



# National Institute of Mental Health & Neuro Sciences

(An institute of National Importance)

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## DEPARTMENT OF EPIDEMIOLOGY CENTRE FOR PUBLIC HEALTH

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### **JOURNALIST'S TRAINING PROGRAMME ON ROAD SAFETY 7-8<sup>th</sup> May 2017 @ NIMHANS**

Dear .....

Greetings from NIMHANS!

Road accidents are a common sight in our day to day lives and it is reported that 1,46,000 persons died due to road accidents in 2015 in India. We are all aware that deaths are only the tip of iceberg and many more get admitted to hospitals and seek emergency care from hospitals. For the affected families, the loss of a family members is definitely unbearable and has huge impact on all family members and known persons.

However, it is well established that road accidents are predictable and preventable. The UN Decade for road safety (2011-2020) advocates application of 5 pillars (Road safety Management, Safer road infrastructure, Safe vehicles, Safer road use behaviour and Post crash care) as framework to reduce road accidents and deaths globally. The challenges lie in translating knowledge to action in a country like India.

To create an enabling environment and elicit active participation of all citizens for road safety, large scale and sustained advocacy is the need of the hour. In this process, media professionals from print, visual and digital platforms can play a very critical and vital role to advocate for road safety issues. WHO has also felt that capacity building of journalists and media people can strengthen road safety activities in India.

In order to empower media professionals for understanding and advocating for road safety issues, the Centre for Public Health at NIMHANS(also a WHO collaborating centre for injury prevention and safety promotion) in collaboration with World Health Organisation, South East Asia Regional Office , New Delhi is conducting **A TWO DAY TRAINING PROGRAMME FOR JOURNALISTS/ BUDDING JOURNALISTS IN ROAD SAFETY** . The main objective of the programme is to facilitate capacity building of journalist's ( both print and visual) to bring about a perspective shift in their manner of news assimilation and reporting, with regards to road safety issues.

The programme will be held between **7-8<sup>th</sup> May 2017** in **Dr M V Govindaswamy Centre at NIMHANS, Bengaluru**. The number of participants is limited to 50. Interested professionals are eligible to register. You can register either by filling out the attached google docs in the email link or by sending an email to [cphnimhans@gmail.com](mailto:cphnimhans@gmail.com) stating your interest to attend the programme. NIMHANS will not provide TA or DA to attend the programme and will cover refreshments and lunch during the programme. There is no registration fees to participate.

Warmest regards

Sd/-

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