

## **PRESS RELEASE**

### ***Helmets for Families* brings road safety from the hospital to the classroom**

*16 January, 2018 – Ho Chi Minh City, Vietnam*

*Helmets for Families* is expanding its road safety education efforts to include engagement with health professionals for teachers, parents, and students. The program, which is supported by the global healthcare company Abbott and implemented by AIP Foundation, National Traffic Safety Committee, Ministry of Education and Training, Ho Chi Minh City Traffic Safety Committee, and Department of Education and Training, celebrated its fifth year with a helmet handover ceremony for students and teachers at Tan Thanh Dong Primary School in Ho Chi Minh City. At the ceremony, a doctor from Cho Ray Hospital raised the importance of wearing quality helmets properly for students and teachers. In total, *Helmets for Families* will donate over 4,000 helmets to schools in Cu Chi District and Hoc Mon District of Ho Chi Minh City during the 2017-2018 school year.

Over 1,000 students and teachers from Tan Thanh Dong Primary School and the management boards for four top-off schools in Hoc Mon District and two new schools in Cu Chi District participated in the event. Representatives from AIP Foundation, Abbott, the Ho Chi Minh City Traffic Safety Committee, the Department of Education and Training, Traffic Police, and the People's Committees of Cu Chi and Hoc Mon Districts were also in attendance.

*"Helmets for Families* project schools are often located in dangerous areas near highways with heavy traffic. We look forward to continuing to work with schools in Hoc Mon and Cu Chi Districts to reinforce road safety knowledge in the community and encourage long-term changes," said Nguyen Ngoc Tuong, Vice Chairman of the Ho Chi Minh City Traffic Safety Committee.

This year, *Helmets for Families* is incorporating a new component: to engage school staff, parents, and students on a deeper level, health professionals carry road safety messages based on their experiences working with road crash victims. In commemoration of the World Day of Remembrance for Road Traffic Victims last November, key teachers and parents visited Cho Ray National Hospital to meet with patients who had been involved in road crashes and the health professionals who treated them. Their experiences have been shared to their peers and students throughout the program implementation accordingly.

"Doctors and nurses are influential opinion leaders in Vietnam. By bringing them into the conversation on road safety, parents, students, and teachers can have a fuller understanding of the dangers of unsafe road behavior," said Nguyen Van Gia Thuy, representative of the Ho Chi Minh City Department of Education and Training.

"Road safety is an important health issue that affects families across the country," said Mr. Douglas Kuo, General Manager of Abbott Nutrition in Vietnam. "That's why we're supporting *Helmets for Families* to provide quality helmets and important education for students and families."

*Helmets for Families* aims to raise awareness about helmet-use and road safety to encourage behavior change among students, parents, and the community. In addition, parents can exchange their low quality helmets for high-quality standard helmets for 69% of the original price through a subsidized exchange program. Since 2013, Abbott has provided 21,701 helmets to students and teachers and 14,096 helmets for parents via subsidized exchanges.

"Health professionals see the importance of wearing a helmet and practicing safe road behavior every day," said Mirjam Sidik, CEO of AIP Foundation. "Their firsthand experience is key to engaging the community on a deeper level to create a culture of safety."



### **About Abbott**

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In Vietnam, Abbott has approximately 3,400 employees working in logistics, sales and marketing. Primary locations in Vietnam are in Ho Chi Minh City, Hanoi and six other regions covering 63 provinces and cities across the country. Visit Abbott at [www.abbott.com.vn](http://www.abbott.com.vn) or [www.abbottnutrition.com.vn](http://www.abbottnutrition.com.vn) and connect with us on Twitter at @AbbottNews.

### **About AIP Foundation**

AIP Foundation is a nonprofit organization dedicated to preventing road injuries and fatalities in low- and middle-income countries. Since 1999, AIP Foundation has been delivering effective road safety programs in locations across Asia and Africa. To find out more, visit [www.aip-foundation.org](http://www.aip-foundation.org) or connect with us on Twitter @AIPFoundation.

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