



2019 GiveWell Grants for Global Health and Development in Southeast Asia and Bangladesh

Mon, Apr 1, 2019 at 3:55 AM

To whom it may concern,

My name is Mirjam Sidik and I am writing to apply for the 2019 Grant for Global Health and Development from GiveWell on behalf of AIP Foundation, a nonprofit organization dedicated to preventing road injuries and fatalities. We are applying for additional funding for our premier helmet intervention program, *Helmets for Kids*, in Vietnam founded in collaboration with Former US President Bill Clinton in 2000. With years of experience and work in the region as well as data and research, I have full confidence in the efficacy of *Helmets for Kids* and hope you will consider it as a recipient of this year's grant. Below, you will find answers to the application questions with links where applicable. Additionally, supporting documents for this application can be found [REDACTED] via Dropbox and are also available [REDACTED] in Google Drive.

Thank you for your consideration and I look forward to hearing from you. Please feel free to reach out with any additional questions.

Best,

Mirjam Sidik

What does the charity do?

What program does the charity implement, and what role does the charity play (i.e. providing funding, technical assistance, direct implementation, or other)?

AIP Foundation is a U.S. 501(c)(3) nonprofit organization dedicated to preventing road injuries and fatalities. The organization has been delivering effective road safety programs in locations across Asia and Africa for 19 years. We design and implement a broad range of road safety and road crash prevention programs dealing with helmet safety, speeding, worker safety, pedestrian safety, and the like. For the purpose of the GiveWell Grant, AIP Foundation is seeking additional funding for helmet distribution activities through our *Helmets for Kids* program implemented in Vietnam, which provides quality child helmets to students and children in rural, underserved communities for free in addition to other critical program activities. As such, AIP Foundation is the direct implementer of the program with responsibility of program ideation; partnership facilitation; helmet design, procurement, and distribution; school selections; stakeholder engagement; awareness raising; and monitoring and evaluation. For more information on how our programs work, please read the materials on our *Head Safe. Helmet On.* program which operates almost identically as *Helmets for Kids*. Additionally, our 2018 Annual Report provides comprehensive information about our organization, our work, and much more.

What is the evidence that the program works?

Please give links to or attach any citations demonstrating the program is effective, such as high-quality, academic evidence (that may not be specific to the charity) and monitoring and evaluation reports about the charity's activities.

Every year, 1.35 million people die and an additional 50 million are injured on the roads. In Vietnam, 24,970 die every year as a result of road crashes and 499,400 are estimated to sustain injuries, which is a significantly higher rate than the global average ([WHO 2018](#)).

In a country where motorcycles are the default vehicle and increasing in usage by the millions per year (59.2 million as of 2018), wearing a quality helmet while driving or riding on a motorcycle reduces the risk of death by 42% and head injury by 69% in the event of a crash ([Cochrane](#)). While other factors contribute to road crashes, individuals can ensure their own safety through the wearing of quality helmets.

In Vietnam prior to the national helmet law of 2007, helmets were rarely worn by drivers and passengers on motorcycles despite the rapid motorization and congestion of roads and stark increase of road crash-related deaths per year in the country. For children, the issue is even worse – laws mandating helmet wearing for children were not passed until 2010. Helmet wearing among children remains consistently lower than that of adults, and in rural provinces it can be almost non-existent.

To celebrate the tenth anniversary of the national helmet law that AIP Foundation advocated for, we published *Head First: A Case Study of Vietnam's Motorcycle Helmet Campaign* in 2017, which details the decade-long campaign to secure the legislations, and the decade-long implementation effort since. The report compiles years of collected data, case studies, research, and monitoring and evaluation results to highlight the successes of ten years of mandatory helmet wearing and the road ahead. Notably, we conducted costs-savings analysis of the ten years of the helmet law and found that radical increases in helmet use saved \$3.5 billion USD, prevented 502,774 head injuries, and saved 15,302 lives.

Through *Helmets for Kids* programs throughout the years, AIP Foundation has been able to not only provide life-saving tools to children, but also equip them with the knowledge and awareness of the importance of helmets. Helmet wearing rates among children at our program schools have risen significantly post-intervention and have remained that way after second and third post-intervention monitoring observations. In the 2017-2018 school year alone, helmet wearing rates among children at program schools in Vietnam rose from an average of 14.2% to 86.7%.

For further examples of how effective our programs are, please watch this highlights [video](#) from our *Safety Delivered* program, a collaboration with The UPS Foundation that included helmet provisions, school-based education, and large-scale public awareness raising campaigns across four countries from 2017-2018.

For even more details on the effectiveness of our helmet interventions, please read our monitoring reports, publications, and peer-reviewed academic papers in the supporting documents.

What is the program's budget?

Please include budgetary information to help us estimate cost-effectiveness. If possible, please include known information about the total costs of a program (including indirect costs and funding contributed by other charitable and government entities) and the total number of people served by a program.

AIP Foundation has facilitated *Helmets for Kids* with various partners at varying levels of financial support throughout the years. Dollar for dollar, our helmet interventions stretch far and wide, reaching thousands upon thousands of children and adults across the country. For instance, our *Helmets for Kids* program in collaboration with Johnson & Johnson has reached 61 schools across 7 provinces (Dong Nai, Ha Tinh, Quang Binh, Quang Nam, Gia Lai, Yen Bai, Thai Nguyen) in Vietnam, and provided 56,689 helmets since 2012.

Of the thousands of students served by *Helmets for Kids*, meet one student who participated in the program during the 2016-2017 school year. [Ro Cham Hoang Anh](#) lives in Gia Lai Province, a rural, mountainous region that has a high population of ethnic minority students. AIP Foundation began working in this area in order to serve this particularly vulnerable community. Millions of ethnic minority people from more than 50 unique groups live in Vietnam. Many live in more remote areas, have lower literacy rates, and have lower incomes than those from the country's majority ethnic group, the Kinh. Ro Cham Hoang Anh, a student at Ia Ninh Primary School, is a member of the Ja Rai ethnic group.

In the upcoming years, AIP Foundation will continue this collaboration with Johnson & Johnson. *Helmets for Kids* has an operating budget of \$100,000 per year and plans to distribute over 17,000 helmets to students at existing program schools as well as new ones in five provinces of Vietnam. Additionally, the program will reach over 33,000 parents through education and thousands of teachers as well.

For more detailed information on the total costs of a program and program beneficiaries, please refer to the supporting documents.

How would the charity use an additional \$250,000?

Please include information on what the charity's priorities for using additional funds are.

Helmets for Kids always has room for further funding. With existing program budget from Johnson & Johnson and other funding sources reserved for other activities such as public awareness raising, education, media coverage, and trainings, AIP Foundation would be able to invest the GiveWell grant funding into direct helmet distributions that have been proven to reduce risks of injury and death for more and more students.

With an additional \$250,000 in funding, AIP Foundation will be able to provide life-saving helmets for approximately 14,500 students additional over the upcoming years—almost *double* the number of helmets set to be provided already throughout the next three years. Consequently, *Helmets for Kids* can expand to additional schools in the existing program provinces as well as potentially expanding to other provinces in remote, underserved areas with large populations of ethnic minorities or less fortunate students.

Based off of our predicted costs-savings analysis, the additional funding from GiveWell would ultimately save approximately \$500,000 in prevented injuries, deaths, and loss of productivity. Overall, *Helmets for Kids* would save over \$15 million USD, directly reach over 1 million people, and indirectly reach over 4.5 million people throughout Vietnam. Please review our costs-savings predictions and beneficiary calculations in the supporting documents for more details.

2. Supporting documents

Interested organizations should share as many existing supporting documents as they would like. This includes academic papers, monitoring reports, and budgets.

All supporting documents can be downloaded from  Google Drive folder or  DropBox folder.

Mirjam Sidik

Chief Executive Officer | [AIP Foundation](#)

