

International Women’s Day observed with road safety forum

5 March, 2015 - Phnom Penh, Cambodia

In support of International Women’s Day, the Asia Injury Prevention (AIP) Foundation organized a “*Mothers and Helmet Use*” forum at Anuk Wat Primary School on March 5. The forum is a vital part of “*Helmets for Families*” project implementation, sponsored by Manulife (Cambodia) Plc. Mothers received information on the impacts of road crashes on society and their families, the relationship between injury prevention and helmet use, and their role in encouraging helmet use among family members.

Mrs. Keo Chhorvy, Senior Official of the National Road Safety Committee explained, “motorcyclists account for the majority—68%—of road crash fatalities. Among the survivors, 66% experienced serious head injuries. Only 28% of motorcycle drivers and 7% of passengers used helmets at the time of collision. These are alarmingly low figures, which is why we are sharing vital information with mothers and families of students today.”

“We encourage every mother to always wear a helmet when driving a motorcycle and to ensure their passengers, especially their children, wear helmets, too,” said Ms. Bridie Shea, Mentor of Program Implementation of AIP Foundation. “Taking care of your children and family is the number one priority when on the road.”

In addition, mothers received information about the new Road Traffic Law which now mandates motorcycle passengers, including children 3 years of age and older, to wear a helmet when riding a motorcycle.

“We have the opportunity on International Women’s Day to emphasize the new passenger helmet law with mothers and share that non-helmeted passengers will no longer be tolerated. Avoid a fine and avoid tragedy—mothers, put a helmet on your child,” said H.E Ty Long Deputy of director of department of order from Commissariat of National Police.

This “*Mothers and Helmet Use Forum*” follows a helmet donation ceremony held on November 22, 2014, supported by Manulife (Cambodia) Plc, where AIP Foundation donated 832 helmets to teachers, students, and parents of Anuk Wat Primary School. Additionally, AIP Foundation, in collaboration with the Ministry of Education, Youth and Sport, General Commiserate of National Police, and National Road Safety Committee, will be returning to the school to implement additional reinforcing road safety activities.

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.

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