Reporting on road traffic incidents

The media has significant power to educate the public about social issues and drive change, which can have positive and negative consequences on road safety in WA. **Be part of positive change in the media with these simple steps as you report on road traffic incidents.**

If you or anyone you know has been affected by a road crash, contact Road Trauma Support WA on 1300 004 814.

Help Seeking Information
List at least two crisis support services in any news article, which is selected based on the mode of communication and topic at hand.

Describing the Road Incident
It is vital that all reports of road traffic incidents are presented in context, only include information known to be accurate and provide a balanced portrayal of the incident.

Language
It is important to consider the language used and how it may be interpreted by the audience.

Use of Imagery
While images may appear generic or dated to you, they may be readily identifiable by those involved or their loved ones. Photos and video footage should not be published or broadcast before all families involved in the road traffic incident have been notified.

Interview and Consent
Informed consent should be obtained from an appropriate contact of the individual/s involved in the road traffic incident before identifying those involved.

Comments from Experts
The inclusion of expert comments from individuals who specialise in the relevant field, can assist you in interpreting data providing context to the causality of the incident.

Story Prominence
Adequate length and placement of the road traffic report is important. Short duration or inferior placement can appear as an afterthought, which undermines the severity of the issue.

Looking After Yourself
Reporting road traffic incidents can be distressing, and it is important to safeguard your wellbeing and look out for one another in the workplace.

For more details on how to report on road traffic incidents, scan the QR Code

injury matters

Road Trauma Support WA

www.injurymatters.org.au