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Training in speaking to the public (via the media in particular but in person too) in plain language, avoiding jargon and abbreviations. A woman was injured in a car accident not a female motorist sustained injuries during an RTA. They should save that kind of language for their report.

Here's an interesting point that you can also include. When replacing the RUC, the powers that be in Northern Ireland deliberately called the new organisation the Police 'Service' to place emphasis on serving the public.