

PRESS RELEASE

AIP Foundation holds stakeholder workshop to discuss “Head Safe. Helmet On.” project *18 September, 2014—Phnom Penh, Cambodia*

Today, the Asia Injury Prevention (AIP) Foundation hosted a district-wide workshop to discuss the U.S. Agency for International Development (USAID) project in Cambodia with over 30 key stakeholders.

District- and commune-level government officials, including District Governor; representatives from Phnom Penh Capital Hall; Department of Education, Youth and Sport; Commissariat of Phnom Penh Police; and officials from the target district, including traffic police, commune leaders, and target school representatives were present at the workshop to learn about why the specific target districts were selected. AIP Foundation defined stakeholders’ roles and responsibilities and discussed overall plans for the USAID project.

“The targeted provinces of Phnom Penh, Kandal, and Kampong Speu for the ‘Head Safe. Helmet On.’ project were selected by looking at road safety ‘black spots,’ which are the most dangerous locations for road users. Together, these three provinces made up nearly one third of motorcycle fatalities in 2010,” said Mr. Pagna Kim, AIP Foundation Cambodia Director.

“Primary school students aged 6-14 were selected as a target audience for ‘Head Safe. Helmet On.’ because the most common reason adults do not put helmets on their children is that they are too young,” said Lieutenant Colonel Chev Hak, Chief of Office of Phnom Penh Road Traffic Police, “while teachers and parents were also selected because they are respected sources of road safety information and opinions for children.”

The project will also be focusing its efforts on motorcycle passengers aged 15-44 in these target areas. This is because the helmet use rate among passengers is low compared to drivers, and the 15-44 age group makes up the highest fatality rate in the three targeted provinces.

“With positive spillover effects from one district to another, we expect there to be an even greater impact—both behaviorally and economically—as the project progresses,” said Mr. Prum Samkhan, District Governor from the Chamka Morn district, Phnom Penh.

In total, six district-wide stakeholder workshops will be held in September and October to introduce the project’s goals in more detail. A commune-wide workshop will be held in October and November of this year. Additionally, a study tour to Vietnam and Malaysia is to take place in December with the National Road Safety Committee and national-level police.

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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 asiainjury.org or connect with us on Twitter @AIPFoundation.

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