

# 2019

ANNUAL REPORT

# 20

*years*  
AIP FOUNDATION







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# MESSAGE FROM OUR PRESIDENT

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## ■ Dear Friends and Supporters,

I live in Hanoi, Vietnam. During the winter I often see families driving with young children on motorbikes, bundled up in warm jackets and clothes--evidence of caring and loving parents. However, all too often, that same child is not wearing a helmet, despite all the dangers of the high-risk roads around them.

I knew there was a unique opportunity in 1999 to make an impact on the immense number of lives that are lost each day to road crashes. Over the past twenty years, AIP Foundation has been guided by our mission to protect the most vulnerable road users, and to deliver those life-saving interventions across low- and middle-income countries.

Through our helmet distribution and safety education programs, low-income people now have access to high-quality, but affordable helmets, that can prevent traumatic brain injuries and save lives. We have worked with schools and stakeholders to develop road safety programs and interventions, educating thousands of children and their families, to develop sustainable life-saving skills.

Countless community members have benefited from our school infrastructure modifications, upholding the rights of all children to enjoy a safe journey to school. Through our innovative awareness-raising campaigns, we have challenged myths related to helmet wearing, successfully advocated to local and national governments for policy changes, and contributed to cultural shifts around safer road behaviors. However, there is still work to be done.

While road crashes affect everyone, low-and middle-income countries bear the brunt of injuries and fatalities, and road crashes are the leading cause of death for young people. This is unacceptable. No family should experience the grief and devastation that comes from losing a loved one from a road crash. We are empowering a new generation of road safety advocates to speak up about the impact of road crashes on their lives and demand change. This will be a key goal of the 3rd Global Ministerial Conference on Road Safety in Stockholm in February 2020.

As we continue to contribute to reducing the global burden of road injuries, we must leverage a multi-sector, collaborative, and holistic approach to redefine what is meant by the words, "road safety." Our roads are not safe until everyone, regardless of their geographic location or income bracket, has access to resources and opportunities to use the roads without harm. I am motivated by the potential for greater collaboration and innovation across sectors to achieve a true "zero tolerance" policy for these preventable tragedies.

Thank you for your collective support, and for your own programs and interventions. Do not hesitate to reach out to us. We stand ready to help however we can.

Sincerely,

A handwritten signature in black ink, appearing to read 'Greig Craft', with a long, sweeping horizontal line extending to the right.

Greig Craft  
Founder and President



# ABOUT AIP FOUNDATION

AIP Foundation is a U.S. 501(c)(3) nonprofit organization dedicated to preventing road injuries and fatalities. Established in 1999, AIP Foundation has offices and operations in Cambodia, China, Thailand, and Vietnam, as well as programming in India, Myanmar, and the Philippines.

## Our Vision



A world with zero road injuries and fatalities.



A world in which private corporations, governments, and public sector organizations collaborate to effect sustainable change toward making roads safe.



A world in which individuals are empowered and educated to make intelligent decisions about their safety and security on the road.

## Our Issue Areas

Helmet safety



Distracted driving and driver skills



Seatbelts and child restraints



Safe school zones and pedestrian safety

Speeding

Occupational safety





# THE CHALLENGE

Every year around the world...



An estimated  
**1.35** million people die

&



up to  
**50** million are injured

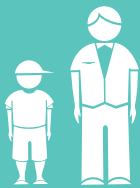
— — — — on the roads. — — — —

**54%**



of those who die are the most vulnerable road users - pedestrians, bicyclists, and motorcyclists.

Road crashes are the leading cause of death for



**5-29**  
years olds.

**ROAD CRASHES ARE THE 8th LEADING CAUSE OF DEATH FOR ALL AGE GROUPS.**

Low- and middle-income countries have approximately



**60%**



of the world's vehicles...



**BUT ACCOUNT FOR 93% OF ROAD CRASH FATALITIES.**

These incidents can generate an economic loss of

**3-6%**

of countries' annual

**GDP.**



These deaths are preventable.

Wearing a seatbelt reduces the risk of fatal injury

for front seat occupants by

for rear seat occupants by



&



**50%**

**25%.**

In the event of a crash, helmets are proven to reduce

the risk of death by

serious head injury by



&



**42%**

**69%.**



**5%**

A cut in average vehicle speed can result in a

**30%**

reduction in fatal crashes.

# OUR APPROACH: THE FIVE GEARS MODEL

## Provision of road safety tools and infrastructure

We provide students, parents, teachers, and community stakeholders the tools and infrastructure to practice safer behaviors. In addition to providing quality helmets for free or subsidized prices, we also implement environmental modifications, which can significantly decrease the likelihood of a road crash.

Over the  
**2018-2019**  
school year, we:

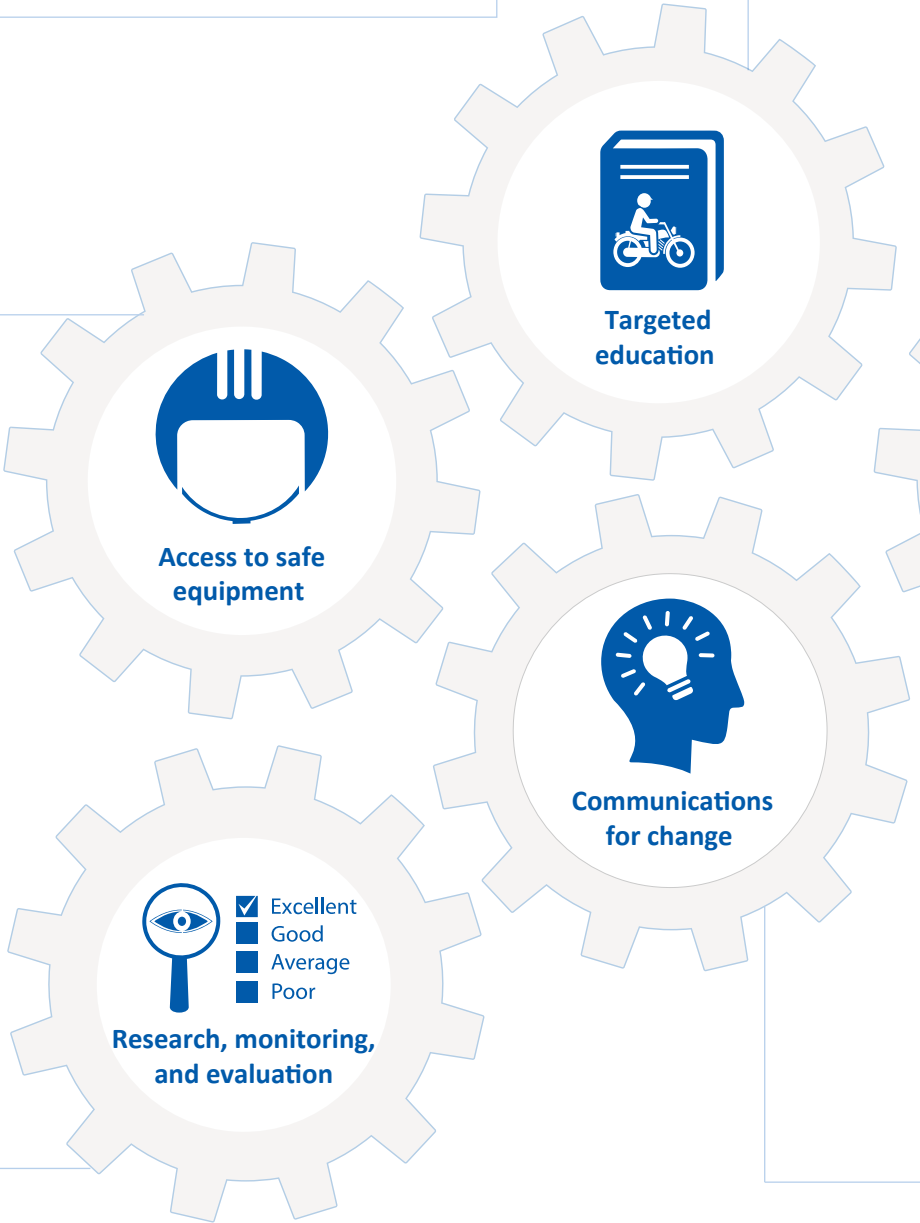


 Distributed  
**11,994** helmets

And installed **204** unique road modifications across **20** schools including raised crosswalks, speed bumps, refuge islands, traffic warning lights, and protective barriers, which benefitted an estimated **23,688** students and **1,341** teachers.

### Evidence for programs, policy change, and best practices

AIP Foundation uses a rigorous helmet observation methodology developed in partnership with the U.S. Centers for Disease Control and Prevention (CDC) that utilizes strategic filming of traffic flow. Video observation eliminates distractions that occur on the street, removes reporting biases, and enables data to be verified by a second party. Using this method, we can accurately observe helmet use and pedestrian safety behavior and gauge our programs’ effectiveness, enabling us to develop stronger interventions and identify best practices.





### Tailored road safety education programs

We develop school-based activities, curricula, and programming to support road safety education that targets all levels of a community. Parents and teachers receive training so that they can serve as role models for students. In many of our programs, we involve local youth ambassadors in the development of training and awareness activities. We also organize youth leadership training programs in universities, equipping college students with the knowledge and skills to educate their peers.

In 2018-2019, AIP Foundation conducted road safety trainings for:



**44,663**  
students



**70,328**  
parents



**729**  
teachers



**24,773**  
factory workers

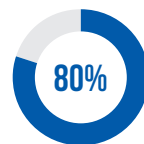


Global and  
legislative  
advocacy

### Development and enforcement of traffic standards

We use data to advocate for progressive legislation and regulatory tools. We also support governments in the development and enforcement of traffic standards and laws.

#### Case Study: 80% by 2020



VIETNAM DELIVERS NEARLY  
**4 MILLION**  
HELMETS NATIONWIDE

On 19 January 2018, the Prime Minister of Vietnam issued Directive 04/CT-TTg, with the goal of raising national child helmet use rates in Vietnam to 80% by 2020. Between 2018-2019, the government delivered nearly 4 million helmets to first graders nationwide. This follows the success of Vietnam's National Child Helmet Action Plan, a multi-sector collaborative effort coordinated by AIP Foundation, to promote child helmet use across the country.

### Public awareness and behavior change campaigns

Our communications campaigns help raise public awareness, influence behaviors, and pave the way for policy change. Throughout 2019, we sought out new and innovative platforms to spread our road safety messages and advocate for social change through diverse media channels. Read more on page 21.

# PROTEC HELMET FACTORY & AUTOMOBILE ASSOCIATION VIETNAM



Expanding the reach of our ethically made helmets

Since 2001, our social enterprise in Vietnam, Protec, has produced environmentally appropriate motorcycle helmets for road users in Southeast Asia. By remaining affordable to people of all walks of life, Protec dramatically changed the accessibility of quality helmets for those who need them most. In 2009, Protec received commendation from Secretary of State, Hillary Clinton, with the *U.S. Secretary of State's Award for Corporate Excellence*.

This year, Protec opened a new 25,000 m<sup>2</sup> factory with an initial capacity of two million helmets per year. The in-house test center is capable of testing all international helmet standards, ensuring helmet quality and safety. In addition to motorcycle helmets, the new factory will produce ethically made helmets for bicyclists, making eco-friendly transportation choices more accessible.

Protec employs over 200 staff members, a large percentage of whom are people living with disabilities. Protec strives to be a diverse, inclusive, and sustainable workplace that benefits the community at all levels. Proceeds from helmet sales are reinvested into AIP Foundation's public awareness campaigns and road safety education initiatives.



MEMBER OF



## AA Vietnam and the Child Car Seat Initiative

As a member of the FIA (Federation Internationale d'Automobile), AA Vietnam (Automobile Association Vietnam) is the first automobile club in Vietnam. In addition to offering roadside assistance and travel services, AA Vietnam seeks measures to ensure greater road safety within the country through its partnerships, including with leading car dealers and manufacturers. Through AIP Foundation's collaborations and strong relationships with government and media partners, AA Vietnam is well positioned to influence road safety policies. With the Child Car Seat Initiative, drawn from the FIA Child Safety Toolkit, AIP Foundation and AA Vietnam work together to raise awareness for the importance of child vehicle restraints and seatbelt use in Vietnam.



Through the Child Car Seat Initiative training workshops in 2019, parents' knowledge of:



age at which children need to use car restraints increased from



benefits of fastening seatbelts in cars increased from



correct way to use child seats in cars increased from



One of ten billboards installed outside of school gates and in high-visibility areas, reminding parents and their children to use child car seats and buckle their seatbelts. These billboards reached an estimated 273,091 people.



# ROAD SAFETY AS A GLOBAL GOAL

The Sustainable Development Goals (SDG) provide a holistic blueprint for change by 2030 – an integrated plan to end poverty, and ensure that all people and our planet enjoy lasting peace and prosperity. Governments, businesses, civil society and the general public must work together by pooling financial resources, knowledge and expertise to build a better future for everyone.



**THE GLOBAL GOALS**  
For Sustainable Development

Addressing the risk of road traffic death is fundamental to achieve the SDGs:



Throughout 2019, AIP Foundation collaborated with road safety advocates all over the world to advance the 2030 development agenda.

## Shaping the agenda for a sustainable future

AIP Foundation President Greig Craft serves as member of the High Level Consultative Committee for the Third Global Ministerial Conference on Road Safety to be held in February 2020 in Sweden. The Conference will map future strategic directions for global road safety and define ways to accelerate action on proven strategies to save lives.



On 7 February 2019, AIP Foundation joined experts at OECD Headquarters in Paris, France, for a meeting to shape the agenda of the upcoming Ministerial Conference.

## Grieving together for World Day of Remembrance

Remembering the millions of victims each year that are killed or injured on our roads, as well as their families, AIP Foundation hosted events on 17 November 2019 to observe World Day of Remembrance for Road Traffic Victims. This year's theme reminded people that a human life is not replaceable.



Our China team partnered with local media to organize a school event in Chengdu, China.

## Exemplary political leadership

Vietnam was selected to launch 'Round the World Roundtable', a 5-continent initiative organized by the Global Alliance of NGOs for Road Safety. On 19 March 2019, Vietnam's government committed to the UN Voluntary Global Performance Targets for Road Safety.



Students at the Round the World Roundtable event in Hanoi.

## #SpeakUp to save lives

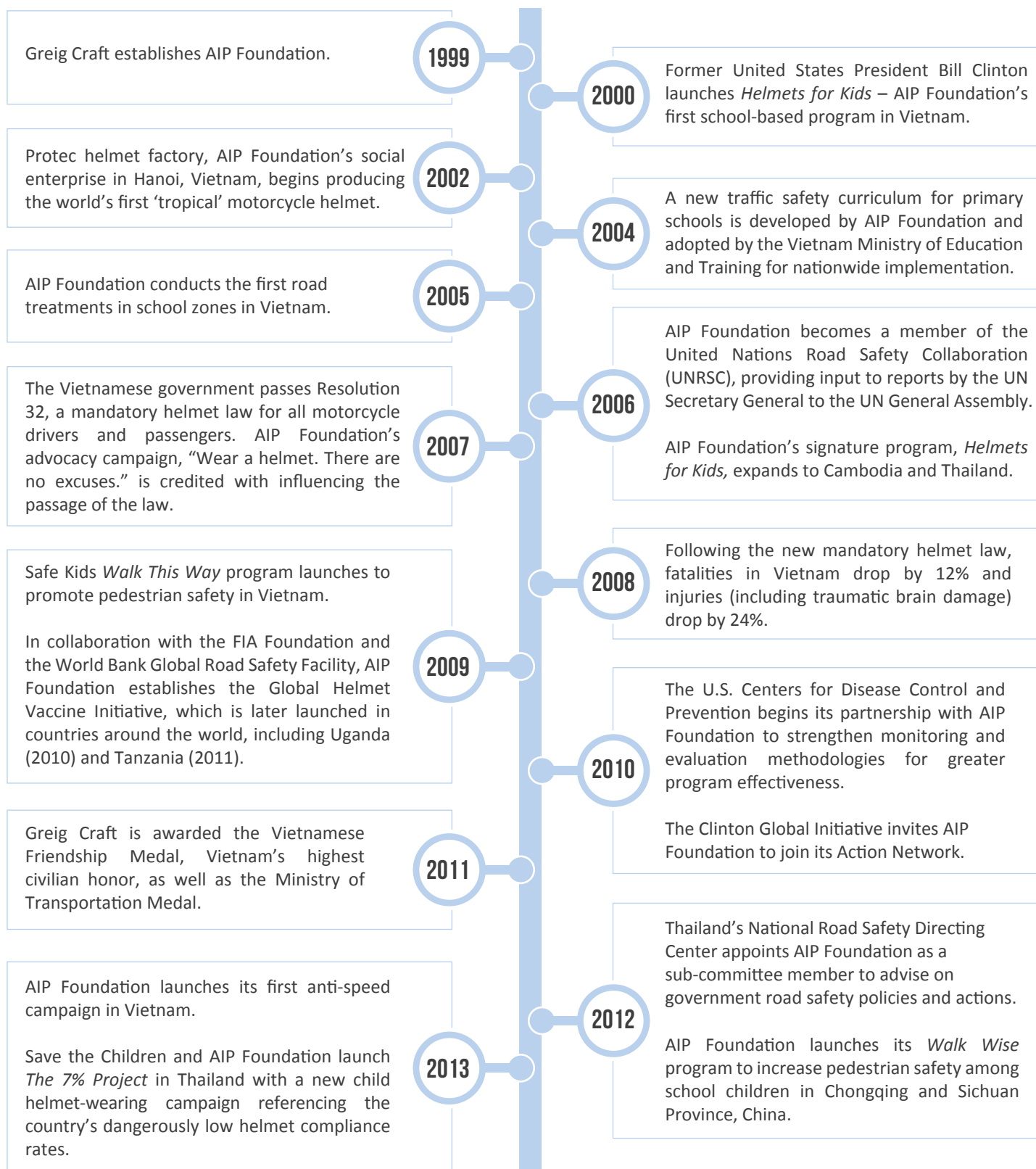
AIP Foundation is a member of the United Nations Road Safety Collaboration (UNRSC), a consultative group facilitating international cooperation to improve global road safety. We attended the 27<sup>th</sup> UNRSC Meeting on 10-11 April 2019, to demand action for safer journeys for children around the world.



AIP Foundation's CEO Mirjam Sidik (left) and Thailand Chairperson Ratana Winther (right) joined global advocates in Chania, Greece.

# LOOKING BACK ON TWENTY YEARS

Established in 1999, AIP Foundation has nearly twenty years of road safety experience in Asia and beyond. Through the years, we have worked with governments, corporations, foundations, and other organizations to implement life-saving interventions and protect society's most vulnerable from road crashes and their consequences. Along the way, we have created invaluable partnerships, received numerous awards, and saved thousands of lives and millions of dollars through our work.





USAID and AIP Foundation partner to implement *Head Safe. Helmet On.* in Cambodia, resulting in the country approving a new road traffic law that mandates helmet use for all motorcycle passengers. Increase in helmet use leads to estimated cost savings of \$3 million USD by 2016.

2014

AIP Foundation joins the Child Health Initiative, established by the FIA Foundation, in support of the UN SDGs to provide children with safer journeys to school.

During U.S. President Barack Obama's historic visit to Vietnam, AIP Foundation signs a commitment to tackle driver safety for young motorcycle riders. The *Safety Delivered* program launches ten months later in Cambodia, Myanmar, Thailand, and Vietnam. In 2019, the program expands to India and the Philippines.

2016

Vietnam celebrates the 10-year anniversary of its national helmet law. Since implementation, an estimated 502,774 head injuries and 15,302 fatalities have been avoided resulting in \$3.5 billion USD saved in medical costs, lost output, and pain and suffering.

AIP Foundation Cambodia becomes a member of the National Social Security Fund's Road Traffic Safety Team – an inter-government agency group responsible for addressing the safety of factory workers commutes.

Shortly after, AIP Foundation Cambodia begins a pilot program targeting garment and footwear factories in order to make commutes safer for factory workers – 80% of whom are female.

2017

The Vietnamese government launches the National Child Helmet Action Plan to increase child helmet compliance across the country. AIP Foundation serves as the multi-sector collaboration coordinator, bringing together government departments, UN agencies, research bodies, philanthropies, corporations, and helmet manufacturers. The U.S. Department of State signs a Memorandum of Understanding with AIP Foundation to increase child helmet use across Vietnam.

AIP Foundation collects over 500,000 signatures for the #SaveKidsLives campaign, calling for the inclusion of road safety targets into the UN Sustainable Development Goals (SDGs). In September 2015, road safety becomes explicitly included as a sustainable development issue (in targets 3.6 and 11.2 related to health and cities) with the adoption of the 2030 Agenda for Sustainable Development.

Cambodia's Road Safety Network (RSN) appoints AIP Foundation Cambodia as its Co-Chair. The RSN is a coalition of public sector, private sector, and civil society partners working together to promote socially responsible behavior in the area of road safety.

2015

In collaboration with AIP Foundation, the newly established Automobile Association Vietnam implements the #3500LIVES campaign to emphasize the fact that 3,500 people are killed on the world's roads every day. Additionally, Automobile Association Vietnam tackles child car safety by improving awareness of child restraints and seatbelt use in Vietnam.

2018

AIP Foundation partners with iRAP to assess safety risks for children in school zones via Star Rating for Schools App.

The Vietnamese government adopts Circular 31, which calls for the removal of fixed speed limits. AIP Foundation's *Slow Zones, Safe Zones* program, is credited to have influenced this legislative change.

2019

# CAMBODIA

Population:  
16,577,205

Number of motorized  
2-3 wheelers: 2,714,193

Estimated annual road  
crash injuries: 56,060

Estimated annual road  
crash deaths: 2,803

Estimated annual road crash  
deaths per 100,000 people: 17.8

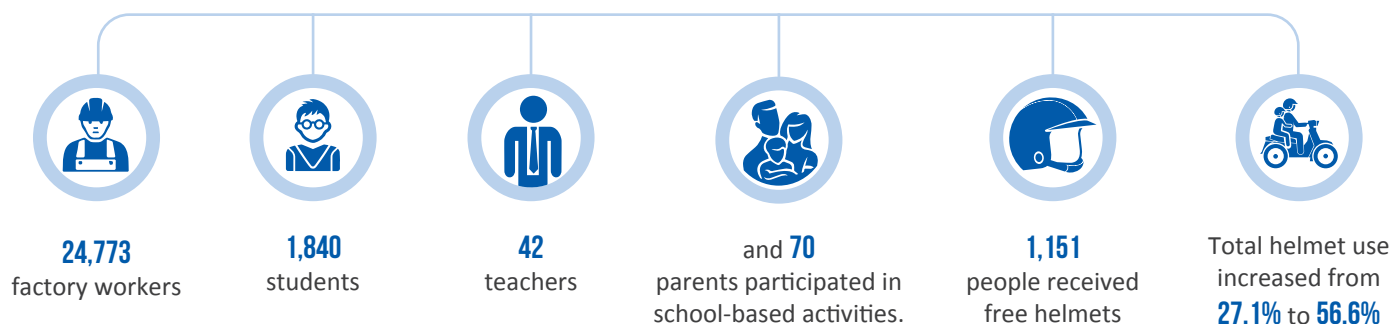


For thirteen years, AIP Foundation Cambodia has worked to increase road safety knowledge for students, teachers, and parents at target schools while raising community awareness. Since 2017, we've advocated for the health and safety of factory workers in their daily transportation, and were selected to lead the development of a national Garment & Footwear Sector Road Safety Strategy, published by an industry-led Transportation Working Group in collaboration with the Royal Government of Cambodia. In 2019, we completed our factory workers' transport pilot program, and continued to address non-helmet use among students, speeding, and distracted driving among young motorcycle drivers.

Security officer at one of the target factories in our *Garment and Footwear Sector Road Safety Pilot Program*.



For the 2018-2019 year, we educated:



## Garment and Footwear Sector Road Safety Pilot Program reaches 24,733 workers

Cambodia's garment and footwear factories employ more than 700,000 workers. Approximately 80% of workers are women, who commute daily to and from their jobs by cargo trucks, buses, vans, motorcycles, remorks (and tuk tuks), bicycles, and on foot, facing unacceptable risks to their safety. The vast majority of collective transport vehicles in Cambodia are not legal for transport and are often poorly maintained or frequently overloaded. AIP Foundation worked to ensure that drivers and passengers can travel safely in legal vehicles, such as the one pictured.



There are more than 4,500 collective transport vehicles providing transport to more than 200,000 garment factory workers every day.

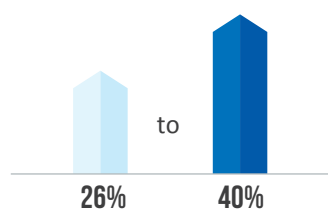
In 2019, the *Garment and Footwear Sector Road Safety* pilot program implemented activities at five factories with four strategic objectives:

- Improved road safety management and accountability
- Safer vehicles and modes of transport
- Safer infrastructure and planning
- Safer road users

"Previously I drove a truck and now I drive a bus. When I am driving, I am responsible for the safety of workers. Their lives depend on us." - Ngorn Sopheaktra, bus driver in Svay Rieng Province

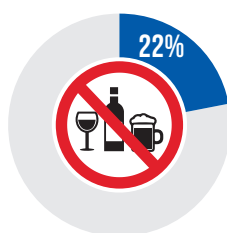
### Vehicle and driver licensing

Driver licensing increased from



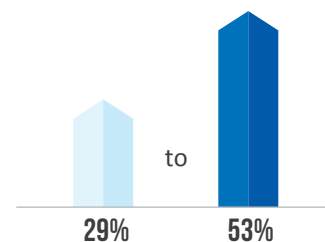
### Unsafe driving behaviors

Drunk-driving rates among collective transport providers reduced by



### Helmet Wearing Rates

Average observed helmet wearing rates across factories increased from



### "Eco-Safe" trainings encourage sustainable driving practices

In collaboration with the German Development Agency (GIZ), AIP Foundation implemented a driver training program, educating people on defensive driving, fuel-efficiency, and vehicle safety to support safer driving practices around factories. Following a three day Training-of-Trainers class, certified trainers taught drivers how driving at slower speeds, minimizing excessive loads, and efficient braking can provide a more economical, cost-effective, and safer service. The "Eco-Safe" curriculum uses a learning methodology designed to foster sustainable change in safer driving behavior.



### Fighting for greater inclusivity

In 2019, AIP Foundation prepared to expand the scope of the program to a new area: Post Crash Care. AIP Foundation will collaborate with an organization with expertise in disability support to provide guidance to workers about injury rehabilitation, while enhancing factories' capacity to be inclusive workplaces for people with disabilities.



# CHINA

Population: 1,436,076,769	Number of motorized 2-3 wheelers: 95,326,138	Estimated annual road crash injuries: 5,123,600	Estimated annual road crash deaths: 256,180	Estimated annual road crash deaths per 100,000 people: 18.2
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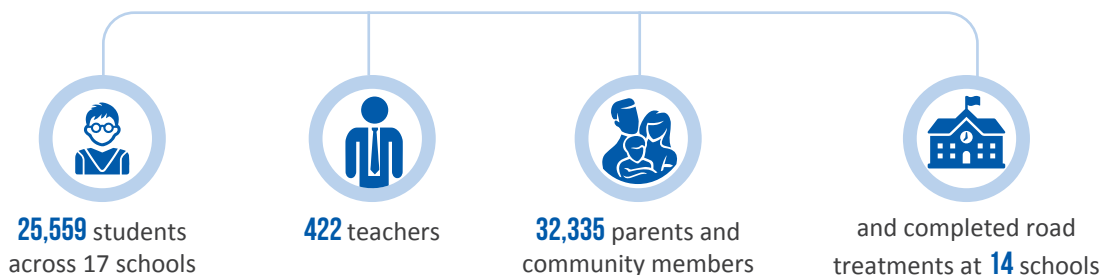


Since 2012, AIP Foundation has worked to improve the safety and wellbeing of vulnerable communities in Chongqing and Sichuan Province, China, by tailoring our programs to specific issues faced on local roads, such as poor road conditions and heavy industrial development which can endanger local communities. Through community education and promotion, school-based road safety education, road treatments and infrastructural modifications, capacity-building with local government, and data collection and evaluation, we've continued to align educator and stakeholder engagement to issues of road crash prevention.

Kunchi Yuying Kindergarten students holding signs in honor of the 2019 World Day of Remembrance for Road Traffic Victims.



Over the 2018-2019 school year, *Walk Wise* reached:



## Environmental and infrastructure modifications

Between June-September 2019, *Walk Wise* completed road treatments around the school zones of 14 schools. The infrastructure changes come in response to Nanba community members raising a number of concerns regarding the location of schools along main roads and busy intersections, a lack of visibility, a high volume of trucks, and unsafe driving behaviors along school roads.

Using traffic flow data for the 14 program schools, it is estimated that 7,100 people—both drivers and pedestrians—are expected to benefit from these road safety treatments when they travel around the school zones per peak hour.

## Example of a *Walk Wise* Road Treatment

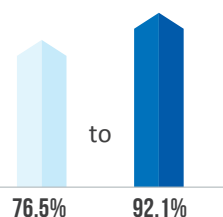


Painted Street Sign noting, "School ahead, slow down."

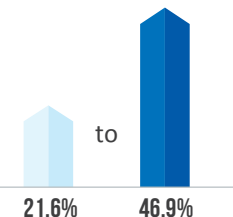
"[Before modifications] the students were likely to walk everywhere as they like, but now they are aware of using zebra crossings and sidewalks. They even tell and remind the elderly to use zebra crossings for safety." - *Teacher from the Walk Wise program*

As a result of the modifications,  
the percentage of students:

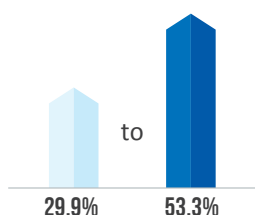
Using a sidewalk  
increased from



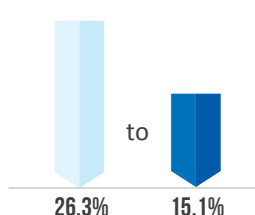
Using a crosswalk  
increased from



Wearing a helmet when  
riding motorcycles or  
electric bicycles  
increased from



Involved in a crash  
within 12-month period  
decreased from



## Building teacher capacity with the "Positive Discipline" method

During a capacity-building workshop, teachers, safety directors, and representatives from 19 schools learned about the "positive discipline" model, which utilizes positive reinforcement to promote behavior change among students. A representative from the Department of Education commended the "positive discipline" approach, expressing support of its use in education.



Building government capacity and community support ensures that program activities will be sustainably and effectively implemented within schools and communities.

All data calculated for the 2018-2019 school year.



# THAILAND

Population:  
69,700,735

Number of motorized  
2-3 wheelers: 20,497,296

Estimated annual road  
crash injuries: 449,820

Estimated annual road  
crash deaths: 22,491

Estimated annual road crash  
deaths per 100,000 people: 32.7

Since 2006, AIP Foundation Thailand has developed a strong network across industries, government agencies, and community organizations to influence education, enforcement, and behavior change. We have promoted Thailand's work to align with international road safety standards, such as supporting the government's campaign toward 100% helmet wearing and collaborated on research for Monash University's analysis of Thailand's status against UN global road safety targets. In 2019, we continued to train children, parents, and communities on the importance of helmet and traffic safety, and strengthened our advocacy efforts to reduce road traffic injuries and fatalities across Southeast Asia.

I always knew that helmets are protective. What I didn't know is that the chance of surviving is so much higher when you wear one, as an accident can happen anytime. Having learned this, not another day will pass by that I will let my two little ones leave the house without helmets. Ever. Not even when I am taking them shopping to the market just next to our home. - *Mother of two children at Baan Bangkapi School, Bangkok*



Mother of two children at Baan Bangkapi School in Bangkok, following a *Safety Delivered* event.



## Street Wise integrates road safety education into schools

In its fourth year, *Street Wise*, a road safety program for school children in Songkhla Province, worked to solve existing challenges, ensure sustainable impacts, and advocate for best practices, based on:



## In Thailand, only 7% of children wear helmets when traveling on motorcycles

In collaboration with Save the Children, AIP Foundation implemented comprehensive trainings for invested community leaders, including law enforcement officers and educators, both of whom serve as primary role models for the general public, under *The 7% Project* in Bangkok. In the 2018-2019 school year, 5,700 students, 550 teachers, and 15,000 parents in 75 communities benefited from the program.

“At the training, I became more aware of [the] impact road crashes have on the country. As an educator, I have a responsibility to instill moral values in my students...I was full of ideas after the training. I started to talk about road safety in my classes to pass on what I learned to my students, making road safety education part of the school’s curriculum.” - Mr. Sompong Narueng, teacher at Wanglewittayanusorn School

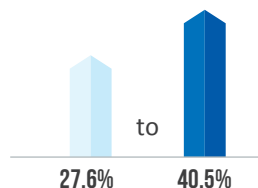
## Review of Thailand’s Decade of Action progress with Monash University

AIP Foundation supported Monash University’s Accident Research Center to conduct a review of Thailand’s status against voluntary global targets for road safety risk factors and service delivery mechanisms. Prepared for the WHO Thailand office, the report provided an analysis of the current status, barriers, and progress markers in Thailand’s road safety efforts. The report also found that Thailand, to a great extent, has laws in place to establish a comprehensive road safety framework, but requires better enforcement and collaboration practices between agencies to successfully reduce the number of road fatalities and injuries. The research findings aim to catalyze action from the Thai government to take a more urgent and intentional approach toward addressing the issue, complemented by the WHO’s key positioning to push for fundamental changes.

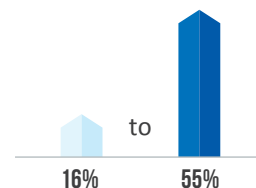
All data calculated for the 2018-2019 school year.

Through the program:

Students’ knowledge of helmet and pedestrian safety increased from



Helmet use increased from



“The AIP Foundation road safety curriculum has integrated into many schools’ subjects. In our school, road safety has been taught approximately one hour per week in each class, and we have also organized road safety activities for our students, one activity per [school] semester.” - Mr. Jehmad Heemhem, Teacher at Ban Hua Khao School



Through a series of Training-of-Trainer (ToT) sessions and workshops, community leaders and teachers developed individualized work plans for road safety education and activities for their students.

## Strengthening advocacy efforts with the World Health Organization

The launch of the ASEAN-WHO South-East Asia Regional Network for Road Safety Legislators brought together leaders from 10 countries to Bangkok, Thailand, to unite parliamentarians to reduce road traffic injuries and fatalities across Southeast Asia.



World Health Organization

Launch of ASEAN-WHO South-East Asia Regional Network for Road Safety Legislators




AIP Foundation Thailand Country Manager, Mr. Sawai Seesai, was invited by the WHO to share key learnings at the regional meeting on 9 August 2019.



# VIETNAM

Population: 96,808,261	Number of motorized 2-3 wheelers: 59,244,062	Estimated annual road crash injuries: 499,400	Estimated annual road crash deaths: 24,970	Estimated annual road crash deaths per 100,000 people: 26.4
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Since 1999, AIP Foundation's work in Vietnam has pushed the issue of non-helmet use to the forefront of public discourse. AIP Foundation's public awareness efforts were credited with spurring the government to pass Vietnam's mandatory helmet law in 2007, which boosted helmet use rates from 10% on city roads to 99%. In the thirteen years since, Vietnam programs have expanded to include issues of pedestrian safety, distracted driving, and speeding, among others. In 2019, we continued to engage experts in medicine, research, and evaluation, saw strong results from our speed reduction pilot program, and contributed to significant legislative milestones.

Students at a kick-off ceremony. In 2019, *Helmets for Kids* expanded into 16 new program schools located in high-risk areas with low rates of helmet-wearing.



Over the 2018-2019 school year at new intervention schools, AIP Foundation Vietnam:



Educated  
**17,044** students



Trained  
**333** teachers

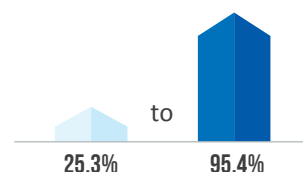


Reached  
**37,713** parents



Distributed  
**10,541** helmets

Helmet use rates increased from



## First-ever pilot program to reduce speed in school zones in Vietnam

Since 2018, the *Slow Zones, Safe Zones* program has worked to reduce road crash injuries and fatalities by improving road environments and reducing speed in school zones through:

- Constructing tailored school-zone modifications
- Implementing public awareness campaign
- Developing and piloting a nationally-applicable road safety e-curriculum
- Enforcing new speed limits in school zones
- Advocating for legislative change



Enforcement is a key component of our speed reduction programs.

## Delivering community education programs



AIP Foundation coordinated with the People's Police Academy in Vietnam to organize traffic safety lessons, including a demonstration of what to do in the event of a motorcycle crash.

"In the past, my students kept telling me, 'Teacher, my family cannot afford to buy a helmet for me,' and truthfully, I was very anxious. So fortunately, since our school joined the [*Helmets for Kids*] program, all of my students now have helmets." - Ms. Le Minh Thuy, Teacher from Hoa Thuong 1 Primary school

## Utilizing technology to push for national safety standards and legislative impact

The *Slow Zones, Safe Zones* program leverages the Star Rating for Schools (SR4S) app, which assesses safety risks to determine a school's rating from 1 (least safe) to 5 (most safe). Following our infrastructural modifications, awareness campaigns, and targeted education efforts, both pilot schools successfully increased their safety rating to 5 stars.

Through *Slow Zones, Safe Zones*, a school zone speed limit of 30 km/h was implemented in Vietnam for the first time. Observed speed during drop-off and pick-up times reduced by up to 20 km/h. These results contributed to the passage of Circular 31/2019 by the national government, a significant milestone of change, which mandated the removal of fixed speed limits. In other words, speed limits are now able to be defined dynamically with consideration of specific situations, such as peak hours when students commute to-and-from school.

## Engaging medical professionals

Between 2-9 February 2019, Cho Ray Hospital in Ho Chi Minh City, Vietnam, received 649 cases involving road crashes, of which there were 381 head injury cases within eight days of Lunar New Year.

Since 2012, *Helmets for Families* has raised helmet-wearing rates and reduced road crash injuries and fatalities across Vietnam. This year, the program included a special component--collaboration with doctors and medical professionals. The program uses their experiences working with road crash victims to educate teachers, parents, and students about head trauma and brain injuries.



Doctors and medical professionals at Cho Ray Hospital discuss the impact of road crashes.

All data calculated for the 2018-2019 school year.



# MYANMAR

Population:  
54,184,869

Number of motorized  
2-3 wheelers: 5,391,505

Estimated annual road  
crash injuries: 210,800

Estimated annual road  
crash deaths: 10,540

Estimated annual road crash  
deaths per 100,000 people: 19.9



In 2017, AIP Foundation expanded to Myanmar to deliver helmet safety programs in Mandalay. In 2019, we continued to target vulnerable schools, such as one school which experienced the tragedy of a student death by road crash. We also collaborated with teachers to develop action plans and commit to putting helmets on their students.

Student wearing a brand new AIP Foundation helmet at the first helmet handover ceremony in Myanmar.



Population: 1,372,227,096	Number of motorized 2-3 wheelers: 154,297,746	Estimated annual road crash injuries: 5,981,820	Estimated annual road crash deaths: 299,091	Estimated annual road crash deaths per 100,000 people: 22.6
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AIP Foundation launched a formal partnership in 2019 to bring school-based helmet and road safety education programming to Mumbai. We engaged government officials, including senior traffic and transport representatives of the Maharashtra state. We worked with the Western India Automobile Association to survey potential program schools facing dangerous road traffic environments, where we observed high rates of students failing to wear helmets while being transported to school via motorcycle.



In November 2019, we signed a Memorandum of Understanding with the Western India Automobile Association (WIAA) to bring our signature helmet program to India.

## PHILIPPINES

Population: 108,698,053	Number of motorized 2-3 wheelers: 5,329,770	Estimated annual road crash injuries: 253,800	Estimated annual road crash deaths: 12,690	Estimated annual road crash deaths per 100,000 people: 12.3
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AIP Foundation met with education officials in Manila to discuss activity plans, the school selection process, and conduct helmet fitting and observations at future program schools.

In 2019, AIP Foundation inaugurated our school-based helmet safety program in Manila. We partnered with government officials and the Automobile Association Philippines to design a program specific to community needs, select a program school that faces particularly risky conditions, such as high rates of students being transported via motorcycle, and train teachers in our signature safety curriculum.



# COMMUNICATIONS FOR CHANGE



Expanding reach through diverse media channels  
Activities across our program countries generated substantial media coverage in 2019, including more than:



426  
online pieces



4  
radio  
announcements



30  
articles in newspapers  
and magazines



65  
television news

A primary school student in Phnom Penh, Cambodia, during International Children's Day.



## "The Wheel" reaches an estimated 1,400,00 people in Vietnam

In "The Wheel," we learn the story of a young Vietnamese girl who is paralyzed after being struck by a carelessly speeding motorcycle on her way home from school. The PSA was created as part of a public awareness campaign in Vietnam to address speeding in school zones, and has been shared by AIP Foundation at international conferences. The video aired a total of 105 times from March 2019 to June 2019 on Gia Lai TV in Pleiku City.



## Giving a voice to garment industry workers

Cambodia loses an estimated 2.1% of its GDP due to road crashes. In 2019, the *Garment and Footwear Sector Road Safety Program* in Cambodia produced five video case studies, in which factory workers, victims of road crashes, and transport drivers, shared their stories about the dangers of their commutes and expressed the ways in which safer vehicles can prevent these injuries and fatalities.



### Responses and Reception

"[AIP Foundation] played a short public service video of a father whose daughter is injured by a motorcyclist. Of all the things I encountered at the convention this year, that video reached inside me and pulled out every emotion I had until I could stand it no longer. When you make someone who has worked 26 years in public health cry like a baby, you have done something very important and worthwhile." - *Child Injury Prevention (PrevCon) Conference Attendee*

"At the moment, almost 99% of workers [at our factory] have changed from remork (motorcycle towing trailer) to buses, and from trucks to buses. Also, it is better for workers' health [and safety] than traveling by trucks and remorks." - *Deputy Administrator at one of the five program factories*

## "You Only Get One Life," says Vietnam youth

Design students at RMIT University in Ho Chi Minh City, Vietnam, partnered with AIP Foundation to create a multi-language, animated public service announcement (PSA) that targets youth and educates them on the dangers of speeding. Using two contrasting scenes of a driver speeding in a video game, versus speeding in real life, the PSA blurs the lines between reality and simulation and encourages young people to think about the very real consequences of a road crash.

On Facebook, the "Don't Risk it" campaign reached over

  
146,000 people,

  
with over 46,000 views and

  
35,528 engagements.



# HIGHLIGHTS FROM 2019

## January

AIP Foundation delivers smart driving tips to **40,000 parents** and installed school zone modifications at four schools in Ho Chi Minh City as part of the *Walk This Way* program.

## March

AIP Foundation Cambodia honors mothers for their role in encouraging helmet use on **International Women's Day**.



## May

AIP Foundation China celebrates the fifth **UN Global Road Safety Week** with 1,600 students at a community event.



## February

*Slow Zones, Safe Zones*, the first-ever pilot program to reduce speed in school zones in Vietnam, launches road modifications, new speed limits, and a public awareness campaign in Pleiku City, resulting in reduced driver speed around school zones by an average of **11 km/h for cars and 20 km/h for large vehicles, such as buses**.



## April

The *Garment and Footwear Factory Safety Pilot Program* in Cambodia directly educates a total of **24,773 people across 5 factories** through trainings and dissemination of awareness materials.

## June

AIP Foundation Thailand attends the **Southeast Asia Traffic Safety Information Systems Meeting** in Bangkok, further enabling the future of crash data systems to solve road safety challenges.



## July

Walk Wise launches its first summer community outreach event in Tiantai Township, China, to raise awareness for the **higher risk of traffic incidents** involving children during their summer vacation.



## September

Thousands mobilize on the streets in Vietnam to support the Prime Minister's directive, which aims for **over 80%** of children in Vietnam to wear a standard helmet when riding a motorbike or electric bicycle by 2020.



## November

AIP Foundation **expands to the Philippines** and conducts first-ever video observations at a primary school in Manila.



## August

The *Safety Delivered* program expands to continue delivering school-based helmet safety programs at three high-risk schools located near busy main highways in **Mandalay, Myanmar**.



## October

The *Walk This Way* program, which has reached more than **200,000 students in Vietnam**, hosts an International Walk to School Month parade to empower students to walk to school, encouraging healthier practices, reducing traffic jams, and limiting carbon emissions.

## December

AIP Foundation and The UPS Foundation are recognized for life-saving interventions through *Safety Delivered* at the **Prince Michael International Road Safety Awards Ceremony, London, UK.**



# PUBLICATIONS, CONFERENCES & AWARDS



18 January

AIP Foundation Country Director, Pagna Kim, honored by the National Road Safety Committee for his promotion and dissemination of road traffic law in Cambodia in 2018, Phnom Penh, Cambodia.



7 February

First Meeting of the High-Level Consultative Committee for the Third Global Ministerial Conference on Road Safety, Paris, France.



7-11 April

2019 IUHPE World Conference on Health Promotion, Rotorua, New Zealand.



8 April

Goldman L., Sidik M., "Vietnam's Helmet Law and a Decade of Achievement." Presented at Road Safety Symposium: "The Importance of Road Safety to Promote Health and Safety: Policies and Practices Around the Globe." 2019 IUHPE World Conference on Health Promotion, Rotorua, New Zealand.

9 August

ASEAN-WHO Southeast Asia Regional Network for Road Safety Legislators Panel "Accelerating Progress Towards Targets in the Region," Bangkok, Thailand.



25 September

Nguyen, L., Blanks, M., Pham, L., Truong, T., Khun, C., Sidik, M. "Reducing distracted driving behavior among university students: the effectiveness of an empowerment-based intervention in Cambodia and Vietnam." Presented at ARSC 2019, Adelaide, Australia.



25-27 September

Australasian Road Safety Conference (ARSC 2019), Adelaide, Australia.



6-8 October

FIA Region II Roundtable 2019, Chennai, India.



25 October

Global Interactive Forum on Traffic & Safety (GIFTS), Tokyo, Japan.



29-30 October

GRSP Asia Pacific Road Safety Seminar, Kuala Lumpur, Malaysia.



4-5 September

Second Annual Conference for Road Safety in Cambodia, Phnom Penh, Cambodia.



28 August

Sidik M., Attwood P., Powlowski R., Ariobowo A., Peden M. "Slow Zones, Safe Zones in Vietnam." Blog post published in Injury Prevention, British Medical Journal.



21-23 August

12th ATRANS Annual Conference "Transportation for A Better Life: Smart Mobility for Now and Then." Bangkok, Thailand.

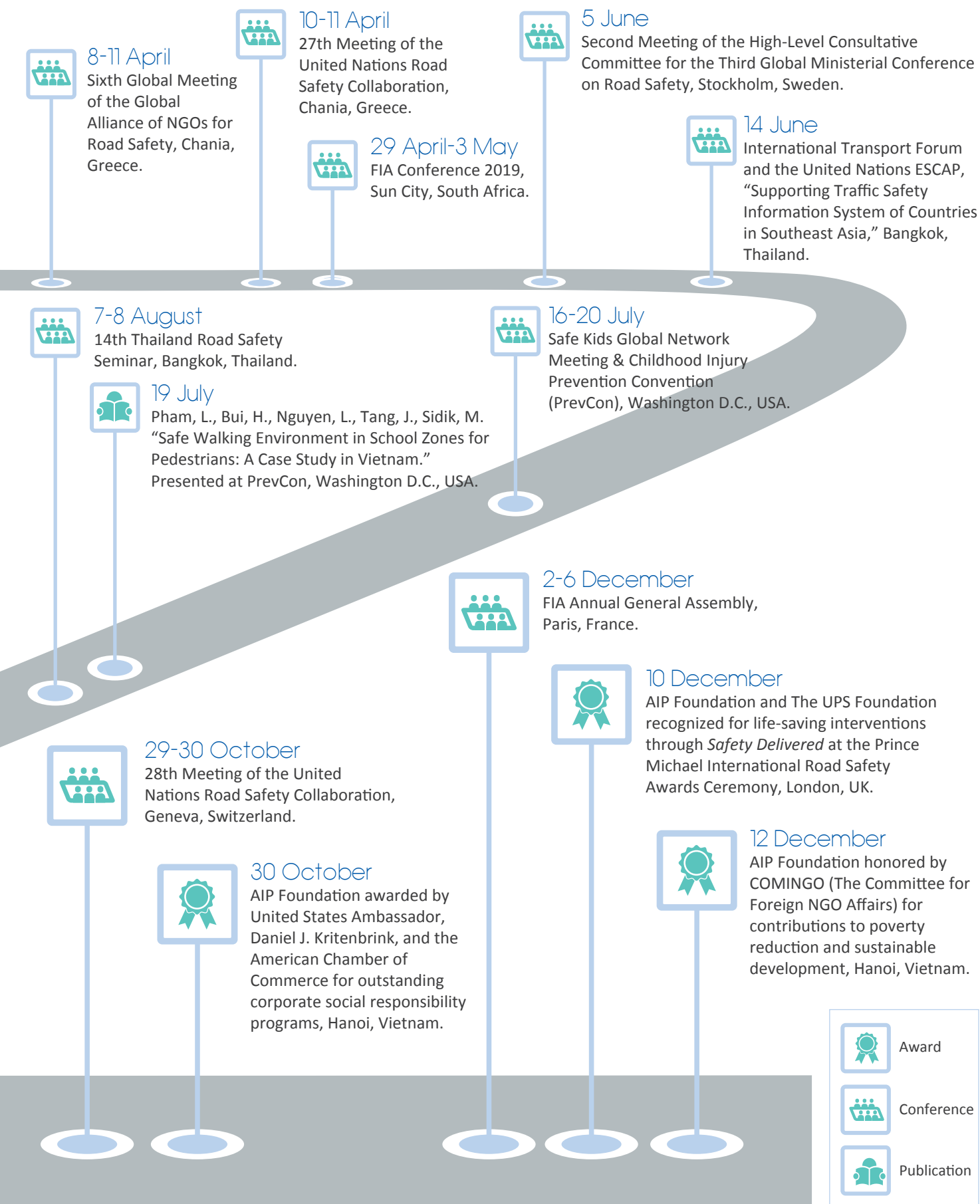


28-31 October

12th Intergovernmental Regional Environmentally Sustainable Transport Forum in Asia, Hanoi, Vietnam.







# FINANCIALS

INCOME (USD)	
Bilateral and Multilateral Agencies	\$15,545
Foundations and Nonprofit Organizations	\$1,820,583
Corporate	\$784,442
Others	\$45,322
<b>Total</b>	<b>\$2,665,892</b>

EXPENDITURE (USD)	
Programs	\$1,927,068
Operations	\$648,012
Fundraising and Development	\$63,522
<b>Total</b>	<b>\$2,638,603</b>

The balance is allocated to projects but not yet expended as of December 31, 2019.

# SUPPORTERS

For your contributions to saving lives, we would like to thank:

Abbott	Global Alliance of NGOs for Road Safety	Primark (Associated British Foods)
Australian Embassy in Cambodia	Global Giving Foundation	Princeton in Asia
Australian Volunteers Program	Global Road Safety Partnership (GRSP)	PUMA SE
Better Factories Cambodia	H&M (Puls Trading Far East Ltd)	RMIT University Vietnam
C. & J. Clark International Ltd.	International Association of Traffic and Safety Sciences	Road Safety Fund
Cambodia Airports	International Road Assessment Programme (iRAP)	Safe Kids Worldwide
Chevron Corporation	Janssen Asia Pacific	Save The Children International in Thailand
Deloitte Vietnam Co.,Ltd	Johnson & Johnson	Siem Reap Bike Meet
Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)	KOVA Paint	Solidarity Center
Fédération Internationale de l'Automobile (FIA)	Li & Fung (Cambodia) Ltd.	TAL Apparel
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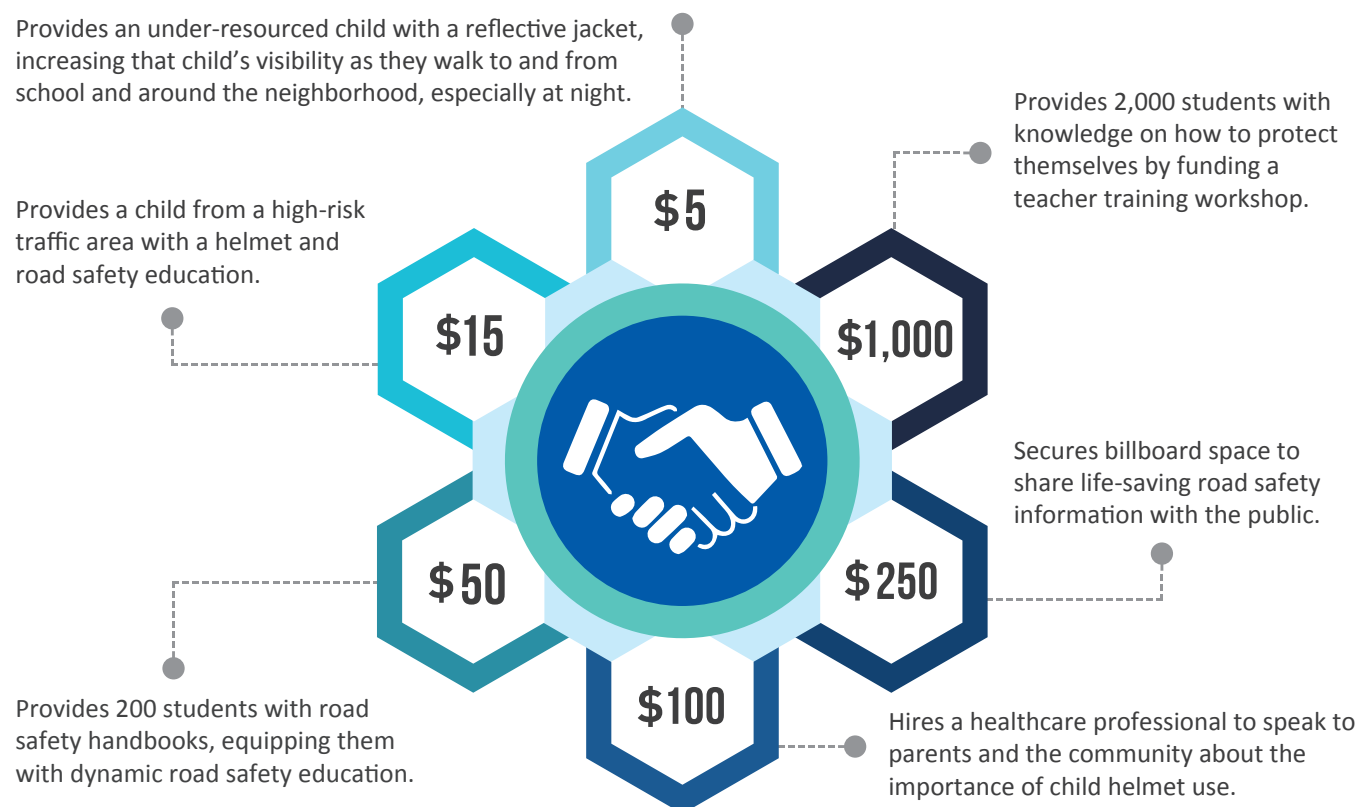
Our work would also not be possible without the support of committed individuals, governments, organizations, and other stakeholders.









# HOW YOU CAN CONTRIBUTE

## Your Donation Makes A Difference.

Help us enable children and other vulnerable road users to stay safe on the roads. Your support can make a tremendous difference. Here are a few ways you can contribute:



Online gifts	Make a secure online donation through <a href="https://GlobalGiving.org">GlobalGiving.org</a> or <a href="https://NetworkForGood.org">Network For Good</a> . Visit <a href="https://www.aip-foundation.org">www.aip-foundation.org</a> for more information.
Mail a check donation	AIP Foundation 9039 East Palms Park Drive Tucson, Arizona, USA 85715
Fundraising support	Work with us to organize benefit events and other fundraising activities. In-kind contributions and partnerships can generate an even greater impact. For more information or to discuss new partnerships, please contact <a href="mailto:development@aipf-vietnam.org">development@aipf-vietnam.org</a>
Find out more	For more information about our work and for our most up-to-date news, please visit our website at <a href="https://www.aip-foundation.org">www.aip-foundation.org</a> , email us at <a href="mailto:info@aipf-vietnam.org">info@aipf-vietnam.org</a> , or follow us on social media. <div> <div>  <a href="https://www.facebook.com/aipfoundation">aipfoundation</a>  <a href="https://www.instagram.com/saferoadsforlife">@saferoadsforlife</a> </div> <div>  <a href="https://twitter.com/AIPFoundation">@AIPFoundation</a>  AIP Foundation </div> <div>  <a href="https://www.linkedin.com/company/aip-foundation">AIP Foundation</a>  <a href="https://www.youtube.com/AIPFoundation">AIP Foundation</a> </div> </div>

# OUR TEAM



## Leadership Council

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Lord George Robertson  
Secretary General of NATO (Ret.)  
British Member of Parliament  
London, UK

Michelle Yeoh  
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UNDP Goodwill Ambassador  
Geneva, Switzerland

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## Board of Management

Greig Craft  
President

Mirjam Sidik  
Chief Executive Officer

Na Huong Hoang  
Deputy Chief Executive Officer

Luc Ha  
Finance Director





## Team

AIP Foundation employs both international and local experts in program implementation, monitoring, evaluation, and a variety of other fields to ensure that our interventions are efficient, effective, and based on the real needs of the communities in which we work. Our team helps to ensure AIP Foundation remains a respected, leading international nonprofit in road safety. Many thanks to our employees and volunteers who made this year a success.

Alex Nguyen	Huyen Nguyen	Minh Vo	Rhea Goveas
Bohesa Won	Jimmy Tang	Molly Stoneman	Sawai Seesai
Chanpha Khun	Katchada Prommachan	Muslin Kunopasvorakul	Sokunthea Vann
Chhengleap Pong	Kimmy Dang	My Huynh	Sreyvet Nuon
Chi Pham	Lan Nguyen	Nhi Nguyen	Tam Nguyen
Deborah Williams	Lan Van	Oanh Tran	Thiratee Chaijaree
Diep Dao	Le Nguyen	Pagna Kim	Thuy Anh Hoang
Gabrielle Cohen	Linh Nguyen	Phuong Dinh	Trang Truong
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Han Nguyen	Louise Goldman	Qian Huang	Watjana Buranasing
Hoa Hoang	Lukas Parker	Qiufeng Lu	Xiaoyan Xu
Hong Bui	Mai Nguyen	Quyen Bui	Xuan Le
Huan Nguyen	Marco Bouwer	Ratana Winther	Youde Tang

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UNITED NATIONS  
ROAD SAFETY  
COLLABORATION



**STAR RATING**  
FOR SCHOOLS  
[www.starratingforschools.org](http://www.starratingforschools.org)

AIP Foundation has Special Consultative Status with the Economic and Social Council of the United Nations - the highest status granted by the UN to NGOs allowing to directly contribute to the UN agenda.

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