

Facilitator Guide



# Road Safety Journalism Workshops

## **Acknowledgments**

*This material was developed by the Vital Strategies Policy Advocacy and Communication team as part of the Bloomberg Philanthropies Initiative for Global Road Safety*

## **Design**

*Allan Cerqueira*

## **About Vital Strategies**



*Vital Strategies is a global health organization that believes every person should be protected by a strong public health system. We work with governments and civil society in 73 countries to tackle the most pressing public health problems. Our goal is to see governments adopt promising interventions at scale as rapidly as possible.*

# Table of Contents

**Introduction to the Workshops** **5**

**Schedule for Workshops** **8**

*Session descriptions* ..... 32

**Annexes** **50**

*Checklist for organizing a workshop* ..... 50

*Draft invitation letters and emails* ..... 51

*Best practices for online facilitation* ..... 54

*Evaluation form* ..... 56

*Follow-up materials* ..... 57



Boy plays at safer street intervention, Fortaleza, Brazil  
Photo credit: Fortaleza City Hall, 2017



# Introduction

## About

The way journalists write and speak about road traffic crashes influences how the audience perceives what happened, who is responsible and what should be done in response. Media engagement is a key component of comprehensive strategies to save lives on the world’s roads. Nearly 1.3 million people die each year as a result of traffic crashes, with up to 50 million more suffering injuries. These crashes, injuries and deaths are most commonly caused by speeding and affect communities, economies and health care systems, among other sectors, and should be addressed as a public health issue.


## Goals of the Workshops

The following journalist workshops are designed as a media engagement strategy aligned with the [World Health Organization’s \(WHO\) Training of Trainers program](#) and workshops implemented by global public health organization Vital Strategies, within the Bloomberg Philanthropies Initiative for Global Road Safety (BIGRS). These sessions aim to strengthen in-depth reporting about road safety, with a particular focus on speeding, and to promote best-practice solutions. The workshops are expected to generate media coverage on road safety issues, highlight road safety efforts being made by governments and improve the overall quality of road safety coverage.

 [Go to Training of Trainers Program](#)

## Overall Objectives

- To help members of the media understand the [Safe Systems approach](#) to road safety and recognize best practices in infrastructure, enforcement and data management as well as solutions applicable to the local context;
- To improve media coverage of road safety as a public health issue and shift the community’s perception of road safety;
- To share alternative framing opportunities on road safety stories, including solutions, through the lens of journalism.
- To engage the media in generating public support for best-practice road safety interventions.

 [Go to Safe systems approach](#)

## Additional Outcomes

- To foster a deeper relationship between local stakeholders, BIGRS partners and the media.
- To create a global network of journalists who are motivated to cover road safety as a public health issue and increase public discourse on the topic.
- To connect government stakeholders and experts with members of the media.

## Target Audience

- Journalists, editors and media organizations, especially journalists who cover road safety, transportation, public health or related topics.
- Can be adapted for journalism students, civil society communication teams and others.

## Format


- In person or online, depending on COVID-19 regulations and other factors.
- Sessions are an estimated 120 minutes, comprising brief presentations, three or four interactive activities, and questions and answers.
- Sessions in this guide can be used for in-person workshops and for use on online platforms such as Zoom.
- Local language, with translation, as needed, for invited speakers.
- 10 to 30 participants per workshop.

## Timing and Topics

Timing of trainings should strategically align with road safety milestones or interventions, for example: speed management initiatives; the development, adoption, or implementation of new traffic regulations; legislative changes; or road redesigns. Local and international commemorations, such as the biannual [United Nations Road Safety Week](#) or the [World Remembrance Day for Road Crash Victims](#), also make great hooks for the trainings.

An introductory session on the state of road safety globally and locally, key risk factors, the Safe Systems/Vision Zero approach and the framing of road safety as a public health issue is a critical first engagement. In this guide, a subsequent training focuses on speeding, which affects both the likelihood of a crash and the severity if a crash does occur, and addresses how urban design, communication and enforcement work together to save lives. A third module focuses on data use, potential sources of information, and alternative story framing through the lens of solutions journalism.

 [Go to United Nations Road Safety Week](#)

 [Go to World Remembrance Day for Road Crash Victims](#)

## First Operational Steps

- Assess the current journalism/media environment and local context.
- Schedule a guiding meeting for the development of a case study on the coverage of road safety.
- Assess resources needed, including personnel and materials available.
- Confirm first training location, date, time, topic and speakers.
- Determine whether in-person trainings are possible, considering the COVID-19 restrictions and other factors, and discuss an alternative training curriculum in case an online workshop is preferred.
- Discuss attendance and logistics with government agencies.

## Before the Workshop

- Adapt and include local data on [invitation template email](#).
- Have online registration form ready.
- Adapt and include local data on [confirmation template email of enrollment](#) [automatically sent by Zoom for workshops held on Zoom].
- Have participants list ready with notes on special participants.
- Adapt and include local data on [reminder template emails](#) for the training.
- Have [online surveys](#) for post-event evaluation ready or a hard copy for in-person events.
- Have “more information” [materials \(full reports, guides and other relevant materials\)](#) ready and add local reports and data as needed.
- Adapt and include local data on [follow-up template emails](#).
- Prepare organizational background for speakers.
- Adapt and adjust the main presentation template designed for the online [module #1, module #2 and module #3](#), and in-person workshops for [module #1 and module #2](#).
- Keep a master list of participants in all workshops, both for later trainings and for outreach for pitching stories.



Click and go to each individual file of the workshop

## How to Evaluate

- Number of attending journalists
- Completion rate
- Share online or hard copy evaluation form
- Number of follow-up requests for interview
- Publications
- Qualitative feedback from attendees and government agencies

**MODULE 1**

**IN PERSON**

**Day 01**

**Day 02**

### **Preparation**

*Make sure that all speakers are aware of the time available for their sessions and agree to ensure a way to say that “time is up” if needed.*



# Schedule for In Person Workshops

## #1 Introduction to Road Safety as a Public Health Issue



### Day 1 08:30 - 12:30

**Arrival and coffee**  
(08:30 – 09:00)

**Welcome, introduction and objectives**  
(09:00 – 09:30)

**Icebreaker activity**  
(09:30 – 10:00)

**Group work: causes and effects of a road crash**  
(10:00 – 10:15)

**Risk factors—why do they matter?” and “the Safe Systems approach**  
(10:15 – 10:45)

 **Coffee break (10:45 - 11:00)**

**The global agenda and the U.N. Second Decade of Action for Road Safety**  
(11:00 – 11:30)

**Case study on road safety in [location]**  
(11:30 – 12:00)

**Urban design and the safe streets concept**  
(12:00 – 12:20)

**Discussion: urban design to put people first**  
(12:20 – 12:30)



### Day 2 08:30 - 13:00

**Welcome and recap**  
(08:30 – 09:00)

**Group work: myths and facts about road safety**  
(09:00 – 09:30)

**Discussion: different angles on a road safety story**  
(09:30 – 10:00)

**Activity: pitching stories on road safety**  
(10:00 – 10:15)

**Interviewing best practices**  
(10:15 – 10:45)

 **Coffee break (10:45 - 11:00)**

**[New announcement from the government]**  
(11:00 – 11:30)

**Activity: interviewing road safety experts and story follow-up**  
(11:30 – 12:00)

**Lessons learned from the workshop (Q&A)**  
(12:00 – 12:20)

**Brief closure: mayor or high-level stakeholder from the city and questions**  
(12:00 – 12:30)

**Evaluation and group photo**  
(12:30 – 13:00)

## Purpose

To help media organizations and journalists understand the Safe Systems approach to road safety and recognize it as a public health issue based on data and evidence.

## Objectives

To share resources, connect sources for stories and to promote and exchange practical tips and solutions to improve journalists' coverage of road safety.

 **Time**  
4 hours

 **Format**  
Technical +  
interactive  
sessions

## Materials



**PowerPoint**  
[Click to access  
Presentation #1](#)



**Flip chart:**  
[Expectations](#)

## Session Description

Resources	Steps
<p><b>PPT#01</b></p> <p><i>Slides 01 – 09</i></p>	<p><b>Welcome, introduction and objectives</b></p> <p>The training facilitator(s) starts by welcoming participants, recognizing their professional accomplishments and passion for road safety/urban mobility/public health-related issues. The facilitator explains that the workshops are part of a broader international initiative that will be presented shortly. Before getting started, the facilitator invites participants to introduce themselves, calling them by first name so that, one by one, they are able to say their full name and the media outlet where they work—no need to refer to current position. Following up, the facilitator shares the objectives of the workshop:</p> <ul style="list-style-type: none"> <li>• Understand why road safety is a public health issue</li> <li>• Discuss risk factors on the roads and how they influence crashes</li> <li>• Realize that the language we use in newswriting influences the perception of blame and solutions</li> <li>• Understand the concept of “vision zero” for mobility systems</li> <li>• Find new ways to cover the road safety agenda</li> <li>• Identify tools and sources to strengthen news pitching</li> </ul>

<i>Resources</i>	<i>Steps</i>
<p><b>PPT#01</b> <i>Slides 01-09</i></p>	<p>The next slide is the agenda for the session. The facilitator then introduces BIGRS, highlighting its history (since 2007, the initiative has saved nearly 312,000 lives and prevented up to 11.5 million injuries) and goals (expects to save another 600,000 lives and prevent up to 22 million injuries in low- and middle-income countries).</p>
<p><b>PPT#01</b> <i>Slides 10</i></p>	<p><b>Icebreaker activity: sharing personal headlines of road crashes</b></p> <p>Attendees are invited to share with all participants up to two personal stories related to road safety in a headline format—as they would do routinely at work—either from their own experience or from someone close. The goal is to help participants realize that road safety is relevant for everyone, including themselves. The facilitator gives the participants five minutes for this first task. The facilitator may start by sharing their own personal headline and then inviting participants to share theirs, making comments to promote mutual understanding. (Example: “Child restraint saves the life of baby when car crashes into lamppost.”)</p>
<p><b>PPT#01</b> <i>Slides 11 – 13</i></p>	<p><b>Group work: causes and effects of road crashes</b></p> <p>The facilitator shows a video (twice or even three times, if needed of a real road crash, then breaks participants into two groups to discuss what could have been the potential causes and the potential effects or consequences of that road crash in particular. Groups have five minutes for a brief discussion; participants then elect one participant to share the results later on. Following up, all participants reconvene and share their perception of the multiple potential causes and effects of road crashes. The goal is to help them understand the multiple causes and consequences of a road crash—understanding that will open the way for the next session.</p>

<i>Resources</i>	<i>Steps</i>
<p><b>PPT#01</b> <i>Slides 14 - 37</i></p>	<p><b>“Risk factors—why do they matter?” and “the Safe Systems approach”</b></p> <p>The facilitator invites the next speaker, tentatively a local or international road safety expert, who will speak about risk factors, with a special focus on speeding.</p> <p>The speaker will start by showing the alignment of factors and chain of events, using the "Swiss cheese theory," that result in a road crash, and how this chain can be interrupted. The speaker explains that risk factors can be identified in human behavior, the environment or the vehicle, with relevant actions that can be taken before, during and after a crash. The WHO main risk factors will be presented along with relevant data referring to each one. Speeding is highlighted, and the speaker explains that speed influences the driver's reaction time as well as the distance needed for stopping a vehicle. The speaker then presents the chances of survival for a pedestrian or cyclist at different speeds and compares the damage to the human body during and after a crash to a freefall from a building, as an example. The narrowing effect of speeding on a driver’s visual field and WHO best practices for speeding laws will also be presented. The expert explains the principles of the Safe Systems approach and the differences between that approach and the traditional one. <a href="#">A video that explains the safe systems concept</a> can be adapted to the local context/language and shown.</p>
<p><i>Presentation by guest speaker</i></p>	<p><b>The global agenda and the Second U.N. Decade of Action for Road Safety</b></p> <p>The representative from a partner organization [eg. WHO or PAHO] will explain why road safety is a public health issue and assess the situation globally, regionally and locally, if applicable, and introduce the U.N. Second Decade of Action for Road Safety.</p>
<p><b>PPT#01</b> <i>Slides 40 - 51</i></p>	<p><b>Case study: press coverage of road safety in [city/country – we have an example from Bogotá/Colombia that could be used as an international resource]</b></p> <p>The facilitator thanks the partner organization representative and then presents an analysis of the evolution of road safety press coverage in CITY/COUNTRY. The presenter shares the total number of crashes registered during a one-month period, and the fatalities during that period, and compares with the amount that made it to the news, identifying the characteristics they have in common and inviting participants to reflect on the results.</p>



Resources	Steps
<p><i>Presentation by guest speaker</i></p>	<p><b>Urban design and the safe streets concept</b></p> <p>The facilitator invites the urban design expert (e.g., someone from WRI or GDCI) to explain the role of urban design on road user behavior and how it can affect our perception of the use of road space. The goal at this session is to introduce new possibilities for urban design that can improve road safety by preventing road crashes, deaths and injuries while also stimulating sustainable modes of transport such as walking, biking or simply creating new areas of leisure for people.</p>
<p><i>Presentation by guest speaker</i></p>	<p><b>Discussion: using urban design as a resource when covering a road crash</b></p> <p>The lead of the previous session shares a picture/video of an intersection or any other particular road in the area and asks participants to assess its infrastructure and to try to identify potential issues that could influence a road crash. Participants are invited to present their point of view and outline what they would take into consideration if they had to report on a road crash in a scenario such as the one on the screen.</p>



Busy intersection, Bangkok, Thailand

Photo credit: Omar Jacob, 2019

### Session Description

Resources	Steps
<p><b>PPT#01</b> <i>Review the objectives on slide #05</i></p>	<p><b>Welcoming and recap</b></p> <p>The training facilitator(s) starts by welcoming participants for the second day of the workshop and briefly revisits the topics covered on the previous day. A suggestion would be to take questions from the previous day.</p>
<p><b>PPT#01</b> <i>Slides 52 - 64</i></p>	<p><b>Activity: myths and facts about road safety</b></p> <p>Facilitator explains and begins an interactive “game” where participants are to guess whether a few statements—commonly used by the media in different parts of the world— are considered a myth or a fact in road safety. This activity is based on the <a href="#">“Nine common road safety myths”</a> fact sheet produced by WHO. Each participant is to receive a blank sheet where they should write their answer to each statement to present to all participants; the facilitator will then present the answers and award the winner with a symbolic gift, such as a hard copy of the <a href="#">Reporting on road safety: a guide for journalists</a>, produced by the Pulitzer Center and WHO and the <a href="#">Vital Strategies/BIGRS fact sheet on best practices for reporting on traffic crashes</a>.</p>
<p><b>PPT#01</b> <i>Slides 65 - 74</i></p>	<p><b>Discussion and group work activity: different angles in a road safety story</b></p> <p>For the first five minutes, the facilitator invites journalists to suggest new and innovative angles with potential for a road safety story (ex.: infrastructure, users’ behavior, economics, public health, education, innovation, etc). The facilitator then shares with participants that road safety can be covered from many different perspectives that can add value to public debates on the issue.</p> <p>Participants are divided into four groups that meet in each corner of the room, with markers and a flip chart, and given 10 minutes to develop and share a pitch they could use in their newsrooms.</p>
<p><i>No slides needed</i></p>	<p><b>Activity: pitching stories on road safety</b></p> <p>During the next 15 minutes, the facilitator invites the participants from all four groups to share their ideas and comment on their strengths and areas for improvement, one by one, as time permits.</p>

Resources	Steps
<p><i>If needed, presentation from invited senior editor/journalist</i></p>	<p><b>Interviewing best practices</b></p> <p>At this session, the facilitators invite an editor or journalist with experience in road safety/public health to share tips on how to find interesting sources for stories, as well as a commonly interviewed expert on road safety. The goal is that they share, from their perspectives, how a good interview could lead to interesting, innovative, breaking stories increasing public understanding and support for road safety improvements.</p>
<p><i>Presentation from the government</i></p>	<p><b>[New announcement from the city]</b></p> <p>The local government will present any new information, as they would do in a press conference, but using the same room and space as the workshop.</p>
<p><i>No slides needed</i></p>	<p><b>Activity: interviewing road safety experts + stories follow up</b></p> <p>After the city’s announcement, the idea is to invite all experts and government representatives (doctors, engineers, urban planners, psychologists, police and other experts) to talk individually with all journalists participating in the training. Taking advantage of a “U-Table” format, experts are invited to sit at the inner side of the table, while journalists remain in their seats on the opposite side of the table, as in the photo below. The goal is to give each participant an opportunity to expand their connections and contacts to reach out to when working on a road safety story. A stop watch could be used so that each participant has five minutes with each expert. Experts would rotate within the U-Table chairs every five minutes.</p>



Photo credit: Omar Jacob, 2018



Resources	Steps
<p><b>PPT#01</b> Slides 75 - 77</p>	<p><b>Lessons learned from the workshop (Q&amp;A)</b></p> <p>During this session, the facilitators revisit the objectives of the workshop that were presented at the first session and check for understanding of each by asking participants if they feel the objective was met during the workshop, before opening the floor for questions or comments.</p>
<p><i>If needed, slides to be provided by the government</i></p>	<p><b>Brief closure: mayor or high stakeholder from the city + a few questions</b></p> <p>The facilitator invites the mayor or another senior high-level official for the final remarks and to reflect on the relevance of road safety and how it is covered by journalists. We suggest taking a few questions from the participants.</p>
<p><i>No slides needed</i></p>	<p><b>Evaluation and group photo</b></p> <p>Before wrapping up, the facilitator shares a hard copy of a <a href="#">brief evaluation form</a> with participants for feedback, which can be anonymous if the participant chooses. And finally, invites all participants for a group photo.</p> <p>The facilitator thanks everyone for their valuable time and invites journalists to stay engaged with the topic and to keep in touch.</p>



**Journalism workshop, Guadalajara, Mexico**

Photo credit: Omar Jacob, 2022





**Man crosses pedestrian bridge, Nairobi, Kenya**



**Safer streets intervention, Bogotá, Colombia**

Photo credits: Omar Jacob, 2017 (top) and Bogota City Hall (bottom), 2019.

## MODULE 2

## IN PERSON

Day 01

Day 02

### **Preparation**

*Make sure that all speakers are aware of the time available for their sessions and agree to ensure a way to say that “time is up” if needed.*

# Schedule for In Person Workshops

## #2 Speeding as a Major Risk Factor, Data and Solutions Journalism



### Day 1 08:30 - 12:30

**Arrival and coffee**  
(08:30 - 09:00)

**Welcome, introductions and objectives**  
(09:00 - 09:30)

**Icebreaker activity: road safety headlines with a colleague (pass the ball style)**  
(09:30 - 10:00)

**Review of safe systems, risk factors and vulnerable road users**  
(10:00 - 10:15)

**Why speeding is the major risk factor from a systems perspective**  
(10:15 - 10:45)

 **Coffee break (10:45 - 11:00)**

**Case study: how does speeding usually appear in headlines?**  
(11:00 - 11:30)

**Activity: analyzing a road crash scenario and potential contributors to the event**  
(11:30 - 12:00)

**Road design as a means to curb speeding**  
(12:00 - 12:20)

**Questions and answers**  
(12:20 - 12:30)



### Day 2 08:30 - 13:00

**Welcome and recap**  
(08:30 - 09:15)

**Activity: reporting from a systems perspective and finding data for it**  
(09:15 - 09:45)

**Mass media campaigns, law enforcement and the deterrence theory**  
(09:45 - 10:15)

**Solutions journalism as a new concept in reporting**  
(10:15 - 10:30)

**Activity: how could solutions journalism be applied to road crash coverage in your newsroom?**  
(10:30 - 10:45)

**How to report on road safety using solutions journalism**  
(10:45 - 10:55)

 **Coffee break (10:55 - 11:05)**

**[New announcement from the city]**  
(11:05 - 11:30)

**Activity: interviewing road safety experts + stories follow up**  
(11:30 - 12:00)

**Lessons learned from the workshop (Q&A)**  
(12:00 - 12:20)

**Brief closure: mayor or high-level stakeholder from the city + questions**  
(12:20 - 12:30)

**Evaluation and group photo**  
(12:30 - 13:00)

## Module 2 Speeding as a Major Risk Factor, Data, and Solutions Journalism

### Day 1

#### Purpose

To help media organizations and journalists understand the Safe Systems approach to road safety and recognize best practices in infrastructure, speeding and solutions applicable to the local context.

#### Objectives

To provide additional resources, especially with regards to speeding, data and solutions journalism as an alternative for road safety reporting.

 Time  
4 hours

 Format  
Technical +  
interactive  
sessions

#### Materials



PowerPoint

[Click to access  
Presentation #2](#)



Flip chart:

*Expectations*

#### Session Description

Resources	Steps
<p><b>PPT#02</b> <i>Slides 01 - 10</i></p>	<p><b>Welcome, introductions and objectives</b></p> <p>The training facilitator(s) starts by welcoming participants, recognizing their professional accomplishments and passion for road safety/urban mobility/public health related issues. The facilitator explains that the workshops are part of a broader international initiative that will be presented shortly. Before getting started, the facilitator invites participants to introduce themselves, calling them by first name so that, one by one, they are able to say their full name and the media outlet where they work—no need to refer to current position. Following up, the facilitator shares the objectives of the workshop:</p> <ul style="list-style-type: none"><li>• Understand what makes speeding the major risk factor on the roads</li><li>• Reflect on how the leading risk factor is usually reported in the news</li><li>• Training our perception on a crash site: identifying infrastructure that can help prevent road crashes and demonstrate why road design matters</li><li>• The role of enforcement, mass media campaigns and the deterrence theory</li><li>• Tools and approaches that can be used to report from a systems perspective</li><li>• Introduction of the solutions journalism concept</li><li>• Practice pitches/story ideas from innovative perspectives</li><li>• Finding a path for solutions lenses on road safety and urban mobility coverage</li></ul>



<i>Resources</i>	<i>Steps</i>
<p><b>PPT#02</b> <i>Slides 01 - 10</i></p>	<p>The next slide should be the workshop agenda, so that it is clear to all participants. After this, the facilitator introduces BIGRS, highlighting its history. (Since 2007, the initiative has saved nearly 312,000 lives and prevented up to 11.5 million injuries). It expects to save another 600,000 lives and prevent up to 22 million injuries in low- and middle-income countries, by reinvesting between 2020 and 2025.) Partners and areas of work are briefly presented, as we introduce Vital Strategies and its central role in coordination, surveillance and communication, as well as the 50+ mass media campaigns on road safety aired all over the world. The facilitator also briefly gives an overview of the other main areas of work at Vital Strategies.</p>
<p><b>PPT#02</b> <i>Slides 11</i></p>	<p><b>Activity: create a road safety headline involving a colleague in the room</b></p> <p>Before diving into the subject, attendees are invited to share up to two stories related to road safety from a colleague in the room. Participants should discuss with someone sitting next to them for five minutes, then share their partner's story in a headline format. The goal is to help them realize that road safety matters and is relevant for everyone, including themselves. After the discussion, participants are invited to present their headlines. The facilitator then makes comments to help with participants' understanding and shares their own personal headline related to road safety. (Example: Child restraint saves life of baby when car crashes into lamppost—and baby grows up to be the facilitator.)</p>
<p><i>Presentation to be provided by guest speaker</i></p>	<p><b>Review of safe systems, risk factors and vulnerable road users</b></p> <p>Following up, the facilitator invites the next speaker, tentatively a local or international road safety expert, who will present a short and dynamic review of the basic concepts of safe systems, vulnerable road users and risk factors.</p>
<p><i>Presentation to be provided by guest speaker</i></p>	<p><b>Why is speeding the major risk factor from a systems perspective</b></p> <p>At this point, the facilitator invites a local or international road safety expert to explain why speeding is the major risk factor for road safety from a systems perspective, regionally and locally, if applicable.</p>

<i>Resources</i>	<i>Steps</i>
<p><b>PPT#02</b> <i>Slides 24 - 29</i></p>	<p><b>Case study: how does speeding usually show up in headlines?</b></p> <p>The facilitator thanks the previous panelist and introduces the next topic, a case study to identify the relevance of speeding as a risk factor in a particular case, the coverage of a road crash on a major TV channel from Brazil (or any local example that would be suitable). The example starts with a video of the crash recorded from a surveillance camera to offer participants a unique perspective. After repeating the video at least twice, the facilitator shows the drawing of the car's trajectory, provided by the local traffic authority, and discusses a hypothesis for the crash, based on the video's information and the drawing.</p> <p>On the next slide, there is a YES or NO question: “Do you agree that speeding should be highlighted as the major risk factor for the outcome of this particular road crash?” Panelists may then talk about the characteristics of this particular crash and assess other means to get information, such as the police, emergency services or trauma hospitals.</p> <p>Next, we’ll focus on an article about a crash that came out at a digital outlet in Porto Alegre in the south of Brazil. The headline says, “Teenager dies in road crash caused by drunk driver, say police.” The next slide has a segment about the same crash, with a slightly different approach, highlighting that speed played a particular role in the outcome of the crash. A reflection should follow on how we as communication professionals, and journalists in particular, can talk about speeding to highlight its severity and dangers for everyone on the road—including ourselves, as we discussed at the beginning of this workshop.</p>
<p><i>Presentation to be provided by guest speaker</i></p>	<p><b>Activity: analyzing a road crash scenario and potential contributors to the event</b></p> <p>At this point, the facilitator invites the representative from a partner organization (e.g., GDCI or WRI) to help participants exercise their perception on the role that road design has on speeding and how it is perceived by drivers, through a bad (or good) example, and then lead a discussion on how it could prevent or increase the likelihood of a road crash.</p>
<p><i>Presentation to be provided by guest speaker</i></p>	<p><b>Road design as a means to curb speeding</b></p> <p>In the following session, the partner continues to facilitate by sharing their knowledge on road design and how small changes in the use of roads and other public spaces can help save lives and prevent injuries.</p>

Resources	Steps
<p><b>PPT#02</b> Suggestion to review the objectives on slide #05</p>	<p><b>Lessons learned from the workshop (Q&amp;A)</b></p> <p>At this session, the facilitator(s) revisits the workshop objectives that were presented earlier and asks participants <b>one by one</b> if the objectives were met, and opens the floor for questions or comments from the participants.</p>



Photo credits: Omar Jacob, 2022 and 2019



## Module 2 Speeding as a Major Risk Factor, Data, and Solutions Journalism

### Day 2

#### Purpose

To help media organizations and journalists understand the safe systems approach to road safety and recognize best practices in infrastructure, speeding and solutions applicable to the local context.

#### Objectives

To provide additional resources, especially about speeding, data and solutions journalism, as an alternative reporting lens for road safety reporting

 **Time**  
4 hours

 **Format**  
Technical +  
interactive  
sessions

#### Materials



PowerPoint

[Click to access  
Presentation #2](#)



Flip chart:

*Expectations*

#### Session Description

Resources	Steps
<b>PPT#02</b> <i>Slide 05</i>	<b>Welcome and recap</b> <p>The training facilitator(s) starts by welcoming participants for the second day of the workshop and briefly revisits the topics covered on the previous day. A suggestion would be to take questions from the previous day before starting the new sessions.</p>



**Children crossing the street to get to school, Nairobi, Kenya**

Photo credit: Omar Jacob, 2017

<i>Resources</i>	<i>Steps</i>
<p><b>PPT#02</b> Slides 34 - 46</p>	<p><b>Activity: reporting from a systems perspective and finding data for it</b></p> <p>The facilitator starts with a WRI video (English subtitles available) that explains what the Safe Systems approach is and then explains the difference between the traditional view in a transportation system and the Safe Systems approach, which works to prevent crashes resulting in death or debilitating injury. In the Safe Systems approach, the responsibility is shared by many actors, not just the traffic agency or the users, as in the traditional view.</p> <p>On the next slide the facilitator calls attention to the fact that, since the beginning of the workshop, more than 55,000 people around the world have died as a result of road crashes. This means one person dies every 23 seconds, according to the WHO interactive panel “Deaths on the Roads,” which is based on the Global Status Report on Road Safety. The page offers data and traffic law information from almost every country in the world to help anyone understand the urgency of this issue. A PDF with the full report is also available in multiple languages on the WHO website. IOS and Android users can download an app to browse through data from the report.</p> <p>With data and information from a global and national level, it is possible to analyze a particular scenario from a bigger perspective—from a systems perspective. For example: What are the consequences of road crashes for our society? One of them, as in the example in the next slide, is the cost to the whole society, which includes preventing investments or proper health care for many diseases, as well as the generation of poverty in those affected by road crashes.</p> <p>The facilitator also reminds everyone that the British Medical Journal banned use of the term “accident” in 2003 because it conveys an undue sense of fault-lessness and inevitability. This can serve as a reflection for the group on the wording currently used in the media.</p> <p>From there, the facilitator leads the group into another activity, this time to watch another real-world road crash and discuss in breakout rooms how they would cover such a story. Divided into groups, participants will take seven minutes to discuss: 1) the public health perspective; 2) the systems-level point of view; 3) economic approach; and 4) social impacts perspective. Back together with the full group, participants may take eight minutes to share their ideas.</p> <p>From there, the facilitator shares writing tips to highlight the importance of using the active voice, and of taking a broader perspective on a road crash. For example, focus not only on vulnerable road users such as pedestrians, but also on the true cause of the crash. The facilitator also reminds participants that the deaths and injuries on the road were described by the United Nations as a “pandemic” long before COVID-19.</p>

<i>Resources</i>	<i>Steps</i>
<p><i>Presentation to be provided by guest speaker</i></p>	<p><b>Mass media campaigns, law enforcement and the deterrence theory</b></p> <p>The facilitator thanks the speaker and invites the next two experts to discuss a different approach to help drivers respect the speed limit: behavior change. According to international best practices, mass media campaigns along with enforcement are effective ways of encouraging behavior change. The facilitator invites the in-country Vital Strategies communication manager to lead the first section, on mass media, and then the local enforcement coordinator or IACP/GRSP partners lead the enforcement component.</p>
<p><b>PPT#02</b> <i>Slides 49 - 61</i></p>	<p><b>Solutions journalism as a new concept on reporting</b></p> <p>This session introduces the concept of “solutions journalism.” According to the Solutions Journalism Network, a U.S.-based group of professionals committed to this way of reporting, solutions journalism involves rigorous evidence-based reporting on responses to social problems, such as road safety. The approach takes data very seriously, because of its relevance to finding solutions.</p> <p>Solutions journalism covers a response to a problem and how it happened (or could happen). It also: provides evidence of impact by looking at effectiveness, not just intentions; takes into consideration qualitative or quantitative data; and helps answer questions like, “Is evidence showing that the response is not working?” Journalists can also write from a solutions journalism perspective about a failed response. Overall, solutions journalism produces insights that can help others respond to a particular issue and points out any limitations or caveats in the response.</p> <p>The facilitator then takes participants through a few examples of what solutions journalism is and what it is not. Another perspective to consider with this new approach is the phenomenon that people are “tired” of bad news and may seek information from sources that are less reliable than journalism.</p> <p>The Solutions Journalism Network also analyzed a study in the United Kingdom on why people were avoiding the news: 58% of the respondents said because it “had a negative impact on their mood.” Another 40% said that “there wasn't anything they could do” about the issues the media constantly present. It's not just an issue in the U.K.: The United Nations' official Instagram account shared a post about mental health and recommended that taking a break from the news could be helpful. So, there should be a better way to help people be aware of the most pressing issues of our time.</p>

Resources	Steps
<p><b>PPT#02</b> Slides 49 - 61</p>	<p>A good example of this turnaround was an article from Nice-Matin, a newspaper in France. In 2014, the newspaper was in bankruptcy court, and decided to try to save itself without shareholders, through a crowdfunding campaign. People responded well. But the newspaper also asked readers: "What do you want our newspaper to cover the most?" The overwhelming answer was solutions. Now, subscribers have access to solution stories, which are shared 10 times more than others, with the digital strategy alone, not to mention the print version.</p>
<p><b>PPT#02</b> Slides 62 - 65</p>	<p><b>How to apply solutions journalism in road safety</b></p> <p>After the introduction to the solutions journalism concept and its potential benefits, the facilitator then invites participants to apply this new approach to road safety. To get started, the first question would be to identify the most pressing issues of road safety in the participants' location. What's missing from the public discussion about road safety?</p> <p>From there, the next step would be to look for places with similar contexts and challenges and also with different approaches and outcomes. Who is doing it better? There are many ways to find these stories. We at Vital Strategies and BIGRS are here to help you find this evidence, but you could also try looking at data sets and reaching out to policy experts, people from academia, people working on project implementation, etc. There are some examples of these stories at the Solutions Journalism Network website as well.</p>
<p><b>PPT#02</b> Slides 66 - 67</p>	<p><b>How could solutions journalism be applied to road crash coverage in your newsroom?</b></p> <p>The facilitator asks participants, "How can you apply this new approach or vision to your current newsroom? Especially on road crash coverage?" and invites them to discuss it in small groups for 10 minutes and then to share their ideas with everyone for another five minutes.</p> <p>Before wrapping up, the facilitator shares the <a href="#">WHO guide "Reporting on road safety: a guide for journalists,"</a> with practical examples of road safety reporting from around the world, and the <a href="#">Vital Strategies/BIGRS fact sheet on best practices on reporting on traffic crashes.</a> If time permits, the floor can be opened for questions at the end.</p>

<i>Resources</i>	<i>Steps</i>
<i>Presentation to be provided by the government</i>	<p><b>[New announcement from the city]</b></p> <p>At this session, city government officials will present a new announcement related to road safety and take advantage of the opportunity of having journalists gathered. We suggest presenting the new information as the government would do in a press conference, using the workshop room.</p>
<i>No presentation needed</i>	<p><b>Activity: interviewing road safety experts + stories follow-up</b></p> <p>After the city’s announcement, invite all experts and government representatives (doctors, engineers, urban planners, psychologists, police and other experts) to talk individually with all journalists participating in the training. Taking advantage of a “U-Table” setup, experts are invited to sit in the inner side of the table, while journalists remain in their seats, on the outer side of the table. The goal is to give each participant an opportunity to expand their connections and contacts to reach out to when working on a road safety story. A stopwatch can be used so that each participant has five minutes with each expert. Experts rotate every five minutes.</p>
<i>No slides needed</i>	<p><b>Lessons learned from the workshop (Q&amp;A)</b></p> <p>At this session, the facilitator(s) revisits the workshop objectives that were presented earlier and asks participants one by one if the objectives were met, and opens the floor to questions or comments from the participants.</p>
<i>If needed, slides to be provided by the government</i>	<p><b>Brief closure: mayor or high-level stakeholder from the city + a few questions</b></p> <p>At this session, the facilitator invites the mayor or another senior high-level official for final remarks of the workshop and for reflections on the relevance of road safety and how it is covered by journalists. A suggestion would be to take a few questions from the participants.</p>



Resources	Steps
<p>No slides needed</p>	<p><b>Evaluation and group photo</b></p> <p>Before wrapping up, the facilitator shares a hard copy of a <a href="#">brief evaluation form</a> with participants for feedback, which can be anonymous if the participant chooses, and invites all participants for a group photo.</p> <p>The facilitator thanks everyone for their valuable time and invites the journalists to remain engaged on the topic and to keep in touch.</p>



Photo credits: Quito City Hall 2017 (top) and Victor Macêdo, 2017

# MODULE 1

## ONLINE

### **Preparation**

*Make sure that all speakers are aware of the time available for their sessions and agree to ensure a way to say that “time is up” if needed.*



# Online Workshops

## #1. Introduction to Road Safety (Reporting on Road Safety: Changing the Discourse on Blame and Solutions)



### Module 1 01:50

**Welcome, introductions and objectives**  
(0:00 – 0:15)

15 minutes

**Activity: sharing personal headlines on road crashes**  
(0:15 – 0:20)

5 minutes

**Why is road safety a public health issue? assessing the situation in the region/ country**  
(0:20 – 0:40)

20 minutes

**Case study: press coverage of road safety in [city]**  
(0:40 – 0:50)

10 minutes

**Activity: causes and effects of a road crash**  
(0:50 – 1:05)

15 minutes

**Risk factors, why do they matter and the Safe Systems approach**  
(1:05 – 1:15)

10 minutes

**Safe systems and the vision zero concept**  
(1:15 – 1:25)

10 minutes

**Activity: different angles in a road safety story and the role of editorial framing**  
(1:25 – 1:40)

15 minutes

**Questions and answers**  
(1:40 – 1:50)

10 minutes

## Introduction to Road Safety [Reporting on Road Safety: Changing the Discourse About Blame and Solutions]

### Purpose

To help media organizations and journalists understand the Safe Systems approach to road safety and recognize road safety as a public health issue based on data and evidence.

### Objectives

To share resources, connect to sources for stories, and enable an exchange on practical tips and solutions to improve journalists' coverage of road safety.

 **Time**  
2 hours

 **Format**  
Technical +  
interactive  
sessions

### Materials



PowerPoint

[Click to access  
Presentation #1](#)

### Session Description

Resources	Steps
<p><b>PPT#01</b> Slides 01 - 10</p>	<p><b>Welcome, introductions and objectives</b></p> <p>The facilitator(s) shares the screen, presents house rules and online features, welcomes participants, and acknowledges their professional accomplishments and passion for road safety. The facilitator reminds participants that interpretation is available and can be activated by clicking on their preferred language, on the bottom right of their Zoom screen, if needed.</p> <p>The facilitator(s) explains that the webinars are part of an international initiative that will be presented shortly. Before getting started, the facilitator invites participants to introduce themselves and the media outlet where they work. The facilitator then presents their credentials and the panelists' credentials.</p> <p>The objectives of the webinar are then presented as:</p> <ul style="list-style-type: none"> <li>• Understanding what makes road safety a public health issue</li> <li>• Discussing risk factors on the roads and how they influence crashes</li> <li>• Considering whether the language used in news writing influences the perception of blame and solutions</li> </ul>

Resources	Steps
<p><b>PPT#01</b> <i>Slides 01 - 10</i></p>	<ul style="list-style-type: none"> <li>• Reviewing the concept of “vision zero” for mobility systems;</li> <li>• Finding new ways to cover road safety;</li> <li>• Identifying tools and sources to strengthen news pitching</li> </ul> <p>The next slide should be the workshop agenda, so that it is clear to all participants. After this, the facilitator introduces BIGRS, highlighting its history. (Since 2007, the initiative has saved nearly 312,000 lives and prevented up to 11.5 million injuries. It expects to save another 600,000 lives and prevent up to 22 million injuries in low- and middle-income countries, by reinvesting between 2020 and 2025.) Partners and different areas of work are briefly presented, as we introduce Vital Strategies and its central role in coordination, surveillance and communication, as well as the 50+ mass media campaigns on road safety aired all over the world. The facilitator also briefly gives an overview of the other main areas of work at Vital Strategies.</p>
<p><b>PPT#01</b> <i>Slides 11</i></p>	<p><b>Chat activity: sharing personal headlines of road crashes</b></p> <p>Before diving into the subject, attendees are invited to share up to two personal stories related to road safety in a headline format, but in this case telling a story about road safety or road crashes that involves a colleague in the Zoom breakout room. The goal is to help participants realize that road safety matters and is relevant for everyone, including themselves. As journalists type in up to two headlines, the facilitator reads them, making comments to support participants' understanding. At the end of the exercise, the facilitator shares their own personal headline related to road safety. (Example: Child restraint saves the life of baby when car crashes into lamppost—and that baby grows up to be the facilitator.)</p>
<p><i>Slides to be provided by guest speaker</i></p>	<p><b>Why is road safety a public health issue? Assessing the situation in the region/country</b></p> <p>At this point, the facilitator invites the representative from a partner organization (e.g., WHO or PAHO) to explain why road safety is a public health issue and to assess the situation globally, regionally and locally if applicable.</p>
<p><b>PPT#01</b> <i>Slides 15 - 26</i></p>	<p><b>Case study: press coverage of road safety in Bogota or [city]</b></p> <p>The facilitator thanks the partner organization representative and presents an analysis of the evolution of road safety press coverage in Bogota, Colombia (or with local data, if available). The presenter shares the total number of crashes registered in a one-month period, including fatalities, and compares that figure with the number of them that made it to the news, identifying the characteristics they have in common and inviting journalists to reflect about the results.</p>

<i>Resources</i>	<i>Steps</i>
<p><b>PPT#01</b> <i>Slides 27 - 29</i></p>	<p><b>Breakout rooms activity: causes and effects of road crashes</b></p> <p>At this point, the facilitator invites journalists to watch a video (twice or even three times) of a real road crash, and then separates them into two breakout rooms so they can discuss what might have been the potential causes and effects/consequences of that road crash. Each group will have five minutes for the discussion. Participants are invited to “elect” one person from each group to share the results. After that, all participants reconvene and share their perception of the multiple potential causes and effects of road crashes.</p>
<p><b>PPT#01</b> <i>Slides 30 - 53</i></p>	<p><b>Risk factors, why do they matter and the safe systems approach</b></p> <p>After thanking the previous presenter, the facilitator reminds participants that they can drop questions into the Q&amp;A box to be addressed during the webinar or after. Then the facilitator invites the next speaker, a local or international road safety expert, to speak on speeding as a risk factor.</p> <p>The expert starts by showing the alignment of factors and chain of events, using the "Swiss cheese" theory, that result in a road crash—and how this chain can be interrupted to prevent crashes. The expert explains that risk factors can be identified in human behavior, the environment or the vehicle, with relevant action possible before, during and after a crash. The main risk factors are presented along with relevant data. Speeding is highlighted, and the speaker explains that speed influences reaction time as well as the distance needed for stopping a vehicle. The speaker presents the chances of survival for a pedestrian or cyclist at different speeds and compares the damage to the human body during a crash to a freefall from a building. The narrowing effect of speeding on the driver's visual field, and the importance of speed regulations meeting WHO best practices, is also presented.</p> <p>The local or international road safety expert will describe the principles of the Safe Systems approach and explain the differences between that approach and the traditional view. A video at the end visually depicting the Safe Systems concept might be adapted to the local context/language.</p>
<p><b>PPT#01</b> <i>Slides 54 - 75</i></p>	<p><b>Poll and breakout room activities: different angles in a road safety story and the role of editorial framing</b></p> <p>In the last session, the facilitator thanks the previous speaker and reminds participants that they can drop questions into the Q&amp;A box; these will be addressed during the webinar or after.</p>

Resources	Steps
<p><b>PPT#01</b> Slides 54 - 75</p>	<p>Participants are then invited to respond to a quick poll by picking one or more of six options on potential angles they see for a road safety story. Results are shared as the facilitator shows a few examples of headlines and special reports on road safety that used unusual angles to share creative and interesting stories.</p> <p>Participants are divided into breakout rooms to develop a pitch with their colleagues that they could use in their newsrooms, with an unusual angle, to convince their editor of the story's value so they can work on it. One participant in each group is invited to share the result of the group discussion with all participants. For the next five minutes, the facilitator invites the "reporters" to share their groups' ideas.</p> <p>The facilitator then asks participants to answer a yes/no question in the chat: "Do you believe that news coverage of road crashes affects the perceptions of blame and preferred solutions?" Next, a scientific study, published by Elsevier, is presented: Researchers at the State University of New Jersey and Texas A&amp;M University found that editorial patterns in road crash reporting influence people's perception of what happened and what to do about it.</p> <p>The facilitator shares the researchers' conclusions through practical tips and simple writing changes to help readers better assess road safety issues. The facilitator also notes that the British Medical Journal banned use of term "accident" in 2003 because it conveys an undue sense of faultlessness and inevitability, so the group can reflect on the wording used in the media. The facilitator then shares the <a href="#">WHO guide "Reporting on road safety: a guide for journalists"</a> with practical examples of road safety reporting from around the world, currently available in English, Spanish and Portuguese for free download at the provided link. The <a href="#">Vital Strategies/BIGRS fact sheet on best practices on reporting on traffic crashes</a> is also shared.</p> <p>If time permits, the floor is opened for questions. Participants are invited to respond to a quick evaluation form that will automatically pop up right after the end of the webinar—and if not will be shared in a follow-up email with the presentation and additional resources. The facilitator thanks everyone for their valuable time and invites journalists to stay engaged on the topic.</p>



## MODULE 2

## ONLINE

### **Preparation**

*Make sure that all speakers are aware of the time available for their sessions and agree on a way to say that “time is up” if needed.*

# Online Workshops

## #2. Speeding as the Major Risk Factor on the Roads



### Module 2 01:50

**Welcome, introductions and objectives**  
(0:00 – 0:15)

15 minutes

**Activity: creating road safety headlines with a colleague (pass the ball style)**  
(0:15 – 00:20)

5 minutes

**Why is road safety a public health issue? assessing the situation in the region/country**  
(0:20 – 0:40)

20 minutes

**Case study: how does speeding usually show up in headlines?**  
(0:40 – 0:50)

10 minutes

**Activity: analyzing a road crash scenario and potential contributors to the event**  
(0:50 – 1:05)

15 minutes

**Road design as a means to curb speeding**  
(1:05 – 1:15)

10 minutes

**Mass media campaigns, law enforcement and the deterrence theory**  
(1:15 – 1:25)

10 minutes

**Activity: reporting from a systems perspective and finding data for it**  
(1:25 – 1:40)

15 minutes

**Questions and answers**  
(1:40 – 1:50)

10 minutes

## Module 2 Speeding as a Major Risk Factor on the Roads

### Purpose

To help media organizations and journalists understand the Safe Systems approach to road safety and recognize it as a public health issue based on data and evidence.

### Objectives

To provide more resources, especially about speeding and infrastructure, to connect experts with participants, and to analyze case studies as a reference.

 Time  
2 hours

 Format  
Technical +  
interactive  
sessions

### Materials



PowerPoint

[Click to access  
Presentation #2](#)

### Session Description

Resources	Steps
<b>PPT#02</b> Slides 01 – 11	<b>Welcome, introductions and objectives</b>  The training facilitator(s) shares the screen to present the house rules and Zoom features, welcomes participants, and acknowledges their professional accomplishments and passion for road safety. The facilitator(s) reminds participants that interpretation is available and can be activated by clicking on their preferred language, on the bottom right of their Zoom screen.  The facilitator explains that the webinars are part of a broader international initiative that will be presented shortly. Before getting started, the facilitator invites participants to introduce themselves and the media outlet where they work. The facilitator then presents their credentials and those of the panelists.  The objectives of webinar #2 are then presented: <ul style="list-style-type: none"><li>• Understanding what makes speeding the major risk factor on the roads</li><li>• Reflecting on how the leading risk factor is usually reported on the news</li><li>• Training our perceptions at a crash site: identifying infrastructure that can help prevent road crashes, and discuss why road design matters.</li></ul>

<i>Resources</i>	<i>Steps</i>
<p><b>PPT#02</b> <i>Slides 01 - 11</i></p>	<ul style="list-style-type: none"> <li>• Learn the role of enforcement, mass media campaigns and the deterrence theory</li> <li>• Discuss what tools and approaches can be used to report from a systems perspective</li> </ul> <p>The next slide should be the workshop agenda, so that it is clear to all participants. After this, the facilitator introduces BIGRS, highlighting its history. (Since 2007, the initiative has saved nearly 312,000 lives and prevented up to 11.5 million injuries. It expects to save another 600,000 lives and prevent up to 22 million injuries in low- and middle-income countries by reinvesting between 2020 and 2025). Partners and different areas of work are briefly presented, as we introduce Vital Strategies and its central role in coordination, surveillance and communication, as well as the 50+ mass media campaigns on road safety aired all over the world. The facilitator also briefly gives an overview of the other main areas of work at Vital Strategies.</p>
<p><b>PPT#02</b> <i>Slide 12</i></p>	<p><b>Chat activity: create a road safety headline involving a colleague in the room</b></p> <p>Before diving into the subject, attendees are invited to share up to two stories related to road safety in a headline format, involving a colleague in the Zoom breakout room. Participants should be split into breakout rooms for three minutes. The goal is to help them realize that road safety matters and is relevant for everyone, including themselves. Participants are then invited to type their headlines into the chat box. The facilitator then reads them one by one, making comments to support participants' understanding. Then the facilitator shares their own personal headline related to road safety. (Example: Child restraint saves life of baby when car crashes into lamppost—and that baby grows up to be the facilitator.)</p>
<p><i>Presentation to be provided by guest speaker</i></p>	<p><b>Why speeding is the major risk factor from a systems perspective</b></p> <p>At this point, the facilitator invites a local or international road safety expert to explain why speeding is a major risk factor for road safety from a systems perspective, regionally and locally if applicable.</p>

Resources	Steps
<p><b>PPT#02</b> <i>Slides 23 – 28</i></p>	<p><b>Case study: how does speeding usually show up in headlines?</b></p> <p>The facilitator thanks the previous panelist and introduces the next topic, a case study to identify the relevance of speeding as a risk factor in a particular case, the coverage of a road crash on a major TV channel from Brazil (or any local example that would be suitable). The example starts with a video of the crash recorded from a surveillance camera to offer participants a unique perspective. After repeating the video at least twice, the facilitator shows the drawing of the car's trajectory provided by the local traffic authority and discusses the hypothesis for the crash, based on the video and the drawing.</p> <p>On the next slide, participants will answer YES or NO to the question: “Do you agree that speeding should be highlighted as the major risk factor for the outcomes of this particular road crash?” Participants may respond through chat or the “yes/no” feature on Zoom. The panelist may discuss the characteristics of this particular crash and assess other means to get information, such as police, emergency services of the hospital where some victims were taken.</p> <p>Next, we’ll focus on article about a crash from a digital outlet in Porto Alegre in Brazil, with headline, “Teenager dies in road crash caused by drunk driver, say police.” The next slide has a segment about the same crash, with a slightly different approach, highlighting that speed played a particular role. A reflection should follow on how we as communication professionals, and journalists in particular, can talk about speeding to highlight its severity and dangers for everyone on the road, including ourselves, as we discussed at the beginning of this workshop.</p>
<p><i>Presentation to be provided by guest speaker</i></p>	<p><b>Breakout room activity: analyzing a road crash scenario and potential contributors to the event</b></p> <p>At this point, the facilitator invites the representative from a partner organization (e.g., GDCI or WRI) to help participants exercise their perception on the role that road design has on speeding and how it is perceived by drivers, through a bad (or good) road design example. A discussion follows on how road design could prevent or increase the likelihood of a crash.</p>
<p><i>Presentation to be provided by guest speaker</i></p>	<p><b>Road design as a means to curb speeding</b></p> <p>In the following session, the partner continues to facilitate by sharing their knowledge on road design and how small changes can help save lives and prevent injuries.</p>



<i>Resources</i>	<i>Steps</i>
<p><i>Presentation to be provided by guest speaker</i></p>	<p><b>Mass media campaigns, law enforcement and the deterrence theory</b></p> <p>The facilitator thanks the partner and invites two partners to talk about a different way to encourage road users to respect speed limits: behavior change interventions. International best practices point out consistently that mass media campaigns along with enforcement operations are effective in promoting behavior change. The facilitator invites the in-country communication manager from Vital Strategies to lead the first part of the session, on mass media, and then the local enforcement coordinator or partners from IACP lead the enforcement component.</p>
<p><b>PPT#02</b> <i>Slides 35 - 50</i></p>	<p><b>Reporting from a systems perspective, and finding data for such reporting</b></p> <p>The facilitator thanks the partners from Vital Strategies and IACP for sharing their experience and knowledge and moves ahead with the session about reporting from a systems perspective. The facilitator starts with a WRI video that describes the Safe Systems concept and then explains very briefly the difference between the traditional view of a transportation system and the Safe Systems approach, which works to prevent crashes that result in death or debilitating injury. In the Safe Systems approach, the responsibility is shared by many actors, not just the traffic agency or the users, as in the traditional view.</p> <p>On the next slide, the facilitator calls attention to the fact that, since the beginning of the workshop more than 5,000 people have died in the world as a result of road crashes. This means one person dies every 23 seconds, according to the WHO interactive panel “Deaths on the Roads,” which is based on the Global Status Report on Road Safety. The resource offers data and traffic law information from almost every country in the world to help people understand the urgency of this issue. A PDF with the full report is also available in multiple languages at the WHO website and there is even an app that IOS and Android users can download to browse through the data.</p> <p>With the data and information from a global and national level, it is possible to analyze a particular scenario from a bigger perspective—the systems perspective. For example: In the big picture, what are the consequences of road crashes for society? One of them, as in the example in the next slide, is the cost to the whole society, which includes preventing investments or proper health care for many diseases, as well generating poverty in those affected by road crashes.</p>

<i>Resources</i>	<i>Steps</i>
<p><b>PPT#02</b> <i>Slides 35 - 50</i></p>	<p>The facilitator also reminds everyone, as a final reflection on the wording used in the media, that the British Medical Journal banned the use of "accident" in 2003 because it conveys an undue sense of faultlessness and inevitability. From there, the facilitator leads the group into another activity, this time to watch another real-world crash and discuss in breakout rooms how they would cover it. Divided into groups, participants will discuss in five minutes the coverage from: 1) a public health perspective, 2) a systems-level point of view, 3) an economic approach, and 4) a social impact perspective. Back together with the full group, participants may share their ideas.</p> <p>From there, the facilitator shares tips on writing to highlight the importance of using active voice, and not focusing only on vulnerable road users such as pedestrians but rather on the true cause of the crash. The facilitator also reminds participants that deaths and injuries on the road had been reported by the U. N. as a “pandemic” long before COVID-19.</p> <p>Before wrapping up, the facilitator shares the <a href="#">WHO guide “Reporting on road safety: a guide for journalists,”</a> with practical examples of road safety reporting from around the world, and the <a href="#">Vital Strategies/BIGRS fact sheet on best practices on reporting on traffic crashes.</a></p> <p>If time permits, open the floor for questions. Participants are invited to respond to a quick evaluation form (through a link the facilitator shares in the chat box or in a follow-up email with the presentation and additional resources. The facilitator thanks everyone for their valuable time and invites journalists to keep engaged on the topic and to keep in touch.</p>



Traffic victim gives testimonial, Recife, Brazil



Journalism webinar, Vietnam

Photo credits: Recife City Hall, 2021 (top) and Omar Jacob, 2021

## MODULE 3

## ONLINE

### **Preparation**

*Make sure that all speakers are aware of the time available for their sessions and agree on a way to say that “time is up” if needed.*

# Online Workshops

## #3. Data, Evidence and Solutions Journalism in Road Safety



### Module 3 – 01:50

**Welcome, introductions and objectives**  
(0:00 – 0:15)

15 minutes

**Icebreaker activity: myths and facts on road safety**  
(0:15 – 0:20)

5 minutes

**Using data to analyze trends and alternative perspectives**  
(0:20 – 0:40)

20 minutes

**Global and local data and evidence: finding resources for your stories**  
(0:40 – 0:50)

10 minutes

**Activity: research exercise for a story idea/pitch**  
(0:50 – 1:05)

15 minutes

**Activity: research exercise for a story idea/pitch**  
(1:05 – 1:15)

10 minutes

**How to report on road safety using solutions journalism**  
(1:15 – 1:25)

10 minutes

**Activity: how could solutions journalism be applied to road crash coverage in your newsroom?**  
(1:25 – 1:40)

15 minutes

**Questions and answers**  
(1:40 – 1:50)

10 minutes



**Purpose**

To help media organizations and journalists understand the Safe Systems approach to road safety and recognize it as a public health issue based on data and evidence.

**Objectives**

To provide data resources and introduce solutions journalism as an alternative lens to improve and amplify road safety reporting.

 **Time**  
2 hours

 **Format**  
Technical +  
interactive  
sessions

**Materials**



PowerPoint

[Click to access  
Presentation #3](#)

**Session Description**

<i>Resources</i>	<i>Steps</i>
<p><b>PPT#03</b> Slides 01 - 11</p>	<p><b>Welcome, introductions and objectives</b></p> <p>The training facilitator(s) shares the screen to present the house rules and Zoom features, and welcomes participants, recognizing their professional accomplishments and passion for road safety. The facilitator reminds participants that interpretation is available and can be activated by clicking on their preferred language, on the bottom right of their Zoom screen, if that's the case.</p> <p>The facilitator explains that the webinars are part of a broader international initiative that will be presented shortly. Before getting started, the facilitator invites participants to present themselves, calling on them by first name so that, one by one, they are able to say their full name, position and the media outlet where they work—no need to refer to current position. Following up, the facilitator starts by presenting their credentials and the panelists' credentials as well.</p>

Resources	Steps
<p><b>PPT#03</b> <i>Slides 01 - 11</i></p>	<p>The objectives of the webinar are then presented:</p> <ul style="list-style-type: none"> <li>• Understand how data can be used to support innovative reporting</li> <li>• Identify new resources both locally and internationally to improve road safety coverage</li> <li>• Introduce the solutions journalism concept</li> <li>• Practice pitches/story ideas from innovative perspectives</li> <li>• Find a path for solutions lenses on road safety and urban mobility coverage</li> </ul> <p>The next slide should be the workshop agenda, so that it is clear to all participants. After this, the facilitator introduces BIGRS, highlighting its history. (Since 2007, the initiative has saved nearly 312,000 lives and prevented up to 11.5 million injuries. BIGRS expects to save another 600,000 lives and prevent up to 22 million injuries in low- and middle-income countries by reinvesting between 2020 and 2025.) Partners and areas of work are briefly presented, as the facilitator introduces Vital Strategies and its central role in coordination, surveillance and communication, as well as the 50+ mass media campaigns on road safety aired all over the world. The facilitator also gives an overview of other main areas of work at Vital Strategies.</p>
<p><b>PPT#03</b> <i>Slides 12 - 24</i></p>	<p><b>Chat activity: myths and facts on road safety</b></p> <p>Before diving into the subject, attendees are invited to participate in a quiz in which everyone will be challenged to answer as to whether a sentence/idea about road safety is a myth or a fact. It is a fun and meaningful game to break the ice and get participants connected to road safety issues, especially when it comes to the relevance of data and evidence-based approaches rather than usual perceptions. Please note that local/regional myths and facts might also be added to the slides.</p>
<p><i>Presentation to be provided by guest speaker</i></p>	<p><b>Using data to analyze trends and alternative perspectives</b></p> <p>The facilitator invites the representative from Vital Strategies' surveillance team or the local surveillance coordinator to explain the strategic role of accurate and high-quality data for addressing the most pressing issues of road safety, and how to assess trends and find thought-provoking new perspectives based on data.</p>
<p><i>Presentation to be provided by guest speaker</i></p>	<p><b>Global and local data and evidence: finding resources for your stories</b></p> <p>The representative from Vital Strategies' surveillance team or the local surveillance coordinator continues to discuss the relevance of data, this time sharing practical resources on where to find relevant data/information from the global scale to the local context and how to find resources for stories.</p>

<i>Resources</i>	<i>Steps</i>
<p><b>PPT#03</b> <i>Slides 29 - 30</i></p>	<p><b>Breakout rooms activity: research exercise for a story idea/pitch</b></p> <p>The facilitator thanks the previous panelist and at this point will ask participants to engage in an exercise to assess the WHO Global Status Report country profile of their choice and identify interesting issues, perspectives, trends and comparisons with neighbors or with other countries. Each group will have 10 minutes to analyze a country profile and come up with pitch ideas. After that, everyone will be invited to share their ideas/pitches with the full group.</p>
<p><b>PPT#03</b> <i>Slides 31 - 43</i></p>	<p><b>Solutions journalism as a new concept in reporting</b></p> <p>Next, the facilitator introduces the concept of solutions journalism. According to the Solutions Journalism Network, a U.S.-based group of professionals committed to this way of reporting, solutions journalism involves rigorous evidence-based reporting on responses to social problems, such as road safety. It takes data very seriously, because of its relevance to finding solutions—just as we discussed in the previous sessions.</p> <p>So, solutions journalism covers a response to a problem and how it happened (or could happen). It also provides evidence of impact of interventions, looking at effectiveness, not just intentions; takes into consideration qualitative or quantitative data; and helps to answer questions such as, “Does evidence show that a particular intervention is not working?” A solutions journalism approach can also be used to write about a failed response. Overall, solutions journalism produces insights that can help others respond to a particular issue and points out any limitations or caveats of various responses.</p> <p>From there, the facilitator takes participants through a few examples of what solutions journalism is and what it is not. Another perspective to consider with this new approach is the phenomenon that people are “tired” of bad news and may seek information from sources that are less reliable than journalism.</p> <p>The Solutions Journalism Network also analyzed a study in the United Kingdom on why people were avoiding the news, and 58% of the respondents said because it “had a negative impact on their mood.” Another 40% said “there wasn't anything they could do” about the issues the media constantly present. It's not just in the U.K.; the United Nations official Instagram shared a post about mental health and recommended that taking a break from the news could be helpful, for health reasons. So, there should be a better way to help people be aware of the most pressing issues of our time, in a more constructive way.</p>

Resources	Steps
<p><b>PPT#03</b> Slides 31 - 43</p>	<p>A good example of this turnaround was an article from Nice-Matin, a newspaper in France. In 2014, the newspaper was in bankruptcy court, and decided to try to save itself without shareholders, through a crowdfunding campaign. People responded well. But the newspaper also asked readers: "What do you want our newspaper to cover the most?" The overwhelming answer was solutions. Now, subscribers have access to solution stories, with the digital strategy alone, not to mention the print version.</p>
<p><b>PPT#03</b> Slides 44 - 48</p>	<p><b>How to report on road safety using solutions journalism</b></p> <p>After the introduction of the solutions journalism concept and its potential benefits, the facilitator will then invite participants to apply this new approach to road safety issues. The first question would be to identify what are the most pressing issues of road safety in the participants' locations. What's missing from the public discussion about road safety?</p> <p>From there, the next step would be to look for places with similar contexts and challenges and with different approaches and outcomes. Who is doing it better? There are many ways to find these stories. We at Vital Strategies and BIGRS are here to help you find this evidence, but you could also try looking at data sets and reaching out to policy experts, people from academia, people working on project implementation, etc. There are some examples of these stories at the Solutions Journalism Network as well.</p>
<p><b>PPT#03</b> Slides 49 - 52</p>	<p><b>How could solutions journalism be applied to road crash coverage in your newsroom?</b></p> <p>Then, the facilitator asks participants, "How could you apply this new approach or vision to your current newsroom? Especially on road crash coverage?" and then invites participants to discuss it in small groups for seven minutes and to share their ideas with everyone for another seven minutes upon returning to the larger group.</p> <p>Before wrapping up, the facilitator shares the <a href="#">WHO guide "Reporting on road safety: a guide for journalists,"</a> with practical examples of road safety reporting from around the world, and the <a href="#">Vital Strategies/BIGRS fact sheet on best practices on reporting on traffic crashes.</a></p> <p>If time permits, the floor is opened for questions at the very end. Participants are invited to respond to a quick evaluation form (through a link the facilitator should share in the chat box, or to be shared on a follow up email with the presentation and additional resources). The facilitator thanks everyone and invites journalists to stay engaged with the topic and to keep in touch.</p>

# Annexes

## Checklist for organizing a workshop



Click and go to each individual file of the workshop

- Adapt and include local data on [invitation template email](#)
- Have online registration form ready (to be created in coordination with Vital Strategies)
- Adapt and include local data on [template for email confirming enrollment](#) (automatically sent by Zoom, in case of online events)
- Have spreadsheet ready with notes on special participants (e.g. prominent journalists/controversial authors)
- Adapt and include local data on [email reminder template](#)
- Have online surveys for post-event evaluation ready ([here's an adaptable example](#));
- Have “additional information” [materials \(full reports, guides and other relevant materials\)](#) ready and add local reports/data as needed;
- Adapt and include local data in [template for follow-up emails](#); ..
- Prepare organizational background for speakers;
- Adapt and adjust the main presentation template designed for the online [module #1](#), [module #2](#) and [module #3](#), and in-person workshops [module #1](#) and [module #2](#);
- Have a master list of participants, both for later trainings and for outreach for pitching stories



**Draft for invitation letters/emails**

When the text is highlighted with orange color, it means that you should choose between the two versions of the paragraphs; the first version is for road safety journalists and the second is for editors and newsroom managers.

When the text is highlighted with purple color, it means that you should replace the information according to your needs.

Dear [name]:

I hope you are well!

I am writing to invite you to the 20xx Road Safety Journalism Workshop, a program for journalists located in [City], designed by Vital Strategies, a global public health organization, and partner of the Bloomberg Philanthropies Initiative for Global Road Safety.

**Version 1 paragraph (FOR ROAD SAFETY JOURNALISTS):** Your recent commitment to covering road safety issues is a critical contribution to saving lives on [CITY]'s streets. We'd like to invite you to register.

**Version 2 paragraph (FOR EDITORS AND NEWSROOM MANAGERS):** [Name] is a prominent [newspaper/magazine/agency distributing news /TV channel/radio program] in [City] known for promoting social causes. Would you like to nominate yourself or a colleague from your office in [City] bureau for this workshop on [date and month]?

This 1.5 hour program is aimed at reporters and editors with an outstanding track record in covering local issues, especially those related to infrastructure, health and municipal government.

**Version 1 paragraph (FOR ROAD SAFETY JOURNALISTS):** As you may know, traffic injuries are the eighth leading cause of death worldwide and the number one cause in deaths of people between 5 and 29 years old. More than 1.35 million people die and up to 50 million are seriously injured in traffic crashes each year. Vehicle traffic in [City] [insert relevant data, like the increase on the number of vehicles], increasing the likelihood of road crashes and creating a significant burden on families, communities and economies, as well as on health, insurance and the legal system. And yet, media coverage tends to be sporadic.

**Version 2 paragraph (FOR EDITORS AND NEWSROOM MANAGERS):** As you may know, traffic injuries are the eighth leading cause of deaths worldwide and the number one cause in deaths of people between 5 and 29 years old. More than 1.35 million people die and up to 50 million are seriously injured in traffic crashes each year. In [City] [insert relevant data, like the increase on the number of vehicles], increasing the likelihood of road crashes and creating a significant burden on families, communities and economies, as well as in health, insurance and the legal system. And yet, media coverage tends to be sporadic.

Participants will explore new and exciting ways to cover one of today's most neglected but deadly health challenges while expanding their skills, connecting with key resources, and learning how to develop high-impact road safety stories that go beyond the usual road crash coverage.

## Draft for invitation letters/emails

Participants will receive a certificate after participating in the full workshop on [Date and month] at [VENUE AND DATE].

Registration is open to journalists working in print, digital, TV and radio media. Applications are open until [Date]. To apply, simply complete this online form [insert link here].

If you would like to nominate a colleague, please let us know. If you'd like to learn more about road safety or this workshop, I'll be happy to connect you with the organizers at [Vital Strategies](#).

About the Bloomberg Philanthropies Initiative for Global Road Safety:

The Bloomberg Philanthropies Initiative for Global Road Safety (BIGRS) works with the world's leading road safety organizations, including Vital Strategies, to implement road safety activities and coordinate with in-country governmental and nongovernmental stakeholders. BIGRS places an emphasis on achieving outcomes, and on using high-quality monitoring and evaluation mechanisms to continually assess progress. For more information, visit: <https://www.bloomberg.org/program/public-health/road-safety/>.

To learn more about Vital Strategies' work in road safety, [click here](#).

The training will be highly interactive and practical, with opportunities that will allow participants to develop story ideas and begin to report them. There will be observations from high-level road safety experts as well as key advocates. The facilitators are experts in journalism and road safety from around the world.

Participants will explore road safety data and risk factors, as well as the concept of safe systems and where to find the most recent evidence and data for road safety reporting. They will develop and pursue ideas supported by a team of experts and advocates.

To register, simply complete this online form [insert link here].

[Greetings],

 Go to  
[Draft for  
Invitation  
letters](#)

## Draft for confirmation letters/emails:

Dear [name],

Congratulations on being accepted to the Road Safety Journalism Workshop at [venue]. This email serves as a confirmation of your participation of [length of workshop] at [Date, month and time].

This workshop serves to recognize journalistic excellence and encourage sustained coverage on a topic of growing importance for news audiences: road safety. As you may know, [include relevant data from the traffic/crashes condition] in [City] in the last decade, increasing the likelihood of crashes that bring a significant burden to families, communities and economies, in addition to the strain on health, insurance and legal systems. Globally, traffic crashes kill 1.35 million people every year and are the leading cause of death for people ages 5 to 29.


The [Date, month and time] workshop will help you and your editorial staff explore more exciting and high-impact ways to cover the many facets of road safety. Participants will come away with not only a certificate, but also with ideas for stories and tools for seeking data and sources. Participants will also become part of a global network of journalists who are at the forefront of road safety coverage.

The workshop will feature key road safety experts and [include other participants area of work] of [City]. The event will be hosted by [Vital Strategies](#), a partner in the [Bloomberg Philanthropies Initiative for Global Road Safety](#).

Please contact me if you have any questions about the workshop and to confirm your participation at [venue, date, month and time].

We are looking forward to sharing our experience and learning from you on our 20xx Road Safety Journalism Workshop.

[Sincerely,]

Go to  
 [Draft for Confirmation letters](#)

## Draft for reminder letters/emails

Dear [name]:

I hope you are well!

This is a friendly reminder of your registration for the 20xx Road Safety Journalism Workshop. The workshop is a program for journalists located in [City], designed by [Vital Strategies](#), a global public health organization and a partner in the Bloomberg Philanthropies Initiative for Global Road Safety.

The [Date, month and time] workshop will help you and your editorial staff explore more exciting and high-impact ways to cover the many facets of road safety. You will come away with not only a certificate, but also with ideas for stories and tools for seeking data and sources. Participants will also become part of a global network of journalists who are at the forefront of road safety coverage.

The workshop will feature key road safety experts and [include other participants area of work] of [City]. The event will be hosted by Vital Strategies.

About the Bloomberg Philanthropies Initiative for Global Road Safety:


The Bloomberg Philanthropies Initiative for Global Road Safety (BIGRS) works with the world's leading road safety organizations, including Vital Strategies, to implement road safety activities and coordinate with in-country governmental and nongovernmental stakeholders. BIGRS places an emphasis on achieving outcomes, and on using high-quality monitoring and evaluation mechanisms to continually assess progress. For more information, visit [Bloomberg Philanthropies Initiative for Global Road Safety](#).

To learn more about Vital Strategies work in road safety, [click here](#).

The workshop will be highly interactive and practical, with story laboratories that allow participants to develop story ideas and begin to report the stories. There will be observations from high-level [global/regional/local] experts on road safety as well as key advocates. The facilitators are experts in journalism and road safety from around the world.

Please contact me if you have any questions about the workshop. We look forward to sharing our experience and learning from you to our 20xx Road Safety Journalism Workshop.

[Greetings],

 Go to  
[Draft for  
reminder  
letters](#)

## Draft for follow-up letters/emails

Dear Participants,

We would like to thank you for your valuable time and engagement at our **20xx** Road Safety Journalism Workshop. We believe that with a well-informed society, it is possible to prevent many deaths and injuries on the roads. We hope that we have contributed to your work by offering new perspectives, data, sources and approaches that you can leverage to alert society to this epidemic of road crashes.

The presentation used during the workshop is attached (as well as the recording of it).

In addition, please find attached a guide developed by WHO and the Pulitzer Center, entitled “Reporting on Road Safety: a guide for journalists,” which includes 16 story ideas. The document is available in English, Spanish and Portuguese. Also available is the Vital Strategies/BIGRS fact sheet on best practices for reporting on traffic crashes.

You can also find the latest edition of the WHO Global Status Report on Road Safety, with detailed information on each U.N. member. You can quickly reference this report and view country-specific data through the mobile app.

WHO has also made available a practical guide for professionals in the field, called “Save Lives—a Road Safety Technical Package.” Although technical, it may be interesting to use as a source. Short videos on the risk factors discussed are also available on the WHO YouTube channel:

Surveillance: <https://www.youtube.com/watch?v=yRdLmabsc2w>

Urban design improvements: <https://www.youtube.com/watch?v=yRdLmabsc2w>

Post-crash care: <https://www.youtube.com/watch?v=t2lvyVhOfFE&t=17s>

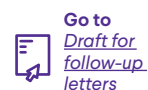
Speed management: <https://www.youtube.com/watch?v=t2lvyVhOfFE&t=17s>

Vehicle safety: <https://www.youtube.com/watch?v=QILJexbnpzc>

We are making available some WHO fact sheets on the various aspects of road safety that we discussed: risk factors, basic facts, documents and sources, myths, the role of WHO and frequently asked questions. For those interested in safety standards of vehicles and why **[it is inferior to European or North American countries]**, it is possible to find more information from Global N-CAP, which tests vehicles and is also a partner in the Bloomberg Philanthropies Initiative for Global Road Safety.

In the next few days, we will forward the certificates of participation in the workshop. We remain available for any questions, ideas about guidelines, data and sources, and how we can better assist you.

**[Sincerely,]**





## Evaluation Form (In Person and Online)

Please complete this survey about your participation in the [DATE] workshop at the [LOCATION]. Your feedback is important and will enable us to improve the content for future trainings.

1. This workshop was a productive use of my time:

- Very useful
- Useful
- Irrelevant
- No comments

Please state the reasons for your answer:

2. This workshop was relevant for my work:

- Very relevant
- Relevant
- Irrelevant
- No comments

Please state the reasons for your answer:

3. The duration of the workshop was adequate:

- Very adequate
- Adequate
- Not adequate
- No comments

Please state the reasons for your answer:

4. Which session was the most interesting from your perspective, and why?

5. Did the topics we cover today inspire any story ideas? If so, please describe:

6. What are the biggest learnings from your experience? Please indicate some of the practical steps you will take after this workshop, or reporting ideas you have.

7. What are the most pressing road safety issues in [City]?

8. How is road safety generally covered in the media?

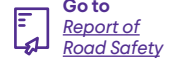
9. What other areas would you like to see covered in future workshops?

10. Would you recommend colleagues for whom it might be useful to attend? If so, please provide their names and emails.



## Follow-Up Content

Reporting on Road Safety: a guide for journalists, World Health Organization, 2015  
<https://www.who.int/publications/i/item/9789241565684>



Go to  
[Report of  
 Road Safety](#)

Reporting on Traffic Crashes: Best Practices, Vital Strategies 2021  
<https://www.vitalstrategies.org/resources/reporting-on-traffic-crashes-best-practices/>



Go to  
[Reporting on  
 Traffic Crashes](#)

Best Practices for Facilitating Online Meetings, Trainings and Events  
<https://vital.box.com/s/8jnko1qsjaqxyvi0qybzywm3byiblm0c>



Go to  
[Best-practices  
 for Facilitating  
 Online Meetings](#)

Global Status Report on Road Safety, World Health Organization 2018  
<https://www.who.int/publications/i/item/9789241565684>



Go to  
[Global Status  
 Report on Road  
 Safety](#)

Road Safety: Basic Facts, World Health Organization  
[https://www.who.int/violence\\_injury\\_prevention/publications/road\\_traffic/Media\\_brief\\_all\\_factsheets\\_web.pdf?ua=1](https://www.who.int/violence_injury_prevention/publications/road_traffic/Media_brief_all_factsheets_web.pdf?ua=1)



Go to  
[Roady Safety:  
 Basic Facts](#)

Does news coverage of road crashes affect perceived blame and preferred solutions?  
 Goddar, Ralph, Thigpen, Iacobucci, 2019

<https://www.sciencedirect.com/science/article/pii/S2590198219300727>



Go to  
[Article](#)

Glossary of road safety terms and expressions, WHO  
[https://www.who.int/violence\\_injury\\_prevention/publications/road\\_traffic/world\\_report/glossary.pdf](https://www.who.int/violence_injury_prevention/publications/road_traffic/world_report/glossary.pdf)



Go to  
[Glossary of  
 Road Safety  
 terms and  
 expressions](#)

## Short videos available on the WHO YouTube channel

Surveillance

<https://www.youtube.com/watch?v=yRdLmabsc2w>

---



Go to  
[Surveillance  
video](#)

Urban design improvements

<https://www.youtube.com/watch?v=yRdLmabsc2w>

---



Go to  
[Urban Design  
Improvements  
video](#)

Post-crash care

<https://www.youtube.com/watch?v=t2lvVh0fFE&t=17s>

---



Go to  
[Post-crash  
care video](#)

Speed management

<https://www.youtube.com/watch?v=t2lvVh0fFE&t=17s>

---



Go to  
[Speed  
management  
video](#)

Vehicle safety

<https://www.youtube.com/watch?v=QILJexbnpzc>

---



Go to  
[Vehicle Safety  
video](#)



