In addition to the human suffering, the annual cost of road traffic injuries worldwide runs to hundreds of billions of dollars. In low- and middle-income countries, the economic cost of road injuries will be more than the development aid they receive.

Despite increased awareness and more dynamic efforts to improve road safety, the epidemic of road traffic fatalities and injuries will continue to be an important public health and development issue. Trends in many countries, in particular low- and middle-income countries, suggest that the problem could become noticeably worse within the next decade. There remains a pressing need for greater efforts and resources.

- Ban Ki-moon
UN Secretary-General
Letter from Greig Craft

2010 has been an exciting year in road safety, with the resolution for the UN’s Decade of Action for Road Safety (2011-2020) approved in March. In the past year, AIP Foundation has expanded its international role through the rapid growth of the Global Helmet Vaccine Initiative. Launched at the first Global Ministerial Conference on Road Safety in November 2009, the Global Helmet Vaccine Initiative is an international coalition of road safety stakeholders with the goal of achieving universal helmet use in the developing world. In 2010, the Global Helmet Vaccine Initiative launched programs in six countries across four continents.

AIP Foundation also joined the Clinton Global Initiative for the first time in 2010 and committed to implementing road safety programs through the Global Helmet Vaccine Initiative in Vietnam, Cambodia, and Uganda over the next three years. At the Clinton Global Initiative Annual Meeting, I was invited on stage with Goodwill Ambassador Michelle Yeoh, where former US President Bill Clinton recognized our achievements in road safety.

Child safety is still our top priority and AIP Foundation has donated over 500,000 helmets to children across the world through our Helmets for Kids program. We saw a tremendous victory in May in Vietnam with the government’s passage of Decree 34, which mandated helmet use for children aged six years and older on motorbikes. Despite this landmark achievement, child helmet use remains low due to widespread misinformation about the impact of helmets on children’s spines. This will be our challenge as we tackle these myths with our own school-based programs; we are now in the preliminary stages of launching a 3-year public awareness campaign targeting child helmet use in 2011.

As we look forward to the upcoming Decade of Action for Road Safety, we hope to achieve our vision of “a world in which there are safer roads, smarter road users, and countries whose road traffic environments serve their developing economies and people.”

Sincerely,

Greig Craft
Founder and President
2010 key achievements

- Helmet Vaccine Initiatives are launched in Vietnam, Cambodia, Nicaragua, Senegal, Uganda, and Lebanon, with 10,000 helmets distributed.

- March 2010 in Hanoi: The United States State Department recognizes AIP Foundation and Protec Helmet Company with a Social Responsibility Award, delivered by Secretary of State Hillary Clinton.

- May 2010 in Hanoi: The Vietnamese government passes Decree 34, mandating helmet use for children aged six years and older on motorbikes.


- September 2010 in New York: Greig Craft attends the Clinton Global Initiative Annual Meeting and receives formal recognition for his work from former US President Bill Clinton.

- December 2010 in Lisbon: Greig Craft receives the first Road Safety Award from the International Motorcycling Federation for his international achievements in road safety through the Global Helmet Vaccine Initiative.
AIP Foundation
Mission, Vision, History, and Core Values

Mission

The Asia Injury Prevention Foundation’s mission is to impart life-saving road traffic knowledge and skills, and to mobilize resources around the world to curb road traffic crash fatalities and injuries.
History

The Asia Injury Prevention Foundation (AIP Foundation) was established to raise awareness about the social, economic, and human impact of the rising number of road crash injuries and fatalities in developing countries. Living in Vietnam, founder Greig Craft witnessed the tragedy of road traffic crash injuries and deaths affecting vulnerable road users - motorcyclists, bicyclist and pedestrians - more than any others, and set out to find replicable solutions. A U.S.-registered 501(c)(3) non-profit, AIP Foundation runs organizational offices located in Hanoi and Ho Chi Minh City, Vietnam; Bangkok, Thailand; and Phnom Penh, Cambodia.

AIP Foundation is at the forefront of mitigating the consequences of road traffic injuries and fatalities in the Southeast Asia region. AIP Foundation’s success is the result of programs that bring the private sector, non-profits, and governments together to take direct action for road safety.

AIP Foundation established the Global Helmet Vaccine Initiative in 2009 in partnership with the FIA Foundation and the World Bank. Driven to put “a helmet on every head during the Decade of Action for Road Safety,” this coalition coordinates with local NGOs throughout the developing world to initiate helmet programs and change public attitudes about the importance of helmet wearing and transportation safety. In 2010, Helmet Vaccine Initiatives were launched in six countries.

Vision

- A world in which there are safer roads, smarter road users, and countries whose road traffic environments serve their developing economies and people.
- A world in which private corporations, the government, and the public sector collaborate to effect sustainable change in the field of road safety.
- A world in which individuals are empowered and educated to make intelligent decisions about their safety and security when in a vehicle.

Core Values

- Cultural sensitivity:
  We are culturally sensitive both within our workplaces and within the places where we work

- Community:
  Our contribution to society defines our existence

- Accountability:
  We hold ourselves, individually and collectively, accountable for the promises we make

- Collaboration:
  We view collaboration, internally and externally, as a key facet to our success
Protec Tropical Helmets
World’s first non-profit helmet factory

Opened in May 2002, the non-profit Protec helmet factory is a modern manufacturing plant, utilizing the latest technology to produce high quality, affordable helmets that address the needs of consumers in the developing world. As a socially conscious company, Protec is committed to employing the physically disabled. Protec operates as a commercial enterprise, governed and owned by AIP Foundation, with all profits channeled back to AIP Foundation’s road safety programs.
The need for a new helmet

Vietnamese drivers once commonly complained that the full-face helmets on the market were too hot and heavy, restricted vision and hearing, and were not fashionable. Protec designers set out to produce an innovative new helmet design that met the unique climatic and traffic demands in Vietnam. The result was Protec’s “tropical” helmet.

The Protec solution

Weighing 500 grams, Protec helmets are extremely lightweight and have multiple air vents to ensure airflow and a cool, comfortable ride. Protec is one of the few brands in Vietnam with designs available in child and infant sizes.

Quality control is a priority at Protec and all products are tested and certified at an on-site testing laboratory to ensure adherence to the Vietnam National Standard QCVN2: 2008/BKHCN. This standard stipulates the conditions under which the helmet must be tested (temperature, humidity, and force of impact).

Each year, Protec manufactures approximately 400,000 helmets and supplies all of the helmets for AIP Foundation’s helmet donation programs. Protec employs 72 business development professionals in Hanoi and Ho Chi Minh City and 129 workers at the factory, 30 percent of whom are physically disabled. Protec opened an additional showroom and office in Da Nang in 2009.

2010 Highlights

In 2010, Protec was listed on Global Sources, an online directory for international manufacturers. Through this listing, Protec increased its presence in the global market.

Protec became the original equipment manufacturer (OEM) for Piaggio Vietnam and Honda Vietnam in 2010, a major milestone in its development and reputation.

In 2011, Protec will develop two three-quarter helmets and two additional half shell helmets to diversify its product offerings.
An estimated 1.3 million people perish on the world’s roads every year, with another 50 million suffering severe injuries. According to the WHO Global Status Report on Road Safety, over 90 percent of the world’s road traffic crash fatalities occur in low-income and middle-income countries, which have only 48 percent of the world’s registered vehicles. Additionally, nearly half of those dying on the roads are “vulnerable road users,” or pedestrians, cyclists, and motorcyclists and their passengers.

Traffic fatalities are predicted to become the fifth leading cause of death by 2030 if immediate action is not taken. However, the World Bank estimates that by 2020, more than 2.5 million lives could be saved, 37.5 million hospitalizations prevented, and 175 million injuries avoided, if the fatalities per vehicle rates in these countries were further reduced by 30 percent.

Global Road Safety 2010

According to FIA Foundation’s “Road Traffic Injuries: the Hidden Development Crisis”, road traffic crash fatalities cost USD 385 billion in expenses for low- and middle-income countries causing these countries to lose 1-3 percent of their GDP each year. GDP losses on this scale have adverse implications for poverty reduction; one percent increase in economic growth is estimated to reduce poverty levels by 0.7 percent.

In November 2009, the Russian Federation hosted the first United Nations Ministerial Conference on Road Safety. Following this conference, the ministers issued a call for a “Decade of Action for Road Safety”, which the UN General Assembly voted into reality in March 2010. During the Decade of Action for Road Safety, AIP Foundation will be a leader in efforts to reduce the burden of this growing epidemic through the Global Helmet Vaccine Initiative.
**Vietnam**

Vietnam continued to experience rapid growth and motorization in 2010. With a population of 88.6 million people, 25 percent of its inhabitants under the age of 14 years, and almost 70 percent between ages 15 and 64, Vietnam has a predominantly young, economically viable population. However, road traffic crashes are the leading cause of accidental death for children and adolescents. Despite the government’s passage of Decree 34 in May 2010, requiring children aged six years and older to wear helmets on motorbikes, child helmet use remains low at approximately 20 to 30 percent. The widespread misconception that helmet use may damage a child’s spine or inhibit his or her growth makes many parents reluctant to put helmets on their children.

**Key statistics:**

- In 2010, 13,713 reported road traffic crashes nationwide led to 11,060 reported deaths and 10,306 reported injuries, according to the Vietnam National Traffic Safety Committee (NTSC). These figures represent a 16 percent increase in road traffic crashes since 2009, a 0.3 percent decrease in fatalities, and a 35 percent increase in injuries.

- Road traffic crashes cost Vietnam roughly USD 800 million each year (based on Asian Development Bank and ASEAN statistics).

- There are currently 1,694,575 registered cars and 31,155,154 registered motorcycles. This compares to 483,000 and 6,210,000 registered cars and motorcycles, respectively, ten years ago (Vietnam NTSC).

- Motorcycles are involved in 70 percent of road traffic crashes and 88 percent of traffic fatalities are due to head trauma (Vietnam NTSC).

- A leading trauma injury hospital in Ho Chi Minh City treats nearly 2,000 road crash victims per month (Cho Ray Hospital).

- Though more than 90 percent of adults regularly wear helmets, 70 percent of helmets are low quality, a leading cause of traumatic brain injuries from road traffic crashes (Vietnam Standards and Consumer Association).

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**Thailand**

Thailand recorded the highest mortality rate due to road traffic crashes in Asia in 2009, according to the WHO. Children bear a particularly high burden of traffic fatalities, as road traffic crashes are responsible for 80 percent of deaths of children and adolescents under 18. Due to this high mortality rate, Thailand suffers greater economic loss than its ASEAN neighbors, according to the Asian Development Bank. A study undertaken by Prince of Songkla University concluded that damage caused by road traffic crashes leads to an economic loss of THB 3.95 to 4.65 million, or USD 125-146,000 per victim. Using this calculation, Thailand’s economy loses approximately THB 200 billion, or USD 6.3 billion, per year.

In 2010, there were 10,644 reported road traffic crashes - or approximately 1 every hour. 80 percent of fatal road traffic crashes involved motorcycles, and one-third of fatalities and injuries were sustained by children aged 15-19 years old. The Thai Road Foundation reports a nationwide helmet use rate of 44 percent; however, the government will focus on increasing the helmet use rate to 100 percent in 2011, which they have named “The Year of the Crash Helmet.”

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**Cambodia**

In 2010, there were 1,816 traffic fatalities in Cambodia, a number which increased by 41 percent in the past five years (RCVIS). Cambodia had a higher rate of fatalities per registered vehicle than Lao PDR or Vietnam. Road traffic crashes were the largest non-communicable disease burden, and motorcycle deaths accounted for 67 percent of all road traffic fatalities. Helmet-less riders are a significant at-risk group in this country, since 73 percent of motorbike fatalities in 2010 suffered head injuries (RCVIS). The helmet law does not include passengers, and due to the popularity of tuk-tuks (three-wheeled taxis that can carry up to four people) it is very difficult to enforce universal helmet use.
The Global Helmet Vaccine Initiative

The Global Helmet Vaccine Initiative is led by a coalition of international road safety stakeholders, comprised of AIP Foundation, FIA Foundation, World Bank, Centers for Disease Control and Prevention (CDC), International Motorcycling Federation (FIM), and Inter-American Development Bank (IDB). Wearing a helmet is an affordable and effective measure against the hidden epidemic of road traffic crashes, as helmets are proven to reduce the likelihood of death by 42 percent and serious injury by 69 percent. In each country of operation, the Global Helmet Vaccine initiative supports the establishment of country-level Helmet Vaccine Initiatives, led by a local nonprofit organization and comprised of nonprofit, government, and corporate partners.
The Global Helmet Vaccine initiative uses a multi-faceted approach to improve road safety in each target country, adapting programs to each country based on its road safety environment and local capacity. The central pillars are:

- **Research, Monitoring, and Evaluation** - baseline data collection, ongoing reporting, and program evaluation.
- **Technical Assistance** - legislative advocacy, capacity building, law enforcement training, helmet standards, and testing labs.
- **Public Awareness Education** - national publicity campaigns targeting at-risk road users.
- **Targeted Programs** - curriculum development, helmet donation, and education programs for vulnerable road users focusing on children and motorcycle taxi drivers.
- **Helmet Provision** - importation of high quality, affordable helmets or construction of national helmet assembly plants.

The Global Helmet Vaccine Initiative offers high returns on investment that can contribute to the achievement of the 50 percent reduction in projected fatalities by 2020, as recommended by the Commission for Global Road Safety in the Decade of Action for Road Safety (2011-2020).
In 2010, the Global Steering Committee primarily focused on identifying target countries for the Global Helmet Vaccine Initiative through research and fact-finding missions as well as developing programs in those countries identified for implementation. In addition, Dr. Terry Smith, an AIP Foundation advisor and engineer at Dynamic Research - a US-based vehicle research and development company - created an international helmet standard that can be applied transitionally in countries that are working to implement a helmet standard - a key component to any enforcement and legislative regime.

The following countries launched Helmet Vaccine Initiatives in 2010:

**Vietnam:** As the pilot site for the Global Helmet Vaccine Initiative, Vietnam has already made significant progress in spreading road safety awareness and promoting universal helmet use. In 2010, the Vietnam Helmet Vaccine Initiative, led by AIP Foundation, continued operations in all five pillars of the Global Helmet Vaccine Initiative. The Vietnam Helmet Vaccine Initiative focuses primarily on child helmet use, as adult helmet use has remained greater than 90 percent nationwide since the mandatory helmet law was introduced in 2007.

**Cambodia:** 2010 marked the beginning of tangible road safety interventions through the Cambodia Helmet Vaccine Initiative, led by AIP Foundation. In 2010, the Cambodia Helmet Vaccine Initiative implemented public awareness education and targeted programs, including helmet donations for students. The CDC will oversee monitoring of baseline helmet use in 2011 as the next phase of the Initiative.

**Nicaragua:** In August, the Automobile Club of Nicaragua launched the Nicaragua Helmet Vaccine Initiative with a ceremony attended by AIP Foundation and FIA Foundation representatives. The Nicaragua Helmet Vaccine Initiative donated 1,000 helmets and 15 radar detectors to the national police department to encourage stronger enforcement of helmet laws.

**Senegal:** The Senegal Helmet Vaccine Initiative was launched in Dakar by LASER International, the road safety organization acting as lead NGO. In 2010, LASER implemented school-based programs, providing helmets to 1,250 students, and a public awareness campaign featuring Senegalese rapper Didier Awadi.

**Lebanon:** In October, the Lebanon Helmet Vaccine Initiative launched operations in Beirut, led by local road safety NGO Kunhadi. Kunhadi distributed 1,200 free helmets to restaurant delivery motorcyclists and will donate an additional 850 helmets to Internal Security Forces motorcyclists in January 2011. Adoption of a helmet standard and construction of a testing lab are high priorities for 2011.

**Uganda:** In July, the Uganda Helmet Vaccine Initiative held a stakeholder workshop with participation from Ministries, research institutions, private sector organizations and NGOs, where twenty four Memorandums of Understanding were signed between partners. In addition, baseline helmet use surveys have been conducted to inform public awareness campaigns that will be implemented as part of the Decade of Action for Road Safety.
Global Helmet Vaccine Initiative Target Countries

* 2010 target countries
** Intended target countries
Helmets for Kids

Former U.S. President Bill Clinton launched Helmets for Kids on November 19, 2000 in Vietnam. Since then, AIP Foundation has distributed more than 500,000 certified Protec “tropical” helmets to school children throughout the developing world.

Through its unique public-private partnership model, AIP Foundation allows corporate sponsors to “adopt” a local school and provide helmets and road safety education to students and teachers.

Helmets for Kids encourages students to wear their helmets every day on their commutes to and from school, effectively making the helmet a part of the school uniform.

Helmets for Kids VIETNAM

In 2010, AIP Foundation distributed over 2,000 helmets to students at 3 primary schools. During the program, teachers and traffic safety educators encouraged children to think of their helmets as their “new friends”. The schools’ principals also took part in the campaign as grass-roots helmet use advocates within their schools and communities. Their enrichment of Helmets for Kids template activities included incorporating parent attendance and sponsor involvement to deepen the program’s message and make helmets and other traffic safety components a priority for the entire community. These programs were possible through the generous donations of Intel Products Vietnam, Diversey Hygiene, and Cai Mep International Terminal (CMIT).
A Preventable Tragedy

On June 17th, 5-year-old Nham Kha Nhi and her father had a head-on collision with a motorbike driving on the wrong side of the road. Thanks to their helmets, Nhi’s father and the other motorbike driver were unharmed. However, Kha Nhi, who was not protected by a helmet, fell off the motorbike and hit her head on the pavement. Tragically, Nhi died a few hours after being taken to the hospital for a traumatic brain injury.

Her family and her doctors agree; a helmet could have saved Nhi’s life. Helmets are a proven “vaccine” against traumatic brain injuries and reduce the likelihood of fatality from a road traffic crash by 42 percent.

A Tragedy Prevented

Dao Huy Hung is a fifth grade student who usually rides his bike to school alone while his parents work. On April 10, Hung was hit by a motorbike on his way home from school while trying to cross the street. Hung fell from his bike, unconscious, and was quickly sent to the hospital.

The doctors found that Hung had no critical injuries, though he remained in the hospital for two days before he was able to return to school. The doctor said his helmet, a Protec helmet that he had received through the Helmets for Kids program, saved him from traumatic brain injury.

Hung is now at the top of his class in school, and full of hope for his future.

“Next time, I will be more careful when riding home and will always use my helmet. Thanks so much for the helmet [AIP Foundation]. You and your helmet saved my life,” Hung said.
**Helmets for Kids CAMBODIA**

The Cambodia Helmet Vaccine Initiative, including the AIP Foundation, government partners, ANZ Royal Bank, and Infinity Insurance, implemented *Helmets for Kids* programs at two primary schools in Phnom Penh - Toul Tum Phong and Bak Touk - on May 6, 2010. More than 2,000 students received Protec “tropical” helmets and road safety education through the program.

**Helmets for Kids THAILAND**

Diversey Hygiene and Sofitel Bangkok Silom donated approximately 500 helmets to students in Thailand at the following schools in Bangkok in 2010: Glangklongsib, Wat Lanna, Wat Adisorn, and Wat Kaewjamfah. Thai actor and model Dom Hettrakul attended the launch ceremony at Wat Kaewjamfah and promoted safe road behavior among students and parents.

"We work so hard to keep our children healthy and safe, but then we send them to school without helmets," said Hettrakul. "How can you tell your child that you love them when you put them on a motorcycle without a helmet?"

**Helmets for Kids Around the World**

AIP Foundation expanded its global presence in 2010 through implementation of its signature *Helmets for Kids* program in developing countries around the world as well as the Global Helmet Vaccine Initiative. Targeting countries where children are highly vulnerable road users, AIP Foundation donated over 1,600 helmets to primary school students in Batam, Indonesia; Mumbai, India; and Manila, the Philippines. Road Safety Goodwill Ambassador Michelle Yeoh attended the *Helmet for Kids* launch ceremony in Manila, where she advocated for child safety.
Safe Routes to School

Safe Routes to School aims to improve students’ road safety knowledge and the road traffic environments near schools located in high density traffic areas. To achieve these goals, AIP Foundation implements an interactive road traffic safety curriculum and provides infrastructural modifications to make the school’s surrounding traffic environment safe for students.

With support from the government, the program was first implemented in 2004 and has since reached over 60 schools nationwide.

Safe Routes to School

Interactive road safety education components include:

- Teachers attend AIP Foundation’s active teaching methods workshop
- Teachers receive teaching manuals and teaching aids, such as mock-up street corners for "hands-on" instruction
- Students receive traffic safety booklets
- AIP Foundation builds traffic safety corners on playgrounds for children to practice road safety skills

Environmental improvements include:

- New entry and exit gates more appropriately spaced to relieve congestion
- Designated pick-up and drop-off points for parents
- Speed bumps with zebra crossings and traffic signs in front of the school
- New walls to better separate the school grounds from the road

Safe Routes to School also promotes pedestrian safety by employing members of the local People’s Committee as “safety volunteers” to help children learn to cross the street safely. All students receive highly visible “STOP” hands to hold up when crossing the street.

“There are a lot of reasons leading to traffic accidents, but mainly because people have limited knowledge and awareness of traffic safety, especially among parents and students. Most parents do not think about getting helmets for their children or encouraging them to wear helmets to prevent injuries.”

- Nguyen Ngoc Tuong
  Vice Chief of the Department of Traffic Safety Committee in Ho Chi Minh City
**2010 Highlights**

In 2010, Safe Routes to School was implemented at two schools in Ho Chi Minh City, benefiting more than 2,500 students and 130 teachers. Intel Products Vietnam sponsored the program in one school and more than 120 staff members participated in the Safe Routes to School launch ceremony. Volunteers assisted with the traffic safety education, instructing children on proper helmet use, demonstrating safe traffic skills, and painting traffic safety corners where the children can practice the skills they learn in the classroom. Total Vietnam also joined the Safe Routes to School program for the first time in 2010.

**Students Say Thank You**

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**Thank You Letter**

District 9, 16 May 2010

Dear Intel Vietnam,

My Name is Nguyen Thanh Mai, and I am a student of the Grade 4 at Truong Van Thanh School.

I am writing to express my sincere thanks for your generous sponsorship to our school and to us.

The sponsorship has provided us with helmets and traffic safety knowledge. I also enjoyed the camping festival sponsored by Intel, where we played fun games to help us understand traffic laws.

On behalf of all school students, I wish Intel more success and achievements in the future.

Nguyen Thanh Mai

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Phuoc, 3, ngày 16 tháng 5 năm 2010.

Bé Nguyễn Thanh Mai,

Xin gửi quý nhà tài trợ Intel!


Xin gửi lời cảm ơn quý nhà tài trợ.

Nguyễn Thanh Mai

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AIP Foundation ● Annual Report 2010
Safe Kids Walk This Way

The Walk This Way program was created by Safe Kids Worldwide and FedEx in 1999. Walk This Way is a multi-faceted program that combines education, safety task forces, environmental improvements to areas surrounding schools, research, and law enforcement to promote child pedestrian safety. The program has worked with more than a million students and thousands of schools in Brazil, Canada, China, India, Korea, Thailand, the Philippines and the United States. As the Safe Kids representative in Vietnam, AIP Foundation introduced the Walk This Way program in 2009.

2010 Highlights

In 2010, FedEx sponsored the Walk This Way program at Quang Bien Primary School in Dong Nai province. The program reached almost 1,000 students. In addition to pedestrian and general road safety education in the classroom, students can practice safe road behavior on the new 1,700 square meter traffic safety park. The park features intersections with working traffic lights, sidewalks, a railway crossing, and a pedestrian bridge.

Walk This Way

Walk This Way is a multi-faceted program that combines the following elements:

- Education on pedestrian safety
- Safety task forces
- Environmental improvements to areas surrounding schools
- Law enforcement
- Monitoring and evaluation

FedEx, the exclusive corporate sponsor of the Safe Kids Walk This Way program, provides safety expertise and assists in the collection of research data to document the problems faced by child pedestrians. FedEx volunteers conduct classroom education, escort children to and from school on International Walk to School Day, and serve on school-based pedestrian safety committees.
Click on Safety

In 2010, AIP Foundation launched a new Click on Safety e-Learning program, a computerized road safety curriculum for primary school students. Students study traffic safety through interactive lessons that include extracurricular activities such as playground exercises, e-Learning contests, and games that help children to understand cause-and-effect scenarios on the roads.

E-Learning

AIP Foundation worked with education experts in the United States to develop the e-Learning curriculum for primary schools in Vietnam. The new curriculum’s purpose is twofold:

- To provide children the opportunity to play and experiment with traffic consequences without risk; computers offer an environment where children can see the outcomes of different choices and learn in fun, new ways.

- To continue AIP Foundation’s commitment to enhancing educational methodologies and training within the Vietnamese school system.

Click on Safety is currently being piloted at one school in Dong Nai province among 228 first grade students. The pilot was launched in November 2010 and will be implemented through May 2011. Pre-assessment tests have been collected and post-assessments will be conducted upon the program’s completion. AIP Foundation will analyze the results of these evaluations to improve the e-Learning program and prepare for wider implementation in 2011.
Public Awareness Education

AIP Foundation’s public awareness mass media campaigns are designed to have a nationwide impact and are successful mechanisms for disseminating crucial, life-altering knowledge about road safety.

Campaigns use the following media outlets to disseminate information:

- Radio and television
- Documentary films
- Celebrity ambassadors
- Concerts
- Buses, billboards, and postcards

Vietnam

After the passage of Resolution 32 in 2007, requiring those aged 14 years and older to wear helmets on motorbikes, adult helmet use has remained consistently over 90 percent nationwide. However, child helmet use still lags at approximately 20 percent. In 2009, AIP Foundation conducted a public awareness campaign targeting child helmet use and advocated to government partners - including the National Traffic Safety Committee and the Ministry of Transportation - to extend the mandatory helmet law to children.

On May 20, 2010, the government issued Decree 34, extending mandatory helmet use to children aged six years and older. The law stipulates that adults carrying children over the age of six years old without a helmet on a motorcycle will be fined between VND 100,000 and 200,000, or between USD 5 and 10, approximately the cost of a quality helmet. Corresponding with the law’s passage, AIP Foundation launched a new intervention to target parents’ education regarding child helmet use. A mobile education unit with trained staff visited twenty primary schools during lunch and after-school pick up times in Ho Chi Minh City and Hanoi to distribute leaflets, speak with parents, and answer any questions about Decree 34 and child helmet use.

Unfortunately, Decree 34 has been difficult to enforce, as the burden of proving a child’s age falls on the police officer. As such, child helmet use rates have remained low. To address non-compliance with the new helmet law, AIP Foundation is preparing to launch a 3-year public awareness campaign in 2011. In 2010, AIP Foundation hired a third-party research institute to gather background data to guide development of the campaign’s message and target audience. In addition, AIP Foundation created a coalition of road safety stakeholders to organize and implement the campaign.
Cambodia

Under the umbrella of the Cambodia Helmet Vaccine Initiative, AIP Foundation, in coordination with the Ministry of Interior, the National Road Safety Committee, and the Ministry of Education, Youth and Sports, launched the “One Helmet. One Life.” helmet use campaign in 2010. Co-funded by the Global Helmet Vaccine Initiative, ANZ Royal Bank (Cambodia) Ltd. and Total Cambodge, AIP Foundation conducted a 3-month public awareness campaign that included advertisements at Total’s 32 service stations nationwide and ANZ Royal Bank’s 126 ATMs, as well as advertisement panels on the back of tuk-tuks (3-wheeler motorcycle taxis) in Phnom Penh.

One of the campaign’s most popular components was the widely aired television drama “Regrets”. From May to July 2010, the mini-series was aired nationwide to demonstrate the consequences of road traffic crashes on a personal level. Samdech Techo Hun Sen, Cambodian Prime Minister, endorsed the mini-series, delivering a message on the importance of road safety at the beginning of each episode.

Cambodia also celebrated the World Day of Remembrance for Road Crash Victims on November 21. AIP Foundation donated 100 helmets to children as part of a ceremony organized by local road safety stakeholders including the National Road Safety Committee (NRSC), the Cambodia Red Cross (CRC), RS10, and corporate partners. More than 1,400 students, teachers, civil servants, and policemen attended the event to promote road safety; this marks the fifth year that Cambodia has observed the international day of remembrance.

Thailand

In Thailand, AIP Foundation continued its “Head Safe = Helmet On” public awareness campaign, which Road Safety Goodwill Ambassador Michelle Yeoh joined to launch in Bangkok in 2009. The campaign promotes universal helmet use for motorcycle riders and passengers. In 2010, AIP Foundation distributed helmets and t-shirts at the Chandrakasem Rajabhat University’s Job Fair. In 2011, this campaign will be expanded to operate under the government’s proposed Year of the Crash Helmet. In the Year of the Crash Helmet, all state agencies will be responsible for promoting 100 percent use of helmets on motorcycles.

“It is a lack of understanding of safe road behavior, as much as the traffic collisions themselves, that is killing young drivers and passengers. Change that behavior by putting helmets on heads, and all of sudden the road becomes a much safer place,” said Chamroon Tangpaisalkit, Transport Technical Advisor of the Office of Transport and Traffic Policy and Planning.
Monitoring and Evaluation

AIP Foundation evaluates the effectiveness of all school-based programs and public awareness campaigns. Through public-private partnerships, AIP Foundation provides data to sponsors regarding all project outcomes.

School-based Programs

AIP Foundation uses an objective, criteria-driven procedure to select target schools for program implementation. The program’s sponsor selects the district in which they prefer to operate and AIP Foundation requests a list of all schools within the area from the local Department of Education. AIP Foundation then uses a standardized survey to evaluate the schools’ traffic environments and need for road safety programs based on the following criteria:

- Traffic density and patterns
- Local road traffic crash rate
- Proximity to highways/major roads
- Primary mode of transportation to school
- Existence of sidewalks, zebra crossings, traffic signs, and other safety features
- School’s facilities/capacity

Schools are ranked based on the criteria and prioritized accordingly. Once a school is selected, AIP Foundation implements the following pre- and post-assessments to evaluate the impact of its programs.
Helmets for Kids

To determine a representative helmet compliance rate in a target primary school, AIP Foundation researchers conduct helmet observations before and after Helmets for Kids implementation, with a follow-up observation at the end of the school year. Researchers record the child’s approximate age, whether or not they are wearing a helmet, and whether or not the helmet is worn properly. In the 2009-2010 school year, Helmets for Kids was implemented at twelve schools. Post-program helmet use compliance rates average around 87.2 percent. To encourage continual helmet use, AIP Foundation implements ongoing classroom activities throughout the year after the initial helmet donation.

Safe Routes to School

Safe Routes to School was implemented at one school in Ho Chi Minh City in the 2009-2010 school year. To measure the program’s effectiveness, 250 pre- and post-implementation assessments were distributed to students. On average, pre-tests revealed that students answered 73 percent of questions correctly, whereas post-test scores increased to an average score of 84 percent, demonstrating the students’ increased road safety knowledge.

In addition, the efficacy of the teachers’ workshop was evaluated through pre- and post-workshop assessments. After the Safe Routes to School active teaching methods workshop, 90 percent of participants affirmed that the new methodology is more interactive and adaptable than traditional methods and believed that this is a better technique for traffic safety lessons.

Click on Safety

As Click on Safety is a new program launched in 2010, there is not yet any data on its efficacy. However, AIP Foundation has designed a research methodology to evaluate the results of the program’s first year. Pre-tests have been distributed to 250 students to assess their traffic safety knowledge prior to receiving road safety lessons. These pre-tests provide the baseline to measure progress using the results of the post-tests, which will be distributed to the same students two weeks after the curriculum is completed.

Safe Kids Walk This Way

In the 2009-2010 school year, the Safe Kids Walk This Way program was implemented at four schools in Ho Chi Minh City. Surveys measuring attitudes and behaviors were distributed to a random sample of 100 students pre- and post-implementation. Results showed that the percentage of students who reported feeling safe near schools increased from 42 percent to 57 percent from pre- to post-project implementation, a 37 percent increase. Further, the percentage of students who reported walking to school every day increased from 33 percent to 44 percent, which may be due to students’ increased sense of security when walking.

AIP Foundation also measured the impact of Walk This Way on students’ pedestrian safety knowledge by distributing 500 knowledge-based surveys to the four schools as well as a control school selected due to its similar demographics. Students who participated in the Walk This Way program answered approximately 90 percent of questions correctly, whereas students at the control school answered approximately 80 percent of questions correctly.
Public Awareness Campaigns

AIP Foundation hires research institutes to assess the impact of all public awareness campaigns.

- Vietnam

Upon completion of the Vietnam National Child Helmet Wearing Public Awareness Campaign in September 2009, AIP Foundation hired Mekong Economics, a research and consulting firm, to evaluate the campaign’s result. The campaign ran for eight months and featured the Little Sheriff as a road safety spokesperson in print, online, and television ads targeting children. Mekong Economics conducted both helmet observations and knowledge-based surveys to assess the campaign’s impact. Overall, survey respondents’ understanding of correct helmet use increased by 5 percent. Helmet use among children aged 0-6 years old increased by 17 percent and helmet use among children aged 7 to 14 years old increased by 31 percent.

- Cambodia

In 2010, advisors from Columbia University’s Mailman School of Public Health conducted helmet observations to assess the impact of the Cambodia Helmet Vaccine Initiative’s “One Helmet. One Life.” public awareness campaign that ran from May through July 2010 in Phnom Penh. Four researchers performed the direct observations - two people focusing on one direction of traffic, while the other two focused on the opposite direction. The survey was conducted over two days, and helmet use increased 23 percentage points, from 59 percent prior to the campaign to 82 percent post-campaign.

As one component of the “One Helmet. One Life.” public awareness campaign, the television mini-series ‘Regrets’ tells the story of the struggles of an average working family after a devastating motorcycle crash, highlighting the dangers and consequences of road traffic crashes and non-helmet use. To assess the impact of watching ‘Regrets’, the research branch of the RiverOrchid advertising agency surveyed over 700 Phnom Penh residents. All respondents had watched television at least five times in the previous week and watched the TV3 channel in the prior two months. Data suggests that watching this 6 week mini-series dispelled myths about road traffic crashes and child helmet use. ‘Regrets’ viewers were 1.4 times more likely to report always wearing their helmets. Notably, viewers were 10 percent more likely to report making their child always wear a helmet than non-viewers.
AIP Foundation increased its international recognition in 2010 with significant media coverage of the Global Helmet Vaccine Initiative as a key component of the Decade of Action for Road Safety. In December, AIP Foundation President Greig Craft received the first Road Safety Award from the International Motorcycling Federation (FIM).

“This is the first road safety award ever made by the FIM and reflects our concern about the global crisis arising from road traffic crashes,” said Vito Ippolito, FIM President. “AIP Foundation’s pioneering achievements in the area of child helmet use, and especially its innovation and creation of the affordable ‘tropical’ helmet, have demonstrated unparalleled leadership and solutions.”

Representatives from AIP Foundation also attended several international conferences and delivered the message of the importance of universal helmet use as a key contributor to road safety.
2010 Conferences

- **Clinton Global Initiative (CGI):** Greig Craft attended the CGI Annual Meeting in September 2010, where he was recognized by President Bill Clinton in honor of his commitment to road safety. At the meeting, AIP Foundation committed to implementing road safety programs in Vietnam, Cambodia, and Uganda over the next three years as part of the Global Helmet Vaccine Initiative.

- **United Nations Road Safety Collaboration (UNRSC):** Greig Craft attended UNRSC meetings in May and October to establish a plan for the Decade of Action for Road Safety. The Global Helmet Vaccine Initiative will be one of the major initiatives undertaken as part of the Decade of Action and this forum allowed international stakeholders to gain a better understanding of the model.

- **Safety 2010 World Conference:** Lotte Brondum, AIP Foundation’s Regional Development Director, attended the Safety 2010 World Conference in London where she delivered a presentation on the Global Helmet Vaccine Initiative.

- **Global Road Safety Partnership (GRSP):** The GRSP hosted its annual Asia Road Safety Seminar to prepare a strategic plan for Asia in the UN’s Decade of Action for Road Safety (2011-2020). AIP Foundation’s Executive Director, Mirjam Sidik, attended the meeting and delivered a presentation on strategies for promoting child helmet use through school-based programs.

- **Asian Development Bank Transport Forum:** AIP Foundation representatives Greig Craft, Mirjam Sidik, and Hoang Thi Na Huong attended the Transport Forum in May and delivered a presentation on the Global Helmet Vaccine Initiative. They joined a delegation including FIA Foundation, iRAP, and Road Safety Goodwill Ambassador Michelle Yeoh to provide an overview of the Global Helmet Vaccine Initiative to senior management at the Asian Development Bank.

- **Safe Kids Worldwide Conference:** In September, Lotte Brondum and Bui Thi Diem Hong, AIP Foundation’s Program Coordinator, attended the Safe Kids Worldwide Conference and provided an overview of Safe Kids Vietnam’s activities.
**Income**

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<th>Income Source</th>
<th>Amount</th>
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<td>Foundations</td>
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<td>Private Sector</td>
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<td>Multilateral Organizations</td>
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**Expenditure**

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<td>Programs</td>
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<td>Fundraising</td>
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</table>

**Source of 2010 Income**

- Foundations: 59%
- Private Sector: 12%
- Multilateral Organizations: 9%
- Protec: 19%
- Individuals: 1%

**Breakdown of 2010 Expenditure**

- Overhead: 76%
- Programs: 22%
- Fundraising: 2%
Partners
Private Sector, Foundations, Multi-lateral, and Other Organizations

Private Sector
Corporate support has been essential to the implementation of AIP Foundation programs since the founding of the organization in 1999. We see the corporate sector as an indispensable partner and ally in road safety worldwide, and appreciate the commitment of all our sponsors.

2010 Leaders
- FedEx Express
- Intel Products Vietnam
- Michelin Vietnam

2010 Sponsors
- ANZ Royal Cambodia
- Cai Mep International Terminal Co., Ltd.
- Chevron Corporation
- Damco Vietnam
- Diversey Hygiene
- DuPont
- Horsington
- Infinity Insurance
- Johnson Diversey Thailand
- Maersk Vietnam
- Mitsui Exploration Co., Ltd.
- MOECO
- Otis Elevators
- Premier Oil
- PTT Exploration and Production Public Company, Ltd.
- Thakral Brothers Pte Ltd.
- Total Cambodge
- Total Vietnam
- Sofitel Bangkok Silom
- Sophie Paris

Foundations
Foundations have an essential role in AIP Foundation programming. We would like to thank the foundations that contributed to our efforts in 2010

- Atlantic Philanthropies
- FIA Foundation

Multi-lateral and Other Organizations
Dedicated to a multi-sector, collaborative approach to road safety, AIP Foundation appreciates the additional support of these partners and fellow road safety stakeholders.

- Centers for Disease Control and Prevention
- Safe Kids Worldwide
- The World Bank
- World Health Organization
Board of Directors
- Greig Craft
- Hoang Thi Na Huong
- Joseph Ingegneri
- Joe Tarver

Board of Advisors
- Dr. Martin Eichelberger, MD
- Dr. Ricardo Martinez, MD
- Mr. Daniel McHugh
- Mr. Mark J. Mitchell, CPA
- Dr. Charles Mock, MD, PhD
- Mr. Son Michael Pham
- Dr. Fred Rivara, MD
- Dr. Terry Smith, PhD
- Dr. David Wilmoth, PhD

Management and Staff
- Greig Craft President
- Mirjam Sidik Executive Director
- Hoang Thi Na Huong Deputy Executive Director
- Lotte Brondum Regional Development Director
- Gillian Irvine Operations Manager
- Erlinda Felix Financial Director
- Lam Thanh Hue Senior Accountant
- Nguyen Thi Kim Oanh General Accountant
- Dinh Kim Phuong Personal Assistant & Office Manager
- Nguyen Ngoc Anh Executive Secretary
- Phan Thu Ha Administrative Assistant
- Tran Thi Nhau Program Assistant
- Le Minh Hang Program Assistant
- Megan Bailey Communications & Outreach Coordinator
- Nguyen Hoang Anh Director of Events
- Carolyn Smith-Lin Development Coordinator
- Le Thanh Xuan Administrative Officer
- Truong Tran Tuan Anh Programs Coordinator
- Bui Thi Diem Hong Programs Coordinator
- Nguyen Quang Tuan Program Assistant
- Tran Thu Yen Design & Website Specialist
- Ha Van Thien Tam Volunteer
- Narinporn Poositratusorn Operation Manager, Thailand
- Thitinan Maneechai Project Coordinator, Thailand
- Juree Laohasiripanya Accountant, Thailand
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