

PRESS RELEASE

Award-winning Cambodian journalists to meet with road safety experts in Ho Chi Minh City

28-31 August, 2016 – Ho Chi Minh City, Vietnam

The seven recipients of the recent *Journalist Awards for Excellence in Road Safety Media* will exchange ideas with Vietnamese road safety experts at a collaborative study tour in Ho Chi Minh City, Vietnam. Those in attendance will share their experiences on reporting and enforcing motorcycle helmet laws, particularly for passengers and children, and discuss how to use the media to promote road safety. The event is part of the “Agents for Change” program in partnership with FIA Foundation.

The Cambodian journalists will be joined by H.E **Keam Marethiya**, of the Cambodian Ministry of Information; H.E **Ty Long**, the Deputy of the Cambodian Department of Traffic Police and Public Order of the National Police; officials from the Ho Chi Minh City Police Department Traffic Safety Committee; Vietnamese reporters; and AIP Foundation staff.

“Vietnam began enforcing a mandatory helmet law in 2007 and we have been looking at its successes as we craft our own legislation,” H.E **Ty Long** said. “Cambodia’s passenger helmet law only went into effect in January of this year, but we have already seen an increase helmet-wearing practices nationwide.”

“It will be insightful to meet with those from the international road safety community to learn about their national and city action plans, as well as their recommendations for how to combine law enforcement and high-quality media reporting,” H.E **Keam Marethiya** said.

The study tour will take place over three days at multiple venues across the city, including the Department of Road Safety, and the Department of Police Enforcement.

From 2011 to 2013, data showed that only 6% of motorcycle passengers and 64% of motorcycle drivers in Cambodia wore helmets. In Vietnam in 2013, six years after the country implemented its mandatory helmet law, 83% of motorcycle passengers and 96% of motorcycle drivers wore helmets. The World Health Organization (WHO) reports that in the event of a road crash, wearing a motorcycle helmet correctly decreases the risk of death by 40% and severe injury by 70%.

“Talking with people from another country who are tackling a similar issue will hopefully give me a fresh perspective on how to report on road safety,” **Ouk Savborey**, a Cambodian journalist with SEATV, said. “I also hope to learn about the various angles to take when writing about road safety, as well as passenger and child helmet use. These can range from using a public health or human interest perspective, to an economic or data-based one.”

AIP Foundation and FIA Foundation launched the “Agents for Change” program in 2015. Since its start, the initiative has hosted policymaker and journalists training workshops, a media forum, and the recent *Journalist Awards for Excellence in Road Safety Media*. The program empowers media professionals to use their influence to help policymakers create positive changes throughout Cambodia.

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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 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 or connect with us on Twitter @AIPFoundation.

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