



PRESS RELEASE

***Street Wise* expands to new school, increasing reach by an estimated 5,800 students**

18 July 2018- Songkhla province, Thailand

More than 250 students, parents, and teachers from 11 program schools in the Singhanakhon and Muang districts of Songkhla province gathered today to celebrate the launch of Phase III of the *Street Wise* road safety program, a collaboration between AIP Foundation and Chevron Thailand. The latest stage of *Street Wise* is expanding to Tesaban Muang Singhanakhon 1 Primary School, the only primary school in the municipality that has not yet received *Street Wise* programming. *Street Wise* is expected to reach more than 10,000 new primary school students, family members, and teachers as a result of the expansion.

“At Chevron, upholding the health and safety of not only our employees, but also of the communities in which we live and work is our top priority. That is why we have worked closely with AIP Foundation since 2014 to ensure that the Songkhla community receives the proper tools, both in knowledge and quality helmets, to keep themselves safe on the roads,” said Mrs Hatairat Articharte, Policy, Government, and Public Affairs Manager at Chevron.

Dondej Pattanarat, Governor of Songkhla province, gave the opening speech at the program launch ceremony. In addition to handing over 250 helmets to students from the new target school and distributing 450 reflective safety vests to student ambassadors, AIP Foundation also presented certificates to the 30 “Master Trainers” who recently completed the road safety curriculum training. These trainers will be responsible for training fellow teachers and community members on helmet safety. A booth was also set up at the event to raise awareness on the current road safety situation in Thailand and *Street Wise*’s educational approach to road safety interventions.

“With an initial helmet compliance rate of only 16% for students at Tesaban Muang Singhanakhon 1 Primary School, we saw the urgent need for *Street Wise*,” said Dondej Pattanarat, Governor of Songkhla province. “But to ensure lasting change, it also requires the engagement and participation of all stakeholders, including teachers, parents, local communities, and the government.”

Representatives from AIP Foundation, Chevron, the Road Accident Victims Protection Company Limited, the Department of Disaster Prevention and Mitigation, the Ministry of the Interior, and several provincial infrastructure- and health-related government agencies attended the event, which was hosted in the Chai Bang Yang conference hall at the Rajamangala University of Technology Srivijaya.

“*Street Wise* has a proven track record of imparting sustainable change within Songkhla province and we are looking forward to seeing its impact at the new program school,” said Oratai Junsuwanaruk, Thailand Country Manager for AIP Foundation. “The youth in our program are developing safety habits that will serve them well for the rest of their lives.”

Street Wise incorporates road safety education, extracurricular activities, parental and community activities, and stakeholder engagement into a targeted approach to improving the pedestrian and helmet skills of road users. From 2014 to 2017, helmet-wearing rates at neighboring *Street Wise* program schools in Songkhla Province increased from 3% to 55%. Since the program’s launch, approximately 5,000 parents have attended workshops, and 37 teachers from 11 target schools have been trained on the road safety curriculum.

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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 or connect with us on Twitter @AIPFoundation.

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