



***FOR IMMEDIATE RELEASE***

**ARRB Group returns to Phnom Dil Primary School, gives 187 helmets to first-year students**

*February 28, 2013 – Kampong Cham*

ARRB Group, one of Australia's most trusted advisors regarding road safety technical input, is sponsoring a helmet donation to Phnom Dil Primary School, as part of the Asia Injury Prevention (AIP) Foundation's *Helmets for Kids* program. Less than a year ago, ARRB provided helmets to the entire school body, including 800 students and 28 teachers, and on February 28, 2013, donated 187 new helmets to first-year students and those whose first helmet has been damaged.

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 the number of the children at this school who wore helmets when they ride to or from school on a motorcycle increased from virtually none prior to *Helmets for Kids* to 86 percent this year,” said Pagna Kim, AIP Foundation Country Director. “With ARRB support, we have successfully reversed what was an extremely dangerous situation.”

A revision of traffic regulations, which would expand mandatory helmet use to adult and child passengers, is currently under review. While 80 percent drivers wear helmets on Cambodia's roads, fewer than seven percent of passengers, including children, do the same. AIP Foundation has appealed directly to the government in a joint statement, signed by more than 50 stakeholders, for swift enactment of the draft law, an action which is supported by 98 percent of the Cambodian public.

“According to the Ministry of Interior, road traffic crashes in Cambodia led to 1,894 deaths and 4,388 severe injuries in 2012, and many of these victims are children,” said Major General Yideth, Deputy Director of Central Department of Public Order, Ministry of Interior. “It is unacceptable that children are riding without helmets when doing so is proven to reduce the risk of death by 42 percent and serious injury by 69 percent in case of a crash. Helmets are simple, affordable, and should be worn by everyone.”

The helmets were handed over to the students at a ceremony attended by 250 people, including parents, local authorities, and partners. ARRB Group's sponsorship also includes helmet observations, teacher training, crash monitoring, extracurricular activities and communication with students' parents to reinforce their understanding of helmet use and encourage them to put helmets on their children.



“ARRB has helped us promote road safety in our community by increasing the number of students wearing helmets correctly,” said Mr. Norng Sophal, Principal of Phnom Dil Primary School. “In the last year, helmets have effectively become a part of our school’s uniform.”

### 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, manufacturing Protec brand tropical helmets in Vietnam. These helmets offer an environmentally appropriate, safe and affordable option for motorcycle 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.

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