

## **PRESS RELEASE**

### **AA Vietnam and AIP Foundation bring child car safety training to parents in Hanoi**

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AA Vietnam and AIP Foundation, in collaboration with the Hanoi Traffic Safety Committee, have launched a new child car seat initiative at Nam Tu Liem school in Hanoi. The launch event was held during the 5<sup>th</sup> United Nations Global Road Safety Week, attended by 800 primary school students and teachers.

Public awareness campaigns and education will be used to promote car seats and seatbelt use for children, specifically targeting the behavior and attitudes of parents. The initiative is modeled after FIA's toolkit for child safety in cars, and will advocate for child seatbelt use and car seats to be included in Vietnamese law.

"Vietnam does not currently have laws enforcing the use of restraint systems and seatbelts for children," said Luu Xuan Binh, Deputy Chief of the secretariat of the Hanoi Traffic Safety Committee. "As more families make the shift from motorcycle to car, the Government and the public sector need to work together to address these growing safety concerns through legislative change."

According to the World Health Organization (WHO), road crashes in Vietnam cause an estimated 24,970 fatalities and more than 499,400 injuries each year. Children are particularly vulnerable: 1,900 children perish on Vietnam's roads each year. Road crashes are the second leading cause of death for Vietnamese children between the ages of 5 and 14. The WHO reports wearing a seatbelt reduces the risk of death among drivers and front seat occupants by 45-50% and the risk of death and serious injuries among rear seat occupants by 25%.

In addition to parent training workshops and government advocacy, AIP Foundation will implement a public awareness campaign on social media and install a series of billboards in busy traffic areas around Hanoi. The campaign will reach approximately 78,440 people.

"I see a lot of parents bringing their young children to school in cars," said Ngo Thi Thanh, Principal of Nam Tu Liem school. "We need to focus on educating them to buckle-up their children."

"The program aligns with the theme of the 5<sup>th</sup> United Nations Global Road Safety Week: leadership for road safety," said Na Huong Hoang, Managing Director of AA Vietnam. "The parents attending the trainings will become champions to change society's behavior and protect children."

The *Child Safety Toolkit* is funded by the FIA Foundation through the FIA Road Safety Grant Programme to promote and enforce child passenger safety.

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### **About Federation Internationale de l'Automobile (FIA)**

FIA is the governing body of the world's motorsports industry and the world's largest motoring association founded in 1904, with head offices located in Paris and Geneva. The FIA is a non-profit association that brings together more than 235 sporting and motorcycle organizations in more than 140 countries across the world. FIA clubs represent the millions of people involved in road traffic and their families.

The FIA is very active in advocating for the interests of road users and is involved in safety, mobility, sustainability and consumer law at the UN, in the European Union and International organizations. FIA is committed to supporting global road safety initiatives through the FIA Road Safety Action and in conjunction with the Decade of Action. To find out more, visit [www.fia.com](http://www.fia.com)

**About AA Vietnam:** AA Vietnam (Automobile Association Vietnam) is a member of the FIA (Federation Internationale d'Automobile) bringing FIA's quality products and motor services to its members in Vietnam. In collaboration with AIP Foundation and the Vietnamese government, AA Vietnam seeks measures that ensure greater road safety within the country.

### **About AIP Foundation**

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

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