

PRESS RELEASE

Concerted efforts continue in involving journalists in making Cambodian roads safer

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AIP Foundation, in collaboration with FIA Foundation as part of the “Agents for Change” program, has coordinated a workshop for journalists to further hone their skills in delivering high-quality reporting on the subject of helmet use and road safety. This workshop built on similar efforts undertaken since 2015 to increase the helmet use rates in Cambodia, especially among passengers and children.

The event was attended by key figures within the Cambodian road safety and media communities. Among the attendees were H.E. Keam Marethiya from the Ministry of Information, Mr. Chhoun Voun, Permanent Deputy Secretariat General of the National Road Safety Committee, H.E. Maj Ty Long, Deputy of the Department of Traffic Police and Public Order of the National Police, and Mr. Chhay Sophal from the Club of Cambodian Journalists (CCJ). More than 35 journalists representing print, online, television, and radio media also participated in the workshop.

This workshop represents the most recent in a series of efforts to engage media in bringing about behavioral change among Cambodian road users. Its main aims were to assess the current state of road safety following the January 1st, 2016, start of enforcement of the new Road Traffic Law and the subsequent quality of media coverage on this enforcement. In addition, the workshop continued to build the expertise of journalists in accurate, engaging reporting on these issues.

Overall, the “Agents for Change” program works to build the capacities of well-placed policymakers and members of the media for the overarching goal of creating an environment in which motorcycle passenger helmet use is encouraged, practiced, and enforced. To accomplish this, a series of forums, workshops, and trainings have been set up to enhance the two groups’ knowledge of passenger helmet safety and equip them with the specific skills needed to more effectively work towards increased helmet use rates in the country.

“If people know what is expected of them on the roads, and if these messages are consistently enforced in news items, articles, and documentaries, we are going to start seeing changes above and beyond what we have already seen since the beginning of the year. That is why educated media representatives are so integral to this process,” said H.E. Keam Marethiya from the Ministry of Information.

“We are happy to include the media as partners in making sure that the Cambodian people are knowledgeably and responsibly taking to the roads. The investment of time and resources for these workshops and trainings has already been returned in a major way based on what we’ve been seeing on the roads,” said H.E. Maj Ty Long, Deputy of the Department of Traffic Police and Public Order of the National Police.

“We are impressed with the changes we are seeing as a result of this “Agents for Change” program; both the quality and quantity of fact-based, public-interest reporting on the issue of road safety have seen a dramatic shift for the better in the recent year, and we hope to see this continue into the future,” said Mr. Chhoun Voun, Permanent Deputy Secretariat General of the National Road Safety Committee.

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About AIP Foundation

AIP Foundation is a nonprofit organization dedicated to preventing road injuries and fatalities in low- and middle-income countries. For more than 16 years, AIP Foundation has been delivering effective road safety programs in locations across Asia and Africa. To find out more, visit www.aip-foundation.org or connect with us on Twitter @AIPFoundation.

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