



PRESS RELEASE

**Government policymakers—Cambodia’s “Agents for Change”—commit to improving road safety**

*7-9 May, 2015—Phnom Penh, Cambodia*

In support of the Third UN Global Road Safety Week, 4-10 May, government policymakers are working to increase helmet use across Cambodia. AIP Foundation is organizing a three day training workshop with 44 policymakers to finalize draft national-, provincial-, and district-level government action plans enforcing helmet use.

The workshop was attended by senior officials from National Road Safety Committee; Ministry of Education, Youth, and Sport; General Commissariats of National Police; representatives from Provincial Hall (Phnom Penh, Kandal, Kampong Speu); and their relevant and provincial and district officials.

In January 2015, the new Road Traffic Law, which requires motorcycle passengers—including children—to wear helmets, was enacted. Policymakers play a pivotal role in addressing the public’s compliance of this law through action plans. Workshop attendees further developed three-year action plans drafted earlier this year with support from AIP Foundation’s “Head Safe. Helmet On.” project. Additionally, the National Ministry of Education discussed details for an education-sector action plan. This action plan will be finalized after the workshop.

AIP Foundation will organize progress meetings following the workshop to assess the development of action plans and further provide support. Participants will engage in review workshops to share best practices, lessons learned, and discuss additional implementation strategies.

H.E Peou Maly, Secretary General of the National Road Safety Committee, said to attendees, “Consistent enforcement is key to changing the attitude and behavior among Cambodia’s motorcyclists. With your strong support on this serious issue, you can help save lives.”

The training workshop is part of “Agents for Change,” which aims to build the capacity of policymakers and media through workshops, trainings, and awards. Key activities also include a journalist training workshop and Excellence Awards for effective road safety communications. “Agents for Change” is supporting the “Head Safe. Helmet On.” project, which aims to increase passenger helmet use to 80% in target communes by 2016.

At the training, International Consultant, Dr Ray Shuey spoke to attendees on helmet use regulations in the region and the world; barriers to overcome low helmet use in Cambodia; effective and active partnership coordination; and Behavior Change Theory. This theory focuses on strategies and methods for organizing an enforcement campaign and improving compliance.

“The police are enforcing these action plans to protect us,” said Dr Ray Shuey, “and therefore, we must work in partnership to translate this importance to the public. They must understand that police are the crucial step in keeping children—and all road users— safer and better protected while commuting.”



Mr. Pagna Kim, Country Director of AIP Foundation in Cambodia, said, “The UN Global Road Safety Week calls on leaders and policymakers across the world to take action addressing road safety. The ‘Agents for Change’ project is an innovative approach to gaining support for increased passenger helmet use: it empowers individuals to be the change makers of their society. We are accelerating change through this workshop and I am hopeful we will see increased compliance through this approach.”

Major General Lay Bunthorn, Deputy Director of Central Department of Public Order of the General Commissariats of National Police, said, “I am encouraged by these strong efforts to enforce helmet use. We are committed to seeing an increase in passenger helmet use rates and will continue to support action plans to save more lives.”

AIP Foundation is collecting signatures supporting the Child Declaration for Road Safety. Please click [www.savekidslives2015.org](http://www.savekidslives2015.org) to read and sign the Child Declaration.

###

**About the Asia Injury Prevention Foundation**

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](http://www.asiainjury.org) or connect with us on Twitter @AIPFoundation.

**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](mailto:pagna.kim@aipf-cambodia.org)