

No more ~~ACCIDENTS!~~ *Call it what it is...*
INJURY, COLLISION, INCIDENT or CRASH

Media Release

September 2011

No More Accidents, Call It What It Is ...

This month, there will be car crashes resulting in injury and death, but there will be no accidents.

Motor vehicle collisions are not accidents. 90% of incidents causing injury or death could have been predicted and therefore prevented. For example, we all know that when drivers do not adjust their speeds on snowy or icy winter roads, they increase their chances of losing control of their vehicles and causing collisions. This is true for drivers who are distracted, impaired, fatigued, aggressive, or unskilled. When we use the word “accident,” it allows people to view it as something they cannot control or prevent.

“We often refer to incidents like a car crash, a fall, a sports injury, etc. as ‘accidents’, but by eliminating the use of the term ‘accident’ and calling injuries what they really are – injuries, crashes, collisions, falls, etc. – we can help people see injuries in a whole new way – as incidents that they have some control over and can take measures to prevent,” says Dr. Philip Groff of SMARTRISK,. “By changing the way the public views incidents such as these, we can start to help them see the risks in their everyday lives and show them how to manage those risks in the smartest way possible so they can enjoy life to its fullest.”

-30-

For more information:

Jen Dykxhoorn, B.A.H.
Health Promoter

Renfrew County and District Health Unit
7 International Drive, Pembroke ON K8A 6W5
613-735-8651x500
jdykxhoorn@rcdhu.com

