



PRESS RELEASE

University students participate in Safety Delivered distracted driving campaign in Ho Chi Minh City

27 October, 2018- Ho Chi Minh City, Vietnam

Over 1,000 students of the University of Economics Ho Chi Minh City came together for a *Safety Delivered* public awareness parade across all 10 campuses of the university to tackle the issue of mobile phone use among youth while driving. The slogan of this event was: "Leave your phone alone, or you could be next!" The event started with road safety games, stage performances, and a commitment pledge from students and participants to abstain from mobile phone use while driving. The event concluded with a parade of 100 motorcycles driven by students and UPS volunteers.

The students and *Safety Delivered* road safety ambassadors were excited to be joined by UPS volunteers, who are working to promote youth distracted driving knowledge and skills as a part of UPS Global Volunteer Month. Additionally, representatives from UPS Vietnam, National Traffic Safety Committee (NTSC), Ministry of Education and Training, Traffic Police, and the Ho Chi Minh City Traffic Safety Committee were also present.

"UPS employees are thrilled to be able to give their time and energy toward such an important youth-driven issue during UPS's 16th annual Global Volunteer Month," said Eduardo Martinez, president of The UPS Foundation and chief diversity and inclusion officer at UPS. "UPS firmly supports programs that focus on connecting people and building more resilient communities. It's wonderful to see students tackling challenging community public health issues and engaging with one another on such a large scale."

"Mobile phone use while driving is a pervasive traffic violation," stated Uong Viet Dung, NTSC Deputy Chief of the secretariat. "If we don't address this problem, road crashes regarding mobile phone use will increase dramatically. An alarming 82% of surveyed students at 10 target universities responded that they have used a mobile phone while driving a motorcycle within the last 6 months before the survey. This problem cannot be ignored because a driver talking on a mobile phone is four times more likely to be involved in a road crash than one who is not. The *Safety Delivered* program includes unique youth-driven public awareness strategies, which give student ambassadors the tools to teach their relatives and peers about the dangers of using the phone while driving."

AIP Foundation conducted baseline surveys with 1,543 students at 10 target universities in Ho Chi Minh City and Hanoi in order to gauge the impact of distracted driving behaviors on Vietnamese students. The results of this survey revealed that only 46.6% of surveyed university students have correct distracted driving knowledge. Furthermore, 71% of surveyed students stated that distracting driving behaviors were normal, less dangerous or even not dangerous at all.

"AIP Foundation created this event as a part of its *Safety Delivered* program, which is supported by The UPS Foundation, in coordination with National Traffic Safety Committee and Ministry of Education and Training. According to the World Health Organization, a driver using a mobile phone while driving is four times more likely to be involved in a road crash than one who is not," said Mirjam Sidik, CEO of AIP Foundation. "The program focuses on improving distracted driving behaviors with young, inexperienced motorcycle drivers through combination of school-based road safety education and public awareness campaigns. The program also increases child helmet use through quality motorcycle helmet distribution and education."

"We have to come up with creative and engaging ways to change students' behavior when it comes to mobile phone use and driving," said Duong My Hao, Road safety ambassador and University of Economics Ho Chi Minh City student. "No one thinks it's a big deal to be on your phone on the road, until you get in a crash."

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Supported by:



About Safety Delivered

Safety Delivered is supported by The UPS Foundation and implemented in Cambodia, Myanmar, Thailand and Vietnam. It works with young, inexperienced motorcycle drivers to improve their distracted driving behaviors while also working to increase child helmet use.

About AIP Foundation AIP Foundation is a nonprofit organization dedicated to preventing road injuries and fatalities in low- and middle-income countries. For more than 18 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.

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