



## **PRESS RELEASE**

### **Johnson & Johnson in collaboration with AIP Foundation donate 32,000 helmets by the end of 2014**

*29 April, 2014 – Hanoi, Vietnam*

On April 28-29, Johnson & Johnson kicked-off their third year of sponsorship with Asia Injury Prevention (AIP) Foundation's *Helmets for Kids* program at three primary schools in Ha Tinh, Quang Binh, and Dong Nai provinces.

In partnership with the National Traffic Safety Committee, Ministry of Education and Training, and provincial counterparts, 4,057 students and teachers at project schools received helmets this week. On top of this, approximately 6,000 additional helmets will be donated in September, for newly enrolled students.

Since 2012, through this successful school-based program, Johnson & Johnson has donated more than 32,000 helmets across 39 schools, increasing the helmet use rate from 25 percent to 95 percent by the end of 2013.

Mr. Nguyen Trong Thai, Chief Secretariat of the National Traffic Safety Committee said, "The dangerous national highways that run through Ha Tinh, Quang Binh, and Dong Nai provinces present a hazard to our children. We call for continued partnership among the provincial authorities and relevant stakeholders, including the private sector, to improve the child helmet use along these high-risk corridors."

"In Vietnam, road injury is the second cause of death for children aged 5 to 14," said Goodwill Ambassador and actor, Dai Nghia, "In collaboration with the *Helmets for Kids* program, I hope to help remind young motorcycle passengers and the adults in their lives that they must always wear a helmet. The scale of road crash injuries and fatalities among our children is inexcusable and can be prevented with a helmet."

"For many parents in rural, low-income areas, the cost of a helmet that meets the national standard is a barrier to purchase, especially as they believe that their child will outgrow the helmet quickly," said Ms. Truong Thi Kim Hue, Deputy Director of Dong Nai Department of Education and Training. "Through this strategic partnership with the private sector, we are very glad to see another 10,057 students and teachers protecting themselves with quality helmets and be safer as they get to and from school."

The *Helmets for Kids* ceremonies were also attended by People's Committees, the Youth and Woman Unions, and the Traffic Police, teachers, 2,000 students, parents and 07 Johnson & Johnson volunteers.

## **About the Asia Injury Prevention Foundation**

The Asia Injury Prevention (AIP) Foundation is a U.S. registered 501 (c)(3) non-profit organization that uses public-private partnerships, public awareness education, and school-based programs to reduce the rate of traffic injuries and fatalities in developing countries. AIP Foundation has offices in Hanoi and Ho Chi Minh City, Vietnam, Phnom Penh, Cambodia, Bangkok, Thailand, and Chengdu, China.

In 2001, AIP Foundation built its non-profit helmet factory, Protec, which manufactures “tropical” helmets. These helmets are climate appropriate, safe and an affordable solution for motorcycle and bicycle users. A socially conscious organization, the factory employs the physically disabled and reinvests all profits to AIP Foundation’s road safety programs.

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 Decade of Action for Road Safety (2011-2020).”

Visit AIP Foundation at [www.asiainjury.org](http://www.asiainjury.org) and connect with us on Twitter at @AIPFoundation

## **About Helmets for Kids**

*Helmets for Kids*, launched by former President Bill Clinton, in November 19, 2000, provides school children and teachers with quality helmets and road safety education through funding support from numerous individuals, private sectors and organizations.

## **For Media contact**

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