

TRAFFIC CRASHES

REPORTING ON ROAD SAFETY
AS A GLOBAL HEALTH CRISIS



Internews
Local voices. Global change.

3,500
DEATHS EVERY DAY

BY 2030, ROAD TRAFFIC INJURIES ARE EXPECTED TO BE THE FIFTH LARGEST CAUSE OF DEATH WORLDWIDE.

1.3 MILLION PEOPLE ARE KILLED EVERY YEAR



90% OF DEATHS AND INJURIES ARE IN THE POOREST COUNTRIES



which have **ONLY 48%** of the world's registered vehicles

WHO GLOBAL STATUS REPORT ON ROAD SAFETY 2009

LEADING KILLER OF **CHILDREN** OVER AGE 5

20-50 MILLION INJURED AND CRIPPLED EVERY YEAR

* DATA PROVIDED BY DR. BELLA DINH-ZARR, ROAD SAFETY DIRECTOR, FIA FOUNDATION

COSTS AN ESTIMATED USD **\$518 BILLION** ANNUALLY

Exceeding the total amount received in development assistance, about \$65 billion, in low-and middle-income countries.

THE PROBLEM

ROADS ARE THE SINGLE LARGEST KILLER OF YOUNG PEOPLE IN THE WORLD, killing more 5-14 year olds than malaria, diarrhoea and HIV/AIDS combined. Each year, an estimated 1.3 million people are killed in traffic crashes around the world and another 20-50 million are injured. That's 3,500 people killed a day from road traffic crashes. By 2030, road traffic injuries are expected to be the fifth largest cause of death globally.

The impact is tremendous...not just for the individual but for families, their communities and ultimately for society as a whole. Internews believes that the media can play a pivotal role in increasing awareness, shaping policy and changing behaviour around this public health crisis. Internews has already begun work to inspire, educate and motivate journalists around the world, particularly those from the worst affected countries.

Over 90%, or approximately 1.2 million, of these car crash deaths occur in low-income and middle-income countries, placing a significant strain on already overburdened health systems and communities. Framing road traffic injuries as a public health issue helps to highlight the debilitating effect these injuries can have on victims, their families and nations as a whole. Healthcare professionals, policy makers, innovators and implementers from throughout the developing world are challenging mainstream ideas to raise the level of attention – and action – about the world's roads and the public health crises happening on them.

"Road traffic crashes are a public health and development crisis."

MARGARET CHAN, DIRECTOR GENERAL
WORLD HEALTH ORGANIZATION

"IN THE WORLD HEALTH ORGANIZATION'S WORK WITH THE **MEDIA** IN VARIOUS COUNTRIES AROUND THE WORLD, **INTERNEWS** HAS BEEN A **KEY PARTNER** IN HELPING US TO INFORM JOURNALISTS ABOUT THE **GLOBAL ROAD SAFETY CRISIS**, WHAT WORKS TO PREVENT ROAD TRAFFIC CRASHES, AND THE **MOST RELIABLE** SOURCES FOR DATA AND INFORMATION TO ENHANCE THEIR COVERAGE OF THIS ISSUES."

**DR. ETIENNE KRUG, DIRECTOR
WORLD HEALTH ORGANIZATION
DEPARTMENT OF VIOLENCE AND
INJURY PREVENTION AND DISABILITY**

INTERNEWS SOLUTION: WHAT CAN THE MEDIA DO?

ROAD TRAFFIC IS OFTEN COVERED IN THE MEDIA AS AN EVENT

– not as an enormous drain on a country's health resources or a leading killer of its citizens. By framing traffic safety as a health story, journalists have the opportunity to impact the way these stories are told, and potentially help shift policy and public reaction.

Traditionally, development investments in the media have relied on paid messaging, using media as a conduit, rather than a partner. Little is done, however, within the public health framework to develop capacity of local media professionals in the developing world to report on such issues. Mass media is a critical facilitator and amplifier for communication campaigns. Well educated journalists, trained on how to effectively report on road crashes, will continue to produce accurate and compelling content throughout their career.

“Journalists play a key role in promoting road safety; they can advocate for political will to tackle the issue as well as specific measures towards better laws, safer roads, and more responsible behaviors.”

DR. ETIENNE KRUG, DIRECTOR WORLD HEALTH ORGANIZATION DEPARTMENT OF VIOLENCE AND INJURY PREVENTION AND DISABILITY

The media has tremendous power to influence social change – reporting on policies and government action on such things as creating and enforcing speed limits, seat belt and drunk driving laws; spending on infrastructure projects and even street lighting; the massive cost



to already overburdened health care systems; and the loss of productivity in society due to millions of injuries.

Internews' work in health media development across the world, including in such places as Nigeria, Ethiopia and Kenya, has shown that media development interventions can contribute to policy changes and accountability and can mobilize communities towards better health outcomes. The media plays a vital role in communicating health information that can help save lives – and this includes behavior and attitude around traffic crashes and road safety.



“In India, we lose about 400 lives a day in road accidents. It has the maximum share in accidental deaths in our country. The more we write ... it will help create more awareness.”

DIPAK DASH, INTERNEWS FELLOW AND JOURNALIST, TIMES OF INDIA, INDIA

INTERNEWS AND THE DECADE OF ACTION FOR ROAD SAFETY 2011 – 2020



INTERNEWS HAS BEEN CONDUCTING RESEARCH and working directly with journalists from around the world on the subject of traffic safety and road crashes since 2011. This work is in direct response to the Decade of Action for Road Safety 2011 – 2020, a global plan put together by the United Nations and other stakeholders. Its aim is to reduce the number of fatalities – potentially

5 million lives could be saved, 50 million serious injuries avoided and \$5 trillion saved over the decade.

As well as the Decade for Road Safety, Internews is focusing on the worst affected countries, known as Road Safety 10 or RS10: Brazil, Cambodia, China, Egypt, India, Kenya, Mexico, Russian Federation, Turkey and Vietnam.

“From my point of view, covering road safety issues is one of the top vital range topics in my country since there are traffic problems such as crashes, injury and death every day.”

BANUNG OU, INTERNEWS FELLOW AND JOURNALIST, PHNOM PENH POST NEWS, CAMBODIA

MEDIA COVERAGE IN KENYA: A CASE STUDY

INTERNEWS IN KENYA PARTNERED with WHO to conduct an in-depth study on the coverage of road traffic safety in two newspapers with the highest circulation – The Standard and The Daily Nation. The findings of this research were striking:



3%
Only 3% of the stories mentioned the issue of **PUBLIC HEALTH IN RELATION TO TRAFFIC CRASHES.**



15.4%
The tone of the stories was also measured, Internews examined whether the news was optimistic, neutral or ambiguous, pessimistic or advocating for change. Only 15.4% of the stories printed **ADVOCATED CHANGE.**



63.7%
63.7% OF THE STORIES USED NO STATISTICS AT ALL, suggesting that road safety and related stories incorporate less information from secondary sources.

STARTING THE DISCUSSION: ENGAGING EDITORS

KENYA RECORDS MORE THAN 3,000 ROAD CRASH RELATED DEATHS every year. To minimize the number of deaths on Kenyan roads, parliament decided to amend the traffic bill to enhance the penalties for various traffic offences and to abolish the Traffic Police Department in order to vest enforcement of traffic laws and regulations on all police officers.

Internews and WHO held a roundtable with editors, lawyers, journalists and representatives of the Kenyan Ministry of Health and Sanitation to discuss media coverage of road safety and to provide journalists with knowledge, resources and tips to write about the issue.

“Journalists training is very important ... it will help the journalist to go beyond the normal reporting and look at other essential issues such as the causes, effects and possible solutions ... and be able to relate the issue to the individual, the society and the government to prompt proper initiatives to address the problem.”

SAMUEL HINNEH, INTERNEWS FELLOW AND JOURNALIST, THE DAILY DISPATCH, GHANA

PARTICIPATING EDITORS CHALLENGED INTERNEWS IN KENYA AND WORLD HEALTH ORGANIZATION (WHO) TO HELP ESTABLISH A PERMANENT FORUM THROUGH WHICH JOURNALISTS CAN REGULARLY ENGAGE ON ROAD SAFETY REPORTAGE, SO AS TO IMPROVE THE OVERALL COVERAGE OF THIS IMPORTANT ISSUE.

INTERNEWS PARTICIPATION: SAFETY 2012 CONFERENCE

WITH FUNDING FROM THE WORLD HEALTH ORGANIZATION, Internews selected nine journalist fellows from some of the world's most dangerous countries with regard to road injuries and deaths, to attend the 11th Annual World Conference on Injury Prevention and Safety Promotion in New Zealand in October 2012. The journalists travelled from Bangladesh, Brazil, Cambodia, China, Egypt, Ghana, India, Kenya, and Vietnam, to learn and report about the importance of road safety as a global public health issue and effective ways of reporting on injury, trauma and other related issues. Journalists had the opportunity to learn from international experts in the field including from WHO, the Johns Hopkins Bloomberg School of Public Health and the University of Otago.

The journalists gained many new and diverse skills: how to better understand of existing road safety legislation in their own country, how to access the most up to date evidence, how best to use data and statistics,

how to cultivate reliable sources. They devised and shared ideas for stories with new angles and an developed an understanding of how to write investigative and analytical article stories on road safety whilst not losing sight of the very personal and often tragic human stories.



SAIFUL ISLAM BANGLADESH

Saiful Islam is an award winning health journalist from Bangladesh and has been working for the BSS News Agency for over a decade. With a Masters in public health and philosophy, he has dedicated his career to covering science, environment and health issues. He also founded the Health and Environment Journalist forum in Bangladesh (HEJFB). Saiful has made it a personal priority to focus on important issues facing his community in the field of health and environment.



ANDRÉ MONTEIRO BRAZIL

After completing a journalism training program at Folha de Sao Paulo, a major local newspaper, André was hired to work as a full time reporter at the Daily Life Desk focusing on issues such as police and law enforcement, traffic, public health and education. He typically develops statistic heavy stories, analyzing large databases to extract compelling information for a story. In collaboration with colleagues, André has published prize winning stories evaluating the public school system in Sao Paulo and the dynamics of violence in the city.



BANUNG OU CAMBODIA

Banung Ou is a freelance journalist for the Phnom Penh Post News Paper and a senior at Royal University's Department of Media and Communication in Phnom Penh, Cambodia. Ou's past experience includes working as a script writer for a legal drama at the Women Media's center of Cambodia, a non-government TV and radio station, and working with BBC radio programming in the country. She is eager to continue developing her professional skills in the media and communication field and has already participated in a number of media trainings in Vietnam, Thailand, Sweden and Germany.



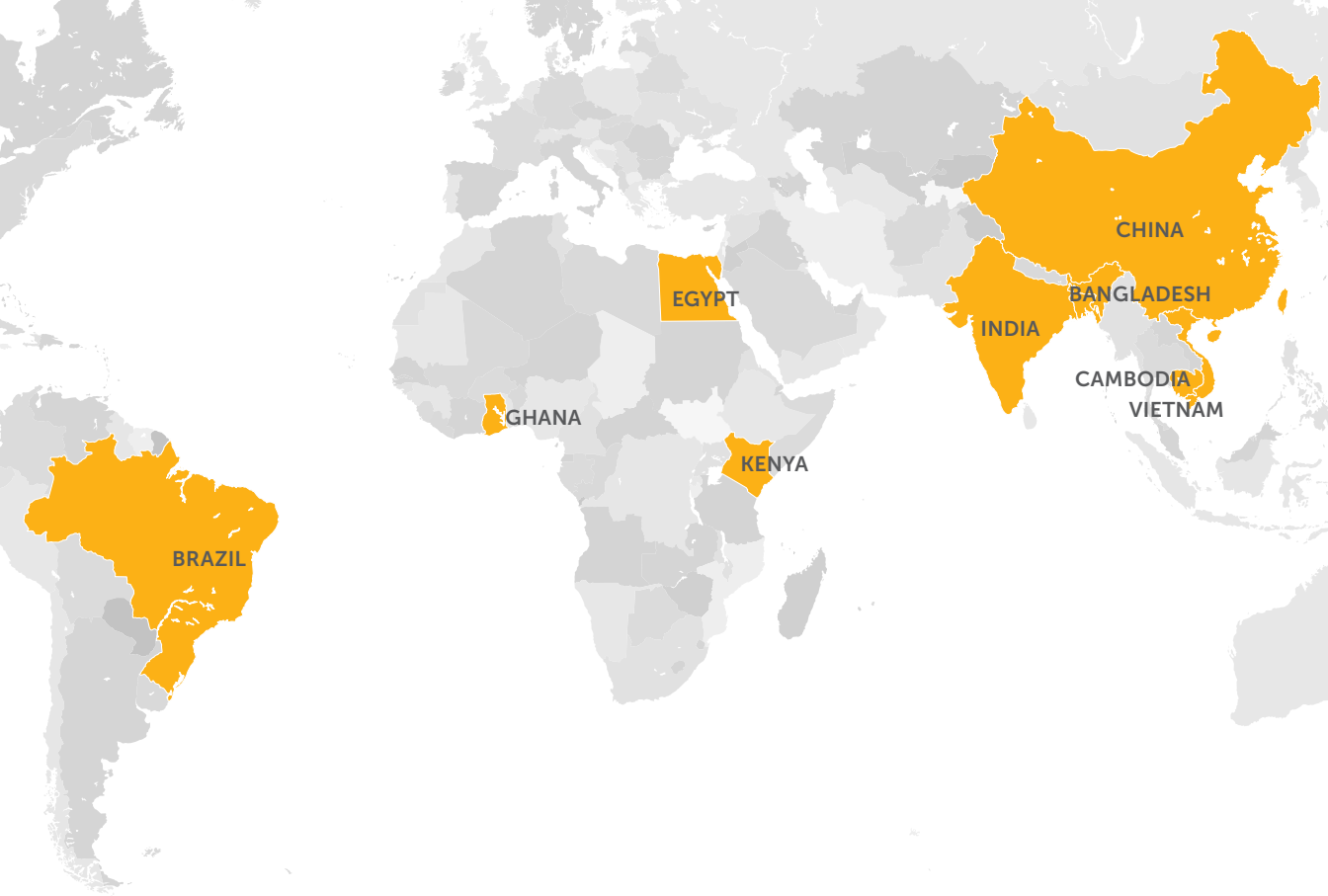
WEI OUYANG CHINA

Wei Ouyang has been working at the Shenzen Special Zone Daily since the mid-1990s. She is currently working in the Sports, News and International news departments. She is the chief editor for the international news page. Wei has gotten the opportunity to travel abroad to cover stories and has made it a priority in her career to cover international public health issues for those in her local community. She often translates interesting or important articles into Chinese so that people from the local community, particularly in rural areas, have access to international news.



NESMA NOWAR EGYPT

Nesma Nowar is a journalist at the Al-Ahram Weekly, Egypt's number one English-language newspaper and also works as a part time business writer for their English language news website. During her career, she has written many features and stories on economic issues. Nesma has aspired to be a journalist since childhood and believes that the media plays a critical role in achieving stronger democracies.



SAMUEL HINNEH

GHANA

Samuel Hinnah, a graduate of the African College of Communications in Ghana with a degree in communications, currently works at Allied News Limited as a full time journalist and publisher of the Daily Dispatch Newspaper. The Daily Dispatch is the leading political and research based newspaper in Ghana and there Samuel reports on science, development and technology issues. Recently, he was awarded the Africa Means Business Fellowship funded by the Thompson Media Foundation and Bill and Melinda Gates Foundation.



DIPAK DASH

INDIA

Dipak Dash began his career in journalism in the late 1990s and joined the Times of India, the world's largest selling English newspaper, in September 2006. His primary focus is on the infrastructure, including roads, highways and ports. Road safety is a particular interest of Dipak's as it is an issue that affects a significant portion of the Indian population. India has one of the highest incidences of road fatalities in the world. Dipak strongly believes that wide publicity of road accidents, their causes and awareness programs can have a greater impact on road users.



CAROLE MUCHERU

KENYA

Carole Mucheru is a Radio journalist with over 10 years of experience in program production, news reporting and editing. Throughout her career she has covered a wide range of topics from health to human rights and science. Carole has participated in Internews trainings in the past, most recently she attended a science journalism training hosted by Internews Kenya. When she's not working, Carole enjoys spending time with her young two daughters.



MINH THI LUONG

VIETNAM

Minh Thi Luong is a social affairs reporter and sub-editor for the Viet Nam News, an English language daily publication. Her favorite subjects to report on are public health, employment and government policies. She believes that the media should be proactive in covering important health and safety issues and plays a vital role in educating the public on these subjects.



Internews

Local voices. Global change.

INTERNEWS IS AN INTERNATIONAL NON-PROFIT ORGANIZATION

whose mission is to empower local media worldwide to give people the news and information they need, the ability to connect and the means to make their voices heard.

Internews provides communities the resources to produce local news and information with integrity and independence. With global expertise and reach, Internews trains both media professionals and citizen journalists, introduces innovative media solutions, increases coverage of vital issues and helps establish policies needed for open access to information.

Internews programs create platforms for dialogue and enable informed debate, which bring about social and economic progress.

Internews' commitment to research and evaluation creates effective and sustainable programs, even in the most challenging environments.

Formed in 1982, Internews is a 501(c)(3) organization headquartered in California. Internews has worked in more than 70 countries, and currently has offices in Africa, Asia, Europe, the Middle East, Latin America and North America.

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