

FOR IMMEDIATE RELEASE**Empowering Journeys: Advancing safety and equity for Students on their way to school across
Bangkok Thailand**

BANGKOK, Thailand - March 1, 2024

As part of the *Helmets for Kids* program recently launched in Bangkok, Thailand, supported by the Fédération Internationale de l'Automobile (FIA), AIP Foundation is joining forces with the Royal Automobile Association of Thailand (RAAT - Under Royal Patronage) for a helmet handover ceremony at Wat Chanpradittharam school.

Empowering safer futures for all students

Building on the legacy of our achievement with local and national government partners across Thailand, we know that just wearing a helmet is not enough. As a community, we must take every step to ensure that everyone has access to quality helmets that are safe. Four project schools were selected and will be receiving the following number of helmets this year, Wat Chanpradittharam School – 900 helmets; Watchonglom School – 200 helmets; Watratsatthatham School – 300 helmets; and Watpakbor School – 100 helmets.

The four schools are located in traffic-dense Bangkok, and students are often at risk while traveling to and from school on motorbikes with their families. These children often lack access to safe and sustainable journeys to school. The helmets make a life-saving difference for vulnerable children on their journey to school. 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%.

"This year, at the occasion of RAAT's 90th anniversary, we are delighted to join hands with international NGO AIP Foundation and the Bangkok Metropolitan Administration to increase helmet use among children and protect them from head injuries. The *Helmets for Kids* program also aims to increase students' knowledge of helmet safety and to raise public awareness of the importance of child-quality helmet use. Our purpose is to make life safer for Thai children," shares Mr. Sontaya Kunplome, President of the RAAT.

Creating safer journeys to school

The event will commence with the signing of the Memorandum of Understanding between AIP Foundation and the Royal Automobile Association of Thailand (Under Royal Patronage). Following the introductions, the students will participate in a helmet fitting and engage in road safety activities and games. This brings about a unique opportunity for every child at the school to learn more about helmet safety through educational activities as well as marking a chance to spread the word about the importance of helmet safety among the local governments and members of the community.

"Driven by our commitment to equity and justice, we are proud to collaborate today with our partners to build a sustainable future for all. This is a significant step towards securing safe commutes for students across four project schools. The *Helmets for Kids* program embodies our unwavering dedication to fostering a world where everyone can thrive in a safe and equitable environment," shares Ratanawadee H. Winther, Chairperson of AIP Foundation Thailand.

The helmet handover ceremony today represents 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 who have the knowledge to act safer, ensuring the lasting impact of the program.

More about the *Helmets for Kids* program in Thailand:

To contribute to the global goal of reducing road injuries and fatalities by 50% by 2030 as set out by the World Health Organization, the Royal Automobile Association of Thailand and AIP Foundation are implementing *Helmets for Kids* program in Bangkok during the 2023-2024 academic year, supported by the Fédération Internationale de l'Automobile (FIA).

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About Royal Automobile Association of Thailand

The Royal Automobile of Thailand under Royal Patronage has been a member of the Fédération Internationale de l'Automobile (FIA) for over 90 years. RAAT is responsible for setting rules and regulations as well as certifying all car and kart competitions in Thailand with international standards as a benchmark. Road Safety is also a project and activity commonly organized by RAAT to educate young motorists on how to get around responsibly and safely.

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-Brown

Communications Officer

AIP Foundation

Tel: (+84) 91 598 75 84

Email: victoria.jonsson@aip-foundation.org