

Together we are road safety

European Road Safety Charter

Call for Good Practices - to enter the selection for the:

Excellence in Road Safety Awards 2016

SECTION 1: INFORMATION ABOUT YOUR ORGANIZATION

	Please fill in here	Instructions
Name of the organization	Johnson & Johnson	
Type of organization	Company	NGO, company, local authority, school etc.
Organization main activity	Our family of Companies comprises: <ul style="list-style-type: none"> - The world's sixth-largest consumer health company - The world's most comprehensive medical devices business - The world's sixth-largest biologics company - And the world's fifth-largest pharmaceuticals company 	Activity field
Country	We have more than 265 operating companies in more than 60 countries employing approximately 126,500 people. Our worldwide headquarters is in New Brunswick, New Jersey, USA.	Of the organization
Website	www.jnj.com	Organization website
Contact person	Gabriel Kardos	For the follow-up of the application
Contact person's position	Senior Manager – Fleet Safety Europe, Middle East & Africa/Asia Pacific	
Contact person's email address	gkardos@its.jnj.com	

Contact person's phone	+36-30-999-7316	
Partners in the initiative	AIP Foundation - Vietnam	

SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	March 2012 – ongoing	The initiative can be new or the continuity of already existing activities. It can have ended recently or be still in process
Departments/persons implicated internally	Gabriel Kardos – Senior Fleet Safety Manager – Europe, Middle East & Africa/Asia Pacific	In the case of persons, indicate their positions
Geographical scope of the activities	Vietnam – Asia Pacific Provinces of: Ha Tinh, Quang Binh, Quang Nam, and Dong Nai provinces in Vietnam. Will expand to Gia Lia, and one other province in 2016.	Indicate where the activities were implemented

<p>Summary of the initiative</p>	<p><i>Helmets for Kids</i> aims to improve awareness of road safety and helmet use and to increase helmet use among children and teachers. The desired long-term impact of the project is to protect students from head injury when in a crash. Major components of the <i>Helmets for Kids</i> program include:</p> <ul style="list-style-type: none"> • Donating high quality helmets • Training teachers and students on correct helmet use and road safety • Engaging schools and the community and increasing public awareness of child helmet use • Sustaining students' enthusiasm and helmet use with extracurricular activities • Conducting pre- and post-behavior observations <p>The program has become a catalyst for government, nonprofit organizations, and corporate sponsors to work together to develop successful partnerships devoted to saving the lives of children in the developing world.</p>	<p>Describe the initiative indicating the subject, its aim and the main activities it involves.</p> <p>Max: 100 words</p>
<p>Innovative character</p>	<p><i>Helmets for Kids</i> project is innovative as it is uniquely tailored to the Vietnamese context and works to promote a safer road safety culture. It assembles effective partnerships, brings in tested approaches and strategies, and uses a holistic methodology that combines helmet donation with interactive education, communications, and enforcement. While children are the prime beneficiaries of the project, and schools are primary project sites, by involvement of families and communities in the project activities, the project ensures that the practice of using helmet is reinforced in homes and communities. Effective media mobilization and partnerships with the government have added a valuable dimension in reaching out to an audience outside the project scope and supporting enforcement efforts.</p>	<p>If applies, describe to what extent the proposed initiative will lead to new approaches and practices</p> <p>Max: 100 words</p>
<p>Issues that are addressed with the initiative</p>	<p>Approximately 2,000 children die due to road injury each year,¹ making it the second leading cause of death among Vietnamese children ages 5–14.² Motorcycles account for 95% of registered vehicles in Vietnam,³ and their users account for 75% of Vietnam's road traffic fatalities.⁴ The motorcycle is used as a family vehicle, oftentimes carrying multiple adults and children at once. Helmet use among adults is above 90%,⁵ but despite high helmet use rates</p>	<p>Describe which issues were identified that lead to implement the activities</p> <p>Max: 100 words</p>

¹ AIP Foundation's calculation based on the data from the "Viet Nam National Injury Survey 2010" (Hanoi, Vietnam: Hanoi School of Public Health, 2010).

² Institute for Health Metrics and Evaluation, "GBD 2010 Leading Causes and Risks by Region Heat Map."

³ Vietnam National Traffic Safety Committee, "2014 Vietnam National Traffic Safety Committee Traffic Crash Report" (Hanoi, Vietnam, January 2015).

⁴ "Viet Nam National Injury Survey 2010."

⁵ World Health Organization, *Global Status Report on Road Safety 2013*.



	<p>among adults⁶ and evidence that helmets can reduce the risk of head injury by 69% and death by 42% in a crash,⁷ unfortunately, child helmet use rates are as low as 4% in some rural provinces.</p>	
<p>Activities developed</p>	<ul style="list-style-type: none"> • School selection – AIP Foundation works with government partners to select new schools to benefit from the <i>HFK</i> program. School selection is based on the road environment of the school and the economic need of the community. • Teacher and parent trainings – Trainings are conducted for teachers and parents using training booklets and materials. The trainings focus on current road traffic laws and important safety skills. Parents and teachers deliver knowledge to students. • Helmet donations – High-quality standard helmets are provided to all students and teachers with Johnson & Johnson logos on them at the project schools. In the new school year, first graders and new students at selected schools will receive new helmets. • Launch ceremonies – Kick-off ceremonies are held at schools to introduce the project and to reinforce the messages of the <i>HFK</i> program. Students and teachers pledge their commitment to road safety and play road safety games. • Extracurricular activities – Activities to promote helmet use and safe road behavior, such as essay contests, art contests, and performance competitions, are chosen by the school and implemented at each school. • Billboard installation and educational material distribution – Road safety billboards are erected at each of the new schools and students, teachers, and parents at project schools receive educational materials communicating the importance of wearing a helmet. • Monitoring and evaluation – AIP Foundation monitors helmet compliance rates throughout the year by conducting pre- and post-donation helmet observations as well as ongoing crash case recording. 	<p>Describe all the activities involved in the initiative and where appropriate indicate the participation arrangement for each partner</p> <p>Max: 600 words</p>

⁶ World Health Organization, *Global Status Report on Road Safety 2013*.

⁷ Bette C Liu et al., "Helmets for Preventing Injury in Motorcycle Riders," in *Cochrane Database of Systematic Reviews*, ed. The Cochrane Collaboration and Bette C Liu (Chichester, UK: John Wiley & Sons, Ltd, 2008), <http://doi.wiley.com/10.1002/14651858.CD004333.pub3>.

	<ul style="list-style-type: none"> Review workshops – AIP Foundation conducts a review workshop attended by stakeholders from project schools and relevant government agencies to reflect on the challenges and successes of the program. 	
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Genesis	<p>AIP Foundation and Johnson & Johnson as partners, show a very strong commitment to the goal of instilling and sustaining the culture of using helmets through focusing on hard to reach, remote provinces rather than big cities; multiple year support over the last four years, which is critical to ensuring behavior change amongst children is developed, retained and sustained; management, staff and volunteers from AIP Foundation and Johnson & Johnson continue to participate in the project activities and assist with education and awareness raising activities for children and parents and also provide much valuable technical advice, which has proved extremely valuable. Johnson & Johnson’s multi-year support of the Helmets for Kids Program in Vietnam is part of J&J’s long term comittment to the United Nations Decade of Action for Road Safety.</p>	<p>Reasons why you chose this initiative</p> <p>Max: 100 words</p>
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<p>Transferability and multiplier effect</p>	<p><i>Helmets for Kids</i> has achieved outstanding sustainability. Relevant government officials in education and training departments, traffic safety committees, and traffic police have worked to replicate the model of the project schools to others. Specifically, the Department of Education and Training has distributed project teaching materials to non-project schools and asked all schools to integrate helmet use trainings and activities in the school year plan. Traffic police conduct patrols and fine violations around the schools. These key agencies also shared their best practices and helped advocate strongly for the national government to adopt and issue a nation-wide plan. As a result, the National Child Helmet Action Plan was issued and implemented in 2015 across the 63 provinces. <i>Helmets for Kids</i>, being the biggest school-based helmet donation program, is one of the important leverages for the Government of Vietnam to press ahead with the National Child Helmet Action Plan. With increased Government ownership, not just at district and provincial levels but also at the national level, the impact of <i>Helmets for Kids</i> becomes far-reaching and sustainable.</p> <p><i>Helmets for Kids</i> is replicable not only for other high-risk and disadvantaged areas of Vietnam, but also for other countries with similar contexts. The program has also been successfully implemented in other countries such as Cambodia and Thailand.</p>	<p>Describe to what extent the proposed initiative will allow the transfer, general spread, dissemination or application of the results, experience, knowledge and good practice on a large scale</p> <p>Max: 200 words</p>
<p>Promotion and dissemination</p>	<p><i>Helmets for Kids</i> has been highly publicized through online and print media. Press releases after each major event ensure coverage and dissemination of accurate information about the program. Both Vietnamese and English-speaking media cover activities. The initiative was also presented at international meetings and conferences such as the United Nations Road Safety Collaboration, the Asia Pacific Road Safety Conference, the Global Road Safety Summit, and the Decade of Action Forum.</p>	<p>Describe whereby the initiative will be publicised (publications, organised events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>
<p>Continuity</p>	<p>For the 2016-2018 years, <i>Helmets for Kids</i>, sponsored by Johnson & Johnson, will continue in Dong Nai, Gia Lai, Quang Nam, and one other province in Vietnam.</p>	<p>Indicate if there is a plan to continue some activities in the coming years</p> <p>Max: 100 words</p>

<p>Evaluation of the activities</p>	<p>The project uses cutting edge evaluation methods, developed in partnership with the US Centers for Disease Control and Prevention to evaluate the impact of the project. AIP Foundation monitors helmet compliance rates throughout the year by conducting pre- and post-donation helmet observations, alongside ongoing crash case recording. Objectives like parent commitment to road safety, teacher's enhanced capacity to implement a road safety curriculum, and community engagement are measured through indicators such as commitment letter receipt, number of teachers trained, and stakeholder participation in kick-off ceremonies. Evaluation techniques have been well documented and shared amongst other NGOs.</p>	<p>If relevant, describe the proposed evaluation method and the quality of the result indicators in relation to the expected objectives</p> <p>Max: 100 words</p>
<p>Other important aspect that you want to underline</p>	<p>Thanks to Johnson & Johnson's sponsorship and partnership, between 2012 and 2015, Helmets for Kids has delivered 40,715 helmets to at-risk children in 44 schools in 4 provinces of Vietnam, where the national highways run through. Helmet use increased significantly from 17% to 93% in new project schools over 3 years (from 2012 to 2014). Helmet use rates at schools where helmets were topped-off to new students remained high at 95% over the years 2013 and 2014. As of July 2015, 201 children and teachers have been saved from head injury, thanks to wearing Johnson & Johnson-donated helmets at the time of reported road crashes.</p>	<p>Any information that could help the jury to chose your initiative</p> <p>Max: 100 words</p>