

# Reframing crash reporting in news media

Transportation and public health professionals have an important role to play in building public support for addressing road injuries and deaths as a preventable public health crisis. Use the following strategies to change the narrative:

## How to reframe the message



**1. Choose your target message** that reinforces the Safe Systems approach (e.g., risk of speed, separating users in space and time, vehicle design).



**2. Appeal to people's concern for others** by highlighting the human toll of such tragic events. Acknowledge the harms caused to loved ones and the larger community.



**3. Provide context** to frame traffic injury as a broader pattern of harm. Speak to the extent of the problem and risk factors that go beyond individual responsibility.



**4. Inspire "can-doism"** by emphasizing that the problem is something that can be addressed, is preventable, and would benefit everyone. Highlight any local efforts to prevent serious crashes.

## How to engage with news media and the public



### **Be a resource.**

Notify your communications team or local journalists that you're willing to speak on traffic injury.



### **Create your own content.**

Anticipate events, large projects, holiday travel, etc. to share info with the public. Pitch stories, write press releases, and use social media to build support for addressing the problem.



### **Make a plan.**

Add a communications agenda item to regular meetings. Identify relevant messages and have a procedure for what will be done and who will be responsible.