

The Global Helmet Vaccine Initiative

Helmet = Vaccine

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Asia Injury Prevention Foundation

The Stories You Don't Hear

Child Deaths at the Heart of Global Epidemic



*Le Xuan Han
2000 - 2008*

"I will never forgive myself [for not making her wear a helmet]. Never forgive myself."

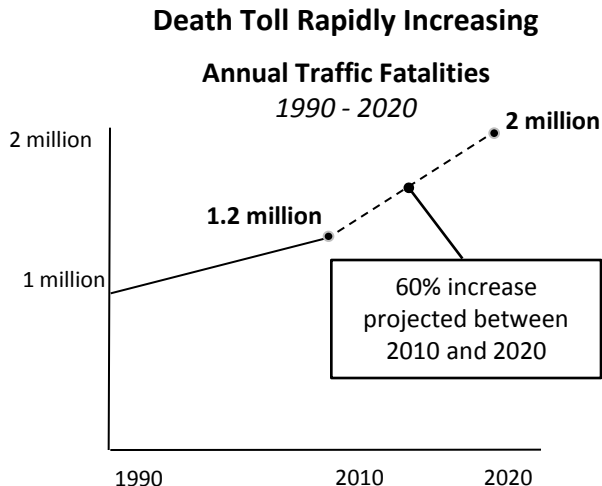
*Nguyen Thi Xuan Diem
Le Xuan Han's mother*

A Tragic Accident

- During the Tet holiday in 2008, 8 year-old Le Xuan Han accompanied her parents on the family motorcycle to visit her grandmother
- Mom and Dad wore their helmets, but Han and her 7-year old sister Le Minh Nhu did not, because they had special hairstyles for the occasion
- A drunk driver on another motorcycle smashed into them at 10 am on a Sunday morning
- Neither parent suffered head injury, though both children did; Han died from severe brain damage and her sister suffered from a concussion

A Hidden Epidemic

Road Traffic Crash Fatalities on the Rise



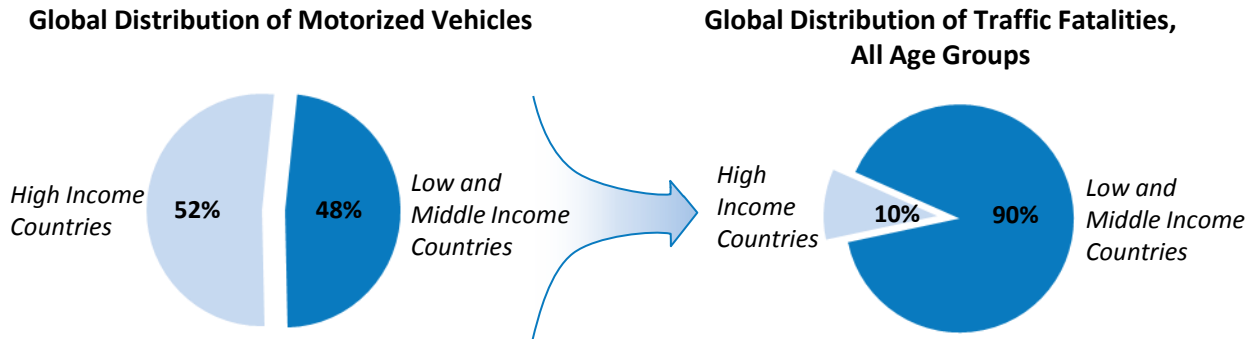
Tipping the Scales

“An 83% increase in traffic fatalities in poorer countries will offset a predicted 30% decrease in high income countries.”

WHO Global Status Report on Road Safety

The Most Vulnerable at Risk

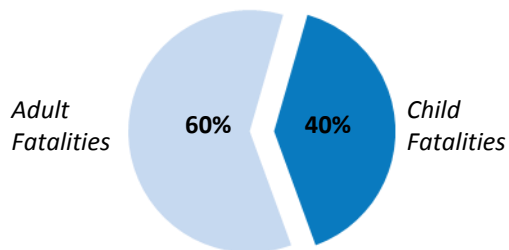
Developing Countries Assume Disproportionate Toll of Fatalities



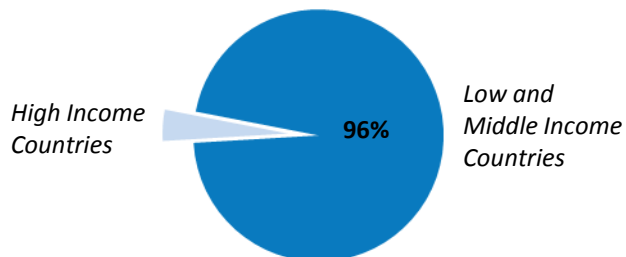
Children Facing Significant Danger

Risk Greatest for Children in Developing Countries

Traffic Fatalities by Age Group



Global Distribution of Child Fatalities



A Call to Action

UN Declares Decade of Action for Road Safety

UN Approves a Decade of Action to Combat Global Road Safety Crisis

“The United Nations has today agreed that 2011-2020 will be the global Decade of Action for Road Safety, in a landmark victory for the FIA Foundation’s Make Roads Safe campaign... According to some of the world’s leading road safety experts, a significant coordinated effort of this kind has the potential to save five million lives and to prevent fifty million serious injuries by 2020.”



“Trends in many countries, in particular low-and middle-income countries, suggest that the problem could become noticeably worse within the next decade. There remains a pressing need for greater efforts and resources.”

Ban-Ki Moon
UN Secretary General



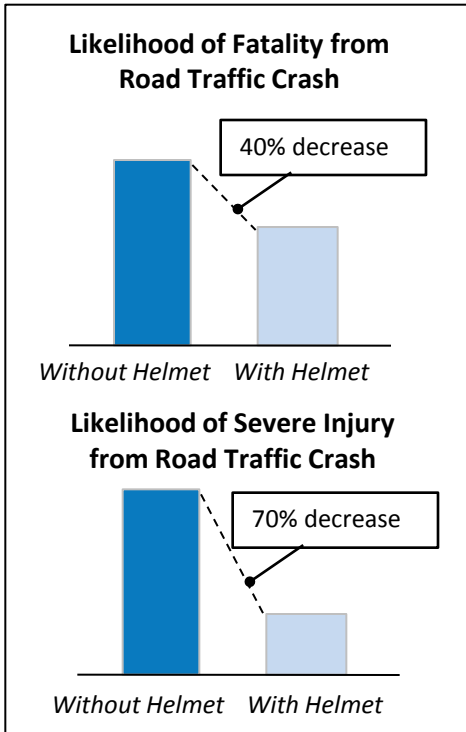
“By making road safety a priority over the next decade we have the potential to save millions of lives, and to prevent many millions of injuries and disabilities. This UN Decade of Action for Road Safety provides us with a real opportunity to change direction.”

Michelle Yeoh
Make Roads Safe Global Ambassador

Finding a Vaccine

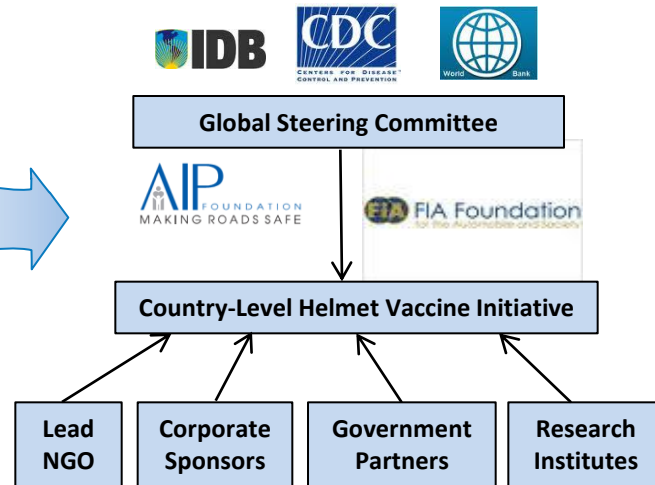
A New Initiative is Launched

Helmet = Vaccine



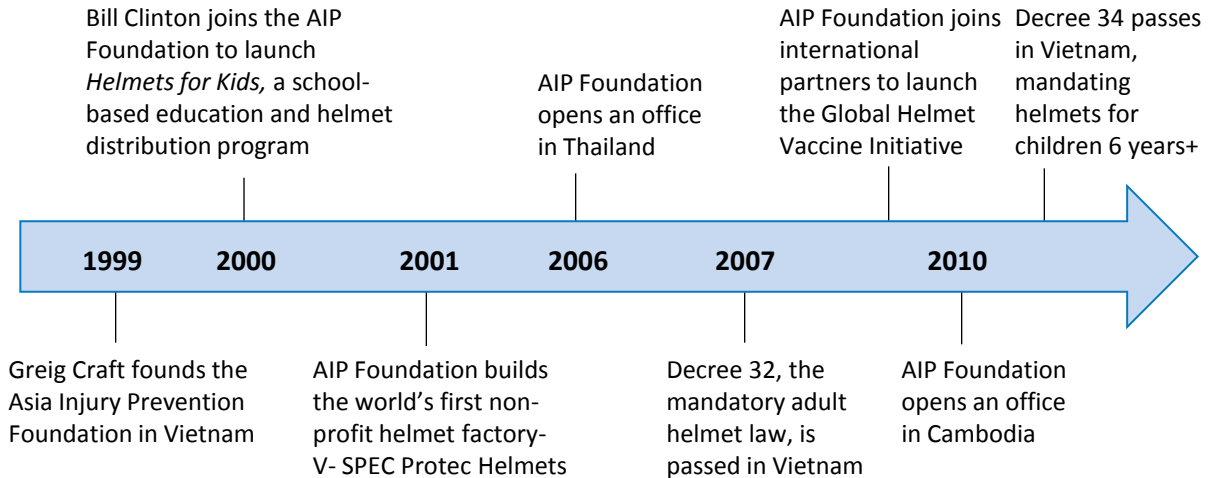
Our Solution

The Global Helmet Vaccine Initiative



Developing Effective Interventions

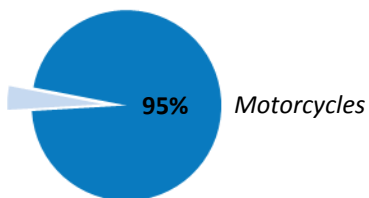
AIP Foundation Development Timeline



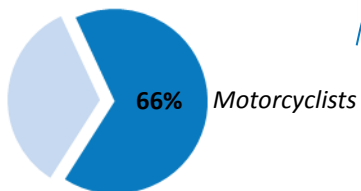
One Country's Experience

Rapid Motorization Creates High-Risk Traffic Environment

Distribution of Motorized Vehicles in Vietnam



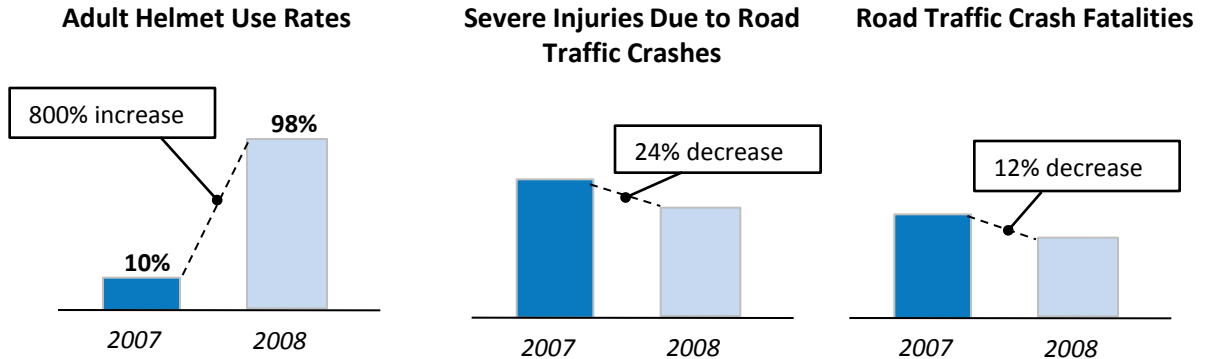
Distribution of Traffic Fatalities by Road User



- AIP Foundation runs public awareness campaigns, lobbies government for universal helmet law
- **Resolution 32** passed in 2007

A Successful Pilot

Positive Results of Universal Helmet Law



A Proven Model

A Multipronged Approach

Components of the Global Helmet Vaccine Initiative



1 Helmet Provision

- Building non-profit helmet factories that employ the physically disabled
- Importing high-quality helmets



2 Public Awareness Education

- Using mass media campaigns to disseminate culturally-appropriate messages



3 School-based Programs

- *Helmets for Kids*
- Safe Routes to School
- Click on Safety e-Learning



4 Technical Assistance

- Creating helmet standards
- Establishing testing labs



5 Assessment, Monitoring, and Evaluation

- Conducting baseline research
- Collecting data to ensure programs' efficiency

A Global Focus

Expanding to Developing Countries in Africa, Asia, and Latin America

Global Helmet Vaccine Initiative Target Countries



**Nations where Helmets for Kids has been initiated*

** Nations identified for further implementation*

Public Awareness Education

Promoting Road Safety with Cultural Sensitivity



Cambodia

Advertisements on the back of tuk-tuks (three-wheel motorbike taxis) promote universal helmet use



Vietnam

“No excuses” campaign targets common reasons people do not wear helmets, illustrating the consequences of their decisions



Senegal

Senegalese rapper Didier Awadi performs at concert to promote road safety and distribute helmets

Media Platforms

- Radio and television
- Documentaries
- Celebrities
- Concerts
- Buses, billboards, and postcards
- Print advertisements

School-based Programs

Building a Generation of Responsible Road Users

Road Safety Educational Programs



Helmets for Kids

- Helmet distribution and road safety education program
- Launched in 2000 by former U.S. President Bill Clinton in Vietnam
- 500,000 helmets donated and distributed in 7 countries throughout Southeast Asia, Africa, and Latin America



Safe Routes to School

- Interactive pedestrian and motorbike road safety education program
- Includes "Traffic Safety Corner," a street model on the school playground comprised of an intersection with working traffic lights, traffic signs, and sidewalks



Click on Safety e-Learning

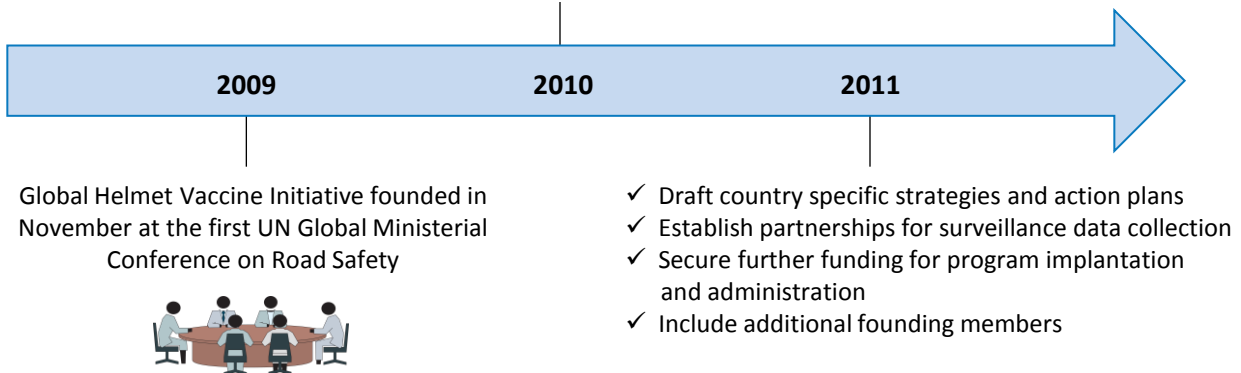
- Computerized road safety education program
- To be piloted in fall 2010
- Combines lessons with extracurricular activities such as playground exercises and contests

Looking Forward

Global Helmet Vaccine Initiative Implementation Timeline



Global Helmet Vaccine Initiative launched in four initial target countries:
Vietnam, Cambodia, Senegal, and Nicaragua



Next Countries Identified for Implementation

✓ Uganda

✓ Tanzania

✓ Paraguay

✓ Uruguay

✓ India