

## Media Glossary

Many words in our daily language give the assumption that the injuries we sustain are not preventable. Through extensive research we know that 90 per cent of injuries are predictable and preventable. Preventable believes communication plays a vital role in the way we perceive injuries and injury prevention.

As part of the campaign to change Canadians' attitudes and behaviours towards injuries, Preventable encourages the media to consider the following vocabulary when reporting on an event, collision or injury.

Here are our recommendations:

<b>TERMS CURRENTLY USED</b>	<b>APPROPRIATE TERMINOLOGY</b>
Accident	Crash
Death	Fatality
Unavoidable / Unintentional	Preventable
Burn victim	Burn survivor
Wreck / Wreckage	Scene

By changing our daily language, Preventable aims to create awareness about the unnecessary risks we all take, and create a culture where we look out for each other.

We encourage the media to be part of this change.