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IAEM endorses hard-hitting RSA Christmas Road Safety message

The Road Safety Authority (RSA) today launched a series of hard-hitting television advertisements intended to show the extent of the trauma inflicted on family members (and healthcare professionals) following road traffic fatalities. The Irish Association for Emergency Medicine through Mr Gerry Lane, Consultant in Emergency Medicine at Letterkenny General Hospital has worked with the RSA to provide the unique perspective of those working in the frontline. In particular, the difficulty of having to break bad news to the loved ones of road traffic collision victims and the implications of either not wearing a seatbelt or wearing one incorrectly are highlighted by Mr Lane in the two adverts featuring him. The other adverts feature the devastated families of road traffic collision victims and the ongoing difficulties they face.

The Association is keen to assist with any measure which will further reduce the unacceptable number of deaths and injuries on our roads. We are particularly aware of the current Christmas season and how it can be wrecked irretrievably for families because of the permanent consequences of a fatal road traffic collision or permanent disability.

The RSA's press release and the adverts are available at the link http://www.rsa.ie/NEWS/News/Crashed_Lives_2008.html

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