



FOR IMMEDIATE RELEASE

Next steps for increasing the passenger helmet wearing rate in Cambodia

7 December 2012 – Phnom Penh

The Asia Injury Prevention (AIP) Foundation discussed new initiatives to increase Cambodia's motorcycle passenger helmet wearing rate at a consultative meeting on December 7th with local government ministries, institutions, and media agencies.

Attendees pledged their commitment to stimulating helmet use among motorcycle passengers, of whom only seven percent wear a helmet on Cambodia's roads. Representatives from the National Road Safety Committee (NRSC), Ministry of Interior, General Commissariat of National Police, Ministry of Education, Youth, and Sport, Ministry of Information, Ministry of Health, Phnom Penh Municipality, Provincial Road Safety Committees, and media agencies joined the meeting to evaluate the progress made in the last three years.

The coalition will also coordinate on the next phase of activities to increase passenger helmet use in Cambodia, which will include an expansion of AIP Foundation's public awareness education and school-based programs.

"We will not rest while the passenger helmet wearing rate is so shockingly low. In 2011, approximately 2,000 lives were lost on Cambodia's roads and so many could have been prevented by wearing a helmet properly," said Kim Pagna, Country Director for AIP Foundation. "AIP Foundation will increase the reach of our messages, work closely with schools to better integrate parents into school-based activities, engage young people in promoting passenger helmet use, and continue our successful partnership with the traffic police to improve enforcement."

Research demonstrates that non-helmeted motorcyclists are more than four times as likely to suffer fatal head injuries in case of a crash. A revision of traffic regulations – which would expand mandatory helmet use to adult and child passengers – was drafted and submitted to the Council of Ministers for review in early 2012.

"Increasing of passenger helmet use, especially among children, is essential to our efforts and commitment, in line with those of all countries around the world and region, to prevent head injuries from road crashes," said Major General Kim Ydeth, Deputy Secretary General of the NRSC and Deputy Director of Central Department of Public Order, Ministry of Interior.

Activities discussed in today's meeting will be finalized in a formal plan, and implementation will take place from December 2012 until end of 2013.



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 motorcycle 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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