



MEDIA ADVISORY

28 November 2017

SAFETY DELIVERED TELEVISION COMMERCIAL REVIEW MEETING

WHO: AIP Foundation; National Road Safety Committee; Cambodian National Police; Ministry of Education, Youth and Support; Ministry of Cultural and Fine Arts; Phnom Penh City Hall; university partners; media

WHEN: 28 November, 2017

WHERE: InterContinental Hotel, Phnom Penh, Cambodia

WHAT: 35 stakeholders from government, target universities, and media will meet to discuss the proposed *Safety Delivered* television commercial (TVC). AIP Foundation will present the storyboard for the TVC to the stakeholders, including H.E. Min Meanvy, Secretary of State of the Ministry of Public Work and Transportation, and General Ty Long, a Senior Representative from the Cambodian National Police. The TVC is intended to inform young people about the risks of distracted driving, especially the use of mobile phones while driving. Attendees will evaluate the proposed TVC for effectiveness in messaging and provide their comments and suggestions. After reviewing the TVC, attendees will discuss strategies for disseminating the message nationwide to reach a wider audience. Particular focus will be placed on targeting young people and university students, who are among the highest-risk groups of road users. Following the meeting, AIP Foundation will incorporate all feedback and suggestions to revise the TVC and adjust the campaign as necessary. The final TVC will be broadcast early next year.

WHY: In Cambodia, 1,852 people died in road crashes in 2016, with young people aged 15 to 29 years accounting for 45% of these fatalities. 60% of people admit to using their phone while driving, according to an AIP Foundation baseline survey among 400 respondents aged 15 to 29. According to the WHO, when you take your eyes off the road, take your hands off the steering handlebars, and take your mind off of driving, you are 4 times more likely to have a crash. To combat this, AIP Foundation and The UPS Foundation launched *Safety Delivered*, a two-year program being implemented in Cambodia, Myanmar, Vietnam, and Thailand. It will work with young, inexperienced motorcycle drivers to improve their distracted driving behaviors while also working to increase child helmet use. Over two years, it is estimated that *Safety Delivered's* activities will be able to save more than \$12 million USD through reductions of road crash injuries and fatalities.

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About AIP Foundation

AIP Foundation is a nonprofit organization dedicated to preventing road injuries and fatalities in low- and middle-income countries. For more than 16 years, AIP Foundation has been delivering effective road safety programs in locations across Asia and Africa. To find out more, visit www.aip-foundation.org or connect with us on Twitter @AIPFoundation.

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