











PRESS RELEASE

Slow Zones, Safe Zones launches road modifications and new public awareness campaign in Pleiku City 20 February, 2019- Pleiku City, Gia Lai Province, Vietnam

AIP Foundation collaborated with the Gia Lai Traffic Safety Committee (TSC) to celebrate the launch of a new public awareness campaign and school zone road modifications in Pleiku City as part of the *Slow Zones, Safe Zones* program – the first-ever pilot program to reduce speed in school zones in Vietnam, supported by Fondation Botnar and the Global Road Safety Partnership. At the ceremony at Phan Dang Luu Primary School, over 1200 teachers, students, and parents of the school attended in addition to government stakeholders from the National TSC, the Ministry of Education and Training, the Gia Lai TSC, the Gia Lai Department of Education and Training, the Gia Lai Department of Transport, and the Gia Lai Traffic Police. Additionally, representatives from all 32 primary schools in Pleiku, KOVA Paint, the Global Road Safety Partnership, and AIP Foundation attended the ceremony.

Slow Zones, Safe Zones focuses on speed reduction and school zone safety through construction of tailored school-zone modifications like speed bumps, road markings, speed reduction signs, and sidewalks; design and implementation of a road safety public awareness campaign to promote positive road user behaviors, paired with increased law enforcement; development and testing of a nationally-applicable road safety e-curriculum; and advocacy to provincial government to support and scale program activities throughout Pleiku City and Gia Lai province.

In Pleiku City, school zones are often located along national and provincial roads and there are no safety parameters in place to protect pedestrians, namely schoolchildren commuting to and from school, from road crashes. In addition, the current speed limits for these roads are rather high with a minimum of 50km/hour. In response to this, *Slow Zones*, *Safe Zones* installed raised crosswalks, rumble strips, refuge islands, traffic lights, road markings, speed reduction and school zone signs, and new sidewalks at two schools thus far. Additionally through *Slow Zones*, *Safe Zones*, a school zone speed limit of 30 km/h was implemented in Vietnam for the first time.

"Because of the new speed signs and modifications by our school, I feel much safer going to school" said Thái Thị Như Ngọc, a grade 5 student at Phan Dang Luu Primary School. "Before, it was very difficult to get to school. Cars would speed by very fast and would not stop for crossing students like me. I was afraid I would be hit by a vehicle, but now with speed signs and a new crosswalk, it is easier and safer to get to school."

In addition to the school zone modifications, *Slow Zones*, *Safe Zones* also celebrated the launch of its public awareness campaign featuring billboards and a television public service announcement (PSA) entitled "The Wheel." In the PSA, we see the story of a young girl who becomes paralyzed after being struck by a carelessly speeding motorcycle on her way home from school. The PSA explores the implications of reckless driving on the lives of those most vulnerable, young children, and hopes to emphasize the importance of slowing down while driving in order to protect one another and to avoid possible consequences such as those faced by the young girl.

"With school zone modifications already in place at two program schools, we are excited to continue improving road environments at primary schools in Pleiku city" said Mrs. Trinh To Oanh, representative of the Global Road Safety Partnership in Vietnam. "Coupled with the public awareness campaigns and police trainings, these modifications will influence the road safety culture of Pleiku for the better and prevent crashes, injuries, and deaths".

According to Ms. Trinh Thu Ha, Deputy Chief of Secretariat of the National Traffic Safety Committee, "Speed is a main contributor to road crashes in Vietnam. People are not aware of the dangers it has for themselves and those around them. Reducing speed can save lives. With this program, we seek to educate people, change their behaviors, and save lives."













"School zone modifications in conjunction with improved law enforcement and public education are a holistic solution to the crisis of road safety in Vietnam" said Mirjam Sidik, CEO of AIP Foundation. "Earlier this winter, we held police capacity trainings in Gia Lai with the support of the People's Police Academy and a consultant from New Zealand. These sessions provided police officers with lessons and information on better enforcement and checkpoint patrols; speed and restraints; and strategies to improve child safety outside schools and around school zones."

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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.

About the Botnar Child Road Safety Challenge

Fondation Botnar has collaborated with the Global Road Safety Partnership to launch the Botnar Child Road Safety Challenge. The Challenge is designed to fund projects which address locally relevant road safety problems with practical, innovative and evidence-based interventions. The Challenge is timely- it seeks to build on growing global recognition of population shifts to urban areas and the impact of urbanization on public health. The Challenge also sees cities — particularly small and mid-sized cities — as great potential agents of change and incubators for innovation. Project countries include: Mexico, Romania, India, Vietnam, Tunisia, and South Africa.

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