



**FOR IMMEDIATE RELEASE**

**AIP Foundation expands helmet safety program to empower children from underrepresented communities in Vietnam**

THAI NGUYEN – November 28, 2021, and HO CHI MINH CITY, Vietnam – December 9, 2021

As part of the growing legacy of *Safety Delivered*, supported by The UPS Foundation, Phase III of the program is set to take place in Thai Nguyen City and Ho Chi Minh City, Vietnam. In cooperation with the Provincial Traffic Safety Committee and the Department of Education and Training, AIP Foundation will be hosting two helmet handover ceremonies for students.

During Phase III of the *Safety Delivered* program (2021 – 2022), 50% of students who participate in the program are from underrepresented communities. These children often lack access to safe and sustainable commutes. The helmets make a life-saving difference for vulnerable children on their way to and from school.

On their daily commute to get an education, many children are at risk. Road dangers are everywhere. Road crashes are the leading cause of death for children and young adults aged 5-29 years globally. In Vietnam, the Institute for Health Metrics and Evaluation estimated that more than 6,200 children and youths aged 5-29 were killed in road crashes in 2019.

This represents a public health crisis that disproportionately affects young people most. It highlights the urgent need for preventive action. Helmets are a uniquely affordable and effective protection against head injuries on the road. Wearing a quality helmet can reduce the risk of death by 42% and the risk of serious brain injury by 69%.

The helmet handover will promote community awareness of the life-saving importance of increasing child helmet use. The event will commence with a welcome and introduction by Mr. Tran Van Long, Vice Executive Chairman from Traffic Safety Committee of Thai Nguyen province and Deputy Director from Department of Transportation of Thai Nguyen province. The students, their parents, and school administrators will be in attendance.

Following the introduction, the students will receive their helmets and learn about helmet safety rules from AIP Foundation and UPS volunteers. Due to current Covid-19 restrictions, the events will be hosted virtually. We are delighted to welcome dedicated volunteers from UPS Vietnam to demonstrate to the students how to wear a helmet correctly. The students will also participate in the “Three steps, be safe” dance.

Trieu Thi Huyen Trang, an 11-year-old student at the target school shared, “I feel very excited about my new helmet, and I know that I will be safer on the road. It was so much fun to learn about the three steps of wearing a helmet properly from the UPS volunteers, they were so friendly.”

“Road safety is a key element of UPS’s commitment to helping build sustainable communities around the world. These commitments are part of the UPS DNA, which is why we’ve supported the *Safety Delivered* program since 2011,” said Russell Reed, Managing Director UPS Vietnam.



“Everyone deserves the right to road safety education and equal access to a safe journey to and from school or work, and we’re proud to support the inspirational efforts made by the AIP Foundation to ensure these opportunities are reaching as many people as possible.”

Mr. Tran Van Long, Vice Executive Chairman from Traffic Safety Committee of Thai Nguyen province and Deputy Director from Department of Transportation of Thai Nguyen province, “It is of paramount importance that the helmet fits the wearer properly and be worn correctly. Today, students learned how to make sure their helmets fit properly, ensuring maximum protection on the road.”

Mrs. Trinh Thu Ha, representative of National Traffic Safety Committee expressed, “*Safety Delivered* is a practical and truly effective program that helps to increase child helmet use when travelling on motorcycles at program locations. The program spreads such a meaningful message to protect students and prevent head injuries from road crashes along the way from home to school. Not only does the program help with its widespread the message, it also teaches how to apply the law, which builds students awareness and safe behavior when traveling. *Safety Delivered* is such wonderful care for the young generation in our country.”

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## **About the Safety Delivered Program**

*Safety Delivered* is a program implemented by AIP Foundation to work with primary school students and motorcyclists in high-risk areas in India, the Philippines, Thailand, and Vietnam by reducing road crash injuries and fatalities among children and vulnerable road users through inclusive helmet distribution and education, combined with advocacy and awareness initiatives which target youth, community members, civil society, and governments to address high-risk road behaviors. Through these reinforcing components, *Safety Delivered* works to build an ecosystem for sustainable change to better protect all road users. During the next two years, the *Safety Delivered* program will distribute 4,900 helmets to students and teachers from ten program schools in Ho Chi Minh and Thai Nguyen province, Vietnam.

## **About The UPS Foundation**

UPS (NYSE: UPS) is a global leader in logistics, offering a broad range of solutions including the transportation of packages and freight; the facilitation of international trade, and the deployment of advanced technology to more efficiently manage the world of business. Since its founding in 1907, UPS has built a legacy as a caring and responsible corporate citizen, supporting programs that provide long-term solutions to community needs. Founded in 1951, The UPS Foundation leads its global citizenship programs and is responsible for facilitating community involvement to local, national, and global communities. In 2018, UPS and its employees, active and retired, invested more than \$114.9 million in charitable giving around the world. The UPS Foundation can be found on the web at [UPS.com/Foundation](https://www.ups.com/foundation) and @UPS Foundation on Twitter.

## **About AIP Foundation**

AIP Foundation is a non-profit organization dedicated to preventing road injuries and fatalities in low and middle-income countries. For over 20 years, AIP Foundation has been delivering effective road safety programs in locations across Asia and Africa. To find out more, visit [www.aip-foundation.org/](https://www.aip-foundation.org/) or connect with us on Twitter @AIPFoundation. <https://www.aip-foundation.org/>

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