

# A MULTI-TARGETED APPROACH: IMPROVING ROAD SAFETY KNOWLEDGE OF STUDENTS, PARENTS, AND THE COMMUNITY

## AUGUST 27, 2014

---

There are many opportunities over the summer for students, parents, and community members to exercise the road safety knowledge that they gained from AIP Foundation's school year activities. In June, July, and August 2014, AIP Foundation organized several road safety awareness events in Cambodia.

### Students

Thanks to your support, AIP Foundation's *Helmets for Kids* project in Cambodia reached 2,760 primary school students at three schools in Kandal and Kampong Speu provinces. These children received high-quality helmets and road safety education. The results from this project surpassed expectations, with average helmet use rates across the schools surging from nearly zero to 86 percent by the end of the school year. Students had opportunities to practice their road safety knowledge by participating in interactive activities led by traffic police. These activities equipped children with life-saving skills and prepared them to be safer road users.



*A senior traffic police officer from Kandal Province explains the importance of helmet use.*

## Parents

A forum titled “My mom and helmet use” took place at Wat Preah Put Primary School to motivate mothers to educate their children on road safety. At the forum, fifty mothers were educated on the consequences of road crashes and how helmets protect individuals from preventable head injury and death. Mothers expressed their concerns and shared their stories on helmet safety. At the end of the forum, parents pledged that they would remind their children to always wear a helmet when traveling via motorcycle or bicycle.



*A mother expresses her thoughts on the reasons why children do not wear helmets.*

## The Community

Engaging the public is an important part of AIP Foundation’s advocacy efforts. AIP Foundation staff and volunteers reached hundreds of people in the surrounding communities of the Wat Preah Put Primary School. Materials were developed and distributed to educate community members on the importance of wearing a helmet and the dangerous traffic situation in Cambodia. Posters were hung strategically in popular communal areas. Volunteers informed the community of the upcoming traffic law, which will make helmet use mandatory for all passengers. AIP Foundation is placing great effort in advocating for this law.

## Moving Forward

With your continued support, AIP Foundation can persevere towards reducing the detrimental, yet preventable number of head injuries and fatalities that plague Cambodian children. Please contact Chelsea Gaviola (Development Coordinator) from AIP Foundation at [chelsea.gaviola@aipf-vietnam.org](mailto:chelsea.gaviola@aipf-vietnam.org) with your ideas on how we can work together to boost awareness and attract more champions to this cause.