



FOR IMMEDIATE RELEASE

UPS and AIP Foundation expand road safety educational program to empower children from underrepresented communities in Thailand

BANGKOK, Thailand - December 1-2, 2022

As part of the growing legacy of the *Safety Delivered* program, supported by The UPS Foundation, Phase III of the program is set to take place in Bangkok, Thailand. In cooperation with the Bangkok Metropolitan Administration and the Office of the Basic Education Commission, AIP Foundation will be hosting two helmet handover ceremonies for the students at Piboon Prachasan School and Keha Chumchon Ladkrabang School, respectively.

In Thailand, during this year of the *Safety Delivered* program (2021 – 2022), 50% of students who participate are from underrepresented communities. These children often lack access to safe and sustainable journeys to school. 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 crashes are the leading cause of death for children and young adults aged 5-29 years globally. Lat Krabang District and Din Daeng District, where both project schools are located, have the most crashes in the Bangkok Metropolitan area.

This represents a public health crisis that disproportionately affects young people the 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 events aim at promoting community awareness of the life-saving importance of increasing child helmet use. The event at Piboon Prachasan School will commence with a welcome and introduction by Dr. Chana Summat, an Expert on Guidance and Counselling Development from the Ministry of Education, and Mrs. Chuleeporn Wongpipat, Deputy Director-General of the Department of Education. The Bangkok Metropolitan Administration will deliver the opening speech at Keha Chumchon Ladkrabang School.

The *Safety Delivered* ceremonies represent a unique opportunity for students to learn lifelong skills on how to be attentive on the road to adapt and behave more safely. Education plays a crucial role in creating a new generation of road users that have the knowledge to act safer, ensuring the lasting impact of the program. Inclusivity is at the heart of *Safety Delivered* in order to achieve the goals set out by the 2030 Sustainable Development Goals.

“At UPS, we value equity and justice, working together with people all over the world to create a more equitable future that is sustainable for everyone. Today’s event represents more than just helmets. It brings us closer to achieving a safe commute for the students at the six project schools, ensuring that they will be better equipped for their trip to and from school,” shared Russell Reed, Country Manager for Thailand and the Philippines.

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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.

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. The UPS Foundation can be found on the web at [UPS.com/Foundation](https://www.ups.com/foundation) and [@UPS Foundation](https://twitter.com/UPSFoundation) 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 or connect with us on Twitter [@AIPFoundation](https://twitter.com/AIPFoundation). <https://www.aip-foundation.org/>

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