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A local program with a global message: Accomplishing Streets for Life in Pleiku City, Vietnam

PLEIKU CITY, Vietnam – May 17, 2022

Around the world, our community is mobilizing for the #CommitToAct Streets for Life Campaign 2022. AIP Foundation, along with its steadfast partners, is proud to join forces with this global movement from Pleiku, our model city for safe school zones in Vietnam.

AIP Foundation is gathering with government partners, the National Traffic Safety Committee (NTSC), the Ministry of Education and Training, the Ministry of Transport, the Gia Lai Provincial People's Committee, the Gia Lai Provincial Traffic Safety Committee, and relevant partners for a workshop to celebrate the milestones of the *Slow Zones*, *Safe Zones* program thus far and kickstart the extension phase.

The overall purpose of the *Slow Zones*, *Safe Zones* program is to reduce road crash injuries and fatalities in school zones. Our work has demonstrated that the students' journeys to and from school become safer through implementations of traffic calming measures, reduction of posted speed limits in school zones, application of interactive learning through an e-curriculum, and public awareness campaigns combined with enforcement of new posted speed limits.

This program, which aims to improve the safety of students' journeys to and from schools, is supported by Fondation Botnar, the Global Road Safety Partnership, the FIA (Fédération Internationale de l'Automobile), and the International Road Assessment Programme, and aligns with the Global Plan of the Decade of Action for Road Safety 2021-2030. Similarly, Vietnam's current National Road Safety Strategy supports meeting the goals of the 2030 UN Agenda for Sustainable Development, ensuring maximum traffic safety for school zones around the country.

"We have strong partnership with AIP Foundation and its partners to implement safe school zones in Pleiku City. For us, at the NTSC, it is crucial to ensure the safety of all the children in our country as they travel to school. We applaud and celebrate the achievements of the *Slow Zones*, *Safe Zones* program in safeguarding both children and parents. We look forward to the continued achievements of the program and their national application in Vietnam," shared Trinh Thu Ha- Deputy Chief at the National Traffic Safety Committee.

As part of the first phase of the *Slow Zones*, *Safe Zones* program, a traffic safety e-curriculum was developed. The e-curriculum provides an effective and creative student-centered educational tool for primary students to learn the essential traffic safety skills from a young age.

Bringing mobility equity to all students in Vietnam, in April, the Ministry of Education and Training signed the Official Legal Decision No 946 /QD-BGDĐT to approve its use as an official school material for integrated teaching and activities on traffic safety education. From now, whichever mode of transport the students choose, they will be safer. This is the first nationwide-applied traffic safety e-curriculum for primary students in Vietnam.

The e-curriculum and education is combined with road infrastructure upgrades. Until now, the school zone modifications - with focus on speed reduction- were completed at 31 program schools in the city. The modifications include new pedestrian crossings, new pavements, steel railings to separate the footpath and the parking area for parents as well as road signs marking the speed limits and school zones. Based on the Star Rating for School results, all 25 surveyed schools were upgraded to 3 stars and above. 21 schools out of 25 schools were upgraded to 5 stars – the safest star.

Inspired by the modifications carried out in Pleiku, making the city a model for safe school zone in Vietnam, AIP Foundation worked hand-in-hand with the local authorities to establish the first School Zone Definition in Vietnam.

The School Zone Definition was developed by the Program Technical & Strategic Steering Committee (TSSC) and was approved by the Pleiku's People's Committee on May 16 through the legal document 1566/UBND-QLDT. The School Zone Definition will apply to new schools and existing schools undergoing modifications in the city, providing better protection for students commuting to and from school. Further, it will positively impact the school community, and serve as a model for advocating for similar legal decisions on a provincial and national level to apply the School Zone Definition nationwide.

Building on the legacy of *Slow Zones*, *Safe Zones* so far, and sustaining its long term positive impacts, the extension will facilitate the continued reduction of injuries and fatalities on school roads, by equipping teachers with the necessary skills to scale up the traffic safety e-curriculum for primary school students nationwide, and to empower youth through the promotion of life-saving road safety skills in Pleiku City. This provides a physical, legal, and holistic approach to ensuring that every child will be safe walking toward its future.

For all students across Pleiku City, the continuation of the *Slow Zones*, *Safe Zones* program will not only safeguard them on their commutes to school but will also ensure that all students have safe and equal access to their education. The program has and will continue to improve road safety immensely in Pleiku while increasingly encouraging families to walk and ride their bicycles to school, paving the way for healthier and greener cities.

"This is our target. This is our regional call to action, exemplifying our government partners who are making a specific and meaningful commitment to evidence-based action aligned with the Global Plan, with a particular focus on school zone safety, 30km/h limits, and investment for road safety in their city ahead of the High-level Meeting on Global Road Safety. This is our time to #CommitToAct to make streets for life a reality across the world, for every child and adult," shared Mr. Kim Beng Lua, Senior Officer at the Global Road Safety Partnership.

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About the Botnar Child Road Safety Challenge (BCRSC)

The Botnar Child Road Safety Challenge programme is designed to address locally relevant road safety problems that affect children in small-and mid-sized cities in seven priority countries with practical, innovative, multi-sectorial and evidence-based interventions. The Challenge is

managed by the Global Road Safety Partnership, a hosted program of the International Federation of Red Cross & Red Crescent Societies and based in Geneva, Switzerland.

About Fondation Botnar

Fondation Botnar is a Swiss-based foundation, which champions the use of AI and digital technology to improve the health and wellbeing of children and young people in growing urban environments. To achieve this, the foundation supports research, catalyses diverse partners, and invests in scalable solutions around the world: <https://www.fondationbotnar.org/>

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 iRAP

The International Road Assessment Programme (iRAP) is a registered charity dedicated to saving lives by eliminating high risk roads throughout the world. iRAP works in partnership with governments, road authorities, mobility clubs, development banks, NGOs and research organizations around the world. We provide the tools and training to assess and measure the safety of roads, create the business case for investment in safer roads, and track performance against road safety targets in over 100 countries. iRAP is financially supported by the FIA Foundation. Projects receive support from the Global Road Safety Facility, mobility clubs, regional development banks and donors. Our partners, charities, the motor industry and institutions such as the European Commission also support RAPs in the developed world and encourage the transfer of research and technology to iRAP. To find out more, visit www.irap.org

About the Federation Internationale de l'Automobile (FIA)

The FIA is the governing body of motorsport and promotes safe, sustainable and accessible mobility for all road users across the world. Founded in 1904, with headquarters in Paris, the FIA is a non profit making association. It brings together 243 international motoring and sporting organizations from 146 countries on five continents. Its member clubs represent millions of motorists and their families.

About AIP Foundation

AIP Foundation is a nonprofit 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/>

For Media Contact

Victoria Jönsson
Communications Officer
AIP Foundation
Tel: (+84) 91 598 75 84
Email: victoria.jonsson@aipf-vietnam.org