



FOR IMMEDIATE RELEASE

CLEAR and AIP Foundation donate helmets to students, mothers, and teachers in Hai Duong Province

October 1 – Hai Duong

On October 1, 2013, CLEAR and AIP Foundation held a helmet handover celebration for the pilot project *Helmets for Heads* in Tu Ky district of Hai Duong province. On this day, 1,065 helmets were donated to 505 elementary students, 505 mothers, and 55 teachers from Ky Son and Tai Son primary schools.

These schools were selected for this donation as they are both located on major highway 391. Between 70 and 80 percent of students travel to and from these school on motorcycles. Traffic in this area is made even more dangerous by proximity to industrial zones; these schools have experienced 12 non-fatal traffic accidents in the past three years. Many parents in this area make less than the average provincial income and cannot afford to buy helmets for themselves and their children.

The helmet handover ceremony included performances by students, parents, and teachers as well as helmet training games, and remarks by the Department of Education and Training.

In addition to the provision of quality helmets, *Helmets for Heads* held a workshop on September 28, 2013 to educate parents and teachers about road traffic laws, child helmet laws, and correct helmet use. Letters asking parents to pledge to always wear helmets and to help their children do the same were sent out to 550 parents of students from both schools. Every letter sent out brought in an agreement from a parent to join the project, to act as a role model and always wear a helmet, to make sure their child always wears a helmet as well. Other awareness raising activities will be conducted throughout the school year to ensure that children, parents, and teachers continue to wear helmets.

The *Helmets for Heads* project is the result of a partnership that began in 2012 between CLEAR and the Road Safety Fund as part of the UN Decade of Action for Road Safety.



About CLEAR

CLEAR is the No.1 shampoo in Vietnam that offers premium technology solutions to dandruff and other scalp problems. Ordinary shampoos just wash away dandruff superficially, so dandruff comes back again and again. CLEAR nourishes scalp from within to prevent dandruff from coming back.

About AIP Foundation

The Asia Injury Prevention Foundation (AIP Foundation) is a U.S. registered 501 (c)(3) non-profit that works to prevent road traffic injuries and fatalities in developing countries. The work of AIP Foundation includes school-based programs, public awareness campaigns, and a non-profit helmet assembly plant, V-SPEC, which manufactures Protec brand tropical helmets. These helmets offer an environmentally appropriate, safe and affordable option for motorcycle and bicycle users.

AIP Foundation has offices in Hanoi and Ho Chi Minh City, Vietnam, Phnom Penh, Cambodia, and Bangkok, Thailand and programs in China, Uganda, and Tanzania. In 2009, AIP Foundation, in collaboration with the FIA Foundation and the World Bank, launched the Global Helmet Vaccine Initiative (GHVI), an international coalition with the objective of “putting a helmet on every head in the UN Decade of Action for Road Safety (2011-2020).

For Media Contact

Tiare Dunlap
Communications Coordinator
AIP Foundation
18bis/19 Nguyen Thi Minh Khai Street
District 1, Ho Chi Minh City, Vietnam
Tel: 08-6299-1409 Ext. 117
Email: tiare.dunlap@aipf-vietnam.org