



## PRESS RELEASE

### H.R.H. Prince Michael of Kent honors Cambodian government for saving lives with recent road traffic law enforcement

13 December, 2016 – London, U.K.

At an annual awards ceremony, H.R.H. Prince Michael of Kent honored Cambodia's National Road Safety Committee (NRSC) for its robust enforcement of the country's new road traffic law, including the mandatory use of motorcycle helmets for passengers, which has saved lives and prevented serious injuries. Two hundred and fifty-nine fewer road crash-related deaths and 596 fewer injuries occurred in the first 11 months of 2016 compared to the same period of time in 2015.

"Road crashes cause 1.25 million deaths around the world every year and low-income countries like Cambodia tend to suffer the most," H.R.H. Prince Michael of Kent said. "The NRSC's work is a powerful example of positive changes, and has enhanced legislation, law enforcement, and cooperation between public sectors and civil society organizations which could lead to a new innovation. Collaboration as such is a reflection of reason I created these honors nearly 30 years ago."

In 2015, road crashes caused 30 times more deaths than malaria, dengue fever, and landmines combined in Cambodia. The new legislation, for the first time requiring passengers and drivers to wear helmets while travelling, was adopted in 2015 and enforcement commenced in January 2016.

H.R.H. Prince Michael of Kent, a long-time patron of road safety efforts worldwide, presented the award to Samdech Krolahom Sar Kheng, Cambodia's Deputy Prime Minister, Minister of Interior and Chairman of the National Road Safety Committee. Lord Robertson, former chairman of the Commission for Global Road Safety, and Andrew Jones, the British Road Safety Minister, were also in attendance at the ceremony. AIP Foundation, a nonprofit that worked closely with the NRSC in its efforts, was part of the delegation present at the awards. More than 300 others, including award winners and road safety experts from around the world, also joined the annual event.

"Following the implementation of the new law, we have seen encouraging progress toward our goal of halving road deaths by 2020 and saving 7,350 lives in Cambodia. Indeed, such progress was achieved through the participation of a law-abiding majority, which was a result of law enforcement, awareness, and education activities," H.E. Samdach Krolahom Sar Kheng said.

The NRSC leads and coordinates innovative strategies encompassing government, nonprofit, and private sector stakeholders to improve road safety in Cambodia. In collaboration with the NRSC, AIP Foundation launched its *Head Safe. Helmet On.* campaign in 2014, supported by USAID-Development Innovation Ventures, FIA Foundation, and others, to expedite passage of the new law and enhance its enforcement. As a result of the campaign, helmet wearing rates among motorcycle passengers has tripled in target provinces, 349 casualties were avoided, and an estimated 3 million USD were saved.

"With the recent inclusion of road safety targets in the United Nations' Sustainable Development Goals, road trauma has never been more prominent on the international stage," Greig Craft, President of AIP Foundation, said. "I wish to congratulate the NRSC on its contributions to meeting these global goals, and I look forward to continuing to create safe and healthy communities nationwide."

The Prince Michael International Road Safety Awards was organized by RoadSafe, a London-based charitable partnership that brings together representatives from the private sector, government, and road safety community to reduce road crash fatalities and injuries around the globe.

###

#### **About the National Road Safety Committee**

Established in 2006, the NRSC is Cambodia's lead body responsible for improving road safety to prevent injuries, and loss of life and property. The NRSC formulates policy on road safety, and leads and monitors the implementation of related laws and regulations. The NRSC is chaired by the Deputy Prime Minister, Minister of Interior and consists of members from relevant ministries.

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



**For media contact:**

H.E. Mrs. Min Meanvy, Deputy Minister of Public Works and Transport (Secretary of State), Vice Chairwoman, and Secretary General of the National Road Safety Committee

Ministry of Public Works and Transport, Norodom Boulevard, Phnom Penh, Cambodia

Tel: (855)-23 426 640; Email: [meanvy@yahoo.com](mailto:meanvy@yahoo.com)

Pagna Kim, AIP Foundation Cambodia Country Director

#18BEo, St. 348, Tuol Svay Prey I Commune, Chamka Morn District, Phnom Penh, Cambodia

Tel: (855)-12 424 234 or (855)-23 99 6519; Email: [pagna.kim@aipf-cambodia.org](mailto:pagna.kim@aipf-cambodia.org)