

**FOR IMMEDIATE RELEASE**

**From Innovation to Impact: AIP Foundation Celebrates Over Ten Years of Helmet Safety Progress in Vietnam**

HANOI, Vietnam - May 4th, 2024

As part of the expanding legacy of the *Helmets for Kids* program in Vietnam, supported by Johnson & Johnson and in collaboration with the National Traffic Safety Committee and the Hanoi Department of Education and Training, a helmet handover ceremony was held at Kim Anh High School in Hanoi. In December 2022, AIP Foundation pioneered helmet safety standards innovation by bringing the first United Nations ECE-22.05 Standard helmets to Vietnam through this program, and 1,640 ECE-22.05 helmets have been distributed to students.

“Our partnership with AIP Foundation has spanned over a decade, and we are proud to share that from 2012 to 2022, *Helmets for Kids* reached 104 schools across 9 provinces in Vietnam, providing over 79,076 helmets to children – saving an estimated 882 students and teachers from potential brain injury. This year, our focus remains on vulnerable communities in Hanoi’s suburbs, ensuring every child, every student, has a safe journey to and from school,” shares Mrs. Le Chi Thuy Dung, General Director of J&J Vietnam.

**Helmet innovation initiatives to safeguard young students**

Kim Anh High School is located on a provincial road that is often plagued by heavy traffic. The area outside the school exposes high risks for road crashes. Most students commute to and from school by motorbikes and electric bikes daily.

At the handover ceremony that took place earlier today, the United Nations ECE-22 6.0 Standard helmets were distributed to 1,500 students. This model, proven to absorb higher impact forces, will provide better protection in case of crashes.

The helmets were produced by Protec, AIP Foundation’s social enterprise. The helmets make a life-saving difference for vulnerable students on their way to and from school in Hanoi. Wearing a quality helmet can reduce the risk of death by 42% and the risk of serious brain injury by 69%.

To encourage road safety and raise awareness on the importance of wearing a helmet, Greig Craft, AIP Foundation Founder and President, and representatives from Johnson & Johnson facilitated a helmet-fitting activity and engaged the students in road safety activities and games. This was an opportunity for every child at the school and local governments and the community to learn through educational activities

### **Growing legacy of the *Helmets for Kids* program across Vietnam**

Johnson & Johnson has been a longtime and trusted partner of AIP Foundation since 2004 and this year, we are proud to celebrate 12 years of the *Helmets for Kids* program supported by Johnson & Johnson. From 2012 to 2022, the program has provided over 79,076 helmets to schools across Vietnamese provinces, in addition to providing tools and resources to ensure children in the community are commuting to school safely.

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