



PRESS RELEASE

AIP Foundation launch online pledge campaign to mandate the Cambodian passenger—including child—helmet law

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The Asia Injury Prevention (AIP) Foundation, supported by The UPS Foundation, has launched a global internet campaign to collect ten thousand pledges in support of the motorcycle passenger—including child—helmet law in Cambodia.

The campaign is one of a series of “Safe Roads. Safe Communities.” advocacy activities aimed at lobbying the Cambodian government to quickly enact the draft traffic law in which motorcycle passengers, including children, are required to wear helmets. AIP Foundation will promote the campaign on Facebook and through emails to stakeholders, both of which lead to a webpage where they can pledge their support. The campaign will run from August 15 to October 19, 2014.

Currently, helmets are only required for motorcycle drivers, not passengers. However, a draft traffic law devised in 2010 would require passengers—including children—to wear helmets. On the 15th of August, the Cambodian government adopted the draft traffic law, which is now waiting to be passed into law by the National Assembly. The pledge campaign is meant to collect support for mandating the passing of this passenger helmet draft law.

According to the Cambodia Road Crash and Victim Information System (RCVIS), road traffic crashes caused 1,950 deaths and 14,227 injuries in 2013 in Cambodia. 69 percent of these road crash fatalities involved motorcyclists, 62 percent of whom suffered head injuries. Unfortunately, this fatality rate is projected to increase to 3,200 by 2020 without passenger helmet law intervention.

“We have contributed much effort to support the quick passage of the draft law by inviting students, government officials, civil society organizations, and private sectors to sign pledges and support the draft law,” said Mr. Pagna Kim, AIP Foundation Cambodia Director. “Together with over one hundred stakeholders, we have endorsed a joint statement to support its swift enactment and enforcement.”

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View the pledge campaign webpage [here](#).

View the campaign images [here](#).

About the Asia Injury Prevention Foundation

The Asia Injury Prevention (AIP) Foundation is a non-profit organization dedicated to preventing road injuries and fatalities in low- and middle-income countries. For more than 15 years AIP Foundation has been delivering effective road safety programs in locations across Asia and Africa. To find out more, visit asiainjury.org or connect with us on Twitter @AIPFoundation.



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