



PRESS RELEASE

120 Phnom Penh university students trained as educators for their peers on road safety awareness

16-17 December, 2017 – Phnom Penh, Cambodia

This month, 120 university students from across four universities in Phnom Penh were trained in communication skills, road safety, child protection policies, and development of a road safety awareness strategy as part of AIP Foundation's *Safety Delivered* program, supported by The UPS Foundation. The first training workshop was held at Phnom Penh International University on 16-17 December, with another training scheduled for 23-24 December at the University of Cambodia.

The workshops, developed after focus group discussions with university students, focus on teaching student ambassadors to be role models for road safety among their peers and in their local communities. Training sessions emphasize youth-friendly instruction methods and include video, simulations, and group discussions. Upon completion of the workshops, students will be equipped with skills in communication and with educational training resources that will enable them to promote road safety to a broader and younger audience. Student ambassadors also developed a plan of action to raise road safety awareness, to be implemented in January 2018.

"We are happy to be involved in such a life saving project," said Dr. Ky Ravikun, Vice-Rector for Academics and International Relations at Phnom Penh International University. "Student ambassadors from Phnom Penh International University and other universities are the ideal community leaders to encourage young road users to obey the traffic law and to stay safe when commuting."

According to a baseline survey conducted by AIP Foundation in July 2017, 60% of respondents driving motorcycles reported using their mobile phone while driving. Distracted driving, drunk driving, and speeding were determined as primary causes of road crashes for youth in Cambodia and will be a major focus of initiatives carried out by the student ambassadors. University-based education is a key component of *Safety Delivered*, which aims to reduce distracted driving behavior among young people who are at a high risk of road crashes. For this programming, *Safety Delivered* relies heavily on its student ambassadors, who play a crucial role in disseminating road safety messages to their peers.

"Student ambassadors can utilize the training gained from the workshops to communicate road safety best practices to their own communities," Pagna Kim, Cambodia Country Director of AIP Foundation, said. "The peer training program is effective because it focuses on young adults and those most at risk of death or serious injury due to unsafe driving habits."

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About Safety Delivered

Safety Delivered is supported by The UPS Foundation and implemented in Cambodia, Myanmar, Thailand and Vietnam. It works with young, inexperienced motorcycle drivers to improve their distracted driving behaviors while also working to increase child helmet use. Over two years, it is estimated that *Safety Delivered's* activities will be able to save more than \$12 million USD through reductions of road crash injuries and fatalities.

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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