

## **PRESS RELEASE**

### **Helmet campaign launches in advance of Cambodian festival when road crash fatalities spike**

*16 September, 2017 - Siem Reap Province, Cambodia*

AIP Foundation, in collaboration with the National Road Safety Committee (NRSC) and Australian Aid, launched a helmet campaign in advance of the Pchum Ben Festival, a holiday period that sees a spike in road crash injuries and fatalities. In 2016, according to preliminary reports by police, there were 26 deaths and 149 injuries resulting from road crashes over the five-day Pchum Ben holiday period. The helmet campaign is part of the *Head Safe. Helmet On.* program, which aims to address the consistently low rates of helmet use in Cambodia through three mutually-reinforcing components: providing helmets and road safety education to primary school students, improving passenger helmet use behavior through mass media and street- and commune-based campaigns, and supporting the government in enforcing the helmet law for passengers.

“Pchum Ben Festival represents a particularly dangerous time of the year when it comes to road safety. Every year, the increased travel across provinces and along main roads during this holiday period results in a rise in road crash casualties,” said H.E. Min Meanvy, Secretary General of the NRSC. “The strategic timing of the *Head Safe. Helmet On.* campaign will be key in helping to keep families safe during the holidays.”

Held at the Teacher Training Center in Siem Reap Province, the campaign launch was chaired by H.E. Min Meanvy, Secretary General of the NRSC; H.E. Pin Prakad, Deputy Provincial Governor of Siem Reap; and Mr. Pagna Kim, Cambodia Country Director of AIP Foundation. Over 300 guests attended the event, including representatives from private sector partners; program universities; media outlets; as well as members of the Young Ambassadors for Road Safety (YARS) program and the general public.

H.E. Min Meanvy, Secretary General of the NRSC, gave the keynote speech at the campaign launch ceremony. In addition, 248 helmets were donated to targeted members of the community, including youth and taxi drivers. Following the ceremony, 180 road safety advocates participated in parades across Siem Reap Province to spread awareness about road safety and helmet use.

“With only 29% of motorcycle drivers and a mere 10% of passengers in Cambodia reported as wearing a helmet at the time of their crash, helmet use remains one of the country’s greatest obstacles to reducing road crash injuries and fatalities,” said H.E. Pin Prakad, Deputy Provincial Governor of Siem Reap. “Only by involving all sectors of society can we hope to overcome this issue and make the roads safe for all.”

“In Cambodia, at least five lives are lost on the roads every day, claiming over 20 times as many lives as malaria, dengue fever, and landmines combined. Programs like *Head Safe. Helmet On.* that raise road safety awareness by engaging youth and the local community are an important step towards remedying this situation,” said Pagna Kim, Cambodia Country Director of AIP Foundation.

###

#### **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](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)