efforts of 88 student Road Safety Ambassadors representing five schools in Singhanakhon District of Songkhla Province during an event in March. The young leaders have played integral roles in enhancing the long-term impacts of *Street Wise* by promoting road safety tools among their peers and community members. Many of the students’ parents have also participated in educational workshops to learn how to keep their children safe.



Student Road Safety Ambassadors representing five schools are honored at a ceremony in Songkhla Province.

During the 2015-2016 school year,

2,235 students and teachers were educated through school-based activities

## Volunteers educate more than 2,000 people at police checkpoints during Thai New Year's celebrations

More than 74 volunteers staffed police checkpoints in Songkhla Province at the start of the Songkran Festival, the Thai New Year's celebration in April, because road crash rates tend to increase during the holiday. They helped educate more than 2,000 locals about safe driving tactics and new road safety regulations. The volunteers came from the public, private, and civil sectors.



Thailand's roads become particularly dangerous during the Songkran Festival, so volunteers staff police checkpoints to keep people safe.

## Two-thousand supporters attend event advocating helmets to become part of school uniforms

In May, more than 2,000 people joined us at the, "A helmet for life," event, which introduced the policy goal of making motorcycle helmets mandatory for official school uniforms. The event was held as part of *The 7% Project*, a partnership with Save the Children, which aims to address the consistently low rates of helmet use among children in Thailand. The occasion highlighted the successes of the program, including a 20-percentage point increase in helmet use rates at pilot schools in the past year.



Supporters gather to advocate for making helmets mandatory for school uniforms in Thailand.

## Capacity-building program for legal professionals completes second year and spurs Thai legislative changes

This year, we continued steering the Bloomberg Initiative for Global Road Safety (BIGRS) and World Health Organization's *Legal Development Program (LDP)* chapter in Thailand. The program aims to improve road safety policy advocacy and spur legislative improvements in the country. Representatives from the public, private, and civil sectors with expertise in civil engineering, public health, road traffic laws and regulations, and the media are selected annually to join the *LDP* through a rigorous application process. The group participates in workshops, meetings, and conferences, both domestically and abroad.



Members of the 2016 *Legal Development Program* class.

Throughout 2016, *LDP* members advocated for many meaningful road safety legislative improvements. Issue areas included:



### Speed limits

Aiming to reduce speeds in urban areas and increase fines.



### Drunk driving

Pushing for stricter laws, including a lower maximum blood alcohol content level and better offender databases.



### Driver's licenses

Working to intensify legislation regarding regulations.



### Public transportation

Advocating to establish higher safety standards for transit systems.



### Seat belt use

Promoting passenger seat belt use.

# VIETNAM

Population: 95,261,021	Number of motorized 2-3 wheelers: 47,131,928	Estimated annual road crash injuries: 453,617	Estimated annual road crash deaths: 22,419	Estimated annual road crash deaths per 100,000 people: 24.5
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Since 2007 and the passage of Vietnam’s national helmet law, the country has saved more than



\$5  
billion USD

in medical costs, lost output, and pain and suffering, and prevented



40,728  
fatalities

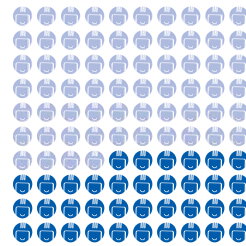
and



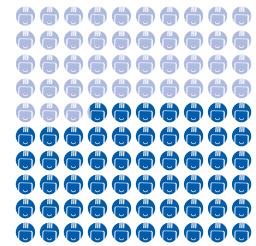
738,848  
serious injuries.

Data collected as part of the *National Child Helmet Action Plan (NCHAP)* revealed that average helmet wearing rates of children in Ho Chi Minh City, Hanoi, and Danang increased from

36%  
in March 2014



57%  
in May 2016



to

## *Helmet for Kids* expands reach to ethnic minority communities in central highlands

We expanded our *Helmet for Kids* program to six primary schools in Gia Lai Province, a region where almost 50% of people come from ethnic minority groups. The province serves as a major transportation hub between the northern and southern parts of the country. It is also considered low-income, with some people making as little as \$1.60 per day.



Students participate in a flash mob dance during the *Helmet for Kids* kick-off ceremony in Gia Lai Province.

## Piloting of school road safety guidelines commences at program schools

In an effort to create long-lasting changes in communities in Vietnam, we launched our *School Guidelines* program. The new road safety curriculum is being distributed to program schools, where teachers are being empowered to use it in their classrooms. In many cases, the guidelines are provided alongside helmet donations.



A teacher reviews road safety lessons with her students.



“All projects AIP Foundation and its partners have done in Gia Lai are practical and effective solutions to educate parents and teachers on traffic safety. They help them increase their knowledge of and behavior surrounding road safety while traveling on the roads. We appreciate that so much.”

–*Nguyen Huu Que, Director of the Gia Lai Transportation Department and Vice Standing Director of the Gia Lai Traffic Safety Committee*





## National Child Helmet Action Plan emphasizes importance of advocacy and capacity building

This year, we continued supporting the government in its *National Child Helmet Action Plan (NCHAP)*, which is being implemented in all 63 of Vietnam's provinces. Throughout 2016, we provided technical and financial assistance to NCHAP activities in 15 provinces. The program empowers provincial governments to use public awareness campaigns, educational and local capacity building activities, and monitoring and evaluation techniques to increase child helmet wearing rates.

In the 2015-2016 school year,

 9,567

helmets were distributed

and

 61,278

students, teachers, and parents participated in school-based activities

## Model School Zone includes first push-button cross light, expands to congested bus corridor

As part of the Safe Kids Vietnam-supported *Walk This Way* pedestrian safety program, we launched a Model School Zone in Ho Chi Minh City, which included the first-push button cross light at a Vietnamese school. In November, more than 1,700 community members gathered in the city to celebrate the launch of the new 4-year plan for the program. The plan focuses on schools located along Ho Chi Minh City's soon-to-be-built Bus Rapid Transit (BRT) corridor. The BRT corridor will cut across the city, providing new public transportation routes as well as an influx of pedestrians. Construction on the corridor will commence in 2017.



During a September event, government officials join students in Ho Chi Minh City to launch the first push-button cross light at a Vietnamese school.

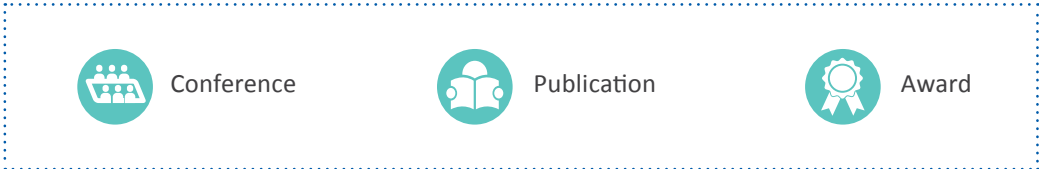
## AIP Foundation increases footprint in industrial zones

We continued our work in industrial zones in Thanh Hoa Province and launched a new program near a major shipping port in Ba Ria-Vung Tau Province. As part of a new truck driver-training program, 45 truck drivers helped spread road safety awareness among primary school students who live in the neighboring community.



Truck drivers from Ba Ria-Vung Tau Province help launch a helmet safety program at a school neighboring a major shipping port.

# PUBLICATIONS, CONFERENCES, AND AWARDS



# THE PROTEC HELMET FACTORY



The Protec factory in Hanoi, Vietnam.

This year, Protec, our social enterprise helmet factory, celebrated 15 years of providing vulnerable road users with safe and affordable helmets.

Two-hundred people currently work for Protec, including 130 factory workers, 30% of who have physical disabilities. The team has produced nearly 6.5 million helmets since its inception. The proceeds from helmet sales are invested in AIP Foundation's diverse programs, including public awareness campaigns and road safety education initiatives.

## Protec through the Years

2000

Protec carries out a study measuring 5,000 Vietnamese child and adult heads to ensure a high quality helmet design.

2004

H.M. King Norodom Sihamoni of Cambodia endorses Protec child helmets for children in Cambodia.

2008

Protec is recognized by the Blue Ribbon Awards, an initiative supported by USAID, for its support of the disability community.

2012

The Government of Tanzania signs a memorandum of understanding with AIP Foundation, signifying its first step to establishing a helmet factory based on the Protec model.

2001

Protec factory opens in Hanoi and produces the world's first 'tropical' motorcycle helmet.

2006

Protec receives an award from the Vietnamese Ministry of Science and Technology for its innovative helmet design.

2009

Protec receives commendation from U.S. Secretary of State Hillary Clinton with the *Secretary of State's Award for Corporate Excellence*.

2016

Protec has nine retail showrooms and has developed 14 different motorcycle helmet models abiding by Vietnam's helmet standard.

# FINANCIALS

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INCOME (USD)		EXPENDITURE (USD)	
Bilateral and Multilateral Agencies	\$142,947	Programs	\$1,726,289
Foundations and Nonprofit Organizations	\$1,069,319	Operations	\$418,471
Corporate	\$865,465	Fundraising and Development	\$33,747
Others	\$47,154		
<b>Total</b>	<b>\$2,124,885</b>	<b>Total</b>	<b>\$2,178,507</b>

## SUPPORTERS

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

Abbott Laboratories	Johnson & Johnson
AES-VCM Mong Duong Power Co., Ltd.	Manulife Cambodia
APM Terminals	Monmouth University
ARRB Group Limited	The Natural Growth Co., Ltd.
Australian Volunteers for International Development	Nghi Son Refinery & Petrochemical Limited Liability Company
Automobile Association of Cambodia	Princeton in Asia
The Bloomberg Initiative for Global Road Safety	Road Safety Fund
Brigham Young University	Rotary Club of Matilda Bay
Burn Rubber Co., Ltd.	Royal Melbourne Institute of Technology University Vietnam
CET Vietnam	Safe Kids Worldwide
Chevron Corporation	Save the Children
DENSO	Scope Global
The Embassy of Australia in Hanoi	The Task Force for Global Health, INC
FE Credit	U.S. Centers for Disease Control and Prevention
FedEx Express	United States Agency for International Development – Development Innovation Ventures
FIA Foundation	United States Department of State
Ford Motor Company	The United States Embassy in Hanoi
General Motors Company	The UPS Foundation
Global Alliance of NGOs for Road Safety	Vespiario (Thailand) Co., Ltd
Global Giving Foundation	Vietnam Advisors
The Global Road Safety Partnership	The World Health Organization
International Road Assessment Programme	

# 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 through [GlobalGiving.org](http://GlobalGiving.org) or [Network For Good](http://Network For Good). Visit [www.aip-foundation.org/support/ways-of-giving](http://www.aip-foundation.org/support/ways-of-giving) for more information.







## Mail a check donation

AIP Foundation  
9039 East Palms Park Drive  
Tucson, Arizona 85715, USA

## Fundraising support

Work with us on organizing benefit events and other fundraising activities. In-kind contributions and partnerships can generate an even greater impact. For more information or to discuss new partnerships, please contact our CEO, Mirjam Sidik, via email at [mirjam.sidik@aipf-vietnam.org](mailto: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 traffic 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.

## 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](http://www.aip-foundation.org), email us at [info@aipf-vietnam.org](mailto:info@aipf-vietnam.org), or follow us on social media.

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

# OUR TEAM

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Washington D.C., U.S.

Lord George Robertson  
Secretary General of NATO (Ret.)  
British Member of Parliament  
London, UK

Michelle Yeoh  
Actress and UNDP Goodwill  
Ambassador  
Geneva, Switzerland

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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. Our team helps to ensure AIP Foundation remains a respected, leading international nonprofit 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. Many thanks to our team members who made this year a success.

Anamika Tangsakulnurak  
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Anh Nguyen  
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Caroline Carrasco  
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COLLABORATION



**MAKE ROADS SAFE**  
The Campaign for Global Road Safety



GLOBAL  
ROAD SAFETY  
PARTNERSHIP



**ROAD SAFETY  
FUND**

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