



Youth looking beyond disaster forum 4 (LBD4) action plan

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“Youth and Road Safety”

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Introduction

- The numbers of traffic accidents increases every year in the world and these accidents kill and injure millions people
- Traffic accidents killed more than five people every day and injured an average of 40 per day in 2011, costing Cambodia more than \$310 millions[\[1\]](#)
- Road traffic accidents are a major issue in the Kingdom of Cambodia[\[2\]](#)
- Together we can reduce the traffic accidents



Problem Statement

- The increase of vehicles in Cambodia
- Alcohol issue
- Excess speed
- Lack of awareness
- Lack of knowledge or driving without driving license
- Punishment from the law
- Lack of maintenance of road, bridge...



Planned Activities

- Creating a website to provide information mentioned above
- Integrating social media to spread those information
- Network of victims of traffic accidents
- Dialogue with law enforcement and relevant government agencies



Objective

- Raising awareness of the road traffic accidents through website
- Involving youth to reduce the road traffic accidents
- Providing information about traffic accidents and how to reduce traffic accidents
- Promoting legal framework related to traffic
- Providing basic information for the first aid and emergency number



Time Frame (2014)

Activities	Time
Planning and Team-building	April - May
Website Design & Development	June - August
Information Entry	August - September
Online	Mid - September onwards



Estimated Budget (USD)

Activities	Time
Web Design & Development	1200\$
Operational Cost	100\$
Advertise the website	200\$
Total	1500\$



Further Detail and Follow Up

- Weekly update on website
- Daily update on social media
- Articles in newspapers, magazines, etc.
- Conducting workshops at primary, high school, and university



Target Partners and sources of funds

- Friends
- Students & Education Institution
- NGOs and Government
- International Institution
- Advertisement on the Website (Not impacting the health)
- Victims and families



References

- Cover Photo <http://www.fotopedia.com/reporter/stories/E9gSP7u5ad4/view>
- [1]
<http://www.phnompenhpost.com/national/road-deaths-still-rise>
- [2]http://www.who.int/violence_injury_prevention/road_traffic/5year_strategy/en/travis_annualreport_execsum.pdf



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