



FOR IMMEDIATE RELEASE

Asia Injury Prevention Foundation, National Road Safety Committee join forces against traffic casualties

July 25, 2012 – Phnom Penh

On July 25, the National Road Safety Committee (NRSC) signed a memorandum of understanding with the Asia Injury Prevention (AIP) Foundation to work together to reduce projected fatalities and serious injuries caused by road traffic crashes by the end of 2014.

Cambodia and more than 100 other countries have agreed to a UN resolution proclaiming 2011-2020 the Decade of Action for Road Safety. NRSC and AIP Foundation have partnered to implement the Decade of Action objectives through the Cambodian Helmet Vaccine Initiative (CHVI). CHVI aims to increase motorcycle passenger helmet use and access to high-quality helmets.

To reach these goals, AIP Foundation, in collaboration with the Cambodian government, began a national public awareness campaign, focused on passenger helmet use, in 2010. The current campaign reminds Cambodians that putting a helmet on those they love is a simple act of caring for one another. AIP Foundation also develops interactive road safety curriculums for schools and provides free helmets to students.

“This partnership strengthens our capacity to improve the safety of Cambodia’s most vulnerable road users – motorcycle riders, bicyclists, and pedestrians, who make up more than 70 percent of all casualties from road traffic crashes,” said Pagna Kim, AIP Foundation Country Director. “CHVI will target at-risk groups in Phnom Penh, Kampong Speu, and Kandal, where nearly one third of motorcycle fatalities took place in 2010.”

“Since the launch of the Decade of Action for Road Safety, we have increased our focus on reducing the number of deaths and injuries on Cambodia’s roads,” said H.E Pheu Maly, NRSC Deputy Secretary General. “Through public awareness campaigns, education, helmet provision, and partnerships like this one, we will make Cambodia’s roads safer for all. CHVI’s proven interventions help put helmets on those who need them most, an important step toward our goal.”

According to the Cambodia Road Crash & Victim Information System, which uses traffic police and hospital data, there were 1,816 deaths and 6,718 serious injuries reported in 2010, costing Cambodia approximately 279 million USD. The most recent results of bi-monthly observations in Phnom Penh indicate that while helmet use for motorcycle drivers is 83.8 percent, only 6.7 percent of passengers, including children, wear helmets.

While legislation does mandate helmet use for motorcycle drivers, motorcycle passengers are not required to wear them. A draft amendment requiring passengers, including children, to wear helmets is currently under review by the Cambodian government. CHVI’s initiatives urge all drivers and passengers alike put a helmet on now rather than wait for the law to be passed.



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 Mr. Im Sethy, 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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