THE PROBLEM ON CAMBODIA’S ROADS

- Lives are lost everyday.
- More seriously injured.
- Road trauma accounts for 30x more deaths in Cambodia than Malaria, Dengue Fever, and Landmines combined.
- 71% of road fatalities are motorcyclists.
- 59% of motorcycle fatalities suffer from head injuries.
- 79% of fatalities do not wear helmets.

At project start, Cambodia had no passenger helmet law.

WHAT WE DID

- We partnered with USAID-DIV, The UPS Foundation, FIA Foundation, CDC and Cambodia’s Government to increase passenger helmet use in Cambodia, targeting three provinces:
  - Phnom Penh
  - Kandal
  - Kampot

- Reaching 226,358 direct and over 14 million indirect beneficiaries over two years, with more than 360 mentions of our work in the media.

THE PROJECT WAS ACCOMPLISHED THROUGH THREE COMPONENTS:

School-Based Programs

- Quality helmets and road safety education were provided to:
  - 21,033 students
  - 575 educators
  - 38,788 parents were engaged.

- Average helmet wearing rates across the 18 primary schools increased from:
  - <1% to 75%
  - compared to <1% to 4% in control schools.

Behavior Change Communications

- Our message was broadcast:
  - 400+ times on TV, displayed on over 270 outdoor ads, and viewed 4MILLION+ times online.
  - 302 community activities reached more than 154,000 people.

Enabling Environment Campaign

- In 2015, after concerted advocacy efforts by AIP Foundation and others, a motorcycle passenger helmet law was promulgated.
- In 2016, less than a year later, enforcement commenced nationwide, supported by national and sub-national action plans led by AIP Foundation.

A focus on consistent enforcement was maintained through:
- Engaging 2,660 stakeholders at a national and sub-national level.
- Hosting an international enforcement study tour with national and sub-national traffic police.
- Resulting in over 41,000 fines issued within six months to non-helmeted passengers in targeted provinces.

IMPACT

- Nationally, based on preliminary crash data, non-helmeted deaths and injuries have reduced.
- In our target areas, we estimate that:
  - 349 adults were protected from injuries and/or fatalities and $3,089,316 USD saved.
  - Based on crash reports from our target schools, 332 were saved from potential head injury.

PROJECT INNOVATIONS

- Helmet observations used innovative filming methodology to provide more accurate data.
- Commune Road Safety Working Groups developed:
  - Staff regulations mandating helmet use
  - Helmet fund donation boxes
  - Commitment to allocating budget for ongoing road safety activities
- Our achievements have been recognized at conferences around the world, and the APHA Global Film Festival; used as a Social Impact Investment research case study; and were published in scientific peer-reviewed journals.

THE WORK STILL TO BE DONE:

- Further education and enforcement is needed to increase helmet use - in all locations.
- Child helmet use must be enforced – a staggering 99% of children killed on the road are still not wearing helmets.
- Increased commitment and support from government, community, public, and private sector is needed to save lives and achieve helmet use for all.

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