

MANIFESTO FOR JOURNALISTS

The media should be encouraged to promote a new road safety culture.

Media should provide full and accurate information and advice regularly and frequently about road crashes and victims and should influence responsible driving.

The public should become aware of the full extent of the consequences and suffering after a road traffic crash - not to forget seriously injured victims - as well as of the consequences for the offenders.

The media should inform of the costs to society of road casualties and the impact on victims' families and friends.

Casualty statistics should be announced regularly and, in such way, as to draw attention.

Make sure to publish the correct data (name, place, etc), have requested permission from the victim and/or the family to publish pictures of the crash, and respect families' intimacy.

When interviewing a victim, understand that it is difficult to expose such a painful part of life and therefore be very respectful towards them. It would be appreciated to agree on the content of the article.

Media should be encouraged to participate to lifelong road safety education including information on the law and penalties for law breaking.

Advertisers should be encouraged to take part in road safety campaigns and not promote speeding and power of cars and warn of dangerous and possible consequences for vulnerable users.

For all:



In social media everybody should respect privacy and not publish pictures from the crash scene.

One should always use the wording 'crash' or 'collision' instead of accident, because a road crash is not a fatality... .

All should consider road violence as a societal problem like all other types of violence, in order to raise awareness of the huge devastation for society caused by road crashes.