

In focus: Reframing Road Trauma in Australian Media

In a first for Australia, Injury Matters has collaborated with the Road Safety Commission WA to launch the new Reporting Road Traffic Incidents Resource to support journalists, media professionals and media content creators to continue to grow a shared understanding of best practices while reporting on or sharing content relating to road traffic incidents.

Injury Matters Chief Executive, Sandy Lukjanowski said, “This resource seeks to support content creators and media consumers to produce or access potentially sensitive content safely.”

“We support accurate, rounded views on the prevalence and scale of road traffic incidents that further support improved road safety outcomes and shared responsibility for safety on our roads. By normalising the impact road traffic reporting may trigger for some while prioritising help-seeking information or services within or directly after the report, media can continue to support their audiences,” Ms Lukjanowski said.

Held at Ambrose Estate, the event launched the new resource while acknowledging the upcoming World Day of Remembrance for Road Traffic Victims this Sunday.

“Road traffic incidents are a frequent occurrence in Western Australia and place a significant burden on the WA community. Media personnel and road safety professionals have a powerful role in educating and driving societal change to improve safety outcomes,” Ms Lukjanowski said.

Injury Matters was joined by Road Safety Commissioner, Adrian Warner, and lived experience presenter, Louise Clarke, to reflect on the effects of road trauma and how the media impacts the recovery journey.

“Injury Matters encourages everyone reporting on road traffic incidents in WA to consider their influence with audiences and join us in reducing the impact of road trauma on the WA community,” Ms Lukjanowski said.

“Promoting help-seeking information on road traffic reports and monitoring your own mental health when addressing distressing incidents is vital to creating a safe media environment for all Western Australians,” Ms Lukjanowski said. Find the guide and other resources at www.injurymatters.org.au/news/media/reporting-road-traffic-incidents

This week we announce the Road Trauma Support ‘Six Supportive Steps’ campaign, in the lead up to the World Day of Remembrance for Road Traffic Victims this Sunday. The ‘Six Supportive Steps’ campaign aims to help people who have lost a loved one to road trauma, to prepare for and cope with the holiday season, and make sure West Australians know Road Trauma Support WA is here year-round with free, no-referral road trauma resources, counselling, and support.

Using actionable tips and strategies, the ‘Six Supportive Steps’ campaign will run from World Day of Remembrance for Road Traffic Victims on Sunday, 20 November through the end of December, with each week focusing on one of six supportive steps; Remember, Acknowledge, Plan, Take Time, Support, and Act. Find out more at <https://www.injurymatters.org.au/six-supportive-steps>

Road Trauma Support WA is delivered by Injury Matters and funded by the Road Trauma Trust Account with contract management by the Road Safety Commission WA. If you or someone you know has been affected by road trauma, contact Road Trauma Support WA on 1300 004 814 or visit www.rtswa.org.au

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For further information, interview, and photo opportunities, contact Ashleigh Kostecki, Communications and Marketing Coordinator, on 6166 7688 or communications@injurymatters.org.au.