



Vietnam's Pleiku City and Gia Lai Province Receive 2022 International Vision Zero for Youth Leadership Award

CHAPEL HILL, N.C., US (Sept. 21, 2022) – Slow speeds are a critical safety component for pedestrians around the world, especially children. The Vision Zero for Youth initiative is pleased to name Vietnam's Pleiku City and Gia Lai Province as the 2022 recipients of the International Vision Zero for Youth Leadership Award. Led by the National Center for Safe Routes to School with support from the FIA Foundation, the International Vision Zero for Youth Leadership Award recognizes noteworthy road safety practices that can inspire other cities to take bold steps to reach zero traffic deaths among children and youth in their communities.

“We are honored to recognize Pleiku City and Gia Lai Province, with support from Pleiku City People's Committee and Gia Lai Provincial People's Committee, for their commitment to prioritizing, advancing and promoting road safety and mobility for children and youth,” said Nancy Pullen-Seufert, Director, National Center for Safe Routes to School, UNC Highway Safety Research Center. “By recognizing the outstanding achievements of this city and province, we hope to inspire other places to take bold steps to reach zero traffic deaths among children and youth in their communities too.”

Pleiku City and Gia Lai Province were selected by the Award Committee in recognition of their initiation of the *Slow Zones, Safe Zones* policy and the resulting infrastructure improvements and reductions in speed limits conducted in partnership with the AIP Foundation and others. These measures will save lives by reducing speeds in school zones and are now a model for safe school zones throughout Vietnam. The interest in country-wide adoption serves as evidence of the program's success and replicability and the decisive action taken by all levels of government.

“It is a great honor that Pleiku City, Gia Lai Province, and Vietnam, are recognized internationally for the efforts we are making to protect our children. Vietnam takes to heart ensuring a bright future for our youth with our National Road Safety Strategy, following the goals of the 2021-2030 Decade of Action for Road Safety,” said Mr. Do Viet Hung, Chairman of Pleiku People's Committee. “Thanks to the Slow Zones, Safe Zones program, we have proven that Pleiku City can be a model city for safe school zones in our country, as well as a replicable model not only nationwide, but also in South-East Asia.”

“The International Vision Zero for Youth Leadership Award recognises the commitment to road safety of the Vietnamese government at national, regional and city level,” said Saul Billingsley, Executive Director of the FIA Foundation. “The Slow Zones, Safe Zones interventions in Pleiku clearly demonstrate that low traffic speeds, combined with safe infrastructure design, are the best way to protect children on their vital school journey. Children across Vietnam will benefit as this evidence is translated into national action, while other cities and administrations can draw inspiration from this life-saving programme.”

"AIP Foundation is proud that Slow Zones, Safe Zones has been recognized with this award," said Mirjam Sidik, AIP Foundation CEO. "Youth is at the heart of our work towards vision zero for global road safety and equal access to mobility. We need to safeguard and empower our next generation to create a future that serves everyone equally."



The Award is being presented to the 2022 recipients at a ceremony in Hanoi on September 21. Pleiku City and Gia Lai Province’s impressive Vision Zero for Youth efforts are featured in a case study entitled, “[Prioritizing safe school zones to safeguard every child’s journey to school.](#)”

The International Vision Zero for Youth Leadership Award recognizes and highlights noteworthy road safety practices with the goal of inspiring other cities to take bold steps to reach zero traffic deaths among children and youth. The International Award is an expansion of an award program that began in the U.S. in 2017. It is guided by the International Vision Zero for Youth Committee, which is comprised of international road safety organizations. The city of Fortaleza, Brazil, was the first recipient of the International Award in 2020. Two cities, Addis Ababa, Ethiopia, and Bogotá, Colombia, received the 2021 Award.

To learn more about the Vision Zero for Youth and the International Award, visit: www.visionzeroforyouth.org.

###

Media contacts:

Kate Turner
FIA Foundation
k.turner@fiafoundation.org
+44 7879893222

Caroline Mozingo
Vision Zero for Youth
mozingo@hsrc.unc.edu
+1 919-923-1359

Victoria Jönsson
Communications Officer
AIP Foundation
victoria.jonsson@aipf-
vietnam.org
+84 91 598 75 84

About Vision Zero for Youth

Launched by the National Center for Safe Routes to School in 2016, the Vision Zero for Youth initiative encourages communities and elected officials to focus safety improvements and efforts to slow traffic speeds where children and youth travel. Starting with youth can be the spark that creates community support for a broader Vision Zero program to eliminate all traffic fatalities. The initiative includes resources, ideas for taking action, opportunities for city leaders to commit, and national and international recognition programs. Support for the initiative is provided by the FIA Foundation, UNC Highway Safety Research Center, and the Pedestrian and Bicycle Information Center. Learn more at www.visionzeroforyouth.org.

About National Center for Safe Routes to School

Established in 2006, the National Center for Safe Routes to School helps communities change their culture around safe and active travel. Its role includes national coordination and technical assistance for US Walk to School Day and Bike to School Day, and providing tools, training, research and evaluation for safe walking and bicycling for children and youth. The National Center for Safe Routes to School served as US Federal Highway Administration’s clearinghouse for the federal SRTS program for eleven years. Learn more at www.saferoutesinfo.org.