



FOR IMMEDIATE RELEASE

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***Helmets for Kids* targets at-risk students in Vinh Phuc Province for the second year in a row**

In response to the Vietnam National Traffic Safety Committee's 2019 traffic safety action plan, which calls for better traffic safety for passengers and motorcycles, AIP Foundation addressed child non-helmet use by providing more than 400 helmets to at-risk students at Phu Xuan Primary School in Binh Xuyen District through the *Helmets for Kids* program. The *Helmets for Kids* program is supported by the Vietnam Garment Manufacturing Company (VNG) - TAL Apparel and implemented by AIP Foundation in Binh Xuyen District, a rural district of Vinh Phuc Province in the Red River Delta region of Northern Vietnam.

The helmet handover ceremony was attended by both students and parents, as well as representatives from the National Traffic Safety Committee, Vinh Phuc Traffic Safety Committee, Vinh Phuc Department of Education and Training, Binh Xuyen Bureau of Education and Training, and the Binh Xuyen People's Committee. Additionally, representatives from AIP Foundation and TAL Apparel were present.

In 2012, Prime Minister approved a National Road Safety Strategy by 2020, and vision to 2030, which calls for a reduction in road crash fatalities each year between 2012-2020 by 5-10% year to year.

While more than 95% of the students at Phu Xuan Primary School travel to school by motorcycle with adults or alone on bicycles, pre-helmet observations showed that 0% of them wear helmets. **Mr. Nguyen Trong Thai, Chief of the secretariat of the National Traffic Safety Committee** remarked, "The issue of non-child helmet use is of great concern, which highlights the need for strong collaboration from the private sector, such as the TAL Group, to address traffic safety issues for children. The need for greater road crash prevention awareness at Phu Xuan Primary School is of the utmost importance. Students should not be on our roads without protective equipment for their developing brains. The *Helmets for Kids* program will demonstrate to students, as well as their parents, the importance of wearing a helmet whenever they are traveling on a motorcycle or bicycle."

During the event, students learned about proper helmet wearing techniques and gained a better understanding of road injury prevention through various activities and games. **Nguyen Thao Chi, a student of grade 5A** shared, "Before this event, I knew that I should wear a helmet, but truthfully, my family could not afford to provide me one. I am so happy that I have this helmet now, and I will always wear it."

In addition to low rates of helmet wearing, more than 50% of students at Phu Xuan Primary School have parents who were identified as low or middle income. Additionally, many of the students' parents work in remote areas, and it is common for their primary caretaker to be a grandparent.



The *Helmets for Kids* program was implemented for the first time in Binh Xuyen last year by AIP Foundation and TAL Apparel, and saw successful results. At Ba Hien B Primary School in Binh Xuyen, pre- and post-intervention surveys revealed an increase in helmet use rates among students from 1% to 76%.

“Our factory is located in Binh Xuyen District and not far from Phu Xuan school, and many of our employees are from this community. Therefore, we strive to work with local organizations that make a difference for children, and their families, in this area. This is a very socially responsible project that addresses an important issue in Vietnam. We are honored to support the students at Phu Xuan Primary School today in learning more about the importance of road crash prevention, said **Mr. Kevin Zheng, a representative from TAL Apparel.**

Greig Craft, Founder and President of AIP Foundation, further added, “Changing the culture surrounding road safety is not always easy, but that’s why we start in the classroom by targeting children. The *Helmets for Kids* program is not only about providing new helmets, it is also about teaching young children important skills which will last throughout their lifetime. Through a positive reinforcement approach, students will be able to remind each other, their teachers, and their parents, how to practice safer driving behaviors that can reduce the risk of a horrific tragedy.”

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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 Vietnam Garments Manufacturing Limited Company (VNG) - TAL Apparel

The Vietnam Garments Manufacturing Limited Company (VNG) is a member of the TAL Apparel Group which has its corporate headquarters located in Hong Kong. The TAL Apparel Group celebrated its 70 year anniversary in 2017. TAL Apparel is the world leader in the Apparel manufacturing industry with a total of 9 factories located across 5 countries and production capacity exceeds 50 million garments annually. TAL Apparel is well known for its supreme product quality and supplier’s garments to many of the big brand companies across the world. 1 out of every 6 dress shirts sold in U.S.A is made by TAL. The VNG factory is built on an 80,000m² parcel of land located at the Ba Thien II Industrial Park and will employ 6,000 workers when production is at a maximum capacity.

The TAL Apparel Group continuously strives to minimize its impact on the environment while positively contributing to the local communities where it operates. The company embraces a triple bottom-line sustainability framework ("People, Planet, Profit") which explicitly acknowledges the important relationship between the company's business performance and its social and environmental responsibilities.

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