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AIP Foundation continues to build the next generation of road safety leaders

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Young people are very vulnerable road users. In 2018, 45% of all road fatalities in Cambodia were road users between the ages of 15 – 29. This vulnerability is echoed across the globe, with road crashes the leading cause of early death and years spent living with disabilities for people aged 10 – 24 in 2020. These statistics indicate an immediate need for intervention to instill better road user behavior and practices in young people.

Through the *Safety Delivered* program, AIP Foundation is working to promote better road safety practices with young people. "Youth are the most vulnerable demographic on our roads. *Safety Delivered* program intends to create a change in road safety attitude. That begins by empowering youth to teach themselves and their peers, especially at university. AIP Foundation will give the tools and technical advice so that students can lead this generational change," Mr. Pagna Kim, Country Director of AIP Foundation in Cambodia.

Being aware of the consequences of risky behavior is critical to decrease road crash injuries and fatalities of young drivers. Promoting better road risk awareness and road safety practices is an effective way to create sustainable and lasting change and reduce the tragic impact of roads on Cambodia's youth. The most common actions that lead to road crashes include; speeding, distracted driving, lack of a quality helmet and impairment, often due to alcohol or other drugs.

To ensure the sustainability of the *Safety Delivered* program, AIP Foundation conducted a second Training of Trainers (ToT) program in Covid-19 prevention context with only 20 faculty staffs at 20 universities in Phnom Penh. Faculty staff and other relevant participants received technical skills, materials and knowledge to pass down to their students, and support to serve as positive road safety role models on campus. Participants were able to listen to and learn from previous trainees who have implemented the training activities at their workplaces.

The training workshop used innovative education methods to support the development of a peer-to-peer education model to foster a cultural change in the community that begins at university. Through group collaboration, participants explored strategies to avoid crashes and developed a personal plan to manage risky situations they might encounter on roads.

The training was well-received within the community and on campuses, with support from Cambodia Red Cross and AIP Foundation.

H.E.Sam Sereyvath, high ranking official from Cambodian Red Cross stated, "We must take every step possible to reduce road crashes amongst our youth. The skills and knowledge created through the *Safety Delivered* program will support positive road behaviors for many years to come."

Safety Delivered is supported by The UPS Foundation and implemented by AIP Foundation in Cambodia, India, Myanmar, Philippines, Thailand, and Vietnam. The program aims to reduce road crash injuries and fatalities among vulnerable motorcyclists by working with young drivers to improve their driving behaviors and by increasing child helmet use. In 2019 and 2020 there were 119 Young Ambassadors for Road Safety (YARS), who, through *Safety Delivered*, educated nearly 9,500 university students and presented a Distracted Driving Joint Statement to the Cambodian government and private sector

About AIP Foundation
AIP Foundation is a nonprofit organization dedicated to preventing road injuries and fatalities in low and middle-income countries. For 20 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 or connect with us on Twitter @AIPFoundation.

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