



## For Immediate Release

### Wear a helmet as a passenger and win great prizes

*15 August 2012 – Phnom Penh*

On August 15, 2012, Asia Injury Prevention (AIP) Foundation launched Paste Your Face at Dream Land Park with a family-friendly event promoting passenger helmet use, as part of its public awareness campaign “Always care. Always wear a helmet.” The launch at Dream Land Park marks the start of the Paste Your Face photo competition on [Facebook](#) estimated to engage 3,000 to 6,000 contestants competing for the chance to win top prizes by submitting photographs of their families wearing helmets.

The event attracted 200 guests, including senior government officials, families, students, media, private sector, road safety stakeholders, and celebrities. Guests participated in many family-oriented, interactive activities and had their photographs taken at the Paste Your Face installation. Entries to the [Facebook](#) competition will be accepted until September 10<sup>th</sup> and finalists will be selected on October 1<sup>st</sup>.

Family road safety education is desperately needed in Cambodia. In 2010, 1,816 people died and 6,718 had serious injuries resulting from 6,941 road traffic crashes in Cambodia. Motorcyclists, the most vulnerable road users, constitute 72% of total road traffic crashes and 67% of total traffic fatalities.

Town Production Artist Mr. Sokun Therayu stated, “We strongly support this campaign to promote helmet wearing among motorcycle passengers, especially children.” He urged Cambodians to wear helmets consistently, saying, “we encourage all young people to put on helmets, as a driver or a passenger.”

Wearing a helmet has been proven to reduce chance of death by 42% and serious injury by 69%. However, the most recent results of bi-monthly observations in Phnom Penh indicate that while helmet use for motorcycle drivers is 83.8%, only 6.7% of passengers, including children, wear helmets. Observed helmet use rates are even lower in other provinces. This can likely be attributed to the fact that helmets are compulsory only for motorcycle drivers and there has been enhanced enforcement of helmet law by traffic police in Phnom Penh since January 2009.

“AIP Foundation’s activities today foster support for the draft of new traffic law, which if approved, will require all motorcycle drivers and passengers including children to wear helmets that adhere to national standards,” said Deputy Secretary General of the National Road Safety Committee H.E Poeu Maly. “I hope that the Paste Your Face event at Dream Land Park coupled with public awareness campaigns influence road users to respect the traffic law by wearing helmets 100% of the time, both during the day and at night,” he added.

AIP Foundation Cambodia is working to increase passenger helmet use in the three target areas (Phnom Penh, Kandal and Kampong Speu) to 60% by the end of 2015. “We urge all drivers and



passengers alike to put a helmet on now rather than waiting for the law to be passed,” said Cambodia Country Director of AIP Foundation KIM Pagna. “We hope Paste Your Face makes it a habit for parents to put helmets on their children everyday.”

### 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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