
Every Journey. Every Child. – International Conference
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AIP FOUNDATION

Purpose
Why We Exist

Prevent fatalities and injuries on behalf of road users in low- and middle-income countries.

Mission
What We Do

Deliver effective interventions that improve road safety in low and middle-income countries.

SAVE LIVES

DELIVER
EFFECTIVE
INTERVENTIONS
Motorcyclists account for 75% of the estimated 22,000 annual road crash fatalities.

Road crashes are the second leading cause of death for children ages 5-14.

Vietnam loses approximately US$3 billion annually due to road crashes.
A PROVEN MODEL

COMMUNICATIONS FOR CHANGE

TARGETED EDUCATION

GLOBAL & LEGISLATIVE ADVOCACY

ACCESS TO SAFE EQUIPMENT

RESEARCH, MONITORING, AND EVALUATION
A HOLISTIC APPROACH TO IMPROVING CHILD ROAD SAFETY

Helmet Use & Pedestrian and School Zone Safety

in Ho Chi Minh City, Vietnam
POLICY GAPS

HELMETS

Low child-helmet enforcement by police

SCHOOL ZONES

No regulations for safe school zones
Across 100 schools in 20 districts (or 84,218 students), including HCMC:

Helmet use observations revealed that child passenger helmet use averaged at 36%, compared to 88% driver helmet use.

Baseline data revealed that at 37 surveyed school zones:

100% of the schools lacked rumble strips and flash warning lights.

Only 38% of students used crosswalks. And, only 20% practiced all safety rules (stop, look, listen, think, and cross).

33% of students surveyed had been in road crashes.
BUILDING A COALITION

A Multi-Sectoral Partnership Model
Example of outcomes: From 2013 to 2017, 653 teachers learned how to educate students and parents on helmet use and road safety. 99% of surveyed teachers reported that the training was useful and enabled them to effectively teach students how helmets work and how to wear them correctly.
Research
AWARENESS CAMPAIGNS & MEDIA

- TV, radio, billboard
- Social media
- Launch events
- Journalist trainings

Example of outcomes: In a 2016 survey following the “Love your child – Provide a helmet” communications campaign, 95.1% of respondents reported that they knew about the child helmet law.
Example of outcomes: 82% of traffic police surveyed feel confident applying topics from trainings to enforce the child helmet law, and traffic police stopped and fined 56,197 parents whose children were not wearing a helmet.
RESULTS

HELMETS

Changes in Child Helmet Use Rates In Three Major Cities:
Hanoi, Danang, Ho Chi Minh City
Pre-Intervention - March 2014, Post-Intervention - May 2016

SCHOOL ZONES

Student Behavior Changes: Pre- vs. Post-Modification Installations
In 2017, the Ho Chi Minh City government announced a robust sidewalk clearance campaign and encouraged its citizens to walk more, instead of relying on other modes of transportation.

Ho Chi Minh City Department of Transport commits to developing safe school zones around 37 schools along a planned bus corridor and feeder roads within the next year.

Advocacy efforts for speed reduction in school zones are ongoing.

The Ho Chi Minh City government has taken ownership of improving child helmet use in the city by:

- Widely **promoting school policies**
- Conducting a survey of students, parents, and teachers to **further analyze barriers** toward helmet use
- Organizing workshops with districts and schools to **discuss solutions for improvement**, and implementing them.