

DECADE OF ACTION FOR
ROAD SAFETY



2021 - 2030



TRAINING ACTIVITIES
**ROAD SAFETY
REPORTING
(2022-2023)**



World Health
Organization



AIBD/WHO SUB-REGIONAL WORKSHOP ON ROAD SAFETY REPORTING (6-8 DECEMBER 2022) KUALA LUMPUR, MALAYSIA

BACKGROUND

The Road Safety Reporting Initiative aims to assist journalists in telling more and better stories that help reduce road fatalities. AIBD is collaborating with WHO to upskill and mentor regional journalists on how to create effective stories that can impact their respective audiences and also sensitise policy makers. The aim is to support a growing cadre of journalists to report responsibly and more regularly on road safety in their own countries and languages. The initiative is a part of AIBD's efforts to focus on developmental journalism, where the media should report on complex human developmental challenges and offer solutions as well.

The aim of this three-day regional train-the-trainer (ToT) workshop on reporting the Global Safety Road Plan will be to empower the trained journalists to share their new knowledge through training in their own newsrooms, communities, and countries. The ToTs will include follow-on mentoring sessions and the provision of grants for the follow-on training and for reporting on road safety.

DESIRED COMMITMENTS

- To **attend** all sessions of the **TOT workshop** physically in Kuala Lumpur, Malaysia.
- Work with the master trainers to **devise a curriculum** on training the local reporters on reporting global road safety plan.
- **Produce 4-5 news stories** that meet the criteria of Solutions Journalism on issues of Road Safety. If possible, many of the stories collated should be from participant's respective country.
- **Conduct a follow-up training** for the local journalists in their respective cities and submit the report based on the outcomes of the training activity.



AGENDA

DAY 1

- Top Road Safety Issues in Asia
- Solution Journalism on Road Safety
- Finding Road Safety Data

DAY 2

- Storytelling with Data
- Case studies
- Group Assignments

DAY 3

- Training & Reporting Topics
- Resources for Reporting & Training
- Brainstorming on Content

PARTICIPANT'S PROFILE

The nominated participants should be:

- Experience in managing media trainings for their respective organisations.
- Experience in training in Solutions Journalism and reporting on public health issues.
- Strong and proven networks of journalists covering public health issues through a solutions Journalism lens in the priority countries.
- Able to understand and speak English language.
- Must have an experience of over 5-10 years in developmental journalism.

OUTCOMES

- Participants will have enhanced knowledge and skills related to content creation on Road safety with the Agenda of the Global Road Safety Plan, WHO mandate and other aspects of solution journalism.
- Participants will be more proactive in ensuring the effective content creation of road safety challenges at policy and social level.

OUTPUTS

- 4-5 News stories produced by the participants which will be broadcasted on their respective media organisations.
- At least 10 social media posts on sensitising general public on road safety.
- Curriculum development for in-country workshops with the assistance of training consultants.
- Project plan to organise in-country workshops with the support of AIBD.

AIBD/WHO IN-COUNTRY WORKSHOPS ON ROAD SAFETY REPORTING (2023)

OBJECTIVES

The media can play an important role in educating the public and policymakers about the importance of road safety. This is only possible if content creators are equipped to tell compelling and humane stories about the subject while understanding the context of the Global Road Safety Plan. The selected participants will be required to conduct training in their respective countries following the TOT training in Kuala Lumpur, Malaysia. The goal is to train local journalists to produce effective road safety reporting. Because of these workshops, it will be easier to make people in the area more aware of this issue. With the support of its member organisations, AIBD will help the facilitators to organise the local workshops.

TARGETED COUNTRIES



Bangladesh



China



India



Malaysia



Vietnam

PARTICIPANT'S PROFILE

The nominated participants should be:

- TV, radio and print news editors, field reporters, programme producers and on-line producers.
- 3 years of working experience in journalism from the news departments of media organizations.
- He/she should have experience in producing news packages and stories.
- Media Students from different Malaysian media institutes will also be invited.



CONSULTANT'S PROFILES



DEBORAH POTTER

Deborah Potter is an experienced journalism trainer and reporter who spent 16 years as a correspondent for CBS News and CNN. She leads workshops for journalists in the United States and around the world, focusing on reporting and writing, online and visual storytelling, social media, and journalism ethics. She partners with national and state journalism groups and also provides training for news organizations

Deborah is co-author of "Advancing the Story: Quality Journalism in a Digital World," 4th ed. (CQ Press, 2018). Among her other publications are the "Handbook of Independent Journalism," "Incoming: Advice for the Newly Named News Director," and "Ready, Set, Lead: The Resource Guide for News Managers."



MERCEDES SAYAGUES

Sayagues specializes in gender, sexuality, health, and human rights. A seasoned media trainer, she teaches journalists across Africa in English, French and Portuguese. With Women in Law/Mozambique, she designed a curriculum and trained community radio reporters on sexual and reproductive rights. She has produced two training manuals on reporting on HIV/AIDS and is a regular consultant for the United Nations Population Fund.

She has written studies on AIDS policies in Senegal and Uganda, on AIDS in the media in Kenya, Botswana and Senegal, and on gold mining in Mali, for various think tanks. In 2018 she researched a case study on Chinese mining in Mozambique for Amnesty International. In 2019 she was the coordinator for community engagement in Mozambique's humanitarian operation post-cyclone Idai and worked closely with community radios in the affected provinces.

DECADE OF ACTION FOR ROAD SAFETY



2021 - 2030

GLOBAL PLAN

DECADE OF ACTION FOR ROAD SAFETY
2021-2030

UN General Assembly Resolution 74/299 declared a
Decade of Action for Road Safety 2021-2030,
with the target to reduce road traffic deaths & injuries

**BY AT
LEAST 50%** during that
period

The **Global Plan** describes what is needed to
achieve that target, and calls on governments
& partners to implement an integrated

SAFE SYSTEM APPROACH



TRAINING ACTIVITIES SAFETY FOR JOURNALISTS (2022-2023)



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