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Manulife Cambodia and AIP Foundation provide road safety protection and education to Cambodia's most vulnerable communities in Banteay Meanchey

BANTEAY MEANCHEY PROVINCE, Cambodia— November 25, 2021

Manulife Cambodia has joined hands with the **AIP Foundation** to donate close to **900 helmets** to students and teachers at **O Ambel Primary School** in Banteay Meanchey Province as part of this year's **Helmets for Families (HFF)** program.

Since the reopening of all schools nationwide from November 1, this donation takes place at the right time as children will be protected when traveling to and from school with quality helmets and road safety training through this program implementation.

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Despite the introduction of a universal helmet law in Cambodia in 2015, none of the students surveyed at O Ambel Primary School wore helmets, according to AIP foundation. Approximately 70% of students commute by motorcycle or bicycle at O Ambel Primary School. In addition, the majority of students at O Ambel are from low-income local families, making buying a helmet for their children mostly unaffordable for parents.

H.E **Ly Sary**, Deputy Governor of Banteay Meanchey remarked, "O Ambel is located in a high-risk area along National Road 5. The density of traffic, particularly during the commute to and from school, leave our students, teachers and parents extremely vulnerable to road crashes. This is evidenced by the fact that 15 students and five parents have been involved in serious road crashes near this school during the last few years."

Her Excellency **Min Meanvy**, Secretary of State of the Ministry of Public Works and Transport and Secretary General of the National Road Safety Committee, commented, "I am grateful for the support that has been provided by the AIP Foundation and Manulife Cambodia for the **Helmets for Families** program since 2012. This year, we chose O Ambel Primary School in Banteay Meanchey because of the high number of teachers and students commuting to the school by motorcycle and are yet not wearing helmet, making helmet protection critical. Together with the donation of helmets, the program also conducts road safety education and awareness activities with teachers and parents, either in-person or online (due to COVID-19). These are key to encouraging greater road safety. I urge all children, parents and teachers to wear a helmet at all times to prevent from head injuries."

Mr. Kim Pagna, AIP Foundation Country Director in Cambodia, said, "The **Helmets for Families** program is an effective program to increase helmet use – the best method of reducing road injuries. The program combines prevention with action, providing road safety education to reduce the chances of a road crash by encouraging safer behavior in the next generation of road users."

Mr. Justin Helferich, CEO and General Manager of Manulife Cambodia, said, "We are privileged to be part of a program that protects Cambodians and leads to safer communities. The evidence is clear using helmets saves lives and prevent serious injuries. A quality helmet reduces the risk of serious head injuries by 69% and death by 42%. Since 2012, schools participating in the **Helmets for Families** program have seen a significant increase in helmets usages. Last year, Onlong Vil primary school in Battambang Province increased their helmet use from 1% to 93% after implementation of the program and we hope to see a similar increase in O Ombel primary school. As schools around the country re-opened, we are honored to continue being a part of this program which is in line with our vision of building a better future for Cambodian families."

The **Helmets for Families program**, which has operated in Cambodia since 2012, has provided almost 8,000 quality helmets to students, teachers and parents most in need. The program has delivered road safety education and skills to 6,128 students, 301 teachers and 10,847 parents across Cambodia. More than 170 children have been saved from serious head injury through the program.

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