



2014-2015 *Helmets for Kids*

Midterm Report

Sponsored by: ARRB Group

Content

1. Project summary

2. Background on project school

3. Progress

4. Next steps



Project summary

Sponsor: ARRB Group

Project duration: September 2014 to June 2015

Commencement date: 16 September 2014

Total number of helmets donated: 240

Direct beneficiaries: 783 students and 48 teachers at Ai Quoc Primary School

Parents and community members: Nearly 1,500 reached



School information



Ai Quoc Primary School is located in Ai Quoc Commune, Hai Duong, Vietnam, in a high-density traffic area. The school currently has 783 students and 48 teachers. **90% of students travel to and from school on bicycles or their parents' motorcycles.** The school has limited financial resources to ensure their students are safe road users, and thus students **are vulnerable to traffic crashes as they travel to and from school every day.**

Progress



Head measurement and helmet production and delivery



MoU-signing with the school and distribution of commitment letters to parents



Teacher and parent training, student training, and distribution of communication materials to students and parents



Top-off ceremony and the first round of extracurricular activities



Monitoring and evaluation (Pre top-off donation, Post top-off donation 1, and Post top-off donation 2)

Head measurement and helmet production and delivery



- Teachers measured the heads and determined the helmet sizes of 240 first graders from 15-20 August 2014.
- An order for 240 helmets was placed on 23 August 2014.
- 240 high-quality helmets were produced, bearing the ARRB logo.
- Helmets were delivered to Ai Quoc Primary School on 12 September 2014, in time for the student training.

MoU-signing with the school and distribution of commitment letters to parents



Ai Quoc Primary School and AIP Foundation signed a Memorandum of Understanding (MoU) on 8 September 2014, demonstrating the school's commitment to the project. Furthermore, the parents of all 783 students signed letters pledging their commitment to always put helmets on their children. This created a supportive environment conducive for successful project implementation.

Teacher and parent training



Similar to last year, we educated parents and teachers on the importance of child helmet use. Prior to the top-off ceremony, 48 teachers and the parents of all 240 first graders of Ai Quoc Primary School were trained on child helmet use, project activities, and how to wear helmets correctly. The training was conducted on 4 September 2014, and parents gave the training very positive feedback.

Student training

Following the teacher and parent training, teachers educated first grade students on the importance of wearing helmets and trained them how to wear helmets correctly.

Teachers continued to remind students from grades 2-5 (who received this training last year) of these helmet use messages throughout the school year.



Communication materials to parents and students



A billboard with a message on child helmet use was installed at the school gate last year. It continues to remind parents of their commitment to put helmets on their children this project year. Parents see it every day when they drop off and pick up their children from school.



240 school timetables with instructions on the three steps of correct helmet use were distributed to all first grade students on 10 September 2014.

Top-off ceremony

On 16 September 2014, a top-off ceremony was organized. More than 810 participants attended, including:

- Paul Hillier from ARRB Group,
- Deputy Director of Hai Duong Department of Education and Training,
- Deputy Chief Secretariat of Hai Duong Traffic Safety Committee,
- Representatives from Hai Duong's Bureau,
- Ba Hang Traffic Police Office,
- Hai Duong City Traffic Group,
- Ai Quoc Traffic Police,
- Ai Quoc People's Committee,
- Parents Association,
- Media, and
- More than 780 students and teachers of Ai Quoc Primary School.

At the event, students participated in activities on stage with Paul Hillier and AIP Foundation. They also practiced traffic safety by playing the roles of police, pedestrian, bicyclist, and traffic light in a traffic safety corner under the supervision of the Hai Duong City traffic police.



Top-off ceremony



Media coverage

The top-off ceremony was covered in **24** printed and online newspapers in both English and Vietnamese and aired on two television channels (one in Hai Duong Province and one in Hanoi).



Vietnamese Newspaper



Television



English Newspaper

The Media Clipping Report was sent to ARRB earlier and is also attached to this report.

Extracurricular activities



On 16 December 2014, more than 800 students, teachers, parents, and partners participated in the first round of extracurricular activities. The activities granted students a practical and interactive environment to learn about helmet use and road safety. Games included the traffic safety message unscramble; traffic sign matching game and race; traffic safety scavenger hunt, and traffic safety picture puzzle.



Monitoring and evaluation

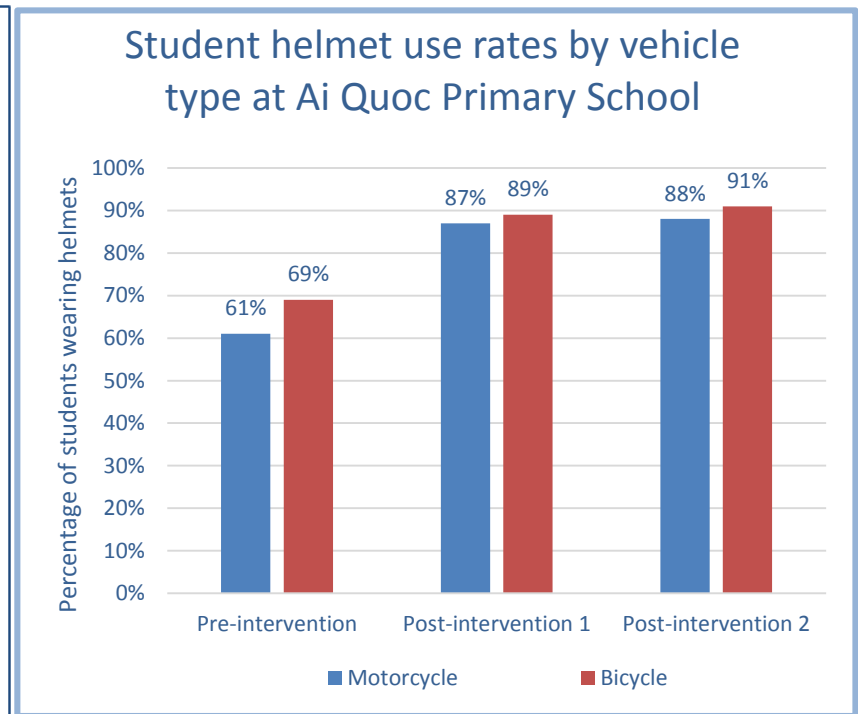
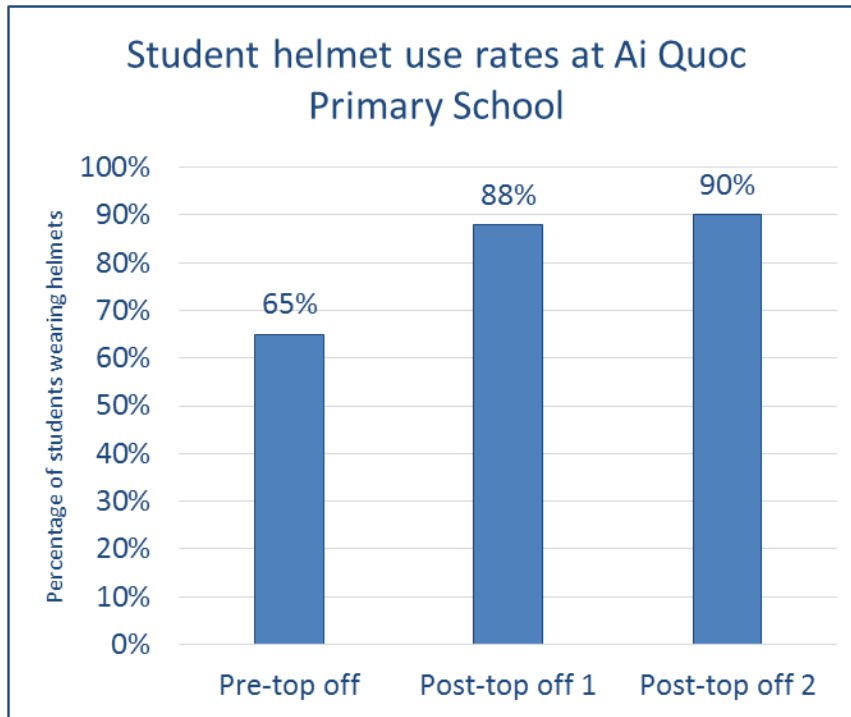
The helmet use rate of students was calculated by analyzing video recordings of students leaving school.



Helmet observations were conducted at three different times to measure the change in student helmet use before and after top-off helmet donation:

- Pre top-off donation: one week before the top-off ceremony, 10 September 2014
- Post top-off donation 1: one week after the ceremony, 25 September 2014
- Post top-off donation 2: 12 weeks after the ceremony, 18 December 2014

Helmet use rates



Key findings:

- Overall, student helmet use rates increased from 65% before the top-off donation to 90% 10-12 weeks later.
- Interestingly, students riding bicycles were overall more likely to wear helmets. Helmet use rates among students travelling by motorcycle increased from 61 percent to 88 percent, compared to 69 percent to 91 percent among bicyclists.

Crash monitoring



Teachers continuously monitor crashes of students to assess students' safety on the roads. Fortunately, no student crashes have been recorded thus far. Teachers will continue to monitor crash cases throughout the year.

Next steps



The second round of extracurricular activities will be conducted in April 2015.



A review meeting will be held at the end of the year (May 2015). Focus group discussions will be conducted with parents, teachers, and students.



The final helmet observation will be conducted at the end of the school year (May 2015).



Crash cases will continue to be monitored and recorded. We will submit a crash case report along with the year-end report in June 2015.





Thank you, ARRB Group!

Together we can save millions of lives.