

Youth Association for Human Resource Development

Report

**Road Safety Awareness Campaign on
“A Helmet, Save a Life” And
“Seek Support for a Quick Passage New Road Traffic Law”
From 27th to 29th, May 2014
In Kampot Province.**



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I. Problem Statement

Road safety has remained a critical issue in Cambodia. The country's economic development has led to continuous improvement of the national road network (which allows speed increases) and exponential growths of the number of vehicles (particularly motorbikes) owners in both urban and rural areas. The number of road crashes, fatalities and disabilities is alarming. The annual economic cost of road crashes in 2012 was equal to USD329 million, an increase of 6% compared to the cost in 2011. 4,250 crashes and 15,615 road crash casualties were reported in 2012. Among them, 1,966 were fatalities (an average over of 5 fatalities per day). Motorbike riders involved the highest percentage (68%) of all casualties, 50% of fatalities affected people aged between 15 and 29 years old they are primary school students, high school students and university students. 66% of the fatalities of motorbike drivers and passengers suffered from head injury in the crashes. **(Annual Report of RCVIS 2012).**

It is estimated that by the year 2020, the number of road traffic fatalities will increase to 3,200 in Cambodia if there are not interventions. The Royal Government of Cambodia has committed to reduce the amount of traffic accidents by implementing a national Road Traffic Law with support from the United Nations. The number of road traffic crashes can be reduced if citizens and all institutions (governments, private institutes, national-international organizations and humanities organizations, etc.) understand and abide by the law, the law if effectively enforced and precautions are taken by road users. The road traffic law was approved by the government in 2007 and enforced from 2009 by the Ministry of Interior. However, the law has limited provisions to address road crashes and has been poorly enforced. In 2011, the government with the technical support from development partners such as CRY, the road traffic law was amended to include increased penalties and provisions for passenger helmet use. The revised road traffic law has been finalized, but is pending approval from the Council Ministers Office before it can be submitted to the Cambodian Parliament for the passage.

Currently, There are some INGO and NGO's are working on road safety sectors such as the National Road Safety Committee (NRSC), World Health Organization (WHO), Global Road Safety Partnership (GRSP), Handicap International (HI), the Cambodian Red Cross (CRC), Asia Injury Prevention Foundation (AIPF) and Coalition for Road Safety (CRY). Those NGO's are working toward changing behavior and attitude of road users through awareness campaigns by conduct presentation and used social media and working with government on traffic law amendment and law enforcement in order to reduce road crash in Cambodia. Most of them are working in Phnom Penh, Seim Reap, Kampong Cham, Takeo, Kandal, Battambang, but they are not working in Kampot province. Often we have seen the students has met road traffic accidents while driving motorbike, bicycle to school, especially the school along national road such Preach Samphea High School, Chum Kreal Secondary School and Kampot Krong Secondary School. Most of them have used motorbike and bicycle as a main transportation go to school. Among them there are small amount of student was wearing a helmet among drivers and passengers. The education and law enforcement should be working together at the same time in order to make effectively of promoting road safer in Cambodian. To be a part of involve with road safety, the Kampot Community Group will be organizing an awareness campaign on helmet use and seeking support of passage new road traffic law as soon as possible in three schools in Kampot province.

II. Objectives of the Campaign

- To raise awareness on the importance's of helmet use and how to wear a helmet properly among secondary and high school students in Kampot and encourage motor rider and passenger to wear a helmet properly while driving on the road.
- Seeking support on passage new road traffic law as soon as possible from secondary and high school students.

III. Expected Results

- The students will gain knowledge about the importance, advantage of wearing a helmet and disadvantage of not wearing a helmet and how to wearing a helmet properly.
- The students will adapt to manual of wearing helmet step and increase wearing helmet rate among driver and passenger in the school after the campaign.
- At least 300 students will be support of passage new road traffic law as soon as possible.

IV. Target Schools

There are three schools have been targeted for conduct road safety awareness campaign such as Preah Somphea high school, Chum Kriel secondary school and Kampot Krong Secondary school, because those schools are located along the main road with busy traffic and high risk area.

V. Sponsors

The road safety awareness campaign could happen and have been done with the financial supported and materials supported from five sponsors as below:

1. Kampot Community Group (KCG) has provided financial support for organizing road safety awareness campaign.
2. Global Road Safety Partnership (GRSP) has donated 48 helmets.
3. Coalition for Road Safety (CRY) has donated 4200 helmet leaflets.
4. Cambodian Red Cross (CRC) has donated 50 road safety T-Shirts, 100 road traffic law books and 6 banners of seek support for a quick passage new road traffic law.
5. Handicap International (HI) has donated 10 road safety T-Shirts and 500 helmet leaflets.

VI. Results of the Road Safety Awareness Campaign



The students come to get information about helmet use

As planned, Youth Association for Human Resource development (YAHRD) was conducted road safety awareness campaign on "A Helmet, Save a Life" and Seek Support for a Quick Passage New Road Traffic Law in three schools such as 1). Preach Somphea High School, 2). Kampot Krong Secondary School and 3). Chum Kriel Secondary School. There were 1800 students (900 students of Preach Somphea High School, 600 students of Kampot Krong Secondary School and 300

students of Chum Kriel Secondary School) has got informations and gained knowledge about the advantages of wear helmet, disadvantages of not wear helmet and how to wearing a helmet properly which educated by the road safety volunteer group through small group discussion with students in the break time, leaflets, question and answer program and practicing how to wear a helmet properly during the road safety awareness campaign on “A Helmet, Save a Life” And Seek Support for a Quick Passage New Road Traffic Law. Also, the knowledge of helmet use, the students will apply for their real practice and share to their friend and family.

Especially, the campaigns have generated voice support from the students for a quick passage new road traffic law by a sign on the banner. As result. There were 400 students have been signed on the banner to support for a quick passage new road traffic law. Also, the voices supported by the students will show to government with another voice support from the public that collected by NGO’s in order to show their concern and want government speed up for new road traffic law process and passage new road traffic law as soon as if possible. If the new road traffic law passed as soon as, it could save Cambodian lives and economic cost a lot caused by road traffic accidents.



Student signed to support for a quick passage new road traffic law

VII. Problem and Challenges

- Lack of road safety awareness for students in Kampot province and low wearing helmet rate among motorbike drivers and passengers.
- The students have limited knowledge about road safety.
- Have a limited budget for organizing road safety awareness campaign.

VIII. Lesson Learnt

- Road safety support group has played an important role for road safety awareness campaigns. This group will play a role in the next road safety campaign and program in Kampot province in the future.

IX. Suggestion

- Government agency, NGO’s and donors who are working on road safety sector should consider to providing more support as financial and technical support for road safety education and awareness at all levels of students such as primary, secondary and high school student. Because, it could be a good way to build foundational of road safety knowledge of young generation in the future.