

## **PRESS RELEASE**

### **Editors collaborate about road safety reporting best practices, legislation**

*23 August, 2016 – Phnom Penh, Cambodia*

Editors from leading Cambodian news outlets learned about road safety reporting and national legislative initiatives during a forum as part of the “Agents for Change” program, which is supported by FIA Foundation. Moderators provided attendees with reliable information sources, best practices, and encouraged them to use innovative angles when reporting on the subject and to publish images that reinforce proper helmet use.

The editors were joined by government officials, including H.E **Khiev Kahnarith**, of the Ministry of Information; H.E **Ty Long**, of the Department of Traffic Police and Public Order; and, Mr. **Chhoun Voun**, Permanent Deputy Secretariat General of the National Road Safety Committee.

“Road safety and helmet wearing are imperative public health issues for our country, and we need to prioritize keeping our passengers and children safe when riding on motorcycles,” H.E **Khiev Kahnarith** said. “We hope this forum showed editors that road safety is a dynamic and critical topic to include in their publications.”

“At the beginning of this year, we began enforcing a mandatory helmet law for drivers and passengers nationwide, and we have relied on other stakeholders to help us promote the legislation,” H.E **Ty Long** said. “We have already seen a noticeable rise in helmet use. Journalists are key players in helping us keep our citizens safe, and we are proud to work with them to encourage helmet use in our communities.”

In addition to providing editors with the tools to effectively report on road safety issues, the forum updated them on the current state of legislation and law enforcement in Cambodia. From 2011-2013, it was estimated that only 64% of motorcycle drivers wore helmets. In 2015, the World Health Organization estimated that Cambodia loses 2% of its GDP due to road crashes. The media plays a critical role in influencing the public’s behavior, and the event helped editors recognize the power they hold when discussing this pressing national issue.

AIP Foundation and FIA Foundation launched “Agents for Change” in 2015 with the aim of improving the quality of road safety reporting and policymaking. Since its start, the program has hosted educational events for media and policy professionals. Most recently, it awarded seven Cambodian journalists across print and online media, as well as television and radio, for their high-caliber road safety reporting. In July 2016, it hosted a workshop for journalists. In 2015, the program held policymaker and journalist training workshops, and a media forum.

###

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

#### **For media contact:**

Pagna Kim, MPA | Country Director, Cambodia | AIP Foundation  
#18BEo, St. 348, Tuol Svay Prey I Commune, Chamka Morn District, Phnom Penh, Cambodia  
Tel: (855)-12 424 234 or (855)-23 99 6519; Email: [pagna.kim@aipf-cambodia.org](mailto:pagna.kim@aipf-cambodia.org)