



## **PRESS RELEASE**

### **Journalists encouraged to address topics of road safety in support of motorcycle passenger helmet law enforcement**

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AIP Foundation, with support from the FIA Foundation, is introducing the *Journalist Awards for Excellence in Road Safety Media* in Cambodia. This distinction serves to highlight significant contributions to the dissemination of accurate and engaging news pieces focused on the importance of motorcycle passenger helmet law enforcement.

At the launch of these excellence awards, numerous government representatives were in attendance, including H.E. Ty Long, Deputy of the Department of Traffic Police and Public Order. These officials were joined by representatives from about fifty media agencies as well as individuals from the private sector.

The overarching aim of the awards is to encourage media actors to consistently and creatively address topics of road safety, especially helmet use, in their reporting and to recognize those who endeavor to change unsafe attitudes and behaviors on Cambodia's roads. The awards are also a chance for media representatives to reflect on how they can use their profession to better public health in the country.

In Cambodia, annual road crash fatalities have doubled since 2005, and, in 2014, road crashes accounted for more deaths than landmines, malaria, and dengue fever combined. To address this, the new Road Traffic Law was brought into force on January 1<sup>st</sup> of 2016. H.E. Ty Long, Deputy Director of the Department of Traffic Police and Public Order, said, "Since January, traffic police have been issuing fines five times higher than previously set for non-helmeted passengers. Though the law enforcement is relatively new, there has already been a noticeable rise in helmet use. In order to achieve even higher rates of helmet use in accordance with this legislation, governmental agencies need to view media as a partner. With cross-sector collaboration, such as the type being promoted by AIP Foundation, I am confident that we will see increased commitment to this recent law."

These excellence awards are part of the "Agents for Change" project and were preceded by a policymaker training workshop in May of 2015, a media forum in July, and a journalist training workshop in December. "These events work 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. Media actors not only have the ability, but the responsibility, to effect positive change in attitudes and behavior through engaging and fact-based coverage," said Mr. Kim Pagna, Country Director, AIP Foundation.

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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](http://www.aip-foundation.org) or connect with us on Twitter @AIPFoundation.

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