

FOR IMMEDIATE RELEASE

Asia Injury Prevention Foundation and National Police team up to reduce road fatalities

December 30, 2013 – Phnom Penh

On December 30th, the National Police of Cambodia and the Asia Injury Prevention (AIP) Foundation signed a Memorandum of Understanding committing to work together to reduce road injuries and fatalities in Cambodia by 2016. AIP Foundation President and Founder Greig Craft travelled to Phnom Penh to sign the Memorandum of Understanding, along with H.E Lieutenant General Chan Kim Seng, Director of Central Department of Public Order, Ministry of Interior.

The three-year agreement expands project activities to include a street-based awareness campaign, advocates for passenger helmet use legislation, and increased traffic safety enforcement. AIP Foundation will donate reflective vests, traffic cones, speed guns, and breathalyzers to the National Police in order to support their efforts to increase road safety.

“In Cambodia, 96 percent of road traffic crashes in 2013 were caused by drivers who did not comply with the laws,” said H.E Lieutenant General Chan Kim Seng. “The leading causes of road traffic crashes were speeding, which accounted for 46 percent of deaths, and drunk driving, which accounted for 13 percent. The enforcement materials that will be donated as part of this agreement will equip us to crack down on speeding and drunk driving and therefore reduce road injuries and fatalities.”

Other shared goals include increasing the availability of high quality, affordable helmets, raising awareness of the importance of passenger and child helmet use.

“We have been working in Cambodia for almost 10 years now,” said Greig Craft. “And certainly nothing we have accomplished would have been possible without the support and collaboration of the government. Due to our concerted efforts, we have seen child helmet use rates at target schools increase to 88 percent, increased awareness about passenger helmet use, and garnered support for advocacy efforts to pass a draft passenger helmet law that includes children. These changes will lead to fewer injuries and fatalities on Cambodia’s roads, and empower new generation of Cambodians that have grown up with knowledge of road safety issues and a fundamental understanding of the importance of regular helmet use.”

Cambodia is one of over 100 countries that have committed to the UN Decade of Action (2011-2020) and its goal of saving 5 million lives by 2020 by taking proactive measures to increase road safety. Since 2010, the National Police and AIP Foundation have been working together to meet this goal through the Cambodia Helmet Vaccine Initiative (CHVI). CHVI aims to increase motorcycle passenger helmet use and access to high quality helmets. CHVI is currently implementing school based, public awareness, and behavior change campaigns in high-risk areas.



About AIP Foundation

The Asia Injury Prevention Foundation (AIP Foundation) is a U.S. registered 501 (c)(3) non-profit organization that uses public-private partnerships, public awareness education, and school-based programs to reduce the rate of traffic injuries and fatalities in developing countries. AIP Foundation has offices in Hanoi and Ho Chi Minh City, Vietnam, Phnom Penh, Cambodia, and Bangkok, Thailand. In 2001, AIP Foundation built its non-profit helmet assembly plant, V-SPEC, which manufactures Protec brand tropical helmets. These helmets offer an environmentally appropriate, safe and affordable option for motorbike and bicycle users.

In 2009, AIP Foundation, in collaboration with the FIA Foundation and the World Bank, launched the Global Helmet Vaccine Initiative (GHVI), an international coalition with the objective of “putting a helmet on every head in the ‘Decade of Action for Road Safety (2011-2020).” In May 2010, H.E Minister of Education, Youth and Sports, High Representative of Deputy Prime Minister H.E Mr. Sar Kheng, Minister of Interior launched the Cambodia Helmet Vaccine Initiative (CHVI) in Phnom Penh.

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