

**FOR IMMEDIATE RELEASE**

**One year into the UN Decade of Action for Road Safety, ARRB Group gives 800 students free helmets**

*May 10, 2012 - Phnom Penh*

On the anniversary of the United Nations' Decade of Action for Road Safety launch, ARRB Group is sponsoring a helmet donation to 800 students and 28 teachers of Phnom Dil Primary School. The donation is part of a program called *Helmets for Kids* which is being implemented by the non-profit Asia Injury Prevention (AIP) Foundation. The program is supported by the National Road Safety Committee alongside other Cambodian ministries concerned with road safety.

Cambodian law currently does not require motorcycle passengers to wear helmets when they ride behind a driver, and this leaves children particularly vulnerable to the road's dangers. "In Cambodia, road traffic crashes lead to around 1,895 deaths in 2011, and many of these victims are children," said Brigadier General Kim Yideth, Deputy Director of Order Department, Ministry of Interior. "It is unacceptable that children be riding without helmets when this can more than halve their chance of being severely injured in a crash."

Phnom Dil Primary School is located in Kampong Cham Province, along National Road 6. Proximity to this road creates a dangerous environment for the students because motorcycles, cars, buses, and trucks travel along the road at high frequency and speed.

"Helmet observations revealed that virtually none of the children at this school wear helmets when they are driven to school," said Pagna Kim, AIP Foundation Country Director. "This is an extremely dangerous scenario. The Decade of Action for Road Safety is a time for us to focus on reversing this trend, through projects such as *Helmets for Kids*. By providing primary school students and teachers with free helmets and training teachers and parents in helmet use education, we are working toward our Decade's goal of putting a helmet on every head by 2020".



ARRB Group is one of Australia’s most trusted advisors regarding road safety technical input, and, this May, they are sponsoring *Helmets for Kids*. “Our specialty is examining road and transport issues, so we are very aware of the dangers that emerge from them,” said Mrs. Noha Elazar, Senior Engineer of ARRB Group Ltd. “Our visit to Cambodia will be an opportunity for us to review existing schools environments and assess guidelines for improvement. Decreasing the rates of injuries and fatalities due to road traffic crashes is one of our primary concerns, and this helmet donation is a great way for us to further this goal.”

The helmets were handed over to the students at a ceremony attended by 200 people, including parents, local authorities, and partners. “We are firm supporters of this project and are happy to see it being kicked off on the anniversary of the UN Decade of Action’s original launch in May 2011,” said H.E Mr. Peou Maly, Deputy Secretary General of the National Road Safety Committee who chaired the ceremony. “This is symbolic of the many initiatives the Cambodian government has been supporting in the past few years to keep people safer on the road. Helmets are simple, affordable, and should be worn by everyone.”

ARRB Group’s sponsorship also includes extracurricular activities and communication with students’ parents to reinforce their understanding of helmets’ uses and encourage them to put helmets on their children.

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### **About AIP Foundation**

The Asia Injury Prevention Foundation (AIP Foundation) is a U.S. registered 501 (c)(3) non-profit organization that uses public-private partnerships, public awareness education, and school-based programs to reduce the rate of traffic injuries and fatalities in developing countries. AIP Foundation has offices in Hanoi and Ho Chi Minh City, Vietnam, Phnom Penh, Cambodia, and Bangkok, Thailand. In 2001, AIP Foundation built its non-profit helmet assembly plant, V-SPEC, which manufactures Protec brand tropical helmets. These helmets offer an environmentally appropriate, safe and affordable option for motorbike and bicycle users.

In 2009, AIP Foundation, in collaboration with the FIA Foundation and the World Bank, launched the Global Helmet Vaccine Initiative (GHVI), an international coalition with the objective of “putting a helmet on every head in the ‘Decade of Action for Road Safety (2011-2020).’” In May 2010, H.E Mr. Im Sethy, Minister of Education, Youth and Sports, High Representative of Deputy Prime Minister H.E Mr. Sar Kheng, Minister of Interior launched the Cambodia Helmet Vaccine Initiative (CHVI) in Phnom Penh.