

Transferring road safety knowledge from road safety specialists empowering peer influencers in Cambodia: turning adversity into success during the pandemic

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Key Findings

- During a global pandemic, international good practice can be transferred to achieve positive road safety interventions.
- Strong leadership and motivation combined with the enthusiasm of youth provides a fertile foundation for community engagement in road safety programs.
- Social media, especially Facebook and Tik Tok has been a suitable tool to promote road safety messages and reach local communities during the Covid-19 outbreak.
- Collaboration between youth groups, Government and Civil Society Organisations has been demonstrated as a beneficial partnership in the delivery of key road safety messages.

Abstract

During the global pandemic, an international road safety on-line collaboration between Australia and Cambodia was initiated to design, develop and deliver a virtual training course in June/July 2021. Ten highly experienced Australian and Cambodian road safety practitioners voluntarily combined with the enthusiasm and dedication of 53 committed Cambodian young peer influencers to achieve highly productive results. In the month following the training sessions, the youth syndicates produced promotional leaflets, banners, infographics and 10 short videos to deliver tailored messages to over 26,000 community members in villages and cities in Cambodia. The communications media included Facebook and TikTok as well as workshops and direct messaging at vaccination points. This program epitomises what can be achieved with the goodwill of road safety professionals using an international network to combine with enthusiastic, dedicated and committed youth peer influencers, all within a framework of voluntary community services. Actions, outcomes and the impact of this knowledge-transfer and youth empowerment initiative is presented as an example of a successful road safety intervention.

Keywords

Youth empowerment; road safety knowledge transfer; peer influencers; virtual training; on-line collaboration.

Introduction

The Covid-19 pandemic in its universal travel restrictions has presented challenges in establishing and maintaining good practice in road safety reform and road trauma

reduction. Conferences, meetings and workshops have been limited to "virtual" engagements using electronic platforms. To overcome the challenges and maintain

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momentum, an international on-line knowledge-transfer program with action-based outcomes was initiated between Australia and Cambodia.

Pre-pandemic, opportunities for international knowledge transfer were limited to Cambodian youth attending national conferences with international guest speakers or those international experts specifically commissioned to work on specific programs within the provinces. Programs did not have the combined expertise, collective reach or immediate impact of the initiative presented. This initiative considered the hiatus and developed a multi-disciplined informative training regime.

Highly experienced road safety specialists from Australia in collaboration with Cambodian road safety specialists voluntarily delivered key and critical interactive presentations to 53 enthusiastic youth *peer influencers* from Cambodia during June and July 2021. These *virtual training* workshops were followed by a month of action-based assignments for the nine youth syndicates to design, develop and deliver practical road safety programs within their province. The syndicates then regrouped to present their activities and findings to the specialists demonstrating the challenges, achievements and future commitment to continuing their road safety initiatives.

The results demonstrated the value of this intervention whereby foundational knowledge was provided on-line to combine with enthusiastic and dedicated youth as a conduit to achieve positive outcomes. This presents as an inspiration to both Cambodia and Australia and a reference case for other countries to mirror as a partnership program to save lives.

Background

The International Safety Foundation Inc. (ISF) in collaboration with Cambodia Safety Solution (Camsafe) and the Union Youth Federations of Cambodia - Svay Rieng Province (UYFC Svay Rieng) with official cooperation of the Cambodian road safety authorities combined to collectively develop and facilitate the administrative arrangements. The Cambodian authorities were the National Road Safety Committee, the Provincial Road Safety Committee, the Ministry of Interior and the Ministry of Public Works and Transport.

The target province was Svay Rieng, a small lowland province and economic zone in the southeast of Cambodia and an important border entrance from Vietnam. It contains an active transportation route along the main National Highway No 1 through its largest provincial city of Bavet.

Since 2019, the UYFC Svay Rieng has actively initiated and established volunteer youth groups to work on road safety promotion in communities and schools within the province. Projects have focused on helmet wearing,

speeding and drink driving in the provincial towns and large district centres, including Bavet. The UYFC Svay Rieng project team has built a collaborative association with civil society organisations such as CamSafe and the various government agencies such as the Department of Road Safety and the Ministry of Public Works and Transport. As a matter of practice, experiences are exchanged and resources shared with these agencies to implement productive activities within Svay Rieng. This structured foundation was a key driver in this reform initiative.

Road trauma in Cambodia

While road trauma is a growing problem worldwide, Cambodia, as a developing nation, is experiencing significant public health problems with increasing crashes, fatalities, injuries and disabilities. According to the Cambodian Road Crash and Victim Information System, from 2009 to 2019, the number of fatalities increased by 25%, while the population increased by only 17%. In 2019, the fatality rates per 100,000 population and 10,000 registered vehicles were 13.2 and 5.1 respectively. Tragically, vulnerable road users accounted for most of the fatalities, with motorbike riders being 75% and followed by pedestrians at 9%. With an average of 5.4 lives lost on the roads daily, road crashes have become the 6th leading cause of death in Cambodia. Serious injuries and permanent disabilities add to the substantial personal, family, community and economic burden (National Road Safety Committee, 2020).

Cambodian youth as peer influencers

In Cambodia almost 80% of the population are younger than 45 years (Population Pyramid, 2021). This has been the tragic aftermath resulting from the Khmer Rouge regime ruling over executions, starvation, disease and overwork during 1975-1979. As a consequence of this population anomaly, depicted in Figure 1, the Cambodian youth play a very important role in every sector of the development of the nation. Those aged 15-44 years old account for 48.5% of the population and have become the most active participants in development and reform. Conversely, the youth age group, being the most vulnerable, accounts for 70% of road crash fatalities. Targeting youth as project implementers, peer influencers and role models is one of the most effective and powerful approaches identified to reach their fellow community members.

It is noteworthy, and especially in Cambodia, that youth empowered organisations can provide powerful advocacy in road safety reform (Shuey, Mooren and King, 2020). Influential organisations include Cambodia Safety Solutions, Camsafe, AIP Foundation Young Ambassadors for Road Safety and Cambodia Red Cross Youth.

In Svay Rieng, the UYFC has organised youth foundation structures in all districts and provincial cities. These youth

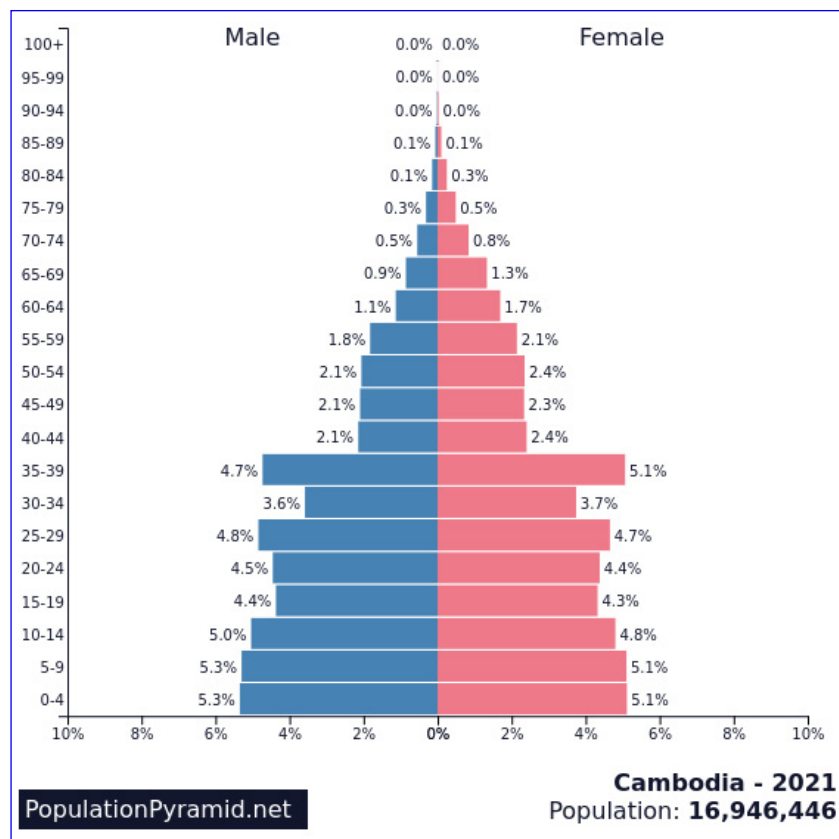


Figure 1. Population pyramid Cambodia 2021.
<https://www.populationpyramid.net/cambodia/2021/>

have been actively involved in many development sectors, including the recent COVID-19 prevention and vaccination programs.

Methodology

This study is presented as a good practice model, describing an actual project from initiation, design and development, through to its implementation and evaluation. The paper reports the *'Actions, Outcomes and Impact'* of the initiative including the perspectives from presenters, participants and organisers as well as the lessons learned. While most of the participants were conversant with English, voluntary interpreters were used to facilitate the clarity of discussion.



Further, the term 'youth' is collectively used to describe young members of the UYFC aged between 16 and 35 years old. While this expression for youth may appear atypical to Western Society, the UYFC, as with the other youth volunteer organisations in Cambodia encourage membership for volunteers, such as university students and graduates and those with the propensity to act as influencers to assist the general population in the development and improvement of critical social issues.

The project was provided as a framework for capacity building and continuous improvement. A strategic focus was maintained to ensure productive outcomes which could be evaluated. For continuity, some of the processes are detailed within the project description rather than being duplicated within the methodology.

Virtual Training Course

Training objectives

The training program aimed to strengthen youth understanding of the global and regional overview of road safety and major risk factors in Cambodia. The program enabled participants to adapt key road safety concepts from Australian road safety specialists into their local context of Svay Rieng province through developing small action projects which were implemented as part of the program and following the training workshop sessions.

Format and duration

The training program was delivered online via Zoom to 53 participants during June/July 2021. Eight Cambodian supervisors were an integral component of the program to guide participants and monitor outcomes. Participants were all volunteer members of UYFC Svay Rieng, university students or graduates, aged between 25 and 35 years old

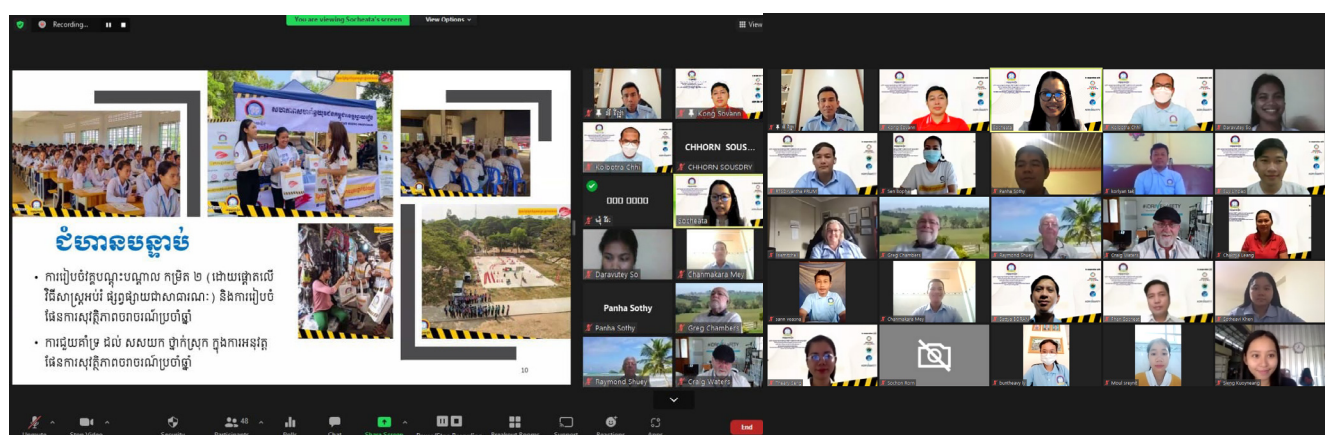


Figure 2. Virtual training program in operation

and from various cities and villages within Svay Rieng Province. Also included were staff from the Road Safety Department of the Ministry of Public Work and Transport and representatives from CamSafe. Figure 2 depicts screen shots of the virtual training showing presentation slides, organisers, presenters and participants.

The main training sessions were organised in three half days, with participants being divided into nine syndicates for breakout workshops. After the final training session, participants submitted their plans and action projects for the training organisers to review and provide comments. The syndicates were then provided a month to implement their plan in their city and district areas in Svay Rieng Province, and the Cambodian Capital of Phnom Penh. The fourth session was organised as a presentation segment to allow each group to present their project results to the Road Safety Specialists, after prior approval of the training organisers. A presentation of certificates by a representative of the UYFC-Svay Rieng and a closing ceremony followed.

Summary of Australian and Cambodian Presentations

The first training session was designed to equip participants with a general overview of the international concepts and the approach to road safety reform particularly within the context of Cambodia. This foundational information included the topics of *Safe System Approach*, *Vision Zero* and the *Decade of Action*. The focus was to provide an understanding of the holistic framework of road safety so that knowledge could be implemented at the local level in such a way as to maximise the benefits of partnerships and community engagement.

Two engaging representatives from the Fit to Drive Foundation then facilitated discussion on the critical issues of peer influencers and youth empowerment. This was an important peer-to-peer association on their parallel roles in road safety, presenting ideas for the participants

to understand how their roles can contribute to improving road safety in their communities. The participants were divided into three groups to discuss how those experiences in Australia can be applied in Svay Rieng, particularly identifying with the practical roles of Australian youth. Following this session, each city/district team was required to complete their first group assignment. This was to align the key Australian road safety experience with the local road crashes and fatalities context in their district, and identify issues and actions that could be adapted into their local areas.

From an observational perspective, the similarities of the Australian Fit to Drive Foundation focus and that of the UYFC Svay Rieng objectives were remarkable. It is an encouraging demonstration of youth empowerment as peer influencers, separately established in different countries. Further, it presented as an example of transferring knowledge peer-to-peer internationally and converting that knowledge into local context.

The second training session included an overview of road safety and road trauma in Cambodia. It then focused on the use of *coaching* as a preferred driver education model to ensure engagement and understanding of those receiving any messages. The session included the critical role of using data and evidence for effectiveness of road safety interventions.

The session also introduced a fresh approach of “*RoadSet*” provided by the Australian Road Safety Foundation (ARSF) explaining effective strategies for delivering messages to youth. The participants were then divided into groups to identify the most relevant Australian experiences in those four presentations and how they can replicate them in their local areas. Then, the participants worked with their group members (composed of representatives from Svay Rieng and Phnom Penh teams) to draft their action project by proposing one or two key factors and list the activities and expected results. From this assignment, they also learned how to use their local available data to support their proposed intervention and present their basic project indicators.



Figure 3. Syndicate members delivering key messages at vaccination centres in Chan Trea District

Concepts of public awareness campaigns and safe engineering solutions were introduced in the last training session. It allowed participants to learn about an overview of safe road network and road improvement upgrade practice in Australia as well as key communication and marketing in road safety, including youth involvement in Cambodian road safety campaigns during the last 10 years. The group work during the session helped to identify and select one key risk factor. The proposed activities, monitoring and evaluation tools were then rearranged to suit the risk factor. After the training session, each group worked to refine their action project and re-submit, before proceeding to their implementation strategies over the next month. Due to the COVID-19 outbreak in the provinces, by necessity, most of the proposed activities were delivered via social media (Facebook and Tik-Tok).

Most groups well understood how to target specific key risk factors using the available data in their local areas. Consequently, drink driving, helmet wearing, compliance with traffic signs and safe use of road lanes were selected as priorities. All syndicates adapted their promotional activities into a series of social media posts. These included captions with infographics and video posts in their Facebook and TikTok accounts.



Figure 4. Syndicate representatives during the production of road safety videos in Svay Teap District.

It is of note that one of the syndicates took an opportunity to support the organisation of COVID-19 vaccination programs in their area and promote key road safety messages during the process. This is a clear example of local initiative. Villagers who were waiting for their turn to receive the vaccination were informed about helmet wearing and safe road user behaviours through promotional leaflets, banners and audio announcements. Another syndicate applied the training sessions by organising a workshop with their UYFC Svay Rieng commune members. Figure 3 depicts syndicate members delivering key road safety messages to community members waiting at vaccination centres.

Within a month, 10 short videos were produced, in addition to existing infographics that were shared by the Phnom Penh teams. The reach of these organised events and programs including Facebook and posts were viewed and participated in by 26,000 people. Figure 4 depicts syndicate members during production of their road safety videos.

Program activities

Table 1 summarises the key topics, activities and results of the action projects that were implemented by the nine

Table 1. Distribution and reach of the nine syndicates throughout cities and villages

Syndicates	Topics	Activities	No. Like	No. Share	No. Views	No. Videos
1. Svay Tiep	Drink driving Safe road user behaviours	Facebook: Video posts	193	187	6,500	2
2. Svay Chrum	Drink driving	Facebook: Video posts + Question and Answers (Q &A)	200	115	1,200	1
3. Chan Trea	Helmets Safe road user behaviours	Facebook posts Promotion at COVID-19 vaccination centres	427	87	6,000	N/A
4. Romdul	Helmets	Training sessions to UYFC commune team	Number of participants: 37			
5. Rormeas Hek	Helmets	Facebook + TikTok	342	121	3,397	2
6. Kampong Ror	Traffic Signs	Facebook: Q&A	50	50	4,000	N/A
7. Bavet	Safe road user behaviours	Facebook: caption + infographics	200	50	N/A	N/A
8. Svay Rieng city	Road lane discipline	Facebook + TikTok + Instagram	269	67	2,060	1
9. Provincial Team	Helmets	Facebook + TikTok: Videos + Q&A	247	101	2,933	4
Total			1,928	778	26,090	10

syndicates throughout cities and villages within the Province and the Capital city, Phnom Penh. It is important to note that each syndicate comprised UYFC Svay Rieng team members, a government official and a civil society team member from Phnom Penh. They shared their experiences and worked together virtually during the project development and implementation.

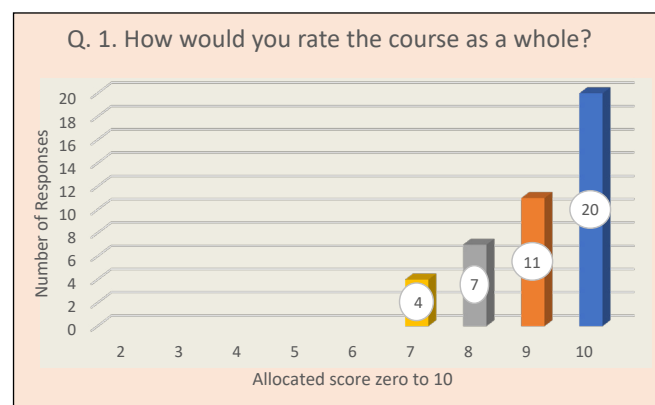
Evaluation of activities – Monitoring and Evaluation

A holistic approach has been adopted for the evaluation to incorporate the broad range of perspectives from the organisers, presenters and participants. Pre and post self-assessments were conducted with the participants using Google Forms. This involved designing a set of questions and uploading them to the Google Form. A link was sent to all participants to complete based on their self-assessments (pre-test and post-test, before and after the training session).

Assessments illustrated very positive feedback on the overall training session, including the organisation, procedure, presentations, group discussions and assignments. Most of the participants rated from 8 to 10 (score: 1 is the lowest, 10 is the highest). Figure 5 provides

an example of participant responses. The sample graph shows that 20 participants (47.6%) of the 42 respondents rated the course 10/10.

In addition, participants expressed their increased knowledge on the key topics including local and national road crash data, safe road user behaviours, safe system approach, decade of action and vision zero, public awareness strategy, peer influencers and youth empowerment. This assessment of ‘increased knowledge’

**Figure 5. Example graph of participant responses**

was a self-assessment in the post-test questionnaire. While this is a subjective evaluation with limited value, the action outcomes and expressed commitment to future activities bear testimony to a focus on continuous improvement.

Eighty-eight per cent of participants strongly rated the top scores to present their commitment and confidence in promoting road safety behaviours in their local areas. Their commitment can be noticed through their active participation in their group works and action projects, which have reached 26,000 people in their province. They needed to work together to identify local resources to support their action project implementation, and noteworthy without financial support from the training organisation team.

Feedback from presenters following the participant presentations of their activities and achievements

Commentary from the presenters provide an insight into their motivation to contribute as well as the rewards experienced from delivering the program. It is evident from these comments that the intangible benefits were in appreciating that their voluntary contribution made a difference in supporting a road safety program in another country. These messages have universal application, being provided by specialists with diverse backgrounds and experience in road safety reform.

We need to continue to strengthen the understanding about global road safety amongst young people. More importantly, we need to empower the next generation of road safety leaders and equip them with the skills and knowledge to find new solutions to help reduce road trauma. The key to improve road safety outcomes in LMICs such as Cambodia, rests in their capability and capacity to facilitate change and engage their communities. (Specialist in youth empowerment programs).

The road safety challenges facing Cambodia are immense as in other LMICs, particularly in ensuring the safety of communities and vulnerable road users as roads are improved and motorisation increases. It is evident that the participants' engagement and commitment can make a significant contribution to overcoming these challenges within their communities. (Specialist in road safety engineering).

The heavy reliance of the future of road safety being safer roads and safer cars will not result in realistic short term road safety outcomes in LMICs. In those countries, behavioural change is the key to short term outcomes and programs such as this, mobilising the youth as road safety advocates, provides the basis for achieving generational change in attitudes towards road safety and high-risk behaviours. (Specialist in international road policing).

As a trainer, it was so rewarding to hear about the creative and professional adaptations of the principles imparted in real life road safety initiatives carried out in Cambodia after the training was provided. It was a good model for future capacity building. (Specialist in road safety and communications).

Road safety is a community issue that requires a community response. Everyone plays a part and has a shared responsibility to keep each other safe. (Specialist in peer training and empowerment for young drivers).

Regardless of where in the world you live, road safety is a vital issue and the opportunity to share peer-to-peer across nations is a wonderful initiative. (Specialist in peer training and empowerment for young drivers).

Engaging the community is a proven method of imparting knowledge and is a foundational element to achieving a culture of road safety. It is rewarding to experience this in action in Cambodia. (Specialist in international road safety).

Observing the training, managed by peers in their native language is enlightening to see processes and knowledge from theory to practice achieving significantly higher and longer-term benefits. (Driver coaching and training specialist).

Reference quotes from participants

It was considered equally important to seek representative commentary from participants, independent of the evaluation survey. Two sample responses are provided.

"After participating in this training, I got many main clues to help my community to reduce road crashes and I was grateful. We commit to change our mindset and attitude to be a hero to save everyone's life". So Daravutey, UYFC-Svay Rieng.

"I am delighted to be part of the training. I have learnt road safety concept and I will apply it to improve road safety knowledge of our local people, including youths, particularly on helmet wearing, drink driving". Mom Ley, UYFC-Svay Rieng.

Critical observational commentary was expressed by a senior Cambodian road safety official,

"The training sessions helped us to learn road safety experiences from Australia and improve road safety action plan and skills of our team to reduce road crashes in Cambodia". Vantha Prum, Director of the Road Safety Department, Ministry of Public Work and Transport.

This latter endorsement is highly valuable in support of the goodwill of Australian contributors and more importantly as encouragement to the broader youth volunteer network operating throughout Cambodia working to save lives on the road network.

Syndicate reports

Each of the nine syndicates was required to provide a written report on their actions, activities and outcomes. The reports were presented in a PowerPoint format that included their project objective, timeframe, project partners, activities, results and their next steps. Appendix A presents an example of a syndicate report, whereby the sequencing and structure of activities and outcomes are outlined.

Closing ceremony and presentation of Certificates

A closing ceremony was organised around two months after the last training session to allow participants to work in groups, finalise their action plans and implement their project in Svay Rieng Province. Each group submitted their report in a PowerPoint presentation, two days prior to the ceremony and were allocated seven minutes to present their project. Their presentations became the tools to exchange their experiences and share their approaches and results with other groups. This was a key learning attribute for sharing ‘what works’ with other colleagues and learning from each other.

The closing ceremony helped to emphasise the need for road safety interventions in Svay Rieng as well as the important roles of the UYFC Svay Rieng teams and their commitment to road safety. The chairman of the UYFC Svay Rieng, Mr. Dy Vichea, summarised these attributes and benefits. At the end of the ceremony, certificates of completion and contribution to the training program were handed (virtually) to the participants and all national and international speakers.

Lessons Learned

The development and organising of this program were initiated with the goodwill, cooperation and networking of international road safety practitioners. There were, however, lessons learned to streamline future programs. These are outlined:

- It was the first time that the youth groups have learnt how to develop simple road safety action plans. These were adequate to be implemented in the short time allocated as a pilot phase being about one to two months in their local areas. There are areas for improvement to enhance the action plans into a semi-annual plan. Therefore, the action plan session is to be included in the next phase.
- Based on the action of project development, the youth have expressed their positive motivation in implementing road safety promotional campaigns in their local areas. They also needed to identify local resources to produce promotional materials. The training organisation team has taken this lesson into consideration and will play a role in conducting

fundraising to support the implementation of their next action projects.

- Due to the time constraints, the action plans were not reviewed by the Australian experts. It would be crucial to arrange this engagement by encouraging the youth groups to develop their action plan in English PowerPoint presentations and submit to the Australian experts for their input. This would help to significantly improve the content of the plans as well as a motivation factor to build better confidence among those provincial youth.
- More objective evaluation criteria are to be developed for future programs including longitudinal assessments.

Impact

Road safety initiatives, interventions and activities require continuing messaging, communication, partnerships, cooperation and coordination especially focused on community engagement. An ideal measure of success requires dual consideration, firstly on the level of impact/ learning on the youth participants and secondly, the converted impact on the Cambodian drivers individually and collectively. While difficult to quantify, the initial figures bear testimony to a successful program. That is, 10 road safety specialists volunteered their time to deliver a series of on-line knowledge transfer workshops to 53 volunteer peer influencers in Cambodia. This resulted in the planning, development and delivery of tailored messages to over 26,000 community members in Svay Rieng.

The objectives in strengthening youth understanding of the major risk factors in road trauma have been met, together with the confirmation that participants can make a difference in a strategy towards a culture of safety within the community. The ability to measure the correlation between continued activity and road trauma reduction is the longer-term objective. This is scoped as the next phase whereby the participants will develop small road safety action plans for their districts, focusing on public awareness campaigns being community based with social media options. Overall, the program is a clear demonstration of ‘community engagement’ at the coal face where it counts.

Conclusion and Next Steps

The training sessions demonstrated an example of virtual knowledge transfer on-line from international experts to local youth in a Cambodian province during a global pandemic. Further, international good practice can be transferred to achieve positive road safety interventions in another country. It enabled local youth to capture and understand implementation strategies, analyse their local context and apply their strategies efficiently.

Strong leadership and motivation, combined with the enthusiasm of youth provides a fertile foundation for community engagement in road safety programs. Through the motivation from their top leader, these youth have proved their ability and enthusiasm to identify feasible actions to reach their peers, using their local resources. They have proposed social media, especially Facebook and Tik Tok as a suitable tool to promote road safety messages and reach local communities during the Covid-19 outbreak. These tools require minimal financial resources; however, they need a commitment of time allocation in groups discussing, designing and following up with their peers.

Our youth today – our leaders tomorrow

In addition, the joint training sessions achieved fruitful collaboration between the youth groups, Government officials and Civil Society Organisations. This has been demonstrated as a beneficial partnership in the delivery of key road safety messages. The group assignments and action projects allowed them to apply the training content and exchange their capacity and resources virtually to implement their projects.

The training sessions served as a foundation course for the UYFC Svay Rieng's youth. Following their commitment and motivation, further training sessions will be organised. Figure 6 depicts two of the syndicates during their activities.

The follow-up will include more comprehensive sessions to enhance UYFC Svay Rieng knowledge and skills. Based on a preliminary needs assessment, the specific topics on how to organise public campaigns through community-based and social media promotions will be prioritised in the next phase. It is anticipated that Australian expertise in this campaign promotion strategy will be engaged and transferred to the Svay Rieng teams.

The training session will also include how to develop local action plans, which will help to ensure effective implementation of the campaigns in their local areas. The youth will be divided into groups to develop their local action projects and present them during a pitching session, which will allow a group of judges to identify the most relevant and effective approach for the upcoming campaign. The UYFC Svay Rieng management team will also identify potential funding sources to support the campaign implementation.

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Figure 6. The syndicates in action during the program in Svay Teap district, Svay Rieng Province.

Policing Network; Dr Lori Mooren, Founder and Principal, Safety and Communications Pty Ltd. and member of the UN Road Safety Collaboration; Engineer Greg Chambers, Founder and Principal, Context; Meas Chandy, Senior Program Coordinator, CAMSAFE, Cambodia; Vantha Prum, Director of the Road Safety Department, Ministry of Public Work and Transport; UYFC Svay Rieng team.

Author Contributions

This paper is a collegiate contribution by all authors with the drafting undertaken by Dr Ray Shuey in Australia and Dr Socheata Sann in Cambodia. This followed the collection and collation of the source material by Kolbotra Chhi and Sovann Kong who were both instrumental in the administration and coordination of the program in Cambodia. All authors have read and agreed to the published version of the manuscript.

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Human Research Ethics Review

The project did not involve reporting on any specific human behaviours. Specifically, the program activities and processes were designed to achieve road safety outcomes.

Data Availability

The source data is held by Svay Rieng, Union Youth Federation of Cambodia and can be validated through contact with the authors.

Conflicts of Interest

The authors declare that there are no conflicts of interest to declare.

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Appendix A: Syndicate report example

Project Team: Prum Vantha, So Daravutey, Sim Sreynit, Rorn Sochorn, Ly Buntheavy

Topic: Helmet wearing promotion via social media

Project Objectives:

- To promote helmet wearing among motorbike passengers and drivers and increase helmet wearing rate to 90%
- To contribute to reducing head injuries in Svay Rieng provincial town

Project time frame: Jul-Aug. 2021

- 30 July, 2021: Promoted first video, focusing on impacts of not wearing helmet and head injuries
- 04 Aug. 2021: Promoted second video, featuring importance of helmet wearing
- 06 Aug. 2021: Announced the first helmet Q&A competition to encourage audience to respond to the campaign question: what is the advantage of wearing a helmet?
- 11 Aug. 2021: Promoted the third video on how to choose a good helmet
- 11 Aug. 2021: Announced the second helmet Q&A competition on how to choose a good helmet
- 12 Aug. 2021: Promoted helmet penalty
- 13 Aug. 2021: Announced the third helmet Q&A competition on what is the penalty of not wearing a helmet

Project partners:

- Department of Public Works and Transport, Ministry of Public Works and Transport
- Provincial Department of Public Works and Transport
- Provincial police department

Project activities:

- Produced materials: videos and prizes, posters, infographics for social media promotion
- Promoted the materials through Facebook and TikTok

Key Results:

- TikTok promotion: Followers: 53, Like: 247, View: 2337, Comment: 18, Share: 23
- Facebook promotion: Reaction: 596, View: 279, Comment: 166, Share: 78
- Participations from audience on Q&A competitions
- Increased knowledge of participants and social media audiences
- Contributed to helmet wearing rates and reducing head injuries

Conclusion and Next Step:

- Increase public awareness campaigns in high-risk areas
- Strengthen law enforcement on helmet wearing
- Increase community based and social media promotion