

## **AIP Foundation works with the Cambodian government to promote 2012's National Road Safety Week**

*March 29, 2012 - Phnom Penh*

Cambodia's National Road Safety Week is April 7<sup>th</sup> to 14<sup>th</sup>, and the road safety focused Asia Injury Prevention (AIP) Foundation is running a variety of activities in support of the government's campaign. These activities were kicked off with a helmet donation to 209 students of Hun Sen Chak Angre Primary School on March 29th, part of a *Helmets for Kids* project being sponsored by the Australian Embassy's Direct Aid Program.

In a country where 1,816 people died in road traffic crashes in 2010, road safety is a major cause for concern. Motorcycles are one of the most prominent forms of transportation, and they are involved in 72 percent of crashes.

"Research has shown that only 8 percent of motorcycle passengers wear helmets, and this includes our most vulnerable—children," said Brigadier General Kim Yideth, Deputy Director of the Department of Order, Ministry of Interior. "This National Road Safety Week is the opportunity for Cambodian road safety stakeholders to partner with the government and give their helmet promotion strategies an extra push."

A roadside awareness campaign is taking place in Kampong Speu and Kampong Chhnang from April 2nd to April 6th. Hundreds of riders without helmets will be stopped along the road, and children will be given free helmets if they are not wearing one. In Kampong Chhnang's town center, a booth will advertize helmet safety and AIP Foundation staff will conduct question & answer games with visitors. The lucky winners will receive free helmets as well.

At Hun Sen Chak Angre Primary school, these activities were a follow up to the first helmet donation they received in December. "We know that children need to be reminded, and that new behaviors will only be adopted if they are frequently reinforced," says Pagna Kim, AIP Foundation's Cambodia Country Director. "For this reason, *Helmets for Kids* programs include extracurricular activities conducted throughout the school year, to emphasize the safe road behaviors learned previously in the classroom."

This week, students were asked to practice wearing their helmets correctly, riding a bicycle safely, and crossing the street correctly. A drawing competition and impressive ceremony helped make students excited and motivated to wear their helmets. The Australian Embassy's Direct Aid Program is also supplying an additional 209 helmets to the school's kindergarteners and 1<sup>st</sup> graders.

"AIP Foundation and the Australian government's additional helmet donation was a generous gesture," said H.E Mr. Poeu Maly, Deputy Secretary General of the National Road Safety Committee. "It demonstrates active involvement with the Cambodian government and our National Road Safety Committee's work, particularly in the context of the upcoming National Road Safety Week 2012. I call on all road users, including children in this school, to consistently respect road traffic laws. They should bear in mind that their relatives are anxiously waiting for them to arrive home safely."

AIP Foundation is currently running television and radio spots, in addition to billboards and public events, all promoting helmet use for motorcycle passengers. "Always care. Always wear a helmet." is the slogan for this campaign being run in collaboration with the National Road Safety Committee and General Commissariat of National Police, Ministry of Interior.



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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 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.