

FOR IMMEDIATE RELEASE

AIP Foundation engages media agencies with a collaborative press conference sharing knowledge on the top 5 behavioral risk factors.

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Action for a better tomorrow

Joining the international community in the global movement to improve health and well-being around the world, Vietnam is inherently aligned with the Global Sustainable Development goals. In an effort to take action for a better tomorrow, fighting against the leading top causes of death globally, we must work in collaboration to tackle an array of issues. Dangerous roads are not only a risk to our children but to our environment and planet too. A dangerous road leads to a dangerous city in which no one benefits. In order to achieve the targets and goals outlined in the 2030 Sustainable Development Agenda ensuring a more sustainable future for all, we must work together.

We cannot hope to solve the road safety crisis in isolation. AIP Foundation, in collaboration with the National Traffic Safety Committee (NTSC) and the Transport Newspaper, is hosting a press conference, as part of the nationwide campaign on road traffic law reform in Vietnam, supported by the Global Road Safety Partnership (GRSP) and the Global Health Advocacy Incubator (GHAi).

Engaging with the press for safer roads

The objective of the press conference is to provide Vietnamese media agencies with up-to-date scientific information and practical recommendations, ensuring they comprehend the road safety context globally and in Vietnam so that they disseminate their knowledge to the mass audience, which in turn can influence upcoming Road Traffic Law Amendment and Law on Road Traffic Order and Safety. All invited media agencies will be introduced to the communication materials and plans tailored to the media sector and journalists, the public, and members of the National Assembly via different media channels to promote public support.

By engaging the media and increasing visibility and public awareness, we ensure that people are involved in every step of the decision-making process, bringing road safety out of the isolation in which it has been treated for far too long. This marks an important step to contributing to lasting policy reform making our roads safer throughout Vietnam. Dr. Trần Hữu Minh from the National Traffic Safety Committee (NTSC) will have the pleasure to welcome participants to the press conference and deliver the opening speech.

A human-centered approach for road safety

To achieve the global target of reducing road injuries and fatalities by 50%, a human-centered approach to mobility - and above all road safety - is mandatory for collaboration and behavioural change. The priority top five behavioral risk factors have been identified as drinking and driving, speed, helmet use, seatbelts, and child restraints.

The key recommendations regarding the top 5 behavioral risk factors that will be shared and expanded upon during the press conference include:

- **Child Restraint Systems:** Children under 135 cm in height and under 12 years old must be properly secured in a child restraint system that is suited to their size, age, and weight when being transported in a private car and are not allowed to sit in a front seat of a motor vehicle.
- **Seatbelt:** Every occupant in every motor vehicle including all drivers and all passengers in the front and rear seats is required to have access to a functional seatbelt and wear them appropriately
- **Drink driving:** Particularly serious offenses related to drink-driving should be considered for criminal prosecution even if there are no consequences and drink-driving offense records should be strictly managed to keep track of subsequent offenses and impose progressive fines.
- **Speed:** The speed limit should be 50km/h on all roads in urban and densely residential areas and 30km/h in school zones.
- **Helmet:** Maintaining the mandatory regulation of wearing standard helmets for all occupants on motorcycles, mopeds, electric bicycles, and electric scooters and complete regulations on fines for carrying children under 6 years old on motorbikes without wearing quality helmets

Achieving legal changes together

During the Press Conference, participants will receive updated progress on the amending of the Road Traffic Law, and the drafting of the Law on Traffic Order and Safety. Current inadequacies in legal regulations and enforcement related to 5 behavioral risk factors in Vietnam will also be reviewed. In addition to media agencies, policymakers from key agencies at the Ministry of Transport, Ministry of Public Security, Ministry of Health, and other key relevant agencies in Vietnam will benefit from key findings of the in-depth technical report as outlined above and extended recommendations from leading road safety experts to amend the laws and ensure safer streets and roads for life.

The invited journalists and press agencies play a crucial role in raising public awareness and communicating to the wider public about road safety. The press conference will encourage more attention and continued reporting on road safety risk factors that will protect road users from deaths and injuries on the road. Key participants from the media will attend the press conference including:

- Press: journalists, media representatives, and press agencies from Vietnam television, National Assembly Television, VTC television, VOV, Vietnam News Agency,
- Government: Government Portal, People's Newspaper, National Assembly Portal, Transport Portal.

This press conference is being held before the National Assembly reviews a draft proposal for the first time, momentum for the media to spread awareness of the upcoming changes to influence the Government to make a positive change ensuring safe roads for all in Vietnam.

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About the Global Road Safety Partnership

The Global Road Safety Partnership is a hosted program of the International Federation of Red Cross & Red Crescent Societies and based in Geneva, Switzerland. Its mission is the sustainable reduction of road-crash death and injury in low- and middle-income countries GRSP does this by creating and supporting multisector road safety partnerships that are engaged with front-line good practice road safety interventions in countries and communities throughout the world.

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 or connect with us on Twitter @AIPFoundation. <https://www.aip-foundation.org/>

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