“Road traffic crashes are a public health and development crisis.

This crisis deserves attention and demands collective action.

Every day, road traffic crashes claim nearly 3,500 lives and injure many thousands more.

The vast majority of those affected are young people in developing countries. Road traffic crashes are tragedies, tragedies that throw families into despair and poverty.

The situation is alarming, as are projections for the future. During recent decades, the yearly number of road traffic deaths has increased dramatically, and this trend is expected to continue.

It is time to turn the tide.”

- Dr. Margaret Chan
WHO Director-General

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making roads safe
Letter from Greig Craft

On May 11th, 2011, more than 80 countries worldwide celebrated the launch of the Decade of Action for Road Safety (2011-2020). The UN Resolution calls for a 50 percent reduction in road traffic fatalities by 2020. This resolution can have a tremendous impact on the world’s awareness of road traffic accidents as a critical public health issue. It will also encourage governments to take action against this growing threat.

AIP Foundation participated in Decade of Action launches held in Vietnam, Cambodia, Thailand, and Uganda. In Vietnam, we ran an awareness campaign to publicize the Decade’s messages. A documentary produced by our Cambodia Helmet Vaccine Initiative was screened at the Decade of Action launch in Phnom Penh. In Thailand, a motorcycle procession that circled the streets of Bangkok featured AIP Foundation representatives. In Uganda, a public ceremony ended with a motorcycle procession through Kampala to Pan African Square, the capital’s center.

Our dedication to the Decade of Action’s goals is perhaps most evident in the three major public health awareness campaigns we developed in 2011. With the life-saving attributes of helmets always in mind, we targeted our campaigns to address the most pressing issues unique to each of our countries of operation. In Vietnam, the majority of children still do not wear helmets. In Cambodia, passengers are yet to be included in the mandatory helmet law. In Uganda, riding a motorcycle taxi is extremely dangerous.

The Decade of Action has helped us keep our eyes fixed on the bigger picture in 2011. It has given us momentum as we research countries’ needs, develop hard-hitting campaigns, and continuously revise our school programs to keep them stimulating and powerful. This year, we feel more confident than ever that this devastating ‘road war’ can be reversed, and that millions of lives can be saved.

Sincerely,

[Signature]

Greig Craft

Founder and President
2011 Key Achievements

- AIP Foundation participates in four countries’ launches of the UN Decade of Action for Road Safety

- Three public awareness campaigns begin in Vietnam, Cambodia, and Uganda

- President Greig Craft is awarded a Friendship Medal, Vietnam’s highest civilian honor

- Stakeholder collaboration in Cambodia results in the inclusion of children in the draft law that will make helmets mandatory for all motorcycle passengers

- AIP Foundation Thailand is appointed member of a sub-committee under the National Road Safety Directing Center

- Uganda’s helmet standard is revised with support from the Global Helmet Vaccine Initiative and will be ready for enforcement in the spring of 2012
AIP Foundation
Mission, Vision, History, and Core Values

**Mission**

Asia Injury Prevention Foundation's mission is to provide life-saving traffic safety knowledge and skills to the developing world with the goal of preventing road traffic crash fatalities and injuries.
History

The Asia Injury Prevention (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, bicyclists, 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. Our success is the result of programs that bring the private sector, non-profits, and government together to take direct action for road safety.

AIP Foundation established the Global Helmet Vaccine Initiative in 2009 in partnership with the FIA Foundation, the World Bank, the US Centers for Disease Control and Prevention (CDC), the International Motorcycling Federation (FIM), and the Inter-American Development Bank (IDB). 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.

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 key to our success

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 NGOs 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.
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).

In 2011, Protec manufactured approximately 400,000 helmets and supplied almost all of the helmets used in AIP Foundation’s helmet donation programs. Protec employs 90 business development professionals in Hanoi and Ho Chi Minh City and 189 workers at the factory, 30 percent of whom are physically disabled. Protec has nine showrooms in four cities: Hanoi, Ho Chi Minh City and Danang in Vietnam, and Phnom Penh in Cambodia.

2011 Highlights

Protec expanded its operations to Cambodia, opening its first showroom in Phnom Penh.

A certificate of merit from the Vietnamese General Labour Federation was awarded to Protec for its sustainable development.

Four new helmet models were developed, including Protec’s first open face helmet, or ¾ helmet.
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 rate of fatalities per vehicle in developing countries were reduced by 30 percent.

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; a 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. In March 2010, the UN General Assembly voted for a Decade of Action for Road Safety (2011-2020), a resolution which was signed by 100 countries around the world. On May 11th, 2011, the Decade was publicly launched through several hundred events in more than 70 countries. High profile events included light displays featuring the road safety “tag,” the symbol for the Decade.

Decade of Action for Road Safety (2011-2020)

In Vietnam, AIP Foundation organized an awareness campaign featuring ten celebrities. This media campaign included television commercials, more than 100 billboards, street banners, and press coverage. AIP Foundation participated in the official launching conference with the Vietnamese government and road safety stakeholders, and the Governor-General of Australia attended a Helmets for Kids event. In Hanoi, the Decade of Action for Road Safety tag was projected on Don Xuan Market, and in Ho Chi Minh City, the People’s Committee and Opera House were illuminated.

In Uganda, the UN Decade of Action for Road Safety was publicly launched with a motorcycle procession around Kampala.

In Thailand, the Decade launch was celebrated with an event chaired by the Permanent Secretary of the Ministry of Interior. A motorcycle parade around the city included AIP Foundation representatives Danish Ambassador Mikael Hemniti Winther and Thai actor Dom Hettrakul. Fliers, t-shirts, and posters about the Decade were distributed to raise awareness.

In Cambodia, AIP Foundation supported the government’s launch of the Decade by promoting helmet use through television commercials, billboards, and banners in gas stations and on ATMs. A documentary was filmed featuring Global Road Safety Ambassador Michelle Yeoh, in which she interviewed crash victims, government officials, doctors, and corporate employees to paint a portrait of the road safety situation in Cambodia. A ceremony was chaired by Deputy Prime Minister H.E Mr. Yim Chhayly with 392 participants.
Road Safety in Vietnam, Thailand, and Cambodia

**Vietnam**

In 2011, Vietnam’s population stood at around 90 million people, with an economy continuing to experience rapid growth. With 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 and above 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 2011, the National Traffic Safety Committee (NTSC) reported 10,950 deaths from road traffic crashes, a 2% decrease from 2010.

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

- There are currently 1,882,972 registered cars and 33,925,839 registered motorbikes in Vietnam. This represents an additional 2,770,685 motorbikes since 2010 (NTSC 2011).

- Motorcycles are involved in 70 percent of road traffic crashes and 88 percent of traffic fatalities are due to head trauma (NTSC 2010).

- Though more than 90 percent of adults regularly wear helmets, 70 percent of helmets are low quality (Vietnam Standards and Consumer Association).

**Thailand**

Out of Thailand’s population of 68 million, an estimated 13,000 people are killed and over one million injured on Thailand’s roads every year. Road crashes make up 80 percent of deaths among children under the age of 18. Research has found that 30 percent of motorcyclists in Bangkok who were injured in road crashes had not been wearing a helmet. Outside of Bangkok, about 78 percent of motorcyclists involved in road accidents had not been wearing a helmet. Road traffic crashes result in considerable economic losses of up to 2.7 billion USD annually. These numbers reflect up to 3.48 percent of the country’s gross domestic product, and the Asian Development Bank has estimated that Thailand’s losses are greater than those of its ASEAN neighbors.

2011 was Thailand’s Year of the Crash Helmet, the start of a campaign that aims to increase helmet use to 100 percent. The Thai Roads Foundation reports that the rates of casualties have dropped in areas of implementation. In Phuket for example, the number of motorcyclists killed in road accidents was more than halved in 2011 despite the unchanged number of accidents.

**Cambodia**

Cambodia has a population of 13 million people. In 2010, there were 1,816 traffic fatalities in Cambodia, representing a 41 percent increase over the past five years. Cambodia has a higher rate of fatalities per registered vehicle than Laos or Vietnam. Road traffic crashes were the largest non-communicable disease burden in 2010, 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 were caused by head injuries. The mandatory helmet law currently doesn’t include motorcycle passengers, but new legislation is in development.
The Global Helmet Vaccine Initiative is led by a coalition of international road safety stakeholders, comprised of AIP Foundation, the FIA Foundation, the World Bank, the US Centers for Disease Control and Prevention, the International Motorcycling Federation, and the Inter-American Development Bank. Wearing a helmet is an affordable and effective measure against the devastating consequences 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 its programs according to local road safety environments and 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 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).
Global Helmet Vaccine Initiative Implementing and Supported Countries

* Implementing countries
** Supported countries

We support the UN Decade of Action for Road Safety 2011-2020
www.decadeofaction.org
Implementing Countries

Cambodia: Memorandums of Understanding were signed with the Ministries of Interior and Foreign Affairs. A Stakeholder Consultative Meeting was held to discuss the motorcycle passenger helmet campaign. Delegations from the US Centers for Disease Control and Prevention (CDC) and the International Union for Health Promotion and Education (IUHPE) attended the meeting. Soon thereafter, AIP Foundation, Handicap International – Belgium, Medical Teams International, Automobile Association of Cambodia, and Coalition for Road Safety successfully advocated for the inclusion of children in the draft amendment of the passenger helmet law. As a result, children have been included in the draft amendment.

Thailand: AIP Foundation hosted a road safety delegation of government officials from the Department of Disaster Prevention and Mitigation (DDPM) and Thai private sector representatives. AIP Foundation also participated in the 10th national convention on road safety, Time for Action, which attracted over 3,000 participants. The convention provided a forum for academics and practitioners from the public and private sectors, and local government, to review the policies and implementation strategies aimed at preventing road accidents, suggest public awareness strategies, and identify potential partnerships. AIP Foundation also attended the UNESCAP meeting on Progress on Road Safety Improvement in Asia and the Pacific.

Vietnam: A three year child helmet awareness campaign was launched in November entitled “Children Also Need A Helmet”. The campaign is being run in collaboration with the National Traffic Safety Committee, the Ministry of Education and Training, and the National Traffic Police. It will be accompanied by strengthened police enforcement supported by the World Health Organization. Phase one is comprised of flyer distribution; workshops for parents, teachers and officials; and a social marketing campaign relying on television spots, billboards, and a community event. On the World Day of Remembrance for Road Traffic Victims, AIP Foundation invited celebrities to speak to young students about road safety and participate in commemorative activities.

Uganda: The Uganda Helmet Vaccine Initiative (UHVI) was publicly launched with a motorcycle procession around Kampala. Based on a situational assessment conducted on helmet wearing, a communications campaign will target motorcycle taxi (boda boda) drivers and local police officers. A 250 person rally disseminated information on road safety, and a workshop trained 100 drivers and governmental leaders on road safety skills. The CDC will evaluate all aspects of the communication campaign’s activities, outcomes and outputs. GHVI attended the Uganda Bureau of Standards’ Technical Committee meeting on the revision of the motorcycle helmet standard. Preparation for a helmet impact test lab is underway.


**Supported Countries**

China: AIP Foundation completed a Road Safety Assessment in Sichuan Province in collaboration with an international corporation to prepare for the implementation of a child pedestrian safety program.

Greece: The campaign ‘On the Head and Strapped On!’ was run by Make Road Safe Hellas in the Greek island of Crete with support from the Global Helmet Vaccine Initiative (GHVI). The campaign featured a prize draw for riders observed wearing their helmets correctly. In addition, GHVI donated 300 tropical helmets to this year’s Special Olympics bicycle team in Athens.

Kenya: GHVI is coordinating with the Injuries Prevention and Information Centre – Kenya (IPIC-K), to tackle the lack of helmet use. In October, GHVI met with IPIC-K, the Secretariat of the National Road Safety Council and the Kenya Bureau of Standards to discuss helmet use and helmet standards. Local counterparts have taken charge of this project.

Nicaragua: Following a visit from a Nicaraguan delegation last year, GHVI representatives from AIP Foundation and FIA Foundation met with President Daniel Ortega and private sector companies in Nicaragua to discuss GHVI. GHVI donated 1,000 helmets and 15 radar detectors to the national police department.

Nigeria: GHVI met with the Nigerian Ambassador in Hanoi and the Nigerian Inspector General of Police to discuss its 5 pillar model and the potential implementation in Nigeria.

Senegal: LASER, GHVI’s local counterpart, has established partnerships with the Ministry of Transport, the Ministry of Infrastructure, the Ministry of Education and the Mayors of Dakar, for a Safe Routes to School program. Funds have been secured to cover environmental changes in 33 schools and train teachers in 16 schools. LASER also co-organized the “Dakar Two Wheels Exhibition” to promote safe driving of 2-wheeled vehicles, and donated 100 helmets to event participants.

Tanzania: The Decade of Action was launched in Dar Es Salaam and 500 customized Protec tropical helmets were distributed to the Tanzanian police force. The Tanzanian Inspector General of Police completed a mission to Vietnam to inspect GHVI programs and the Protec non-profit helmet factory. GHVI met with the Tanzania Standards Bureau to provide technical support on a draft of a Tanzanian standard for motorcycle helmets.


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 2011, AIP Foundation distributed 6,680 helmets in nine elementary schools in Vietnam. Helmets for Kids provided 6,120 students and 169 teachers with helmet use training. Once the initial helmet donation and trainings are completed, extracurricular activities are conducted periodically to refresh students' memories and maintain helmet compliance at high rates throughout the entire school year. These activities include painting plaster helmets in bright colors, traffic safety quizzes, essay competitions, and a review of correct helmet wearing. These Helmets for Kids programs were made possible by Intel Products Vietnam, Michelin, Sophie Paris, Cai Mep International Terminal, British International School, the Australian Embassy, and Diversey Hygiene.
Helmets for Kids CAMBODIA

AIP Foundation conducted three Helmets for Kids programs in 2011 under the Cambodian Helmet Vaccine Initiative. Overall, helmets were distributed to 2,440 elementary school students and 102 teachers. Participants additionally received training in helmet use and general road safety instruction. These donations were sponsored by FIA Foundation, ANZ Royal Bank, and the Direct Aid Program of the Australian Embassy.

Helmets for Kids THAILAND

A Helmets for Kids program was implemented at Wat Suwan School in Thailand in 2011. 260 students and 20 teachers received helmets donated from Diversey Hygiene as well as road safety and helmet use training.

Evaluating Helmets for Kids

To determine helmet wearing compliance rates, AIP Foundation conducts helmet observations. In addition to recording helmet use by sex, observers track whether helmets are worn correctly and whether students ride on motorcycles or bicycles, allowing for deeper evaluation of subgroups and educational activities.

Other Helmet Donations

In 2011, helmets were donated to students and police forces around the globe thanks to collaboration with local and international road safety partners.

- Tanzania: 500 helmets donated to traffic police
- Senegal: 100 helmets donated for a bike procession raising awareness about road safety
- Nicaragua: 1,000 helmets donated to traffic police
- Greece: 300 helmets donated to contestants in the Special Olympics
- Cambodia: 200 helmets donated to traffic police
- Lebanon: 850 helmets donated to Internal Security Forces motorcyclists
**Dinh Thi Kim Ngan’s Story**

On November 25th, 2011, 8 year old Ngan’s father drove her to school. When another motorbike hit theirs, Ngan and her father were thrown off their bike, face first onto the road. The second grader’s leg and arm were badly hurt, and her face suffered deep scratches. But strapped securely on little Ngan’s head was a helmet she had received in a *Helmets for Kids* program. This helmet protected Ngan, and may have kept her from joining the 36,000 people who suffer from traumatic brain injury every year on Vietnam’s roads.

**Sunday Godfrey’s Story**

Mr. Sunday Godfrey is a Ugandan boda boda (motorcycle taxi) operator who works in Nsambya, a suburb of Kampala. Late one afternoon, he drove a passenger home along a narrow street lined with deep trenches. When two cars passed each other at high speed, Godfrey was thrown off his motorcycle and fell into the trenches. He was taken to the hospital where he remained for two weeks, having suffered multiple fractures on his right leg. Two costly operation options were presented to him, including amputation, but Godfrey chose to see a traditional healer as he could not afford either. Godfrey testified that his fall would have been fatal had he not been wearing a properly fastened helmet, which received the full impact of the hit and cracked in several places. He has regained minimum use of his leg, but has been out of work for the past year and a half. His fellow boda boda operators help him support his wife and four children as he continues to recuperate.
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. Stakeholder engagement is prioritized through “safety volunteers” who help children cross the street.

With support from the government, the program was first implemented in 2004 and has since reached over 70 schools in Vietnam.

2011 Highlights

In 2011, Safe Routes to School was implemented in four schools in Vietnam. Thanks to the sponsorship of Intel Products Vietnam and Total Vietnam, 2,834 students now have safer school environments and are more knowledgeable about traffic safety. In addition, 131 school teachers received teaching manuals and were trained in active teaching methods. Traffic simulation corners installed in playgrounds provide students with endless opportunities to practice their new safe road skills.

Safe Routes to School

Interactive road safety education and environmental improvements include:

- A teacher training workshop which utilizes traffic simulation corners and mock-up street models for teaching children about traffic safety
- Traffic safety instruction booklets for parents and students
- Reflective jackets to help children be highly visible on the road
- New entry and exit gates more appropriately spaced to relieve congestion
- Designated pick-up and drop-off points for parents
- Speed bumps, zebra crossings, traffic signs, and new pavement in front of the school

Questionnaires designed for each grade assess students’ road safety knowledge. After a teacher training workshop, 90 percent of participating teachers affirmed that the new teaching methodology was more interactive and adaptable than traditional methods, and believed that these traffic safety education techniques were better.
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.

FedEx, the exclusive corporate sponsor of Safe Kids Walk This Way, provides safety expertise and assists with collecting research data, escorting children to and from school, and conducting classroom trainings.

2011 Highlights

In 2011, FedEx sponsored the Walk This Way program at 7 schools in Vietnam. A total of 8,492 students and 300 teachers received pedestrian and general road safety education. These achievements were realized in part thanks to the collaboration of 49 government officials and 11 FedEx volunteers.

Typical Walk This Way Program

Walk This Way interventions aim to improve the safety of schools and surrounding streets, often focusing on environmental improvements and traffic safety educational support. Nguyen Tri Phuong Primary School in Dong Nai was selected for these interventions in 2011. Pre-intervention assessments revealed that about 80 percent of the students walk to school. Most of them have to cross National Highway 1A, which lacks zebra crossings, traffic lights, school zone signs, or rumble strips. With support from Dong Nai Traffic Safety authorities and the school management, traffic calming measures will be installed. The program is evaluated by measuring students’ sense of safety before and after implementation. In addition, student knowledge of pedestrian safety and behavior are monitored to assess the effectiveness of the educational support.

Traffic Safety Park

Children experiment with behavioral simulation games and guidelines in the Traffic Safety Park. Built in 2010 in Dong Nai, this 1,700m² facility includes streets, highways, a bridge, a railway, traffic signs, sidewalks, and intersections with four sets of lights. With the traffic safety games in place, children will be able to practice the traffic safety knowledge they were taught in classroom trainings. The monitoring and evaluation for the park includes measuring the park’s utilization rate and students’ performance in the park exercises.
Pedestrian Research Report

A child pedestrian research study was conducted with Safe Kids Worldwide. It focuses on child pedestrian behaviors and traffic casualties, as well as primary schools' road safety environments, in Dong Nai, Vietnam. The study is based on data from the Dong Nai Traffic Safety Committee, two major hospitals, schools, and primary students. A sample of 6,883 students was randomly selected from 30 schools, and results show that children are the most vulnerable pedestrians. While a large percentage of students regularly have to walk to school, only about half of them feel safe doing so. In 6 months, up to 5,824 primary students in Dong Nai province were hit by a vehicle while walking around their school.

Model School Zone

Similar to the typical Walk This Way program, this initiative aims to improve the safety of pedestrians around schools with a focus on permanent environmental and infrastructure improvements. The project demonstrates the importance of identifying risks and raises parent and student concerns in road safety experts' working groups. The active involvement of local community members in planning the interventions and monitoring their successes is central to this project. Nguyen Thi Minh Khai School's physical environment displays a serious lack of safe pedestrian infrastructure for students; fewer than half of the students feel safe walking around their school, and almost a quarter have already been involved in a traffic crash as a pedestrian. This data influences the interventions, which will be evaluated with assistance from the local community, traffic safety committee, traffic police, and students.

PHOTOVOICE

PHOTOVOICE uses photography as a medium to promote social change and improve the quality of life in the community. It is an opportunity for children to express themselves and communicate their opinions about the environment using photography and words. A group of 16 students was selected to participate in photography training and pedestrian safety education. The eight best students were then invited to join a research field trip and take pictures of what they judged were necessary improvements to make their communities safer for pedestrians. The photographs were then displayed in an exhibit in January at the Ministry of Transport in Hanoi and during the national Decade of Action launch. The environment featured in the winning photograph received pavement construction.
Click on Safety

In 2010, AIP Foundation launched Click on Safety, 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 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.

In addition to regular monitoring and evaluation procedures, a case-control study has been launched in Nam Dinh Province. As in all schools, students’ knowledge is tested through questionnaires, and their practical skills through Traffic Simulation Corner observations. The effectiveness of the e-Learning curriculum is evaluated against both the traditional road safety curriculum and against students who do not receive any road safety education. The latter group was given the e-Learning curriculum after these tests were completed.

2011 Highlights

In 2011, Click on Safety was piloted in four schools in Dong Nai Province, Nam Dinh Province, and Ho Chi Minh City. Overall, 868 students benefitted from interactive, computerized road safety education, and 36 teachers were trained in enhanced teaching methodologies.

The Ministry of Education and Training approved a wider application of Click on Safety throughout the country.

Case-control studies and findings from monitoring and evaluations will be addressed in a workshop on applying the program nationwide.
**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:
- Public service announcements on television, radio, and websites
- Articles in print and online newspapers
- Celebrity goodwill ambassadors
- Public events and community workshops
- Buses, billboards, flyers, and postcards

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**World Remembrance Day**

Vietnam is one of over 100 countries dedicating the third Sunday of every November to the World Day of Remembrance for Road Traffic Victims. On November 20th, 2011, AIP Foundation honoured those who have died and been severely injured in road traffic accidents, as well as those who assist the victims of crashes.

This year, actress Kathy Uyen and singer Thanh Bui were invited by AIP Foundation to visit Truong Van Thanh Primary School. Discussions with students and meaningful commemoration activities were followed by interviews with local authorities on road safety. By increasing communication around road safety issues, preventative action can improve nationwide.

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**Vietnam**

While Decree 34 requires children to wear helmets starting at age six, child helmet use rates remain dangerously low at around 30 percent. To tackle this issue, AIP Foundation launched a three year national public awareness campaign in 2011 to increase helmet wearing among children. The campaign is called “Children also need a helmet”, and is a collaboration between AIP Foundation, the National Traffic Safety Committee, the Ministry of Education and Training, and the National Traffic Police. It will be accompanied by strengthened police enforcement sponsored by the WHO.

Over 80,000 flyers were distributed in Hanoi, Ho Chi Minh City, and Danang, aiming to inform parents about helmet use facts and dispel common myths. These cities then hosted a series of workshops to mobilize local road safety agents and key community influencers, including teachers and parents. International stakeholders and government authorities were solicited in a workshop organized with the Ministry of Transport and the United Nations Children’s Fund (UNICEF). Achievements surrounding child helmet use from 2011 were assessed, and activities for 2012 were discussed.

Social marketing messages publicize the risks involved in neglecting to put a helmet on one’s child, through television commercials, billboards, and posters. In addition, a Family Day event was held in Ho Chi Minh City featuring road safety themed games and quizzes for children and parents. Miss Vietnam 2008 attended the event and a play called “Lion and Friend” was performed by the “Ngay xa ngay xua” Theater Group. While flyers and workshops relied on a didactic approach, Family Day raised awareness in a fun, interactive way.
Cambodia

Research shows that Cambodians understand that wearing helmets can be the difference between life and death in a motorcycle accident. However, adult and child passengers frequently travel without helmets, partly because the law currently requires only drivers to wear them.

To combat this problem, AIP Foundation is running a 45 month passenger helmet public awareness campaign. Its first phase, “One helmet. One life.” was launched in 2010. The second phase, “Always care. Always wear a helmet.” began in 2011 and aims to remind Cambodians that putting a helmet on a passenger is a simple act of caring, one among the many they instinctively perform for their loved ones every day. Television and radio spots have been on air nationwide since December, and public events, billboards, and posters are also being used to communicate this idea.

The campaign is being implemented in close collaboration with the National Road Safety Committee (NRSC), the Ministry of Education, Youth, and Sports, and the General Commissariat of National Police, Ministry of Interior.

In November, AIP Foundation celebrated Cambodia’s Water Festival by conducting activities to increase helmet awareness. A hundred helmets were distributed, and families participated in educational games.

Commemoration events were held for the 2011 Day of Remembrance for Road Traffic Victims, and attracted 620 participants. This event was chaired by the Minister of Public Works and Transport and the Chairman of the NRSC, and AIP Foundation provided free helmets to many attendees.

Thailand

In Thailand, one person dies from a traffic accident every 40 minutes. 2011 was named “Year of the Crash Helmet” for Thailand, as the government and road safety agencies began work to achieve a 100 percent helmet compliance rate by 2020. AIP Foundation has been working with the government in support of this initiative, targeting children. Thai Roads Foundation reports that helmet use among passengers has increased from 19 percent in 2010 to 25 percent in 2011, and rates of casualties are reported to have dropped in certain areas.

Uganda

Baseline data showed that comfort and cost were the major barriers to helmet wearing among boda boda drivers, resulting in 30.5 percent helmet use. Most were identified as their families’ main breadwinner, and many were found to be illiterate.

A campaign was designed consisting of workshops for boda boda drivers and traffic police, the production of six radio spots in English and Luganda, helmet donations to 1,000 drivers and 500 police officers, and flyer distribution.
Research, Monitoring and Evaluation

AIP Foundation follows an integral strategy of planning, implementation, and assessment. This includes a rigorous evaluation of the impact of our interventions as well as the facilitation of continuous improvements. These procedures enable transparent reporting to our sponsors.

Partnership & Knowledge Exchange

AIP Foundation actively facilitates knowledge exchange and continuous improvement by establishing and maintaining relationships with and among communities as well as local and international research institutes. Complementing internal research activities, this is a crucial element of AIP Foundation’s research strategy to stay informed about the contexts it works in, learn from the experience of others, and share its own experiences and findings.

This initiative is supported by the International Union for Health Promotion and Education (IUHPE) and the US Centers for Disease Control and Prevention (CDC).
School-Based Programs

School selection: AIP Foundation has developed an objective, criteria-driven selection procedure to select schools for intervention. The program sponsor identifies the district they prefer, after which the local Department of Education provides a list of schools that are selected according to given criteria. A standardized survey is then used to assess the schools’ need for road safety programs and their ability to run our programs effectively. Suitability is based on traffic patterns, road traffic crash rates, proximity to major roads, students’ primary mode of transport, existence of safety features around the school, and the schools’ facilities and capacity. Interviews are conducted to determine the administration’s and teachers’ commitment level. A list of ranked schools is presented to the sponsor for final selection.

Measuring success: At the onset of the program, a set of main objectives are developed. To measure the impact of the interventions, key indicators are identified. These key program indicators are measured on an ongoing basis to follow progress.

Partners in evaluation: Our school-based programs are evaluated by AIP Foundation with trained volunteers who assist with data collection and field work. The US Centers for Disease Control and Prevention and the International Union for Health Promotion and Education provide technical assistance on evaluations. AIP Foundation places high importance on involving the schools in conducting the evaluations and on training them whenever possible to survey their own progress beyond program implementation.

Process evaluation: Continual improvement is facilitated by qualitative process reviews with program stakeholders in order to analyze the factors impacting overall program effectiveness.

Research: To enable continuous improvements, these regular monitoring and evaluation procedures are supplemented by research across single interventions to further identify and gain in-depth understanding of key impact factors.
Our Public Awareness Campaigns

To evaluate its public awareness campaigns, AIP Foundation hires and collaborates with local and international research institutes. All of our public awareness campaign frameworks include formative baseline research as well as post-assessment measures. The latter measure objective and subjective exposure; changes in knowledge, norms and beliefs; self-reported behavior and/or behavioral intentions, as well as actual behavior.

Vietnam

Vietnam National University in Hanoi will conduct the evaluation of the current campaign's first phase, “Children also need a helmet”, utilizing their previously collected baseline data and research from the WHO. This data comes from child helmet observations, questionnaires, individual interviews, and focus group discussions with students, parents, teachers and other key stakeholders.

Key results from the campaign’s baseline research, which helped shape the campaign, include:

- Child helmet use country wide was estimated at 34.1%
- The younger the child, the less likely they are to wear a helmet
- Parents have the greatest influence over whether a child wears a helmet
- TV is the main source of information
- The majority of parents do not know the exact age of mandated helmet use
- When driving short distances or at low speeds, parents do not consider helmets necessary
- Common excuses for not wearing a helmet include inconvenience, affordability, concerns about appearance, and pervasive myths about helmet safety

Post-campaign evaluation will consist of repeating baseline data collections in 2012. Additional data will be collected to evaluate the effectiveness of individual campaign components, such as the workshops.
Cambodia

AIP Foundation is working closely with the US Centers for Disease Control and Prevention to coordinate research on the second phase of the Cambodia Helmet Vaccine Initiative's campaign, "Always care. Always wear a helmet". This data is being collected by Handicap International Belgium.

Primary baseline data, collected in three target and two control provinces, included a road side survey of motorcycle drivers and passengers as well as bi-monthly helmet observations.

Key results from the campaign's baseline research that have been central in developing the campaign include:

- Passengers are much less likely to wear helmets than drivers; the passenger helmet use rate in Phnom Penh is 8 percent
- Cambodians are generally aware of the safety value of helmets
- Helmets are deemed less important on short or slow rides and children are often judged too young to need a helmet
- Friends and family are important sources of information and opinion
- TV and radio are by far the most important media channels

Handicap International Belgium will continue to monitor helmet wearing rates and collect data on helmet use behaviors, attitudes, and information sources through additional roadside surveys. Moreover, a post-campaign evaluation conducted by media agency Brandsolutions will include household surveys conducted among motorcycle passengers. The household surveys will take place in 2012 in the three target provinces: Phnom Penh, Kandal, and Kampong Speu.

Uganda

Evaluations seek to measure the effectiveness of workshops, helmet donations and radio spots.

Baseline data was collected in 2011 through questionnaires, focus group discussions, and hospital crash data. Workshop participants filled out surveys, pre- and post-workshop helmet observations were conducted, and media tracking and questionnaires were used to evaluate the radio campaign.
Recognition and Awareness

On June 23rd, 2011, AIP Foundation Founder and President Greig Craft was awarded Vietnam’s highest civilian honor - the Friendship Medal - for his philanthropic work and contributions to improving road traffic safety in Vietnam. Authorized by the President of Vietnam, the medal was awarded by Minister of Transportation Ho Nghia Dung at a ceremony in Hanoi.

Later that month, Greig Craft was awarded the Ministry of Transportation Medal for his contributions in construction and development of Vietnamese transportation. He also received a Certificate of Merit.

In Cambodia, the National Road Safety Committee Chairman officially appointed AIP Foundation as a member of the Technical Working Group for Road Safety of the NRSC’s General Secretariat.
2011 Conferences

- **Global Meeting of NGOs Advocating for Road Safety**: Greig Craft attended the second annual Global Meeting in Washington, D.C. on March 14th and 15th.

- **United Nations Road Safety Collaboration (UNRSC)**: Greig Craft and Mirjam Sidik attended the 13th UNRSC meeting in London in April. In September, AIP Foundation Global Development Director Robert Klein attended the 14th meeting in Geneva. The meetings attracted international road safety stakeholders who united to discuss plans for the Decade of Action for Road Safety (2011-2020).

- **Commission for Global Road Safety**: AIP Foundation Executive Director Mirjam Sidik was a panel speaker at the conference to launch the Third Report of the Commission for Global Road Safety on April 12th. The panel aimed to identify some of the practical measures needed in order to transform the Decade of Action goals from a UN resolution to a reality.

- **International Conference on Spinal Cord Medicine & Rehabilitation**: In June, GHVI representative Bella Dinh-Zarr of the FIA Foundation delivered a presentation entitled “Affordable Helmets Make Helmet Laws Successful” in Washington, D.C. Her presentation outlined the Global Helmet Vaccine Initiative, as well as the steps leading up to Vietnam’s passage of a mandatory adult helmet law in 2007.

- **Time for Action**: The 10th Thai national convention on road safety, Time for Action, was held in Bangkok in August, where AIP Foundation’s Ratanawadee Winther held a booth. Time for Action aimed to provide a forum to review the strategies aimed at preventing and mitigating road accidents.

- **United Nations Economic and Social Commission for Asia and the Pacific**: AIP Foundation participated in the expert group meeting on Progress on Road Safety Improvement in Asia and the Pacific in September. The meeting focused on issues and challenges related to road safety data systems and the monitoring of progress of global and regional road safety goals and targets.

- **Safe Kids Worldwide Conference and Safe Communities Global Conference**: Lotte Brondum, AIP Foundation’s Regional Development Director, travelled to Falun, Sweden in September to attend the annual Safe Kids Worldwide workshop.

- **National Insurance Week**: AIP Foundation Thailand participated in National Insurance Week in September, alongside key road safety partners. The event was organized by the Office of the Insurance Commission.
## Income and Expenditure

### Income

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<th>Source</th>
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<tr>
<td>Private Sector</td>
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<td>Protec</td>
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### Expenditure

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<td>Programs</td>
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<td>Fundraising</td>
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### Source of 2011 Income

- Foundations: 51%
- Private Sector: 6%
- Multilateral Organizations: 33%
- Protec: 10%
- Individuals: <1%

### Breakdown of 2011 Expenditure

- Overhead: 25%
- Programs: 68%
- Fundraising: 7%
Donors

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.

2011 Leaders

- FedEx Express
- Intel Products Vietnam
- Michelin Vietnam

2011 Sponsors

- 365 Days Communications
- ANZ Royal Cambodia
- Australian Chamber of Commerce in Vietnam
- Australian Embassy Cambodia
- Australian Embassy Vietnam
- British International School—Ho Chi Minh City
- Cai Mep International Terminal Co., Ltd.
- Diverse Hygiene (Thailand) Co., Ltd.
- ECCO Thailand

- Pandora Jewelry Thailand
- Sofitel Bangkok Silom
- Sophie Paris Vietnam
- Total Cambodge
- Total Vietnam

Foundations

- Atlantic Philanthropies
- FIA Foundation

Multilateral and Other Organizations

- Fédération Internationale de Motocyclisme
- Global Giving
- International Union for Health Promotion and Education
- Medical College of Wisconsin
- RMIT University
- The Road Safety Fund
- Safe Kids Worldwide
- United States Centers for Disease Control and Prevention
- The World Bank
- World Health Organization
AIP Foundation Board and Staff

**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
- Dr. Charles Mock, MD, PhD
- Mr. Son Michael Pham
- Dr. Fred Rivara, MD
- Dr. Terry Smith, PhD
- Dr. David Wilmuth, PhD

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- President: Greig Craft
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- Regional Development Director: Lotte Brondum
- Operations Manager: Gillian Irvine
- Chief Accountant: Lam Thanh Hue
- Senior Accountant: Erlinda Felix
- General Accountant: Nguyen Thi Kim Oanh
- Program Coordinator: Dinh Kim Phuong
- Program and Development Coordinator: Mariam Bhacker
- Executive Secretary: Nguyen Ngoc Anh
- IT & Office Coordinator: Phan Thu Ha
- Program Assistant: Tran Thi Nhai
- Program Assistant: Le Minh Hang

**Ho Chi Minh City Office**
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- Volunteer: Ha Van Thien Tam
- Volunteer: Le Thanh Xuan

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- Volunteer: Supanee Koonseang, MD

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