

Prudential and AIP Foundation partner to make roads safer for over 12,000 students for two years

PHNOM PENH (March 25, 2022) – In Cambodia 12% of all road crash fatalities are students and nearly 50% of them are secondary and high school students (RCVIS Annual Report 2019). Students are mostly affected because they are just learning how to ride and sometimes partake in at-risk behaviors such as not wearing helmets. To help reduce these fatalities, Prudential announced today its partnership with the nonprofit organization AIP Foundation to bring the legacy program *Safe Steps* to Cambodia. The guest of honor at the ceremony was H.E Min Meanvy, Secretary of State, Ministry of Public Works and Transport and Secretary General of the National Road Safety Committee.

Safe Steps is an international education campaign, founded through the collaboration of Prudence Foundation which is the charitable arm of Prudential, International Federation of the Red Cross, and National Geographic. The program which runs in several countries across Asia will be implemented in Cambodia by AIP Foundation, starting March 25th, 2022 in Cambodia.

AIP Foundation was thoroughly selected as an implementation partner because of its years of road safety field experience and knowledge. Its proven integrative approach which includes, youth and parents' education, teacher's capacity building, high-quality helmets distribution, school zone modification, and community-driven awareness raising have already produced excellent outcomes for the *Safe Steps* programs implemented in South-East Asia.

H.E. Min Meanvy, Secretary of State, Ministry of Public Works and Transport and Secretary-General of the National Road Safety Committee said: "I warmly welcome the launch of the Safe Steps Road Safety Program in our country. The implementation of this program at proposed program provinces is really on the right target, very important and most efficient. Activities of this program are suitable for the road crash situation in Cambodia that the Cambodian government is trying to prevent and reduce especially on the number of road crash deaths and injuries which have occurred alarmingly after the Covid-19 has been fully controlled and the country has been reopened on all sectors. The NRSC looks forward to working in collaboration with the teams at Prudential Cambodia and AIP Foundation to implement this program."

Mirjam Sidik, CEO of AIP Foundation said: "Human-centric mobility puts us, the road users, directly at the heart of road infrastructure design and decision-making. We are proud to partner with Prudential Cambodia and the Prudence Foundation who share our vision of safer roads for all road users. This shared vision brings us together to save vulnerable lives across Cambodia. It is our responsibility to share road safety tools and knowledge to ensure sustainable behavior change and a future that serves both our youth and their communities."

Press Release



“As one of the largest insurers in the region, we see it as our responsibility to help society make roads safer, especially for young adults. Therefore, we launched the Safe Steps program, a pan-Asian initiative to reduce road accidents among youth. We have been running Safe Steps in Cambodia since 2014, our second year of operations in the Kingdom. It has been highly successful. After a short pause, we were eager to launch the program in Cambodia once again. After a long competitive process, we found such a partner; AIP Foundation. Today I am pleased to announce the launch of the Safe Steps program in Cambodia with them.”

The funds for the *Safe Steps* program are provided by the Prudence Foundation, which aims to support communities in Asia and Africa in helping make roads safer and reducing fatalities.

ABOUT AIP Foundation

AIP Foundation is a nonprofit organization dedicated to preventing road injuries and fatalities in low and middle-income countries. For over 22 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. <https://www.aipfoundation.org/>

For Media Contact
Victoria Jönsson Communications Officer
AIP Foundation
Tel: (+84) 91 598 75 84
Email: victoria.jonsson@aipf-vietnam.org

ABOUT PRUDENTIAL

Prudential (Cambodia) Life Assurance PLC (Prudential Cambodia) began operations in January 2013. By providing tailored life insurance solutions to individuals and families and conducting insurance seminars for the public, Prudential Cambodia helps Cambodians protect and secure their financial futures. Prudential Cambodia is a wholly owned subsidiary of Prudential plc*.

Prudential plc provides life and health insurance and asset management, with a focus on Asia and Africa. The business helps people get the most out of life, by making healthcare affordable and accessible and by promoting financial inclusion.

Press Release



Prudential protects people's wealth, helps them grow their assets, and empowers them to save for their goals. The business has more than 17 million life customers in Asia and Africa and is listed on stock exchanges in London, Hong Kong, Singapore and New York.

Prudential plc is not affiliated in any manner with Prudential Financial, Inc., a company whose principal place of business is in the United States of America or with The Prudential Assurance Company Limited, a subsidiary of M&G plc, a company incorporated in the United Kingdom.

ABOUT PRUDENCE FOUNDATION

Prudence Foundation is the community investment arm of Prudential in Asia and Africa. Its mission is to secure the future of communities by enhancing education, health and safety. The Foundation runs regional programmes as well as local programmes in partnership with NGOs, governments and the private sector in order to maximize the impact of its efforts. Prudence Foundation leverages Prudential's long-term mindset and geographical scale to make communities safer, more secure and more resilient. The Foundation is a Hong Kong registered charitable entity.