



## ***FOR IMMEDIATE RELEASE***

### **New website harnesses Cambodia's digital generation to improve road safety, increase helmet use**

*20 September 2013 – Phnom Penh*

The Asia Injury Prevention (AIP) Foundation, in partnership with the National Road Safety Committee and the General Commissariat of the National Police, will launch [the Safe Roads website](#) on September 20, 2013.

The website expands on AIP Foundation's successful community engagement through [Facebook](#) in Cambodia over the last year. Several initiatives, including a photography contest, an online petition, and a family-friendly app, have already garnered the page nearly 10,000 fans. To build on this online following, the new Safe Roads website will target Cambodian youth with information on the road safety situation in their country, up-to-date news, weekly quiz games, and prizes.

“Our initiatives, including the new website, focus on motorcyclists who make up the majority of road users and also victims of road crashes,” said Kim Pagna, Asia Injury Prevention Foundation Country Director. “But we already know how to prevent and vaccinate against this public health issue: helmets. Motorcycle helmets are proven to reduce the risk of serious injury by 69 percent and of death by 42 percent in a crash.”

Despite the evidence, just 60 percent of drivers and fewer than 10 percent of passengers, including children, wear helmets when on Cambodia's roads. Current legislation only mandates drivers to wear helmets, but a comprehensive helmet law is currently under review by the Council of Ministers.

As part of AIP Foundation's campaign to increase passenger helmet use, the Safe Roads website will urge users to show their support to reduce fatality and injury road traffic crashes by always wearing a helmet both as a driver and passenger. The website will also link to users' Facebook profiles, alerting their friends to their commitment and provide up-to-date information on the status of draft legislation and tips for safe driving.

“Although there have been reductions in cases of crashes and injuries, the most recent figures from Ministry of Interior indicate that deaths from road traffic crashes are still high. This continues to result in tragedy for the victims' families, communities, and society as a whole,” said H.E Lt. General Chan Kim Seng, Director of Central Department of Public Order. “We encourage the media to promote awareness about road safety widely, and support this newly launched website that promotes life-saving practices in order to help prevent road crashes.”

“The creation and launch of the Safe Roads website is another key contribution from AIP Foundation to support current government efforts to promote road safety. In particular, the work of AIP Foundation helps to increase helmet wearing among drivers and passengers including children,” said H.E Tram Iv Toek, Minister of Transport and Chairman of the National Road Safety Committee. “I encourage you all, young people and journalists in particular, to disseminate this new website widely to the public so they can get access to information about how to be safe on roads.”



\*\*\*

### About AIP Foundation

The Asia Injury Prevention (AIP) Foundation is a U.S. registered 501 (c)(3) non-profit organization that uses cross-sector 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 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).”

### Media Contact

Tiare Dunlap

Communications Coordinator

AIP Foundation

18bis/19 Nguyen Thi Minh Khai Street

District 1, Ho Chi Minh City, Vietnam

Tel: 08-6299-1409 Ext. 117

Email: [tiare.dunlap@aipf-vietnam.org](mailto:tiare.dunlap@aipf-vietnam.org)