

Press release

“FOR CAMBODIAN KIDS’ SAFETY ON THE ROAD”- ANZ ROYAL BANK AND AIP FOUNDATION PROMOTE HELMET WEARING AMONG CHILDREN



Phnom Penh, July 19th, 2011 – ANZ Royal Bank and AIP Foundation Cambodia, in close collaboration with the National Road Safety Committee, the Ministry of Education, Youth and Sport, and the General Commissariat of National Police, launched the ANZ Royal Bank-sponsored Helmet Handover Ceremony of the *Helmets for Kids* (HFK) program, where over 500 participants were in attendance. Through this life saving program, 453 helmets were donated to students and teachers of York Batr Primary School to promote traffic safety and to raise awareness of proper helmet use among children and parents - in firm support of the Royal Government of Cambodia's commitment to the UN Decade of Action for Road Safety 2011-2020.

According to preliminary data from helmet use observations conducted in January 2011, helmet use is extremely low among motorbike passengers (including children) who are not required by law to wear helmets. Passenger helmet use rates in Phnom Penh were recorded between 8 and 12 percent during the daytime and between 6 and 8 percent at night time. Low helmet use is partially attributed to a lack of awareness about the safety value of helmets among adults and children. The Cambodia Helmet Vaccine Initiative, led by AIP Foundation and contributing to Cambodia's road safety efforts in the UN Decade of Action for Road Safety, has launched a 45-month life saving campaign to advocate for passenger and child helmet use legislation and to

increase helmet use rates among motorcycle passengers in target locations. The HFK project is one of the campaign's key activities.

York Batr Primary School is located along National Road 1, one of the top 5 high risk national roads, in Sangkat Kbal Koh, Khan Meanchey, Phnom Penh Capital. Considering that none of the students of York Batr Primary school who are driven to school by their parents on motorbikes or bicycles wear helmets, the school's traffic environment puts students at high risk during their daily commutes. As such, ANZ Royal and AIP Foundation identified this school as a high priority for helmet donations. ANZ Royal staff volunteered with the children for two days prior to the ceremony by playing with them and participating in a helmet-decorating activity. ANZ Royal volunteers also joined in training the students on how to wear their helmets correctly and cross the road safely to and from their homes.



Lok Chum Teav Ton Sa Im, Under Secretary of State of Education, Youth and Sports, **H.E Peou Maly**, Deputy Secretariat of National Road Safety Committee, **H.E Lt. General Chan Kim Seng**, Director of the Central Department of Public Order, Ministry of Interior and **Mr. Hong Sok Leng**, ANZ Royal Bank Regional Manager North of Phnom Penh were the opening speakers for the *Helmets for Kids* Handover Ceremony in York Batr Primary School.

"On behalf of the Ministry of Education, Youth and Sports, I would like express my sincere thanks to AIP Foundation and ANZ Royal Bank for their contribution to promoting road safety through the donation of many helmets to children, specifically through today's event in York Batr Primary School", said H.E. Ton Sa Im. "I would like to appeal to all relevant institutions to



continue promoting safety for students, not only for this school but also in other schools and locations. Helping our children means helping our country to develop better human resources for the future. We are committed to working together to support our children, who are the bamboo shoots for further country development."

"Promoting road safety is one of our commitments and we have been working with several partners to educate people about safe driving and safe helmet wearing, as well as conducting educational activities," said ANZ Royal Bank Regional Manager Phnom Penh North Mr. Hong Sok Leng. "Through the donation of helmets and the other activities that took place under the *Helmets for Kids* project today, I sincerely hope that our partnership with Asia Injury Prevention Foundation will contribute to the government's efforts in reducing the number of people dying in traffic accidents."

"During the first semester of 2011, 1,100 people were killed as a result of 2,945 road crashes. The causes of these crashes include speeding (44%) and drunk driving (12%)", said H.E Lt. General Chan Kim Seng. Motorbike riders represented more than 70% of casualties, and three-quarters of those who were killed had serious head injuries. The General Commissariat of National Police is working in firm cooperation with other road safety institutions and stakeholders in order to achieve the government targets aiming to stop this regretful problem."

"The *Helmets for Kids* Handover Ceremony in York Batr primary school today is a great gesture, which has clearly shown the rigorous attention AIP Foundation is dedicating to the efforts of the Royal Government of Cambodia and the National Road Safety Committee, specifically in terms of creating a good model for the implementation of the National Decade of Action for Road Safety 2011-2020" said H.E Mr. Peou Maly.

"Today's Helmet Handover Ceremony with students and teachers of York Batr Primary School is held in conjunction with the government scaling up its efforts to reduce road crashes, as it committed to do in support of the United Nations' Decade of Action for Road Safety 2011-2020," said Mr. Kim Pagna, Cambodia Country Director of AIP Foundation. "This event is also organized in order to further support the appeal made in May 2010 by Samdech Techo Hun Sen, Prime Minister of Cambodia, to encourage everyone to wear a helmet whenever getting on a motorbike, no matter the time, the destination, or whether you are a driver or a passenger. AIP Foundation will continue to be a partner and supporter of the Cambodian government in its efforts to promote road safety."



For media contact:

Ung Hengsothea

Program Manager

AIP Foundation Cambodia

Mobile: 012 455457 / 088 8 455 457

Email: sothea.ung@aipf-cambodia.org
unghengsothea@yahoo.com

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 Global Road Safety Facility, 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, a Cambodia Helmet Vaccine Initiative (CHVI) was launched in Cambodia by H.E Mr. Im Sethy, Minister of Education, Youth and Sports, High Representative of Deputy Prime Minister H.E Mr. Sar Kheng, Minister of Interior.

For more information about the AIP Foundation, please visit www.asiainjury.org.

About ANZ Royal Bank:

ANZ was founded in Australia more than 150 years ago. It has since grown to become a major international banking and financial services group. ANZ is Australia’s leading bank in Asia and the Pacific and today is one of the top 50 banks in the world.



In Cambodia, ANZ Royal has revolutionized the local financial market since opening in September 2005. ANZ Royal was the first bank to offer a national network of ATMs as well as Internet Banking, providing a wide range of functionalities to support our philosophy of ‘making life easy’.

As an international corporate institution, ANZ Royal has a strong commitment not only in providing trust, convenience and innovative banking services to our customers, but we are also committed to enhancing the well-being and prosperity of the communities where our people live and work, and where our business operates. Following our global Corporate Social Responsibility (CSR) framework, ANZ Royal Bank’s CSR program focuses on contributing to our community by providing both financial and in-kind support.

Our aim is to create long lasting and mutually beneficial partnerships with the government, NGOs and other relevant stakeholders that are making a valuable contribution to the development of Cambodia.

For more information about the ANZ Royal, please visit www.anzroyal.com