

New campaign helps support road trauma grief

Injury Matters, through Road Trauma Support WA, has launched a new six-week online campaign to help people who have lost loved ones support themselves or others during the holiday season.

Using actionable tips and strategies, the 'Six Supportive Steps' campaign will run from today, as the World Day of Remembrance for Road Traffic Victims, through until the end of December, with each week focusing on one of six supportive steps:

- Remember
- Acknowledge
- Plan
- Take time
- Support
- Act

Launching the campaign, Injury Matters - General Manager-Recovery Support, Christine Smith, said that while it was important to talk about road safety and driving safely in the lead up to the holidays, supporting those who have been affected by road trauma was sometimes overlooked.

"If you've been affected by road trauma, this time of year can bring a range of emotions – anxiety, guilt and painful feelings, mixed with positive or happy moments," Ms Smith said.

"We want to help people prepare for and cope with the holiday season, and make sure Western Australians know we are here year-round with free, no-referral road trauma information, support and counselling."

"Anyone can get involved in the campaign, and it's as easy as sharing our supportive tips on your social media feeds each week, publishing an article in your organisation or community newsletter, or downloading the Six Supportive Steps Digital Resource Kit from our website," she said.

Follow Road Trauma Support WA on Facebook and Twitter or download the Six Supportive Steps Digital Resource Kit from www.rtswa.org.au.

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.

Injury Matters recognises that stories about road crashes can adversely impact those previously affected by another trauma. We request you acknowledge this and encourage you to include details for support services available, not only for this launch but for any future road stories.

Suggested wording: '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.'

Ends

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