

FOR IMMEDIATE RELEASE

FIA Foundation and AIP Foundation delegation visit to Bangkok marks launch of new *Safeguard - Helmet Advocacy Initiative 2024 -2026* in Thailand

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Building on the legacy of our achievement with local and national government partners across Thailand, AIP Foundation is joining forces with FIA Foundation to launch the new *Safeguard - Helmet Advocacy Initiative 2024 - 2026*. The objective of the program is to improve existing helmet policy implementation and enforcement strategies in Thailand to promote safer and more sustainable mobility.

Aggie Krasnolucka, Programme Director at FIA Foundation, said: “Motorcycle riders are most likely to die or sustain a life changing head injury in a crash, but the safe use of quality helmets reduces the risk of death by over six times and brain injury by up to 70%. The FIA Foundation is delighted to be working with AIP Foundation in this important initiative – a crucial step in addressing the key issues impacting the safety of motorcycle road users throughout Thailand.”

In 2020, motorcycle deaths represented 74% of road traffic deaths in Thailand, which is nearly two times higher than the regional average according to the United Nations Economic and Social Commission for Asia Pacific ([UNESCAP 2020](#)). The current helmet wearing rate by demographic group is adults: 48%, teenagers: 22%, and children: 8%. As a global community, we must take every step to ensure that everyone has access to quality helmets that are safe. 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%.

Launch of the *Safeguard - Helmet Advocacy Initiative 2024 -2026*

To launch the program, Agnieszka Krasnolucka, Programmes Director at the FIA Foundation joined the AIP Foundation team to meet key governmental stakeholders and partners in Bangkok, including, the Thailand Development Research Institute (TDRI), the Bangkok Metropolitan Administration (BMA), the Department of Disaster Prevention and Mitigation (DDPM) as well as the Thailand Consumer Council (TCC), the Royal Thai Police, and the Royal Automobile Association Thailand (RAAT). In addition, a special session took place with the Parliamentary Road Safety Committee to introduce and launch the program.

The meetings provided a unique opportunity for representatives from FIA Foundation and AIP Foundation to understand the scope of work on helmet safety from key stakeholders, as well as to reinforce the request for their cooperation in carrying out project activities over the next few years.

Overall, the *Safeguard - Helmet Advocacy Initiative* has received strong commitments of cooperation from these diverse stakeholders. Additionally, meeting with all of the key stakeholder organizations

allowed for the delegates to better understand their concepts and ideas, which will be adapted for use during the project implementation.

“Motivated by our dedication to equity, and safeguarding future generations, we are excited to announce the new *Safeguard - Helmet Advocacy Initiative* with our long-term partner the FIA Foundation. This marks an important step in ensuring safer commutes on the streets in Thailand, focusing on how we can create a safer and more sustainable future for every road user,” shares Jimmy Tang, Chief of Staff at AIP Foundation who attended the delegation visit to Bangkok.

More about the Safeguard - Helmet Advocacy Initiative 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, FIA Foundation and AIP Foundation are implementing the *Safeguard - Helmet Advocacy Initiative* during 2024 - 2026 to improve existing helmet policy implementation and enforcement strategies in Thailand. Motorcycle and helmet safety remains a top aligned strategic priority between FIA Foundation and AIP Foundation. This project is supported by the FIA Foundation.

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Notes to Editors

About the FIA Foundation

The FIA Foundation is an independent UK registered charity which supports an international programme of activities promoting safe roads, clean air and climate action.

www.fiafoundation.org

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 X @AIPFoundation.

<https://www.aip-foundation.org/>

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