

**FOR IMMEDIATE RELEASE**

**The *Safety Delivered* signature road safety program launches in India for the first time**

MUMBAI, India – April 30, 2022

Expanding the legacy of *Safety Delivered*, AIP Foundation hosted a helmet handover ceremony for students at the Blossoms Sunderbai Thackersey English High School (The Blossoms school) in Mumbai, in cooperation with the Western India Automobile Association with support from The UPS Foundation.

Road crashes are the leading cause of death for children and young adults aged 5-29 years globally. According to the WHO Global Status Report on Road Safety 2018, India has an estimated 299,091 fatalities due to road crashes every year. As the 2019-population tally stated, over 37% of road accidents involved two-wheelers, and 33% of road crashes are of those individuals who were riding motorcycles without a helmet. These crashes are preventable.

On their daily commute to get an education, many children are at high risk. Road dangers are everywhere. The Blossoms school is located in a complex zone. The lane in front of the school is very crowded as it also serves as a public parking space, making it difficult for the school bus to park safely. Most parents drive their children and students to and from school on their motorbikes or scooters. However, students are often traveling to school without wearing helmets, putting them in extreme danger.

This represents a public health crisis that disproportionately affects young people. It highlights the urgent need for preventive action. Helmets are the unique 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 966 helmets that will be distributed on this day through the *Safety Delivered* program to the students will save lives.

The helmet handover is the first in a series of four in Mumbai. Our event today goes beyond helmet safety, as we inspire the students to act and become young leaders in their country. AIP Foundation is committed to scaling the reach of our initiative to new communities while sustaining engagement with the students at the school. We will continue building a community of future road safety leaders at the Blossoms school to ensure that the next generation is fully equipped to face the dangers of the road.

The helmet handover promotes community awareness of the life-saving importance of increasing child helmet use. The event commenced with a welcome and introduction by Fatou Jallow, Development Coordinator at AIP Foundation, marking the launch of this signature road safety program in Mumbai.

“Children and students are our future. In order to create a just and equitable world for all, we must put the voices of youth first. How can we empower students to lead us into the future, if they are being senselessly injured and killed on the world’s roads? Today’s event is an important step in safeguarding our future generation,” said Fatou Jallow, Development Coordinator at AIP Foundation.



“At its core, the *Safety Delivered* program aims to reduce road crash injuries and fatalities among underrepresented 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 in India,” shares Mirjam Sidik, Chief Executive Officer at AIP Foundation.

We believe in a human-centered approach to mobility. This means streets and cities where children can cycle, walk, and ride safely to school to access their education and their future. This is our wish for every student at the Blossoms school and around the world. This event today is bringing us closer to our vision of a world where all neighborhood streets are livable, safe, and sustainable.

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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. This program is supported by the The UPS Foundation.

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

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