



PRESS RELEASE

Road safety program launches in Cambodia, where young people account for 45% of road crash fatalities

3 October, 2017- Phnom Penh, Cambodia

More than 50 government officials and relevant stakeholders attended an introductory workshop to celebrate the launch of the new road safety program, *Safety Delivered*, in Cambodia. *Safety Delivered*, a program supported by The UPS Foundation, will work with young, inexperienced motorcycle drivers in target universities and communities to improve their unsafe and distracted driving behaviors while also working to increase child helmet use at primary schools. In Cambodia, 1,852 people died in road crashes in 2016, with young people aged 15 to 29 accounting for 45% of these fatalities.

The featured speakers at the workshop were Her Excellency Min Meanvy, Secretary General of the National Road Safety Committee; His Excellency Him Yan, Deputy General Commissioner of the Cambodian National Police; and Pagna Kim, Cambodia Country Director of AIP Foundation. Others in attendance included representatives from the media; relevant government agencies; members of the private sector; four partner universities in Phnom Penh; as well as student road safety ambassadors from program universities.

“According to RCVIS, every year from 2010 to 2016 half of road crash fatalities were young people aged from 15 to 29. This was due mostly to distracted driving, leading to death, injuries, disabilities, and the loss of private and public property. Thus, we need to prevent this by providing education so that young people themselves, their relatives, and their friends have increased attention while driving on all roads—as is stated in the traffic law,” said Her Excellency Min Meanvy, Secretary General of the National Road Safety Committee.

“The Secretariat General of the Ministry of Interior supports this program focusing on youth and saving children’s lives,” His Excellency Him Yan, Deputy General Commissioner of the Cambodian National Police, said. “We are ready to advise and support in implementing this program which encourages adherence to the traffic law.”

At the event, AIP Foundation signed implementation agreements with representatives from three of the program universities, including Royal University of Phnom Penh, Asia Europe University, and Phnom Penh International University. The workshop was also an opportunity for *Safety Delivered* to discuss its implementation plan with the gathered stakeholders in an effort to receive feedback and recommendations.

“We are proud to have worked with AIP Foundation since 2011 on school-based and advocacy-focused road safety initiatives throughout Southeast Asia,” said Eduardo Martinez, President, The UPS Foundation and UPS Chief Diversity & Inclusion Officer. “*Safety Delivered* is a crucial new program that applies an evidence-based approach to promote behavior changes among at-risk populations.”

Safety Delivered activities will consist of three components, including a university-based campaign, a public awareness campaign, and helmet distribution and education at primary schools. More than 120 university student advocates have been selected to participate in a youth leadership-training program, which will equip them with the knowledge and skills to promote road safety awareness among their peers, community members, and primary schools. In addition, a public awareness campaign will target young, inexperienced motorcycle drivers through television commercials, online platforms, social media, and public events.

“Getting young people engaged is critical to making the roads safe for everyone,” said Pagna Kim, Cambodia Country Director of AIP Foundation. “We are targeting university students in order to empower them to become road safety advocates among their peers and within their local communities.”

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About Safety Delivered

Safety Delivered is supported by The UPS Foundation and will be implemented in Cambodia, Myanmar, Thailand and Vietnam. It will work with young, inexperienced motorcycle drivers to improve their distracted driving behaviors while also working to increase child helmet use. Over two years, it is estimated that *Safety Delivered's* activities will be able to save more than \$12 million USD through reductions of road crash injuries and fatalities.

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 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