



School of Excellence competition encourage “Road Safety Champions” in support of new law

23 March, 2015—Phnom Penh, Cambodia

In support of the new Road Traffic Law, primary schools across Kampong Speu, Kandal, and Phnom Penh Provinces are taking part in a new initiative to encourage helmet use in and around school communities. Launching today, the two-year “School of Excellence in Helmet Use” project allows schools to compete for the title of “Road Safety Champions” by making outstanding efforts in promoting helmet use. Upon completion, three winning schools will be awarded with a study tour to Vietnam to discuss best practices in school-based road safety initiatives.

AIP Foundation, with support from The UPS Foundation, is launching the competition in 18 target schools to promote both the new Road Traffic Law and the announcement made by the Ministry of Education, Youth, and Sports encouraging schools to promote road safety. With this new initiative, AIP Foundation aims to see schools increase efforts in promoting road safety activities—especially helmet use.

At the end of the second academic year, School of Excellence awards will be presented based on schools’ ability to:

- Raise awareness of road safety, with a focus on helmet use for child motorcycle passengers
- Develop meaningful connections with students and parents from local primary schools
- Reward participants for displaying safe road behaviors, including passenger helmet use
- Increase participation from students, teachers, local authorities, and the community
- Increase helmet wearing rate among students and parents in your school

The launch was celebrated today at the Cambodiana Hotel with representatives from the 18 schools; H.E. Toch Saro, Undersecretary of State of Education, Youth, and Sports; H.E. Major General Ty Long, Deputy Director of Order Department of General Commissariat of National Police; and Mrs. Men Chansokol, Senior Representative of General Secretariat of the National Road Safety Committee (NRSC). In addition, representatives from private sectors were present in support of child helmet education.

“School of Excellence Awards are an effective way to motivate schools to become engaged in road safety activities,” said Mr. Pagna Kim, Country Director of AIP Foundation in Cambodia. “This is a positive competition that allows for the expansion of helmet use across Cambodia.”

H.E. Toch Saro, Undersecretary of State of Education, Youth, and Sports explained, “Under this initiative, we hope to see school-wide efforts to promote helmet use. I would love to see students reminded to wear their helmets during school announcements, road safety activities and education sessions, shelves in classrooms for students to store their helmets, and more. The possibilities are endless and I look forward to seeing the schools’ creativity in encouraging helmet use.”

Mrs. Men Chansokol, Senior Representative of General Secretariat of the NRSC, explained that the competition is a valuable way to engage schools in the road safety agenda. “This motivates principals, teachers, students, and parents to come together as a school and unite under one objective. The positive outcomes of increased helmet use will last well beyond the two-year competition.”

###

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 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