

FOR IMMEDIATE RELEASE

World Day of Remembrance for Traffic Victims Observed in Phnom Penh

19 November 2013

On November 17, 2013, the 20th annual World Day of Remembrance for Road Traffic Victims was observed around the world. Each year, more than 100 countries worldwide dedicate a day to mourn the millions of lives lost on the road and to acknowledge the tireless efforts of the police and ambulance personnel, doctors, nurses, and counselors who work to save lives after road traffic crashes.

In the week leading up to the World Day of Remembrance, the Asia Injury Prevention (AIP) Foundation organized events in schools around Phnom Penh to raise awareness about the tragedy of road traffic fatalities and injuries and how they can be prevented through helmet use.

“While many drivers wear helmets on Cambodia’s roads, fewer than eight percent of passengers do the same,” said Pagna Kim, Country Director of AIP Foundation Cambodia. “Research has shown that unhelmeted motorcyclists are more than four times as likely to suffer fatal head injuries in the event of a crash. Through increasing awareness of the importance of helmet use, we have the potential to greatly reduce the number of people dying on Cambodia’s roads.”

AIP Foundation’s awareness-raising activities included parent and student road safety trainings and extra-curricular activities at primary schools, a road safety drawing contest, and a ten-day trivia contest that was held on the saferoads.org.kh website with helmet prizes. On November 15th, AIP Foundation collaborated with Westline group and radio FM 102 to organize a talk show about the importance of the World Day of Remembrance and practicing safer road behaviors.

World Day of Remembrance for Road Traffic Victims will be officially observed in Phnom Penh on November 30th with an event organized by the National Road Safety Committee (NRSC) and the Cambodian Red Cross (CRC) in collaboration with other road safety stakeholders including AIP Foundation. The ceremony will include remarks by survivors of road traffic crashes, a chant of remembrance for road crash victims led by monks, and an outdoor road safety training.

World Day of Remembrance for Road Traffic Victims was first observed in London in 1993 and was endorsed by the United Nations in 2005. The day is observed annually on the third Sunday of November around the world. This year, the day was observed later in Cambodia due to the Cambodia Water Festival from November 16th to the 18th.

About the Asia Injury Prevention 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; Bangkok, Thailand; and Chengdu, China in addition to offices in Africa. 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).”

For media contact:

Tiare Dunlap
Communications Coordinator
AIP Foundation
18bis/19 Nguyen Thi Minh Khai Street
District 1, Ho Chi Minh City, Vietnam
Tel: 08-6299-1409 Ext. 117
Email: tiare.dunlap@aipf-vietnam.org