



**Traffic safety and public health experts recommend using “crash” instead of “accident” when discussing traffic incidents. Here’s why:**

# **CRASH** ~~ACCIDENT~~

## **Emphasizing Preventability**

“Accident” is typically understood to be unpredictable—a chance occurrence that is void of fault and therefore unavoidable. “Crash” underscores that these events are preventable and result from specific choices, actions and environments, rather than just chance. This language reminds us that individuals and organizations have the power to make roads safer.

## **Promoting Accountability**

The word “crash” avoids suggesting that collisions are simply unavoidable. It invites a closer look at the factors involved and holds those responsible accountable when necessary.

## **Focusing on Solutions**

Recognizing crashes as preventable helps us to identify their root causes and implement more effective solutions. This approach supports a data-driven collective commitment to improving roadway safety.

## **Changing Perceptions**

The words we use affect how we think about issues. Replacing “accident” with “crash” helps shift the public’s mindset toward collective prevention and responsibility in roadway safety.

## **Supporting Victims**

For those affected by traffic violence, “accident” can sound dismissive, downplaying the seriousness of their experience. “Crash” better acknowledges the impact and severity of these incidents.

## **Aligning with Expert Consensus**

Leading transportation agencies, safety organizations, and media outlets have adopted “crash” as the preferred term. Using this language consistently strengthens our collective efforts to improve roadway safety and save lives.

***Let’s embrace this exciting and positive change together!***

***By using the word “crash,” we are acknowledging our power to prevent these incidents and holding ourselves accountable for the safety of our roads. Together, we can make a difference and pave the way towards a future with zero traffic deaths.***