

A conversation with AIP Foundation, May 21, 2019

Participants

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- Trang Truong – Program Manager, Helmet Safety, AIP Foundation
- Linh Pham – Monitoring & Evaluation Senior Coordinator, AIP Foundation
- Mirjam Sidik – Chief Executive Officer, AIP Foundation
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Note: These notes were compiled by GiveWell and give an overview of the major points made by Mr. Nguyen, Ms. Truong, Ms. Pham, and Ms. Sidik.

Summary

GiveWell spoke with Mr. Nguyen, Ms. Truong, Ms. Pham, and Ms. Sidik of AIP Foundation as part of the second round of investigating applicants to the 2019 GiveWell Grants for Global Health and Development in Southeast Asia and Bangladesh (<https://www.givewell.org/research/grants-southeast-asia-bangladesh-2019/application-details>). Conversation topics included AIP Foundation's *Helmets for Kids* program in Vietnam and key factors for analyzing the cost-effectiveness of this program.

Helmets for Kids program in Vietnam

AIP Foundation's *Helmets for Kids* program in Vietnam distributes helmets to students in need, an intervention proven to save lives. The program also includes road safety education, continued enforcement of helmet use through collaboration with government and police, public awareness-raising campaigns, and other components—as AIP Foundation's early work suggested that helmet distribution alone was not as beneficial as a comprehensive behavior change program.

Core intervention

Pre-intervention activities

AIP Foundation targets schools using a list that Vietnam's Ministry of Education and Training compiles based on school population and vulnerability. Prior to implementing its intervention in a particular school, AIP Foundation holds orientation workshops for relevant stakeholders (e.g. teachers, parents, police).

Ordering and distribution of helmets

In order to place a helmet order for any given school, AIP Foundation trains teachers to record the number of students requiring helmets, their names, and their head sizes (incorrectly sized helmets are common in Vietnam and significantly reduce protective value). Typically, helmets are not provided to an entire school population due to:

- **Helmet distribution through other programs** – AIP Foundation's recent work in Vietnam has focused on students in grades 2-5, as the Vietnamese government provided helmets to all first-grade students in 2018 and will provide helmets to incoming first-grade students in 2019. However, the students that AIP Foundation plans to reach with additional funding from GiveWell will not have received helmets from government and other companies.
- **Lack of demand** – Some students may not receive a helmet from AIP Foundation because they already own a helmet or will not wear one.
- **Lack of funding** – AIP Foundation attempts to ensure sufficient helmets are distributed by requesting information from teachers on total students in need, although it may not always possess sufficient funding to meet demand.
- After AIP Foundation places an order, Protec (a Vietnamese social enterprise) manufactures and delivers the helmets directly to schools, and teachers distribute the helmets to students. Teachers are also trained to manage helmets by, for example, encouraging students to write their names on helmets.

Education component

For any particular school, AIP Foundation supports road safety education for the entire student population (the Vietnamese government's helmet distribution program does not include education). Teachers directly educate children through training from AIP Foundation that includes workshops as well as physical materials (e.g. handbooks). The amount of helmet-use and other road safety education each student receives varies by province and school (some students receive a full day of education), and schools also integrate this education into extracurricular activities.

After AIP Foundation implements its intervention in a school, it continues the partnership—working with the school to remind students about the importance of helmets and ensure that parents and other local stakeholders such as the police are enforcing helmet use.

Focus on children

AIP Foundation focuses on helmet-wearing among children rather than adults for reasons including:

- **Scale of the problem** – Although children constitute a smaller proportion of total cycle and motorcycle fatalities in Vietnam, the World Health Organization (WHO) estimates that the Vietnamese government significantly underestimates the annual number of road crash fatalities in the country, which the WHO reports is 24,970 and the government reports is 8,417.
- **Baseline helmet-wearing rates** – AIP Foundation's research has demonstrated that children tend to exhibit lower baseline helmet-wearing rates than adults.

- **Impressionability** – Young children (aged 5-14) are highly impressionable, and by providing them with education and training on road safety, AIP Foundation believes it can help ensure that the future generation of road users in Vietnam (ages 15-24) practices safer road behaviors. Adults are typically more resistant to change and education.
- **Logistical ease** – Helmet-wearing among children is a priority of Vietnam's Ministry of Education and Training, which enables AIP Foundation to more easily implement its intervention.
- **Influence** – Increased use of helmets among children can influence family and community members to also wear helmets and practice safer road behaviors.

Program costs

Approximately \$15 provides one student with a high-quality helmet in addition to road safety education and awareness-raising materials.

Staffing structure

3.5 full-time equivalent staff—comprised of a national manager, coordinator, and two assistants—work on the *Helmets for Kids* program in Vietnam. Staff are responsible for supervision, training, workshops, capacity-building, operation of extracurricular programs, and evaluation (not direct provision of helmets and education to students). Some staff activities can occur by email or phone, although the specific amount of time staff must physically spend on-site depends on school capacity and location.

Funding source

Although AIP Foundation receives funding from various sources for work on helmet distribution and road safety, Johnson & Johnson is the core funder of the *Helmets for Kids* program in Vietnam, financially supporting program design and planning as well as distribution of helmets to students. If GiveWell were to grant supplemental funding to AIP Foundation for additional work in Vietnam, AIP Foundation would be able to increase the scope of its work currently supported by Johnson & Johnson.

Key factors for analysis of program cost-effectiveness

Below are key factors for analyzing the cost-effectiveness of a three-year helmet distribution program in Vietnam, which AIP Foundation would fund if it was selected as a recipient of the 2019 GiveWell Grants for Global Health and Development in Southeast Asia and Bangladesh.

Road traffic fatalities among children in Vietnam

AIP Foundation uses a value of 1,900 for the annual number of motorcycle and cycle fatalities occurring in Vietnam in children aged 5-14. This figure originates from a 2009 report on injury and mortality statistics by the national Ministry of Health's Health Environment Management Agency. New statistics have not been generated, and Vietnam's National Traffic Safety Committee as well as many other government

organizations in the country continue to use the value from 2009. Despite this, according to the World Health Organization's 2018 Global Status Report on Road Safety, the number of overall road crash fatalities has continued to increase every year.

Data discrepancies

The value of 1,900 could overestimate the beneficiary population relevant to AIP Foundation's work, as the number actually refers to all children under age 19. 85% of vehicles in Vietnam are two-wheeled (WHO 2018) and AIP Foundation therefore believes that a large majority of the 1,900 fatalities refer to motorcycle and cycle accidents. It also plans to adjust the figure to account for the fact that its *Helmets for Kids* program only impacts children aged 5-14.

It is also possible that the value of 1,900 underestimates the relevant beneficiary population. In its most recent global status report, WHO claims that road traffic fatalities in Vietnam could be three times higher than what is reported by the national government—as data is largely collected by police and may therefore only include fatalities occurring on-site and not after victims are admitted into hospitals. WHO's report estimates that 24,970 road traffic fatalities occur annually in Vietnam (not disaggregated by age or vehicle).

Baseline helmet-wearing rates

Baseline helmet-wearing rates in the areas AIP Foundation targets are generally low (under 20%) due to the regions being rural and lacking access to the necessary education and resources. Furthermore, targeted children often come from families unable to afford helmets, and in Vietnam and more broadly in Southeast Asia, helmets may be associated with cultural stigmas and misconceptions (e.g. stunted growth).

In one school in Vietnam's Thái Nguyên Province, AIP Foundation measured a 9.7% helmet-wearing rate among children prior to implementing its intervention. For its proposed three-year program, AIP Foundation would continue to analyze baseline helmet-wearing rates in targeted areas prior to implementation.

Observation method

Helmet-wearing rates are measured through a method developed jointly by AIP Foundation and the US CDC, whereby video cameras record students on motorcycles and bicycles entering and exiting school gates. Video footage is later analyzed for the number of students seen wearing helmets, and an average (based on the total school population) is calculated over multiple days of observation.

Length of helmet use

Although AIP Foundation does not extensively track the length of time an individual student wears one of its helmets, it has found that students on average wear its helmets for 2-2.5 years (not including cases where helmets are broken). More accurate data on helmet usage is difficult to obtain.

Due to child growth, loss of helmet effectiveness after repeated wear, and other factors—replacing helmets every three years is recommended by Protec as well as many other helmet producers.

Program benefit

AIP Foundation estimates that a total of 42,500 individual students (28,037 in year one; 7,550 new students in year two; and 6,913 new students in year three) will benefit from its proposed program over three years. This value includes the number of students who would directly receive helmets (17,450) as well as students who would benefit from the education component of the program.

*All GiveWell conversations are available at
<http://www.givewell.org/research/conversations>*