

## **PRESS RELEASE**

### **Cambodian journalists awarded for being road safety reporting role models**

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AIP Foundation, in collaboration with FIA Foundation as part of the “Agents for Change” program, honored seven Cambodian journalists at the *Journalist Awards for Excellence in Road Safety Media* for their reporting, which focused on helmet use in the country. Twenty journalists applied and submitted [projects](#) that were published on print and online media, as well as on television and radio outlets.

The awardees in attendance included Sophorn Lackhena, of Chakraval; Khorn Champa, of Thmeythmey; Vang Pheakdey, of Khmer Daily; Ouk Savborey, of SEATV; Nov Vey, of TV3; Chhay Sopheakneary, of Bayon; and, Eng Kimhong, of Radio France International. They were joined by H.E Keam Marethiya of the Ministry of Information; H.E Ty Long, Deputy of the Department of Traffic Police and Public Order; and, Mr. Chhoun Voun, Permanent Deputy Secretariat of the National Road Safety Committee.

“The reporting done by both the applicants and winners showcases the importance of using the media to enforce legislative changes, especially in light of the mandatory helmet law that went into effect in January of this year,” H.E Khiev Kahnarith, of the Ministry of Information, said. “I am hopeful for how we as the government can collaborate with journalists to make our country’s roads safer for all.”

The winners were selected by a combination of official scores from judges, as well as online engagement from the public via social media and traditional media channels. The radio portion of the competition attracted 10,000 listeners. Some Facebook posts received nearly 200 likes or more than 50 shares.

“Participating in the ‘Agents for Change’ program equipped me with the skills I needed to go out into the field and report on helmet safety in an educated way,” Eng Kimhong of Radio France International, whose piece explored how children are becoming the role models for helmet use, said. “I am looking forward to applying this knowledge in my future reporting, and am honored to be recognized for my work thus far.”

AIP Foundation and FIA Foundation launched the awards of excellence in May 2016 as part of the “Agents for Change” program. The initiative trains policy and media professionals on road and passenger helmet safety in the hopes of affecting positive change throughout the country. Most recently, it hosted a training workshop for journalists in July. “Agents for Change” is in its second year of implementation in Cambodia.

“We have been working since last year with journalists to enhance their road safety reporting skills, so being able to honor some of them for their hard work is hugely rewarding,” Kim Pagna, AIP Foundation’s Cambodia Country Director, said.

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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 17 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](http://www.aip-foundation.org) or connect with us on Twitter @AIPFoundation.

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