



FOR IMMEDIATE RELEASE

On the roadside and at universities, the public engages in talk to improve helmet safety

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Throughout April and May, traffic police have partnered with the Asia Injury Prevention (AIP) Foundation to stop 2,929 motorcycles whose passengers were not wearing helmets, as part of an innovative new approach to raising passenger helmet use around the country. Though driver helmet wearing rates in Cambodia are more than 60 percent, fewer than 10 percent passengers wear helmets.

Once stopped, AIP Foundation informed riders about the importance of wearing helmets and the upcoming passenger helmet law through discussion, flyers, and multimedia advertisements. Campaign volunteers also requested riders to pledge their commitment to wearing a helmet as a passenger. Traffic police and AIP Foundation will continue this project throughout May at checkpoints along several major roads leading from Phnom Penh to outer provinces.

Street-based awareness has been accompanied by public discussions organized at universities in Phnom Penh to raise awareness about the tragic impact of road traffic crashes in Cambodia, traffic laws, and the life-saving importance of helmet use. AIP Foundation also informed students about a small grant scheme, offered from May to December 2013, to fund road safety awareness activities at their universities. High level government officials, including Major General Kim Yideth, Deputy Secretary General of the National Road Safety Committee Chhuon Voun, and more than 600 students have participated in the discussions.

“Helmet wearing among motorcycle passengers, including children, is vital in preventing serious head injuries,” said Major General Kim Yideth, Deputy Director of Central Department of Public Order, Ministry of Interior. “We appreciate AIP Foundation’s initiative to join forces with the National Road Safety Committee and National Police to spread information about motorcycle passenger helmet use campaign, especially among young people.”

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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