

**Three exciting extracurricular days kick off the Helmets for Kids program's expansion to 20 schools**

30 September 2019 in Gia Lai, 3 October 2019 in Thai Nguyen, and 4 October 2019 in Yen Bai, Vietnam

With the support of the National Traffic Safety Committee (NTSC), AIP Foundation and Johnson & Johnson organized three kick-off ceremonies during the month of September and October to celebrate the expansion of the *Helmets for Kids* program into 16 new program schools across Thai Nguyen, Yen Bai, and Gia Lai provinces in Vietnam. All program schools are located on provincial or national highways, such as 1B and QL37, which are exposed to heavy traffic volume, and have student populations which lack standard helmets and often have lower helmet-wearing rates. Combined with the 4 ongoing program schools in Thai Nguyen, *Helmets for Kids* will distribute 5,900 helmets across a total of 20 program schools.

Over 2,700 students, teachers, and guests across all twenty program schools joined to kick off the Helmets for Kids program. Thai Nguyen large-scale ceremony welcomed government representatives and distinguished guests, including Mr. Nguyen Trong Thai, Chief Secretariat of the National Traffic Safety Committee; Mr. Nguyen Quang Trung, Director of External Relations and Community Program Coordinator of Johnson & Johnson Vietnam Co. Ltd, Mrs. Hoang Thi Na Huong, Deputy CEO of AIP Foundation, and Colonel Nguyen Van Vui, Deputy Director of Thai Nguyen Police Department, Vice chairman of Thai Nguyen Traffic Safety Committee. For the other two ceremonies in Gia Lai and Yen Bai, representatives of local authorities such as the provincial Traffic Safety Committee and provincial Department of Education and Training, as well as members of media, were in attendance.

Mr. Nguyen Trong Thai, Chief Secretariat of the National Traffic Safety Committee the National Traffic Safety Committee, expressed, "It is critical to consider the external environment surrounding these schools. As the schools are located in high need areas, there is a real opportunity for students to benefit greatly from road safety education and training. We are pleased to support the *Helmets for Kids* program and reach more at-risk students."

This year, ceremonies are featured with student performances and knowledge competition apart from the helmet handover facilitated by AIP Foundation and the provincial Traffic Safety Committee. All students from project schools received standard helmets, and demonstrated correct helmet use through stage activities. Following the stage skits, students participated in various extracurricular activities, including interactive road safety trivia games. At the Gia Lai ceremony, students participated in a drawing contest and demonstrated how to convey road safety messages through creative approaches.

Mr. Nguyen Quang Trung, Director of External Relations and Community Program Coordinator of Johnson & Johnson Vietnam Co. Ltd, stated, "Following the helmet donations and school trainings during the *Helmets for Kids* program in 2018-2019, helmet wearing rates of students across program schools increased from 46% pre- to 95.3% post-intervention. This year, in the 16 new schools that have been selected, we have found pre-implementation helmet use rates at 29%, even lower than our program schools in 2018. We aim to increase the helmet wearing rate substantially in our new schools as we have in past interventions."

"Last year, the *Helmets for Kids* program saw 37 crash cases reported from program schools between January to May 2019, involving no reported head injuries. Compared to prior years, crash case numbers decreased thanks to our multidimensional approach to road safety awareness," said Hoang Thi Na Huong, Deputy CEO of AIP Foundation.

Between January to July 2019, the *Helmets for Kids* program has reached 11,357 students, 11,357 parents, and 693 teachers, through the distribution of standard helmets to increase child helmet use, improved road safety knowledge in primary schools via lessons and educational materials, and expanded outreach to ethnic minorities.

**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](http://www.aip-foundation.org) or connect with us on Twitter @AIPFoundation.

**For media contact:**

Gabby Cohen

Communications Coordinator

74 Mac Dinh Chi Street, Da Kao Ward, District 1, 700000, Ho Chi Minh City, Vietnam

Tel: (84-28) 6299 1409, ext. 128; Email: [gabby.cohen@aipf-vietnam.org](mailto:gabby.cohen@aipf-vietnam.org)