

**FOR IMMEDIATE RELEASE**

**Prudential Cambodia, Prudence Foundation and AIP Foundation join hands to empower students from  
Kampot Province in Cambodia to be safer road users**

KAMPOT Province, Cambodia - March 25, 2023

As part of the *SAFE STEPS - Road Safety* programme, with support from Prudential Cambodia , a helmet handover ceremony was held at Hun Sen Trosek Koang High School, with approximately 600 students and 75 teachers attending. The helmet handover ceremony is co-organized with AIP Foundation and in collaboration with the General Secretariat of the National Road Safety Committee, Ministry of Education, Youth and Sports and Kampot provincial partners.

The *SAFE STEPS - Road Safety* programme in Cambodia aims to mitigate risks on the road, by providing students with safety equipment and road traffic education. The event was presided over by H.E Min Meanvy, Secretary of State at the Ministry of Public Works and Transport, and Secretary General of the National Road Safety Committee.

“In order to ensure that the roads of Cambodia are safe for our future generation, we must involve them and encourage active participation from road users towards the respect of the Road Traffic Law and safety measures. The *SAFE STEPS* event today encourages students to raise their voices influencing their peers to wear a helmet, not over speeding, respecting the law and not drink and drive. The first step toward solving the global road safety crisis is to ensure that youth and students are a part of the solution,” shares H.E Min Meanvy, Secretary of State of the Ministry of Public Works and Transport and Secretary General of the National Road Safety Committee.

“We can protect our children from road accidents by having better precautions, education, awareness, and other prevention measures. Such tasks required strong collaboration among all the stakeholders, including the ministry, development partner, private sector, and especially the schools. And I am delighted to witness today's event, a symbol of collaboration from all the relevant actors.” Said Sanjay Chakrabarty, CEO of Prudential Cambodia.

“At Prudence Foundation, we aim to create a better future by building community resilience against life’s risks. Road crashes are the leading cause of death for young people across the world. Through the *SAFE STEPS Road Safety* programme, we aim to equip students with knowledge and skills, and help them becoming responsible road users in the future,” said Marc Fancy, Executive Director, Prudence Foundation.

**Safeguarding young lives on the road across Cambodia**

On their daily commute to get an education, many children are at risk. In Cambodia, students accounted for 12% of all road fatalities in 2019 (RCVIS Annual Report 2019). Among them, nearly one-half of road fatalities affect secondary and high-school students.

This represents a public health crisis that disproportionately affects young people the most. It highlights the urgent need for preventive action. Helmets are a uniquely affordable and effective protection against head injuries on the road. Wearing a quality helmet can reduce the risk of death by 42% and the risk of serious brain injury by 69%. At Hun Sen Trosek Koang High School, 612 students and teachers will receive helmets that make a life-saving difference for the vulnerable school community on their way to and from school.

Throughout the day, students will have an opportunity to reinforce their road safety skills and knowledge with interactive games and fun activities. These include motorcycle driving training for those eligible students aged 15 or above, helmet use training, and further training on understanding speed limits, avoiding distractions, and the importance of pedestrian safety. Students will also participate in a road safety quiz to test their understanding. The program encompasses a holistic approach in which education is key for safe road user behaviors, in addition to the helmet safety component of the program.

#### **A sustainable regional program for road safety**

The *SAFE STEPS and SAFE STEPS Kids- Road Safety* programme is part of the *SAFE STEPS* programme, developed by the Prudence Foundation in partnership with the International Federation of Red Cross and Red Crescent (IFRC), Federation Internationale de l'Automobile (FIA) and Cartoon Network for *SAFE STEPS Kids*. The programme aims to equip millions of children across Asia and Africa with actionable information designed to save lives and create a future generation that is well-prepared and resilient to life-threatening situations. To date, the programme has been deployed across Asia and Africa. This is the second year the *SAFE STEPS - Road Safety* programme has been implemented in Cambodia through AIP Foundation.

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#### **About Prudential Cambodia**

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 an affiliated company 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.



### **About Prudence Foundation**

Prudence Foundation is the community investment arm of Prudential plc in Asia and Africa. Its mission is to create a better future for communities by making them safer and more resilient to life's risks. The Foundation runs regional programmes as well as local programmes in partnership with NGOs, governments and the private sector in order to maximise 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.

For more information please visit: [www.prudencefoundation.com](http://www.prudencefoundation.com)

### **About AIP Foundation**

AIP Foundation is a nonprofit organization dedicated to preventing road injuries and fatalities in low and middle-income countries. For over 24 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. <https://www.aipfoundation.org/>

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