

PRESS ADVISORY

Sweden supports Helmets for Kids program in Vietnam

Hanoi 8 November 2018: Today, the Embassy of Sweden in Vietnam joined AIP Foundation and Swedish companies Astra Zeneca and Volvo and others to distribute nearly 1,000 high-quality helmets to students at Ba Dinh Primary School in Hanoi.

At the event, the organizers called for stronger public awareness and urged adults to put helmets on children whenever they travel on motorcycles. Additionally, there was a flash mob dance that encouraged students to always wear their helmets as well as games that tested their helmet safety knowledge. The ceremony took place in support of AIP Foundation's *Helmet for Kids* program, which provides thousands of high-quality helmets to students across Vietnam as well as road safety education to them and their teachers and parents every year.

Road safety is a major public health issue in Vietnam. According to estimates from the AIP Foundation, approximately 22,000 people lose their lives and 453,000 suffer injuries due to road crashes each year. Motorcyclists account for a high proportion (approximately 59%) of the road traffic collisions in the country, among whom 78% suffer from head injuries. Road crashes is the number one cause of death for young people aged 15 to 29 and the number two cause of death for children aged 5 to 14 in Vietnam. With over 80 percent of the population under the age of 50, the effects of road crash deaths on young people result in losses to both the family and the larger community. Traffic fatalities and injuries also generate economic strain for society. From 2007-2017, AIP Foundation calculated that Vietnam lost \$3.5 billion USD as a result of road crashes.

Speaking at the event, Swedish Ambassador Pereric Högberg noted that "In Vietnam, I hear stories all the time that the Vietnamese are concerned about safety, especially traffic safety. It is not cool to be on a bike without a helmet and a good helmet is simply life-saving! Let us communicate this widely and set a good example for our family members and friends, and always wear a standard helmet when travelling on a two-wheel vehicle. I want to stress and ensure that riders of all ages are safe while enjoying their bikes."

Greig Craft, President of AIP Foundation, added that "While there has been high compliance with mandatory helmet regulation among adults, helmet use among children remains low." However, through helmet intervention programs in Vietnam, child helmet use has risen from 40% in cities like Hanoi and Ho Chi Minh to 85%-90%".

This event has been made possible with the valuable financial assistance from Swedish multinational companies Astra Zeneca and Volvo as key sponsors as well as ABB, Ericsson, SKF and TetraPak. All show support and commitment to increasing the use of proper

helmets and preventing heavy brain injuries from happening among young children in Vietnam.

For further information and media inquiries, please contact Mr Pham Tung Lam at the Swedish Embassy by lam.pham.tung@gov.se or 0904769246

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.