



FOR IMMEDIATE RELEASE

Phnom Penh joins global day to remember road traffic victims

November 18, 2012 – Phnom Penh

Nearly 1,000 people in Phnom Penh gathered on November 18th to publicly mourn the 1,905 lives lost on Cambodia’s roads every year. The National Road Safety Committee and Cambodian Red Cross have partnered with the Asia Injury Prevention (AIP) Foundation to observe the World Day of Remembrance for Road Traffic Victims.

During the morning ceremony at Olympic Stadium, the Cambodian Red Cross Youth performed a song in memory of road victims, and AIP Foundation handed over 200 helmets to vulnerable road users. Police, local authorities, monks, and citizens from nine districts in Phnom Penh also participated.

“This ceremony is a reminder to all Cambodians to join together to reduce road crash fatalities, in line with ASEAN and UN of Decade of Action Plan 2011-2020 targets,” said H.E Tauch Chankosal, Deputy Minister of Public Works and Transport and Deputy Chairman of the National Road Safety Committee. “We must alert road users, especially pedestrians and motorcyclists, to respect the traffic law.”

In the week leading up to and following the World Day of Remembrance, AIP Foundation in collaboration with American Intercon School has organized activities in Phnom Penh to raise awareness of the tragedy facing road victims, including helmet use training for 150 students and parents and community outreach in Kandal province.

“The most devastating aspect of this tragedy is that many of the deaths and injuries caused by road traffic crashes in Phnom Penh and around Cambodia are preventable,” said Kim Pagna, Country Director for AIP Foundation. “Do your part: Drive slowly, with special care around schools. Drink responsibly; if you’ve been drinking, don’t drive. Wear a helmet, for yourself and your passengers, especially children.”

While many drivers wear helmets on Cambodia’s roads, fewer than eight percent of passengers do the same. Yet, 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.

More than 100 countries worldwide dedicate a day to mourn those killed or injured on the road and to acknowledge the work of all those who save lives after a crash – police and ambulance personnel, doctors, nurses, and counselors. World Day of Remembrance for Road Traffic Victims was first observed in London in 1993 and was endorsed by the United Nations in 2005. It is now being observed annually around the world on the third Sunday of every November.



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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