



PRESS RELEASE

More than 5,000 helmets donated in Kandal Province in support of passenger helmet use

24 December, 2014—Kien Svay District, Kandal Province

Today at Sdao Kanleang Primary School in Kandal Province, teachers and students from six schools received 5,670 high-quality helmets. Community members and schools are engaged together to promote local support for child helmet use. The helmet donation was organized by the Asia Injury Prevention (AIP) Foundation as part of the “Head Safe. Helmet On.” project with the support of USAID's Development Innovation Ventures (USAID-DIV) and others.

The ceremony was attended by approximately 2,000 students and stakeholders, including His Excellency General Yun Chhun, Deputy Commissioner General of National Police, H.E Poeu Maly, Secretary General of the National Road Safety Committee (NRSC), H.E Cheav Tay, Deputy Governor of Kandal Province, and other distinguished guests (see below).

“Helmets have the potential to benefit many people. Therefore all students and teachers must regularly wear the helmets donated today whenever you are on bicycles or motorcycles to protect yourselves from serious head injury,” said H.E General Yun Chhun. “I would like to appeal to the people, including parents of students and teachers, to always wear a helmet, ensure that children and passengers wear helmets, and to spread awareness of road safety and the importance of helmet use to friends and family.”

In addition to students and teachers, the “Head Safe. Helmet On.” Project will be extended to other vulnerable community members. Cambodia’s farmers are involved in more road crashes and suffer more fatalities and injuries than any other group. In Kandal Province, farming and fishing are the two main industries and, thus, farmers constitute a large percentage of the province’s residents.

“We want to foster Cambodia’s children into becoming a generation of safe road users,” said H.E Poeu Maly, Secretary General of the National Road Safety Committee. “The Cambodian government will support the new traffic law and its mandate for passenger helmet use. Along with other contributing stakeholders, together we can reduce fatalities and injuries from road crashes.”

AIP Foundation is also educating teachers, students, and community members about the importance of helmet use. AIP Foundation is part of a coalition in support of the new Road Traffic Law, passed by the National Assembly on December 5. The new Road Traffic Law, which will be enacted in 2015, requires all passengers—including children—to wear helmets when on motorcycles.

“The project will directly benefit over 222,000 Cambodians through the distribution of more than 43,000 helmets and road safety education. It will indirectly benefit another 1.6 million Cambodians during the 2-year project period,” said Mr. Kim Pagna, Country Director of AIP Foundation Cambodia. “If helmet use increases as expected, Cambodia will save tens of millions of dollars that can be reinvested back into poor communities.”



Attendees included representatives from:

National Road Safety Committee (NRSC)
General Commissariat of National Police
Kandal province (Provincial Hall, police, gendarmerie)
AIP Foundation
Department of Education, Youth and Sports of Kandal Province
Senior representative and youth from Union of Youth Federations of Cambodia, Kandal Branch
Kien Svay District
Students and teachers from a high school
People from target communes

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About the Asia Injury Prevention Foundation

The Asia Injury Prevention (AIP) Foundation is a non-profit organization dedicated to preventing road injuries and fatalities in low- and middle-income countries. For more than 15 years AIP Foundation has been delivering effective road safety programs in locations across Asia and Africa. To find out more, visit www.asiainjury.org or connect with us on Twitter @AIPFoundation.

About the “Head Safe. Helmet On.” Project

“Head Safe. Helmet On.” is a two-year project, sponsored by USAID-DIV with additional financial and in-kind support from the FIA Foundation/Road Safety Fund, The UPS Foundation, and the U.S. Centers for Disease Control and Prevention, to increase passenger helmet use in Cambodia. AIP Foundation aims to improve nationwide helmet wearing awareness through the project by providing school children and teachers with quality helmets and road safety education, developing public awareness campaigns, and advocating for the enforcement of the passenger helmet law.

For more information:

Pagna Kim, AIP Foundation Country Director
#18BEo, Street 348, Tuol Svay Prey I Commune, Chamka Morn District, Phnom Penh, Cambodia
Tel: +85 512 424 234; Email: pagna.kim@aipf-cambodia.org