

For immediate release

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Remembering Lives Lost: Road Trauma Support WA Launches New Campaign following World Day of Remembrance

November 19 marks the World Day of Remembrance for Road Traffic Victims 2023, recognising the far-reaching impact road trauma has on individuals, families, communities, witnesses, and emergency and medical personnel.

Over 130 people have lost their lives on WA roads in 2023, with countless more seriously injured and affected. This year's message, *Remember, Support, Act*, reminds all road users of their role in keeping our roads safe in remembrance of those lost or injured.

Injury Matters General Manager – Recovery Support, Christine Smith said “The impacts of road trauma can be long lasting and can bring a range of emotions – anxiety, guilt and painful feelings, mixed with positive or happy moments. These mixed feelings can be confronting, concerning and uncomfortable –there are steps you can take to manage them, regardless of how long ago your experience was,”

In recognition of this day, and in the lead-up to the holiday season, Road Trauma Support WA is launching its annual campaign, Six Supportive Steps.

“This campaign aims to help people impacted by road trauma who are grieving the loss of a loved one support themselves or others during the holiday season,” Ms Smith said.

Ms Smith noted the campaign's actionable tips and strategies within the six supportive steps: remember, acknowledge, plan, act, support, and take time.

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

Anyone can get involved in the campaign by sharing the supportive tips on social media each week, publishing an article in organisation or community newsletters, or downloading the Six Supportive Steps Digital Resource Kit from the Injury Matters website.

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

Injury Matters recognises 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.’

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.

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For further information, interview, and photo opportunities, contact Ashleigh Kostecki, Communications and Marketing Coordinator, on 08 6166 7688 or communications@injurymatters.org.au.