

FOR IMMEDIATE RELEASE

AIP Foundation calls for support to increase motorcycle passenger helmet use

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On January 10th, Asia Injury Prevention (AIP) Foundation announced a new range of activities to increase helmet use among motorcycle passengers, of whom only 7% wear helmets on Cambodia's roads.

At the launch, AIP Foundation called on local government ministries, institutions, and media agencies to join in efforts to increase helmet use. 24 stakeholders from the private sector, civil society, and international community have signed a joint statement of support appealing to the government to pass comprehensive legislation; the media to promote helmet use and safe road behavior through all mediums; the private sector to develop internal policy to encourage their staff to respect traffic laws; and motorcyclists to wear helmets and share the message with their families.

In the next phase of activities, AIP Foundation will expand its public awareness campaign encouraging passenger helmet use on television, radio, billboards, and print. This will be complemented by helmet donations and traffic safety education for students and teachers at five high-risk schools, supported by the UPS Foundation, Manulife, and ARRB.

“Non-helmeted motorcyclists are more than four times as likely to suffer fatal head injuries in case of a crash,” said H.E Tram Iv Toek, Minister of Public Works and Transport and Chairman of the National Road Safety Committee, who chaired the event. “It is our priority that all Cambodians truly understand the importance of helmets and safe road behavior, even on short rides and regardless of age.”

“In 2011, two thirds of road crash fatalities involved motorcyclists, the majority of whom fatalities suffered head injuries. Only 29% of driver casualties and 6% of passenger casualties wore a helmet,” said H.E Chan Kimseng, Director of Central Department of Public Order, high representative of H.E Commissioner General of National Police. “Enforcement is one of the most effective measures to increase helmet use in accordance with the law.”

New initiatives also encourage government action through technical support and helmet donations to the traffic police, as well as legislative advocacy. A revision of traffic regulations – which would expand mandatory helmet use to adult and child passengers – was drafted and is under review by the Council of Ministers.

“The prevention of fatal and costly road crashes is a matter for all of us to tackle,” said Mirjam Sidik, CEO of AIP Foundation. “Passengers are as much at risk of suffering the consequences of not wearing a helmet as drivers. Together we appeal directly to the government for swift enactment of the draft law, an action which is supported by 98% of the Cambodian public.”

“Fully implementing the goals outlined by the UN for Decade of Action for Road Safety would save five million lives and prevent 50 million serious injuries,” said Saul Billingsley, Deputy Director General of FIA Foundation, at the event. “To build on the country's accomplishments of the past few years, the Cambodian government and stakeholders across sectors have the responsibility to take



action. Passing comprehensive legislation will send the message that Cambodia is serious about road safety.”

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 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 Sathy, 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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