



## ***IMMEDIATE RELEASE***

### **Three high-risk schools in Cambodia to receive *Helmets for Kids* from UPS Foundation**

*11 January 2013 – Takhmao, Kandal Province*

On January 11, 2013, the Asia Injury Prevention (AIP) Foundation and Ministry of Education, Youth and Sports hosted a kick-off ceremony at Hun Sen Prek Russey Primary School in Kandal province to launch the *Helmets for Kids (HFK)* initiative sponsored by The UPS Foundation for 2,887 students and teachers at three schools in Kandal and Kampong Speu provinces.

"Road safety education is as critical for students as it is for our drivers," said Red Ramirez, UPS Asia Pacific, Manager - Authorized Service Contractors. "Over the next three years, we will provide helmets and road safety education for more than 8,000 students and teachers in Cambodia."

Road traffic crashes continue to be one of the most fatal and costly public health problems in Cambodia, causing 1,905 deaths and 5,807 severe injuries in 2011. Motorcycle helmets proven to reduce the risk of death by 42% and serious injury by 69% in case of a crash. A revision of traffic regulations, which would expand mandatory helmet use to adult and child passengers, is currently under review and, if approved, expected to go into effect next year.

"*Helmets for Kids* contributes to efforts to promote safer behavior among vulnerable road users, especially child motorcycle passengers, and is also in line with the government's goal to reduce road crashes to a minimum level," said H.E. IM Sethy, Minister of Education, Youth, and Sport. "I encourage teachers and parents together to set a positive example for children by wearing helmets on motorcycles and by respecting the traffic law. We do not want to see our loved ones suffer injuries, life-long disabilities persons, or premature death."

Hun Sen Prek Russey, Kor Ki, and War Sor primary schools, receiving support from UPS and *Helmets for Kids*, are located in close proximity to high-risk roads, yet student helmet wearing rates are low.

"Unfortunately, these schools are representative of many throughout Cambodia. While 80% drivers wear helmets on Cambodia's roads, fewer than seven percent of passengers, including children, do the same," said Greig Craft, AIP Foundation President and Founder. "UPS support, combined with public awareness education and enhanced police enforcement, puts helmets directly on the children who need them most."

"UPS and *Helmets for Kids* will help us promote road safety in our community by increasing the number of students wearing helmets correctly," said Mrs. Sor Samrithy,



Principal of Hun Sen Prek Russey Primary School. “We will incorporate helmet use and road safety knowledge into our school curriculum, effectively making the helmet a part of the school uniform.”

### About AIP Foundation

The Asia Injury Prevention Foundation (AIP Foundation) is a U.S. registered 501 (c)(3) non-profit organization that uses public-private partnerships, public awareness education, and school-based programs to reduce the rate of traffic injuries and fatalities in developing countries. AIP Foundation has offices in Hanoi and Ho Chi Minh City, Vietnam, Phnom Penh, Cambodia, and Bangkok, Thailand. In 2001, AIP Foundation built its non-profit helmet assembly plant, V-SPEC, which manufactures Protec brand tropical helmets. These helmets offer an environmentally appropriate, safe and affordable option for motorcycle and bicycle users.

In 2009, AIP Foundation, in collaboration with the FIA Foundation and the World Bank, launched the Global Helmet Vaccine Initiative (GHVI), an international coalition with the objective of “putting a helmet on every head in the Decade of Action for Road Safety (2011-2020).” In May 2010, H.E Mr. Im Sethy, Minister of Education, Youth and Sports, High Representative of Deputy Prime Minister H.E Mr. Sar Kheng, Minister of Interior launched the Cambodia Helmet Vaccine Initiative (CHVI) in Phnom Penh.

### For Media Contact

Nellie Moore  
Communications Coordinator  
AIP Foundation  
18bis/21 Nguyen Thi Minh Khai Street,  
District 1 Ho Chi Minh City, Vietnam  
Tel: 08-6299-1409 Ext. 112  
Email: [nellie.moore@aipf-vietnam.org](mailto:nellie.moore@aipf-vietnam.org)