

and India are already underway. For more information, please visit our website: <http://www.helmetvaccine.org/>.

## 0660 GLOBAL HELMET VACCINE INITIATIVE

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Today, road traffic fatalities are the single largest cause of death among 15–19 year olds in developing countries, and the second leading cause of death among children aged 5–14. Studies show that motorcycle helmets are a proven vaccine to combat this epidemic of death and serious injury on the roads, reducing chance of death by 42% and injury by 79%. With the goal of a helmet on every head in the Decade of Action for Road Safety, the Global Helmet Vaccine Initiative (GHVI) aims to promote motorcycle helmet wearing across the developing world working in partnership with governments, the private sector and non-governmental organisations. Established by the Asia Injury Prevention (AIP) Foundation, and building on the experience of a successful national helmet campaign in Vietnam, GHVI will work in pilot countries in Asia, Africa and Latin America to encourage the policy changes and investment decisions that can lead to increased and sustainable motorcycle helmet wearing. Initial partners in GHVI are AIP Foundation, the FIA Foundation and the World Bank Global Road Safety Facility. Programs in Vietnam, Cambodia, Senegal