CAMBODIA PROFILE

POPULATION (2010): 14.1 million
INCOME GROUP (2010): Low
ROAD TRAFFIC DEATHS PER 100,000 PEOPLE (2009): 12.1
NUMBER OF REGISTERED VEHICLES (2010): 1.7 million

HEADED IN THE RIGHT DIRECTION

In late 2011, members of the RS10 team in Cambodia successfully advocated for road safety laws requiring that children wear helmets when riding as passengers on motorcycles. This same legislation increased fines for road traffic violations by between 5 and 7%.

THE WAY FORWARD

In 2012 and 2013, RS10 will work in six provinces in Cambodia to address two key risk factors that contribute to road traffic fatalities and injuries. Lives will be saved by increasing helmet use among motorcycle riders and passengers and by reducing the incidence of drink–driving.

LIVES AT RISK IN CAMBODIA

In a country where the number of registered vehicles has increased by more than 140% over the past 5 years, the number of road traffic fatalities has doubled during the same period of time.

In Cambodia, road traffic crashes kill more than 1700 people each year, with more than 60% of those deaths involving riders of motorized two- and three-wheeled vehicles. Three-quarters of these motorbike fatalities are a result of serious head injuries. In 2009 Cambodia increased the enforcement of existing traffic laws, including the law requiring motorcycle riders to wear helmets. In 2011 the helmet wearing rates were 50% during the day (among drivers and passengers in Phnom Penh, Kandal, and Kampong Speu), but helmet wearing among drivers during hours of darkness was lower for both drivers and passengers of motorcycles.

A goal of the RS10 programme in Cambodia is to increase helmet-wearing rates overall, with a special focus on night time wearing.

RS10 IN SIX PROVINCES:

In Cambodia, RS10 is working in:
- Battambang
- Kampong Cham
- Kampong Speu
- Kandal
- Phnom Penh
- Siem Reap

The combined population of these focus provinces is around 6.3 million.

RS10 CAMBODIA’S GOALS

The goal of RS10 Cambodia in 2012–13 is to increase helmet-wearing through enhanced enforcement, social marketing and legislative action as well as to reduce drink–driving through increasing user’s knowledge and enhancing enforcement of laws.
THE APPROACH

- Enhanced enforcement of existing laws.
- Social marketing and awareness raising among target populations.
- Improved advocacy, legislation and regulations in relation to helmet wearing and helmet standards.
- Improved capacity of the National Road Safety Committee (NRSC) to effectively manage road safety.

advocating for and supporting the development of legislation that includes mandatory helmet use for passengers; and

increasing public awareness about Cambodia’s new passenger helmet law.

REDUCE DRINK-DRIVING THROUGH:

- building police capacity to enforce drink-driving laws;
- distributing breathalyzers where they can make the most significant difference;
- implementing standard checkpoint operating procedures;
- implementing social marketing messages and improving drink-driving advertisements;
- training journalists to report on road safety, not just road traffic crashes; and
- engaging local nongovernmental organizations to advocate for legislation changes.

INCREASE HELMET WEARING THROUGH:

- building police capacity to enforce helmet-wearing and implementing helmet checkpoints;
- changing motorcycle rider and passenger behaviour through a social marketing campaign that highlights the consequences of not wearing helmets;

OVERALL (DAY-TIME AND NIGHT-TIME) MOTORCYCLE HELMET USE IN SELECT DISTRICTS, KAMPONG SPEU, KANDAL AND PHNOM PENH, CAMBODIA, 2011–2012

Source: Johns Hopkins International Injury Research Unit and Handicap International Belgium; unpublished data

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- Ministry of Health
- Ministry of Public Works and Transport
- Ministry of Education, Youth and Sport
- Phnom Penh Municipal Police
- Handicap International Belgium
- Cambodia Red Cross

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