



PRESS RELEASE

AIP Foundation partakes in National Road Safety Week to support road safety awareness with upcoming Khmer New Year celebrations.

7 April, 2014 – Phnom Penh, Cambodia

This year, Asia Injury Prevention (AIP) Foundation will support Cambodia's National Road Safety Week held on April 7-14 by promoting helmet use to the public through school based programs, social media engagement and supporting government road safety initiatives.

National Road Safety Week aims to inspire Cambodian's to take action on road safety and promote life-saving messages. The week provides a focal point to boost road safety awareness in the lead up to the Khmer New Year which runs from April 14-16, typically a time of travel for Cambodians.

According to the Road Crash and Victim Information System (RCVIS), the number of road crash fatalities during national holidays accounted for 12 percent of overall fatalities in 2011 and 10 percent in 2012. Over the Khmer New Year in 2012, 75 people were killed from road crashes which was the highest number compared to other national holidays in the same year.

“Research shows the number of fatalities during the holidays due to speeding, drunk driving, not respecting right of way, and dangerous overtaking are significantly higher than periods of non-holidays,” said H.E Poeu Maly, Secretary General of the National Road Safety Committee. “With the upcoming Khmer New Year, the National Road Safety Week is a timely occasion for the government and Cambodian road safety stakeholders to address this growing issue and reduce road crash incidents during holiday periods.”

“In support of the Government's campaign, and a reduction in helmet use observed over the past few months, AIP Foundation is organizing a variety of activities leading up to, and during National Road Safety Week,” said Pagna Kim, Cambodia Country Director of AIP Foundation. “During this period we also encourage Cambodia's police to increase their enforcement to make roads safer during and after this special event.”

From March 27 until April 17, AIP Foundation has National Road Safety Week activities arranged including peer to peer road safety education sessions at two high schools with a focus on helmet use for young motorcyclists, a community outreach activity, road safety training workshops, and extracurricular activities in five other schools. In partnership with the National Road Safety Committee who organized an event on April 5 in Preah Vihear province to distribute 1,000 helmets, AIP Foundation also donated 150 helmets to increase public attention and safety.

To generate further public awareness, AIP Foundation will publicize National Road Safety Week on their Facebook page (www.facebook.com/aipfoundationcambodia) and are currently holding



four weekly quizzes on their educational website (www.saferoads.org.kh). Every week five winners are selected through a lucky draw to win a quality standard helmet.

Since 2012, AIP Foundation has supported National Road Safety Week assisting AIP Foundation's efforts to appeal to the government to accelerate the approval of the National Road Safety Policy, its 10 Year Action Plan, and the draft amendment of the motorcycle helmet law, including a child helmet law and the three-year helmet action plan.

About 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, Protec, which manufactures "tropical" helmets. These helmets offer an environmentally and climate 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)."

Visit AIP Foundation at www.asiainjury.org and connect with us on Twitter at @AIPFoundation.

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