



## **PRESS RELEASE**

### **District-level Traffic Police begin drafting helmet enforcement action plan**

*18 March, 2015—Phnom Penh, Kampong Speu, and Kandal Provinces, Cambodia*

To prepare for the enforcement of the new Road Traffic Law, 110 traffic police from national, provincial, and district levels attended a workshop in Phnom Penh to develop district-level action plans. The action plans, focusing on passenger helmet use enforcement, will be implemented across six districts in Phnom Penh City, Kandal, and Kampong Speu Provinces. On January 29, traffic police began to develop a Nationwide Action Plan supporting the new law.

“With the recent development of a Nationwide Action Plan, traffic police within districts can cooperate under one common approach. District-level plans adhere to the Nationwide Action Plan, but are also adaptive to their target environments,” explained Mr. Pagna Kim, Cambodia Country Director of AIP Foundation. “This helps ensure enforcement is as effective as possible in each district.”

Organized by AIP Foundation, the workshop discussed best practices on enforcement and how the Nationwide Plan can be applied on the district-level. These action plans will support traffic police to implement the new Road Traffic Law in which all passengers, including children, are required to wear helmets. The action plans are crucial steps in developing a strategy to better manage helmet use under the new law.

“It is important for each district to develop and implement their own action plans in order to better administer helmet use compliance,” said Ouch Sokhon, Deputy Police Commissioner of traffic police in Phnom Penh Capital City. “These plans include passenger helmet use enforcement guidelines and next steps for developing this enforcement into the long-term.”

###

#### **About the Asia Injury Prevention Foundation**

AIP Foundation is a non-profit organization dedicated to preventing road injuries and fatalities in low- and middle-income countries. For more than 15 years AIP Foundation has been delivering effective road safety programs in locations across Asia and Africa. To find out more, visit [www.asiainjury.org](http://www.asiainjury.org) or connect with us on Twitter @AIPFoundation.

#### **About the “Head Safe. Helmet On.” Project**

The workshop is part of the “Head Safe. Helmet On.” project. “Head Safe. Helmet On.” is a two-year project, sponsored by [USAID-DIV](#) with additional financial and in-kind support from the FIA Foundation/Road Safety Fund, The UPS Foundation, and the U.S. Centers for Disease Control and Prevention, to increase passenger helmet use in Cambodia. AIP Foundation aims to improve nationwide helmet wearing awareness through the project by providing school children and teachers with quality helmets and road safety education, developing public awareness campaigns, and advocating for the enforcement of the passenger helmet law.

#### **For more information:**

Pagna Kim, AIP Foundation Country Director, #18BEo, Street 348, Tuol Svay Prey I Commune, Chamka Morn District, Phnom Penh, Cambodia, Tel: +85 512 424 234; Email: [pagna.kim@aipf-cambodia.org](mailto:pagna.kim@aipf-cambodia.org)