

AGENTS FOR CHANGE

EMPOWERING CAMBODIAN JOURNALISTS TO MAKE ROADS SAFE

Road crashes are one of the leading causes of death in Cambodia, yet news coverage of the issue has focused on reporting the facts alone instead of investigating more deeply. The *Agents for Change* program, supported by FIA Foundation, emboldened Cambodian journalists to use their influence to increase road safety awareness and create positive policy changes in their country. The initiative launched in January 2015 to reinforce the efforts of AIP Foundation's *Head Safe. Helmet On.* program, which was supported by USAID-Development Innovation Ventures.

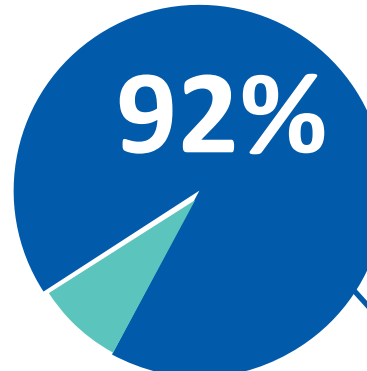


100
journalists representing

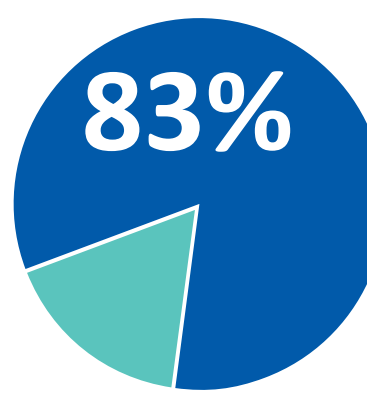


70
news outlets participated

After the initiative...



92% of journalists reported **understanding their influential role** in communicating about road safety issues, and



83% reported being **confident** in applying what they learned to **promote passenger helmet use**.



Reporters interview students about helmet safety.

“After attending a series of trainings and workshops with AIP Foundation the quality of my road safety reporting has increased, since I have an improved use of statistics and news and engaging angles.”
—Mrs. Vay Vatey, a reporter from *Kampuchea Thmey Newspaper*

PROGRAM ACTIVITY HIGHLIGHTS

In August 2016, the Cambodian Minister of Information, H.E. Khieu Kanharith, spoke at a collaborative forum attended by editors from the country's leading publications. AIP Foundation also hosted the Journalist Awards for Excellence in Road Safety Media, which honored seven reporters for being role models. The awardees traveled to Ho Chi Minh City for a collaborative study tour where they met with city government officials and local journalists to discuss Vietnam's enforcement and awareness-raising activities that accompanied its 2007 mandatory helmet law, as well as how the media was involved. The study tour resulted in one of the journalists receiving the green light from her outlet to produce two documentaries on helmet safety.

Agents for Change activities in July and August 2016 generated substantial media coverage, including more than:



63 online pieces



15 articles in newspapers and magazines



14 pieces of radio coverage



43 television segments



Journalists participate in a training workshop as part of the *Agents for Change* program.



Agents for Change journalists discuss road safety issues in the country with Cambodian law enforcement officials.