

PRESS RELEASE

***Helmets for Families* engages medical experts to enhance its school and family-based interventions**

16 April, 2019 – Ho Chi Minh City, Vietnam

Helmets for Families, supported by Abbott, introduced its sixth year of programming with a launch event held at Lam Van Ben Primary School in Nha Be district where 1,292 students and teachers received free helmets. AIP Foundation hosted the event in coordination with the Ho Chi Minh City Traffic Safety Committee and Department of Education and Training. This year's *Helmets for Families* program will continue collaborating with doctors and medical professionals, using their experiences working with road crash victims to educate teachers, parents, and students about the very real dangers of not wearing a helmet.

"Teachers and parents play an important role to promote and sustain safe road behavior for students," said Mr. Nguyen Ngoc Tuong, Vice Chairman of the Ho Chi Minh City Traffic Safety Committee. "Without their cooperation and enthusiasm it would be difficult to re-enforce safe helmet use. Educational activities directly influence the awareness and behavior of students, parents and community members to wear quality helmets properly."

Last month, teachers and parents visited doctors and patients at Cho Ray National Hospital to learn from their experiences with road-related tragedies. Afterwards, this information was incorporated into teacher trainings at program schools. *Helmets for Families* provides communication materials to road crash injury patients and their families at national and local hospitals in Ho Chi Minh City.

"Traumatic brain injury is the leading cause of death in a road crash," said Dr. Vo Tan Luc of Cho Ray Hospital. "Teachers and parents should know the risks involved in road crashes and how to prevent them by promoting quality helmet use for adults and children."

The program will continue reinforcing correct helmet use for six previous intervention schools in Hoc Mon and Cu Chi District through educational engagement. In addition, the program will expand to four new primary schools in Nha Be District, one of the poorest districts in Ho Chi Minh City. Many students and their parents face dangerous road environments every day without adequate helmets. During the 2018-2019 school year, the program will donate 3,643 free helmets to students and teachers and 800 helmets to parents via subsidized exchanges. Since 2013, Abbott has partnered with AIP Foundation to provide 25,316 helmets to students and teachers at 17 schools and 14,172 helmets to parents via subsidized exchanges.

"Abbott employees work every day to help people in Vietnam live better and healthier, through our life-changing technologies and through our broader work in partnership with others. We are privileged to be a part of this important education program, *Helmets for Families*, to raise awareness about road safety and provide quality helmets for protection – all with the goal of enhancing the health and well-being of Vietnamese children and families," said Mr. Douglas Kuo, General Manager of Abbott in Vietnam. "By empowering teachers and parents to create communities of safer drivers and passengers, we can make a positive impact for the future of

our children, and help deliver progress toward the government's commitment to implement the United Nations' traffic accident reduction goals."

"AIP Foundation's *Helmets for Families* program will continue to highlight the work of teachers, parents, and health professionals as change-makers in their communities," said Mirjam Sidik, CEO of AIP Foundation. "This year we celebrate them as road safety leaders during the Fifth United Nations Global Road Safety Week in May."

###

About Abbott

Abbott is a global healthcare company devoted to improving life through the development of products and technologies that span the breadth of healthcare. With a portfolio of leading, science-based offerings in diagnostics, medical devices, nutritionals and branded generic pharmaceuticals, Abbott serves people in more than 150 countries and employs approximately 69,000 people.

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 or 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 or connect with us on Twitter @AIPFoundation.

For media contact:

Rhea Goveas, Communications Coordinator

18bis/19 Nguyen Thi Minh Khai, Dakao Ward, District 1, Ho Chi Minh City, Vietnam

Tel: (+84-28) 6299 1409 Ext. 128; Email: rhea.goveas@aipf-vietnam.org