

## FOR IMMEDIATE RELEASE

### **Launch of the *AI&Me* Youth Engagement App encourages young voices to champion safer mobility in their communities**

*Road Safety NGO launches a new App allowing young people to report on dangerous road risks directly.*

PLEIKU, Vietnam – December 15, 2022

As part of our innovative Big Data road safety program, *AI&Me: Empowering youth for safer roads*, we are excited to launch the Youth Engagement App (YEA) pilot in Ho Chi Minh City, Pleiku City, and Yen Bai starting December 2022 to January 2023. The launch engages students from 18 project secondary schools and colleges on how to use the App.

#### **Raise your voice: A Youth Engagement App for safer mobility**

The YEA offers young people an efficient way to identify and report high-risk road conditions, providing them with a platform for their voices to be heard. Through the App, government officials will receive data as actionable recommendations to make effective and evidence-based road safety interventions. This will make it easier to identify blackspots for more in-depth analysis to determine the star ratings for school zones. Star Rating for Schools (SR4S) is an evidence-based tool for measuring, managing, and communicating the risks children are exposed to on a journey to school. It supports quick interventions that save lives and prevent serious injuries from day one.

AIP Foundation's three-year *AI&Me: Empowering youth for safer roads* program is supported by Fondation Botnar – a Swiss philanthropic foundation working to improve the health and wellbeing of young people living in cities around the world – as well as the FIA Foundation, Anditi, and the International Road Assessment Programme (iRAP). The Traffic Safety Committees and the Department of Education and Training of all three provinces support the launch of the App in their areas.

"Today is the day that students will take charge in ensuring that their cities are safe. The YEA puts young voices at the heart of solving the global road safety crisis," shares Hoang Na Huong, Deputy Chief Executive Officer at AIP Foundation.

#### **Teachers empower students to raise their voices**

Prior to the launch of the YEA, AIP Foundation hosted, together with iRAP and the Ministry of Transport (MOT) the first hands-on training of the YEA to key government stakeholders and teachers – in Ho Chi Minh City, Pleiku City, and Yen Bai. The main objective was to provide an introduction to the *AI&Me* program as well as launch the YEA with instructions on how to use it and pass on the knowledge to their students.

This capacity-building course, conducted by experts from iRAP, was the first milestone for teachers to be empowered and play an active role in providing training to 1800 students from 18 pilot schools to use the App. In turn, these students will raise their voices for safer #streetsforlife. It brings us closer to our

vision of a world where all neighborhood streets are livable, safe, sustainable, and walkable.

“The launch of the YEA will make a big difference for our next generation in Ho Chi Minh City, Pleiku and Yen Bai. Our future belongs to the youth, so we need to hear their voices to find the best solutions to the issues they face. We can only achieve safer streets across Vietnam if we work together,” shares Colonel Pham Viet Cong, from the Deputy Office Chief of National Traffic Safety Committee.

### **AI for good: Using Big Data to save lives on the road in Vietnam**

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 youth aged 5-29 were killed in road crashes in 2019. This represents a public health crisis that disproportionately affects young people most. Road upgrades, speed management, as well as enforcement of behavioral risk factors are needed to effectively address this crisis.

The *AI&Me* program was launched and tested in Ho Chi Minh City, Gia Lai Province, and Yen Bai Province from August to March 2021, with the possibility of scaling up to other regions and countries following successful initial trials.

“I think that the YEA is a fantastic tool to create safer streets in my neighborhood. With the App, I can easily alert the local authorities and let them know where there is a danger. This App makes me feel safer. It also makes me feel like I am a part of the solution, which gives me the power to make an impact,” shared Dang Phan\* a local youth from Nguyen Hue High School at the launch event in Yen Bai.

In recent years, big data technology has been utilized to transform road safety through predictive analysis by evaluating historical data to pinpoint high-risk areas. These maps enable authorities to take preventative measures before casualties happen. The *AI&Me* program revolutionizes road safety measures in Vietnam, paving the way for emerging technologies to address public health issues.

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

### **About Fondation Botnar**

Fondation Botnar is a Swiss philanthropic foundation working to improve the health and wellbeing of young people living in cities around the world. Advocating for the inclusion of youth voices and the equitable use of AI and digital technology, the foundation invests in and supports innovative programs and research, and brings together actors from across sectors to create dialogue and partnerships: [www.fondationbotnar.org](http://www.fondationbotnar.org)

### **About FIA Foundation**

The FIA Foundation is an independent UK registered charity which supports an international programme of activities promoting road safety, the environment and sustainable mobility. Our aim is to ensure 'Safe, Clean, Fair and Green' mobility for all, playing a part to ensure a sustainable future through:

- promoting research, disseminating the results of research and providing information in any matters of public interest which include road safety, automobile technology, the protection and preservation of human life and public health, transport and public mobility and the protection of the environment;
- and promoting improvement in the safety of motor sport, and of drivers, passengers, pedestrians and other road users which works globally to promote safe, clean fair and green mobility.

[www.fiafoundation.org](http://www.fiafoundation.org)

### **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](http://www.irap.org)

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*\*The name has been changed according AIP Foundation's child protection policy.*