FOR IMMEDIATE RELEASE

The Safety Delivered signature road safety program concludes in Mumbai, India.

MUMBAI, India – January 17, 2023

The legacy road safety program, Safety Delivered, supported by UPS and The UPS Foundation, is coming to a fruitful conclusion in January 2023. As part of the closing event, AIP Foundation is hosting a helmet handover ceremony for students at the Anjuman-i-Islam school in Mumbai, in cooperation with the Western India Automobile Association.

The UPS Foundation’s mission is to help build safer, more resilient and inclusive communities around the world. We are delighted to partner with them on the ‘Safety Delivered’ program as we, together, help raise awareness about road safety and protect vulnerable communities, especially children and young adults from traffic crashes.

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. 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 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 3,550 helmets that will be distributed in the coming month through the Safety Delivered program to the students will save lives.

“Safety is a deeply held value for us at UPS. A helmet not only protects the students from injury but allows them to access their education safely because awareness is avoidance. UPS and @AIP Foundation have partnered to raise awareness about road safety and protect vulnerable communities, especially children and young adults, from traffic accidents. It makes me proud to see UPSers around the world deliver what matters for the safety of our communities.” says Deepak Shrivastava, Managing Director, Indian subcontinent, UPS.

The helmet handover is the largest Safety Delivered event during the 2022-2023 school year. Today’s event 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 project 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 will commence with a welcome and introduction by Greig Craft, Founder, and President of AIP Foundation.
“In order to achieve the ambitious target of preventing at least 50% of road traffic deaths and injuries by 2030 as part of the Second Decade of Action for Road Safety 2021-2030, we cannot work alone. We must act together to bring about long-term sustainable change. This is why we are delighted to celebrate the helmet handover today here in Mumbai, to achieve our common vision of a world with zero road injuries and fatalities,” shares Greig Craft, Founder and President of 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 Anjuman-i-Islam school and worldwide. This event brings 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.

**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/](https://www.aip-foundation.org/)

**For Media Contact**

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