



PRESS RELEASE

Media tour assesses firsthand the impact of Cambodian Road Traffic Law

28-29 April, 2016 – Phnom Penh, Kandal, and Kampong Speu provinces, Cambodia

A group of thirty media representatives recently joined AIP Foundation and members of the traffic, provincial, and district police to survey the current state of Cambodia's roads, four months after the Road Traffic Law instituting a mandatory helmet policy for motorcycle passengers went into effect. The tour is part of the *Safe Roads. Safe Communities.* program funded by The UPS Foundation and integrated into the larger *Head Safe. Helmet On.* program funded by USAID's Development Innovation Ventures.

In addition to acknowledging the successes that have already resulted from this legislative change and analyzing the challenges still facing the country in this area, the broader aim of this event is to encourage and engage media outlets to provide effective, comprehensive coverage on helmet use stories and enable them to play a vital role in promoting public awareness of the importance of these issues. This, in turn, will help create an environment suitable for the effective, stringent enforcement needed for increased compliance with the law.

The journalists in attendance represented various types of media, from newspapers and magazines to online, television, and radio news. In visiting the three target provinces of Phnom Penh, Kandal, and Kampong Speu along with traffic police and members of the regular police force, they gained first-hand knowledge of the situation on the roads in and around the Cambodian capital while entering into dialogue with those civil servants who confront the road crash crisis day in and day out.

"At the moment, there exists a fundamental disconnect between traffic police on the one hand and media representatives on the other. We do different types of work, but they are complementary, and programs like this help show us this and show us how we can work together to make our roads a safer place for everyone," said H.E. Ty Long, Deputy Director of the Department of Traffic Police and Public Order.

"This event and other events under the *Safe Roads. Safe Communities.* program are actively working towards increasing the fluency of well-positioned community members in matters of road safety so that they can accurately communicate these messages to the wider public. This is important both for media actors and for traffic police, who both have the power to affect positive change in road safety attitudes and behavior," said Pagna Kim, Cambodia Country Director at AIP Foundation.

Six lives are lost every day to Cambodia's roads.

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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. Since 1999, 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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