



CHANGING LANES: YOUTH DRIVING THE MOVEMENT FOR SAFER MOBILITY ADVOCACY AND CAMPAIGNS TOOLKIT



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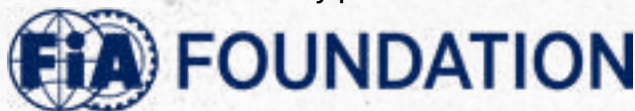
ADVOCACY AND CAMPAIGNS TOOLKIT



Initiated by:



Advocacy partner



#CLAIMINGOURSPACE

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WELCOME LETTER

Dear Young Advocate,

You are here because you want to learn how to advocate for road safety and sustainable mobility effectively. We welcome you on your change-making journey and hope you learn many impactful advocacy and campaigning techniques.

YOURS - Youth for Road Safety developed this tool to support members of the Global Youth Coalition for Road Safety and young changemakers worldwide to advocate for safer and more sustainable mobility systems towards the 4th Ministerial on Road Safety that will take place in Marrakesh in early 2025. In light of the recent Global Status Report on Road Safety, young people are most impacted by a man-made epidemic: road traffic crashes. Your passion for change and improving your community's local road safety conditions will contribute to impactful policy changes that will save the lives of young people and all road users.

As a young leader, you are the present and the future, and your demands for change and investment in sustainable mobility, health and well-being, climate action, and the sustainable development agenda are the solutions that world leaders seek. The world's journey to a sustainable and inclusive future starts with you and young people like you. It is normal to feel frustrated and run out of patience, but you should learn to adapt and be flexible. The journey matters as much as the end goal. Remember, it is always about the end goal: contributing to saving lives and having more sustainable mobility systems.

In this toolkit, you will find key information from the Global Status Report on Road Safety and the Global Plan for the 2nd Decade of Action for Road Safety that will help you understand how Road Safety is central to achieving the Sustainable Development Agenda. You will learn techniques for meaningful youth participation and understand the policy-making processes of design, implementation, and accountability.

We encourage you to use this advocacy and campaign tool as a practical guide to enhance your advocacy skills, demonstrate new knowledge, understand how to gain public support and mobilise your community. This tool will enable you to grow your skills and knowledge to influence road safety policy-making and engage with different road safety stakeholders throughout your advocacy journey.

Let's keep on #ClaimingOurSpace on the way to the 4th Ministerial Conference on Road Safety in 2025 and beyond!!

INTRODUCTION

What you can find in the Toolkit

This guide is designed to be handy and interactive for young advocates worldwide. It contains multiple tools from key road safety partners to enhance your advocacy efforts to promote road safety and sustainable mobility from local to global levels.

How do you use this toolkit in your advocacy journey?

Your community and you are the experts on your own needs to transform cities into healthier, safer, sustainable and resilient spaces. In the following sections, you will find tools that will support you on strategic thinking related to advocacy and campaigns, webinars to go deeper into the relationships between road safety sustainable agenda, downloadable tools that will help you set up your talking points with decision-makers, and case studies about successful advocacy for policy change on road safety and sustainable mobility.

Where to start? Get familiar with crucial advocacy elements!

Before you embark on your advocacy journey, be mindful that it is a long process toward sustainable and impactful change. There is no magic stick to change the world!. **As a young novice change maker, you need to familiarise yourself with these crucial advocacy elements:**

Policy- Legal framework: Effective advocacy involves understanding and navigating the complex landscape of laws, regulations, and government policies. In this toolkit you'll understand the differences between these concepts. You'll understand how to identify gaps or deficiencies in existing frameworks that could be opportunities and part of your advocacy goals.

Communications: A fundamental aspect of impactful advocacy is understanding public sentiment surrounding road safety and sustainable mobility. This toolkit will provide ideas for you to effectively disseminate advocacy messages and outcomes to stakeholders and influence policy change.

Research and Data Analysis: Evidence-based research and data analysis tailored to the national context are essential for informing advocacy strategies and engaging decision-makers. You'll find here different sources to identify evidence based problems and solutions.

Monitoring, Evaluation, Accountability, and Learning (MEAL): Tracking the progress of advocacy initiatives and advocating for participatory accountability mechanisms ensures your contributions are duly considered in policy formulation. We've prepared some tools for you to follow up on your efforts.



What is Advocacy?

Advocacy is the deliberate and strategic effort to promote, protect, and advance a particular cause, policy, or idea. It involves various activities to influence decision-makers, public opinion, and societal norms or behaviours. These activities include lobbying, campaigning, grassroots organising, public speaking, media engagement, and coalition-building. Advocacy is a long-term process that aims to contribute to policy design, implementation, and accountability.

Rather than pushing a personal opinion or objective, advocates create awareness of a problem or an issue as a representative of a broader group or cause. The overall goal of advocacy is to influence key people who have the power to make decisions about your cause to implement laws, policies or solutions that benefit the cause and facilitate policy change and the development we aspire to see. So, in summary, advocacy " is the art of getting someone with power to do something that they would not otherwise do." (The Democracy Center, 2022).

What are Campaigns?

Campaigns are coordinated efforts to achieve specific goals within a set timeframe, to mobilise support and resources to effect change on a particular issue or cause. (YOURS, 2024).

Campaigns typically have one or more specific goals, which vary depending on the issue being addressed and the intended audience. These goals can include:

- 1 Wake Up the World:** Campaigns often aim to raise people's awareness of important issues through organising events, running online or onsite sessions, sharing informative materials, and using social media to reach more people and teach them why the cause matters.
- 2 Mobilise Support:** Campaigns help gather support from people, communities, and organisations who care about the cause. This includes various techniques like organising rallies, collecting signatures for petitions(online/off-line), building partnerships with key stakeholders and public engagement activities.
- 3 Influence Decision-Makers:** Through campaigning, we try to convince people in power, like politicians or decision-makers, to make changes that support the cause. This

might involve meeting with them, writing letters, or organising events, part of advocacy project, to show how important the issue is to the community and ask them to take action.

- 4 Inspire Meaningful Actions:** By campaigning, we inspire people to do something to support the cause. This includes simple tasks like signing a petition, attending a protest, or contacting their representatives to ask for change. On a bigger scale, we aim to mobilise the community across different ages and backgrounds to pressure decision-makers to take action.
- 5 Start Waves of Change:** One of the goals of advocacy campaigns is to create real change at grassroots levels that positively impacts people's lives. By gathering support, influencing decision-makers, and getting people to take action, campaigns can help implement new policies, change attitudes and behaviour, or make other positive changes that move the cause forward.

DECONSTRUCTING 4 ROAD SAFETY MYTHS

1 Youth are the problem → Meaningful youth participation

Young people are blamed and seen as victims of road crash fatalities, but this is a Myth created by the system and society to stigmatise them.

The perceptions of the public and individuals of their duties and responsibilities concerning the community can influence road safety laws. (WHO, 2013) This is why we are calling for a paradigm shift from blaming young people to working hand in hand with them to shape road safety and sustainable mobility policies,

**Youth can demand
action and help take it-
Global Status Report,
WHO, 2023**



At YOURS, we believe that young people have a right to be involved in solving the issues that affect them most. There is no greater issue for youth aged 5-29 than their #1 killer: road crashes. YOURS' #1 demand to decision-makers is to incorporate meaningful youth participation into their road safety strategies, especially with the older youth aged 18 to 35 passionate about enhancing road safety and promoting sustainable mobility in their local communities and cities.

Meaningful youth participation is vital to creating inclusive and sustainable societies in the broader Sustainable Development Agenda. It is achieved when young people's experiences, ideas, expertise and perspectives are systematically integrated into programmatic, policy and decision-making institutions (Women Deliver, 2016). Many governments and international organisations address it and promote it. You can access the Module '[Meaningful Youth Participation in Road Safety](#)' in our YOURS Academy to learn more about the topic in detail.

This is non-exclusive but complementary to all road safety demands and advocacy messages from the road safety community. Risk factors and safe system demands should all incorporate meaningful youth participation as a cross-cutting enabler. That is to say, safe speed limit policies designed with meaningful youth participation, helmet coalition programmes harnessing meaningful youth participation, increased financing for road safety through meaningful youth engagement projects, and so on.

Meaningful youth participation is not an end goal in itself; it is a mechanism that YOURS integrates across all projects and advocacy messages connected to the road safety agenda.

2 Road fatalities are a human mistake → Safe System Approach

"People always make mistakes based on their behaviours, attitudes, and not respecting the rules". This myth has been busted. It's a co-shared responsibility, and everyone has a role in saving lives and promoting sustainable mobility.

The transportation community has embraced the Safe System Approach as an effective way to address and mitigate the risks inherent in our enormous and complex transportation system. This approach is a strategic way to understand road safety, that works by building and reinforcing multiple layers of protection to both prevent deadly crashes from happening and minimise the harm caused to those involved when crashes do occur. (European Road Safety Observatory, 2023).

Principles of a Safe System Approach:



Death and Serious Injuries are Unacceptable

A Safe System Approach prioritises eliminating crashes that result in death and serious injuries. Simple crashes are not a matter of concern.



Humans Make Mistakes

People will inevitably make mistakes and decisions that can lead to or contribute to crashes. Still, the transportation system can be designed and operated to accommodate certain types and levels of human mistakes and avoid death and serious injuries when a crash occurs.



Humans Are Vulnerable

Human bodies have physical limits for tolerating crash forces before death or serious injury occurs; therefore, designing and operating human-centric transportation systems that accommodate physical human vulnerabilities is critical.



Responsibility is Shared

All stakeholders—including government at all levels, road designers, industry, NGOs, Academia, Youth, and the general public—are vital to preventing fatalities and serious injuries on our roadways.



Safety is Proactive

Proactive tools should be used to identify and address safety issues in the transportation system rather than waiting for crashes to occur and reacting afterwards.

Do you want to learn more about the Safe System Approach? Enrol at [YOURS Academy](#) and explore the modules 'The Global Road Safety Problem and Youth' and 'The Safety System Approach and the Risk Factors' for in-depth insights on this concept.

3 'Road Safety Is a Siloed Topic' → Sustainable Development Goals

'Road safety is a technical issue related only to mobility and transport systems; it doesn't contribute to the 2030 Agenda and targets.' Or so many wrongfully think.

Road safety is actually linked to the broader Sustainable Development Agenda focusing on youth, climate, and health priorities. A safe, inclusive and

affordable sustainable transport system is pivotal to achieving all SDGs, particularly those related to health and inequalities: SDG3 (Health and Well-Being), SDG4 (Quality Education), SDG5 (Gender Equality), SDG10 (Inequalities), SDG11 (Sustainable Cities and Communities), SDG13 (Climate Action). In this section, you will find bite-sized information, webinars, and additional resources from the Policy Papers on Road Safety and the SDGs developed by Youth Coalition members to support your advocacy messages and strategy to influence and talk with decision-makers about health, climate, and youth agendas.



Road Safety and Health and Well-Being (SDG3)

- Road traffic crashes impose significant economic burdens on countries, accounting for 3 percent of Gross Domestic Product (GDP) in most nations, and up to 6 percent in low- and middle-income countries (WHO, 2023).
- Over 90 percent of the world's children are affected daily, with road traffic pollution contributing to approximately 127,000 deaths annually, including one in ten child asthma cases (Anne Gulland, 2018).
- Active Mobility (walking, cycling), by prioritising pedestrian-friendly and cycle-friendly environments, not only enhances road safety but also contributes to a reduction in crime, an increase in feelings of safety, and a decrease in the prevalence of many chronic diseases — all due to increased physical activity (Royal Society for the Prevention of Accidents, 2014).
- National transport policies and city-level projects must prioritise safe and sustainable transport systems for young individuals through safer infrastructure, lower speed, and active mobility options like walking and cycling.

To get more information about health and road safety, you can watch the [Webinar 'Youth at the intersection of Three Public Health Priorities'](#), where you can listen to young writers and distinguished speakers discussing how transport, well-being and climate are all connected.



Road Safety and Quality Education (SDG4)

- Lack of investment in both road safety and education provision for children on their way to school, particularly in the poorest areas,



reinforces socio-economic inequalities and holds back progress across the SDGs.

- The government should provide protective infrastructure around school zones (Safe School Zones) for safe walking and cycling, including traffic calming measures, complete pavement routes, and crosswalks.

We had a great discussion about this issue with young leaders who participated in the Transforming Education Summit in 2022; you can watch it [here](#).



Road Safety and Gender Equality (SDG5)

- Globally, women face a higher risk of being seriously injured as pedestrians and face higher risks as vehicle passengers than men (World Bank, 2022).
- Women use public transport more than men, yet public transport is also a place where women feel particularly unsafe and where they experience unwanted attention, harassment or assault (iRAP, 2022).
- The lack of road safety measures and safe mobility options, combined with the low involvement of women and girls in road safety planning reflect gender equality issues; there is a need for transformative, gender-responsive planning and equitable accessibility for all.

We invite you to watch the [Instagram live](#) dedicated to this publication.



Road Safety and Inequalities (SDG10)

- Inequalities in transport extend beyond country-level differences; they also exist in the impact on different vulnerable groups (children, women, people living with disabilities), such as drivers/passengers of four-wheeled vehicles or pedestrians (YOURS, 2023).

- Developing safe and accessible pathways and walkways is crucial for empowering youth with disabilities, enabling them to have better access to education, economic opportunities, and healthcare services (YOURS, 2023).
- Governments should invest in multimodal transport systems and boost financing of affordable and accessible public transport options that accommodate the needs of youth living with disabilities and other marginalised groups like children, women and young people. (YOURS, 2023).


We invite you to watch the inspiring [webinar](#) 'Bridging the Road to Equality: Safe is Inclusive!' hosted by the YDAR Network (Youth Disability Advocacy & Research).

From it you can gain interesting ideas to advocate for road safety and demand equity for your peers and community.

Road Safety Boosts Sustainable Cities and Resilient Communities (SDG11)

- Road safety is a catalyst to fast-track and attain the SDG goals of combating air pollution and climate change, promoting inclusion, creating sustainable mobility safe public areas, and designing sustainable cities (YOURS, 2023).
- Getting young people involved in financial inclusion and education increases the likelihood that sustainable and safe cities will be built with and for future generations (YOURS, 2023).
- Cities and public areas are essential for youth as they are most dependent on them, and how they interact with the city environment differs significantly from adults (Sustainable Earth, 2020).
- Governments should prioritise road safety by recognising its centrality in creating sustainable cities and communities supporting climate and health action efforts (YOURS, 2023).

To learn more about this topic, watch the [webinar on the policy brief 'Rethinking Mobility and Road Safety: A Transformative Vision of Youth'](#) and get inspired by SDG Champions and partners. These arguments are useful too to mobilise public opinion and to engage with other groups advocating for the SDGs.



Road Safety and the Climate Action Agenda (SDG13)

- Road traffic crashes are the biggest killer of young people, and the transport sector is a major contributor to climate change (YOURS, 2022).
- Investing in reducing road traffic crashes and planning for safer and more sustainable transport infrastructure will intrinsically contribute to climate mitigation (YOURS, 2022).
- All stakeholders should make provisions for youth consultations, meaningfully engage young people to address their road safety concerns and help implement, monitor, and evaluate National Determined Contributions ahead of Conference of Parties summits (YOURS, 2022).

We invite you to check out the [webinar we hosted](#) on Environment Day in 2023, 'Youth at the Intersection

of Safe Mobility, Environment, and Health' to learn more and listen to your peers' experiences advocating for climate and sustainable mobility.

If you want more information about the connection between road safety and other SDGs, you can explore the [Module 'Road Safety and the Broader Development Agenda'](#) on the YOURS Academy.

4 'There Is a Lack of Investment' → Investment in Youth-Led Solutions for Road Safety

Road safety is often not a political priority, so governments and other stakeholders are not investing enough to solve this crisis. This myth isn't exactly true— There is enough funding available! It just needs more political will and commitment to address the challenges communities and citizens face regarding road safety and sustainable mobility. It is an opportunity to advocate for reallocating public resources and working with multiple stakeholders by seeing the cost-benefit and co-benefits that road safety brings to communities.

We call on road safety decision-makers to inform, consult, and partner meaningfully with young people. If invested, youth are ready to be partners and leaders of meaningful change for health, climate and sustainable mobility policies. By involving youth, we create more responsive policies to ensure ownership from future generations and generate resilient cities and communities.

POLICY-MAKING PROCESS 101

- The Basics To Understand How Road Safety Works

The Policymaking Process: What Is It and How Does It Happen?

Global Legislative Frameworks:

- These international laws and guidelines apply across multiple countries, and are often established by international organisations like the United Nations (UN).
- They aim to address issues that transcend national borders, such as climate change, human rights, trade, and security.

Local Legislative Frameworks:

- These refer to laws and regulations enacted by governments, such as nationwide, municipalities or states, within a country.
- They are tailored to the specific needs and conditions of local communities.
- Local frameworks often deal with issues like zoning, local business regulations, and community services.

Various factors influence both global and local frameworks, including historical contexts, cultural values, and the specific needs arising from local or global events. These frameworks are essential for maintaining order, protecting rights, and promoting social and economic development at all levels. Effective governance requires the integration of these frameworks to ensure that local priorities align with global standards and commitments.

Public Policies:

- Are a set of guidelines and funding priorities made by the government or other national or local decision-makers that drive public action (UN Habitat- & UNICEF, 2023).
- The policies linked to road safety and sustainable mobility include social, environmental, health, urban and transportation guidelines.

Global and Local Legislative Framework on Road Safety



Source: YOURS, 2024, based on WHO publications.

But not all guidelines are the same. According to the World Health Organization (2013), there are different categories of norms:

- 1 Law or Legislation (act or decree)** → is a mandate or standard enacted by a national law-making body or parliament at the state or federal level. It is enforceable, with negative consequences when disobeyed and positive outcomes when complied with.
- 2 Bill** → is a draft piece of legislation introduced and published in accordance with the country's procedures for consideration by a parliament or equivalent legislative body of government at the state or federal level; as it is not yet approved, a bill is not yet law.
- 3 Regulation or Rule** → is a statement of policy or guideline declared by executive branches of government, such as ministries, to further define or clarify a law. It has the force and effect of a law.
- 4 Ordinance or By-Law** → is a law set by a municipal or other local government body. Although it is not national, national law sometimes heavily influences it. Local ordinances can result in a harmonised system when they mirror national laws, or they can result in fragmentation when localities and municipalities are given broad powers and do not align with national laws.
- 5 Standard** → is technical documentation that sets forth minimum safety requirements that apply nationally, such as standards for motorcycle helmets and child restraints. A standard can also define how a law or regulation is to be implemented at the local level.

The Role of Social Norms and Public Support

Social norms and public support are pivotal in shaping societal behaviours and influencing policy outcomes. Social norms are the unwritten rules that govern the behaviour of individuals within a group, society, or culture. They provide guidelines for acceptable and expected behaviour, which, in turn, helps to maintain order and predictability within societies.

According to the World Health Organisation (WHO), social norms are implicit rules or standards inferred by individuals from the behaviour they observe or expectations they assume in their social context that guide their behaviour. Laws and regulations can change the social meaning attributed to certain behaviours and can also change individual behaviour. Behaviour can be changed by requiring certain actions, such as wearing a seatbelt, or by requiring people to refrain from certain actions, such as drinking and driving. For such laws or regulations to be passed, lawmakers and regulatory bodies must be motivated to act and manifest political will.

As a young advocate, you must join efforts with allies to understand the policy discussion around road safety and sustainable mobility in your country and identify where there is a possible gap either in the legislative framework (laws, policies, standards), the regulations or in the policy implementation, budget allocation (investment) financial or human resources to carry out the plan/strategy. But this is not an impossible task! This Toolkit offers you information about the existing legal frameworks and the role you can play in social accountability.

Check out the Case Study about influencing road safety policy at the city level in Fortaleza, Brazil.



CASE STUDY

Road Safety Policy City Level; Fortaleza, Brazil

*From 2014 and up to this day, a combination of favourable elements for executing road safety policies occurred in Fortaleza. As a result, there has been a reduction of over **50 percent** in the number of road traffic fatalities in the city.*



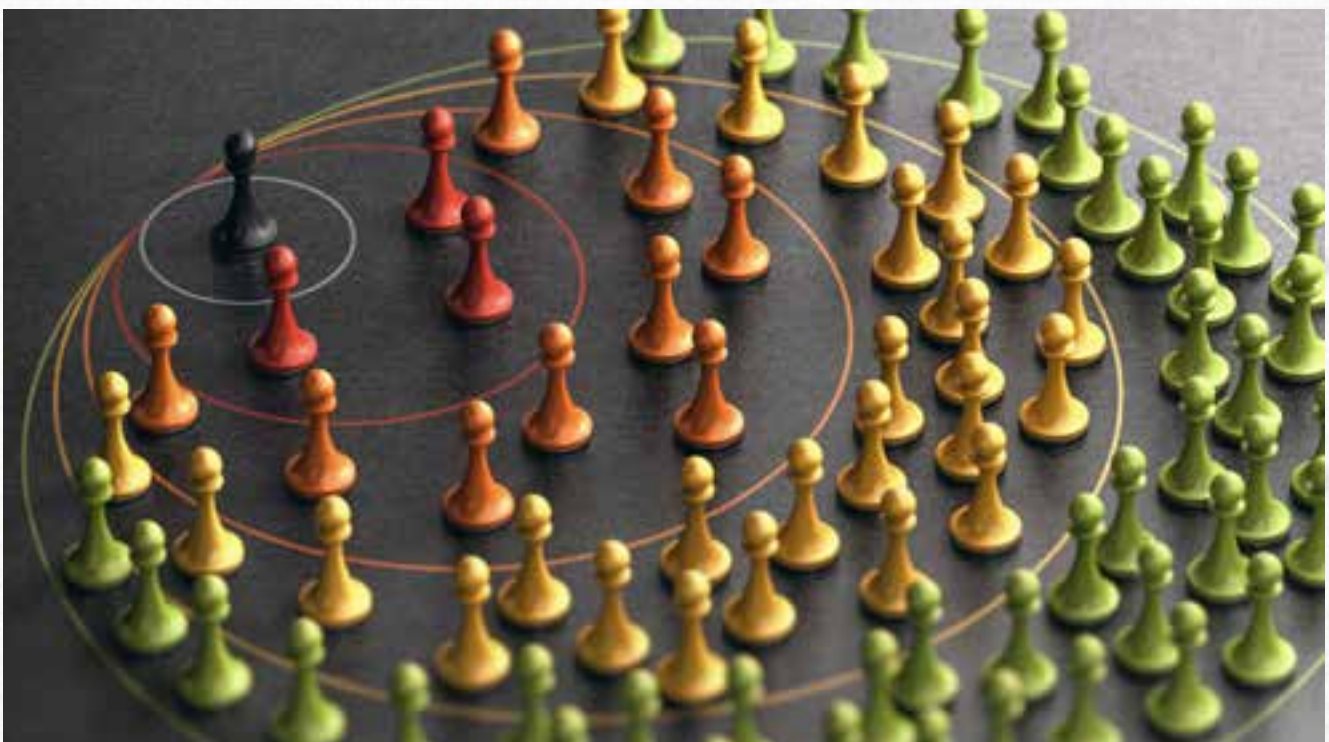
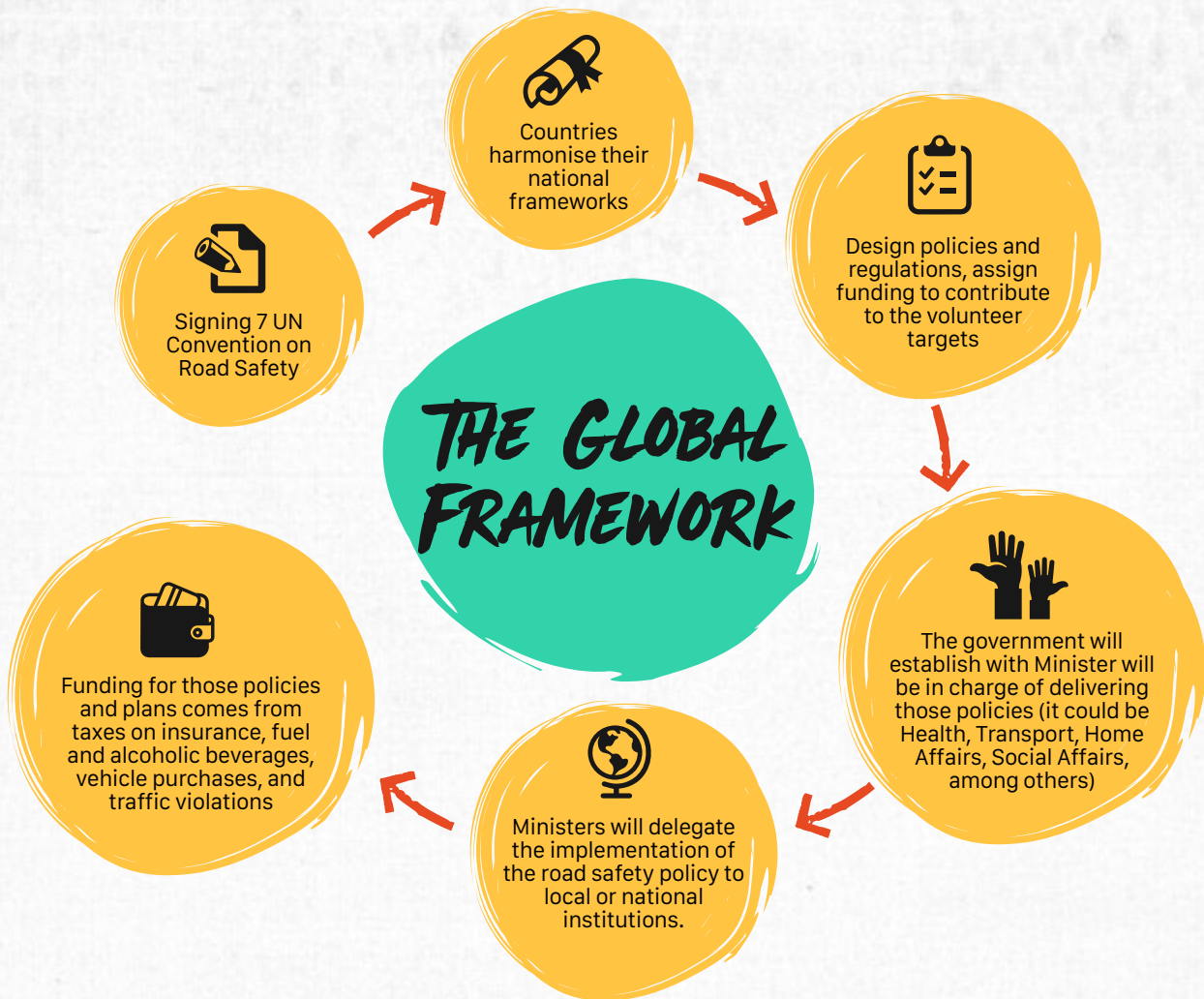
Among the main elements, the establishment of national and international technical partnerships; the structuring of the municipal administration to prioritise the topic on the government's agenda; **careful planning** of the pace and sequencing of the **implementation of traffic safety actions**; the adoption of **innovative urban intervention** and **results-monitoring tools**; the wide use of statistical data and evidence for new interventions and the emphasis on social communication activities and population engagement strategies on the topic of road safety stand out as successful strategies. You can find more details about these elements and how this successful road safety policy was and is still being implemented in Fortaleza in [this publication](#) (available in Portuguese).

More recently, in 2022, Fortaleza approved a municipal law that institutionalised the Municipal Road Safety Plan to consolidate the Road Safety Agenda on the city's political roadmap for the coming years. The document, aligned with the Safe System Approach, recommends that no traffic deaths are acceptable and that there is co-shared responsibility for road safety. The Plan comprises 56 strategic objectives and is structured into four dimensions of action: Road Safety Management, Sustainable Mobility and Safe Roads, Safe Users, and Post Crash Care. **The expected goal is to reduce the mortality rate by 50 percent by 2031**, which aligns with the global goal of the WHO's Global Plan for Road Safety. Fortaleza is again at the forefront due to the national pioneering of the plan that transforms

Fortaleza institutionalised the Municipal Road Safety Plan on the city's political roadmap for the coming years

municipal law into a set of rules to guarantee the best quality in road traffic and the advances that have already been achieved in improvements to road safety. The Fortaleza Road Safety Plan and more information about the city's road traffic crash data are available on the [VIDA open platform](#).

(Source: Courtesy of Municipality of Fortaleza, Brazil)



GLOBAL PLAN

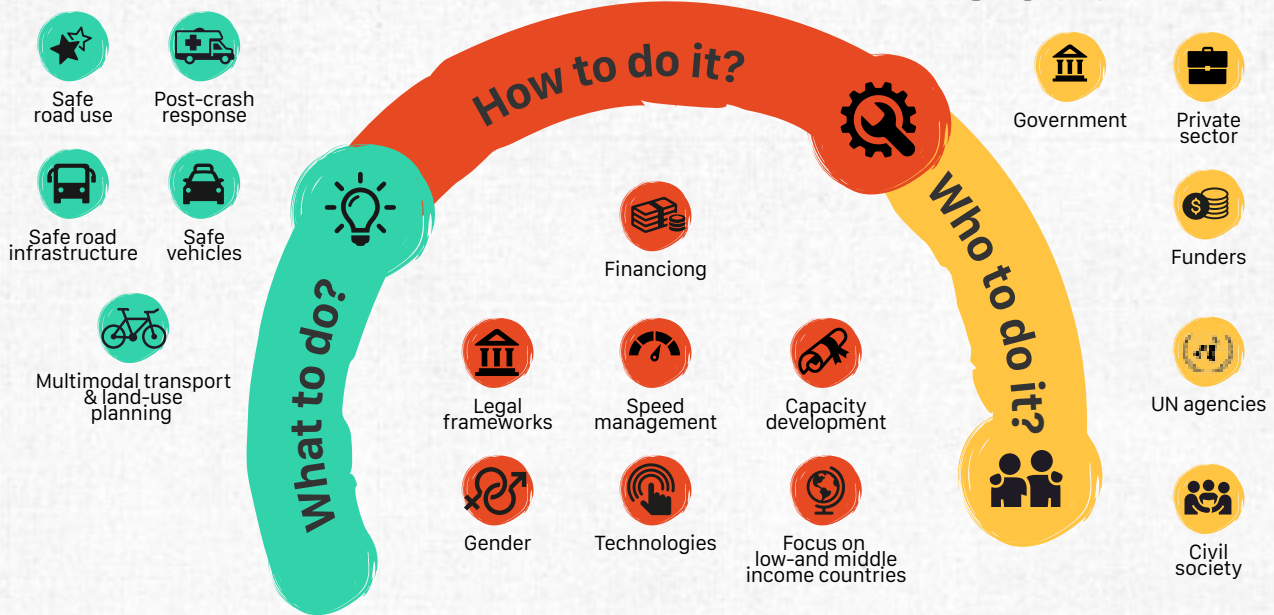
Decade of action for road safety 2021 - 2030

The Global Plan describes what is needed to achieve that target, and calls on governments & partners to implement and integrated

Safe system approach

Un General Assembly Resolution 74/299 declared a **Decade of Action for Road Safety 2021-2030**, with the target to reduce road traffic deaths & injuries.

By at least **50%** during that period



(Source: WHO, Global Plan Decade of Action for Road Safety, 2021-2030.)

The Global Plan for the Second Decade of Action for Road Safety, produced by the World Health Organization (WHO) and the United Nations Regional Commissions, is the international framework that sets up the strategy and targets to reduce in half road traffic injuries (50 percent) by 2030 and supports countries in making the above-mentioned adjustments based on evidence-based solutions. It recognises that youth must meaningfully participate in designing and delivering road safety strategies and plans:

‘Young people play an important role in shaping the future transport system for two key reasons. First, they are the age group most affected by road trauma, with road traffic crashes being the leading cause of death among those aged 5–29. Second, they are the generation that will inherit the outcomes of today’s decisions about the safety of the evolving transport system. As such, they should be asked about their needs to help shape the system and generate ideas to better protect some of the most vulnerable among us. Meaningful engagement

with young leaders can help foster greater ownership of the road safety issue and develop a new cohort of road safety advocates with a fresh perspective on the future of mobility.’ (WHO, 2021).

As a young advocate, you can use the Global Plan to advocate for policy changes. You can check if your country has a National Road Safety Plan that includes recommendations and targets from the Global one. In case they do, you can check the progress by using the [Accountability Tracker](#), developed by the Global Alliance of NGOs for Road Safety.

The Current State of Road Safety

Road Safety national policies are based on the Global Plan and contain local strategic priorities and action plans to improve road safety and sustainable mobility at both local and national levels.

Based on the latest Global Status Report on Road Safety (2023), only 84 countries appointed a road safety agency, 117 countries declared national road safety strategies, and almost 16 of these have been funded.

Remember to check out the status of your country. This way you will also learn if any lead agency or national strategy is in place. You can review the countries' [profiles](#) or use the Global Status Report [App](#) to get the latest data related to your country.

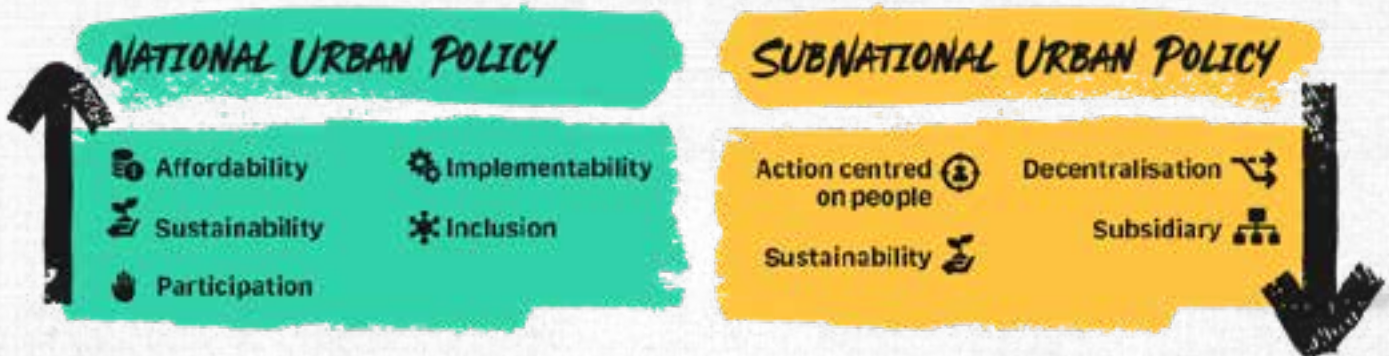
§Data from across the world about the five policies on user behaviour (Speed, Drink and Drive, Seatbelt use, Child Restraint System use, Helmet use) shows that 140 countries have one of these laws, and 23 have updated their laws to meet WHO requirements; however, only five countries have all five laws part of WHO best practices (WHO, 2023).

As stated by UN-Habitat and UNICEF in their publication 'Child-Responsive Urban Policies, Laws and Standards: A Guidance' (2023), various governments have also been working on developing urbanisation policies at the national or subnational (city) levels to regulate land use, transport and housing in cities. These policies promote more transformative, productive, inclusive and resilient urban development for the long term at the national level.

Guiding Principles and Cross-Cutting Pillars

National and subnational urban policies have cross-cutting themes on participation, capacity development and projects throughout the policy cycle, while multilevel governance is an additional theme in subnational urban policy. (UN Habitat & UNICEF, 2023). In the graphic below you will find the different principles for both policies, and the different impact they will have at national level or grassroots (local) level.

Guiding Principles of Policies



(Source: YOURS Adaptation from Child Responsive Urban Policies, laws and standards: a guidance, UN Habitat & UNICEF, 2023.)

This shows plenty of room for advocacy work on calls for law enforcement and investment in road safety/urbanisation policies, with meaningful youth engagement in policymaking.

We invite you to use this [iRAP tool](#) to consult on local road safety policies in your own country.

Structures That Will Amplify Your Voice

In this section you can explore different bodies, observatories, and movements at the global, regional, and national levels that could support your advocacy efforts for road safety and sustainable mobility. We have also compiled some examples from around the world, and you will find some key actions you can take at the end of the chapter.

National, Regional, and City Observatories for Road Safety

Some countries have assigned a Lead Agency on road safety to implement the strategy, follow up on its implementation, and create a National Road Safety Observatory or participate in an already existing Regional one.

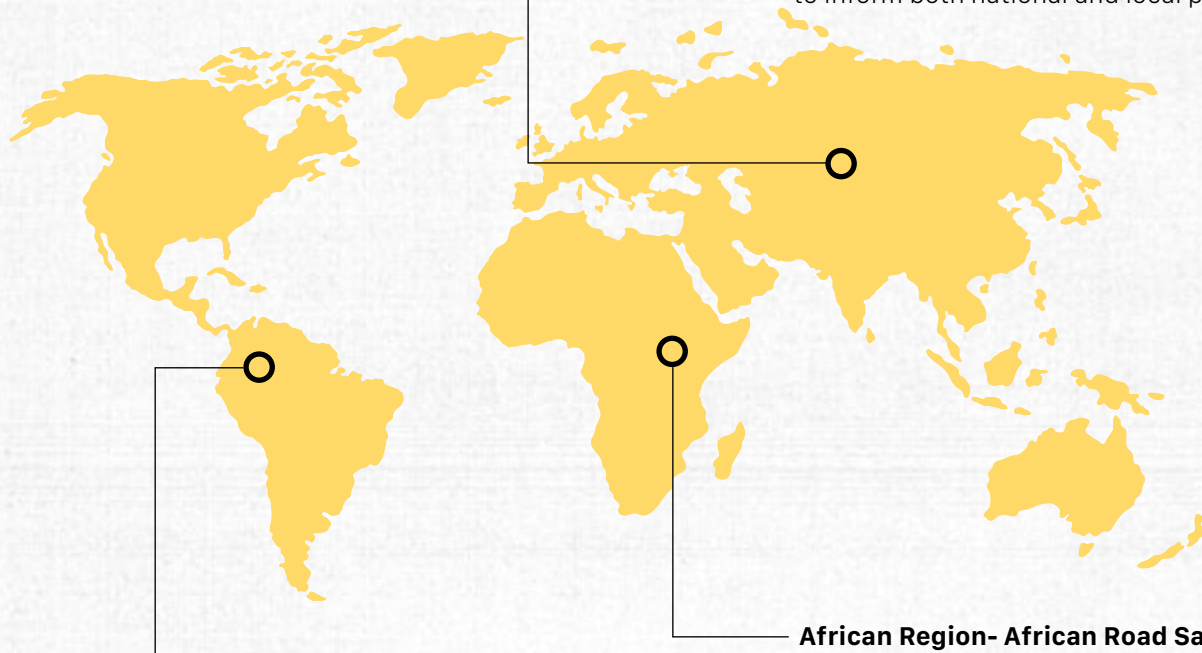
Those national or regional observatories were designed as a formal network with multi-stakeholder participation, such as governmental, private sector, NGOs, and Academia, that aim to overcome road safety challenges in their countries. These spaces were envisioned as a policy forum and knowledge centre to share knowledge and experiences regarding road safety policies, develop joint studies, and promote dialogue and cooperation between countries in that region.

Asia Region—Asia Pacific Safety Observatory (APSR0)

This policy forum on road safety data and practices, was launched in 2020. Its goal is to reduce road traffic injuries in Asia and Pacific countries by providing technical support to members in their policy discussion and implementation of road safety interventions.

National or City levels

In countries like the UK, France, Argentina, Peru, and in cities like Merida (a metropolitan city in Mexico), national observatories on road safety focus on collecting data about road safety fatalities to inform both national and local policies.



Latin American and Caribbean Region/Ibero American Road Safety Observatory (OISEVI)

Created in 2011, with members from around 11 countries, this centre influenced the political agenda of pushing for road safety and sustainable mobility at national/regional levels and supported reforms, in particular the creation of lead agencies and national observatories.

African Region- African Road Safety Observatory (ARSO)

Promoted by the African Union in 2018, the observatory aims to monitor the data and road safety performance and challenges to inform and assess the policy implementation and harmonise road safety indicators in the region's countries. This body and the Africa Transport Policy Program (SSATP) include 42 members.

CASE STUDY

The Global Youth Coalition for Road Safety, 2020

From the 3rd Ministerial Conference on Road Safety (Sweden, 2020), YOURS has initiated a global youth-led movement, the Global Youth Coalition for Road Safety.

This movement connects 2,500 members worldwide who are passionate about road safety, sustainable mobility and the relevant Sustainable Development Goals. Being an active member of the Youth Coalition is a commitment to promoting safe, inclusive and sustainable mobility systems for all as part of implementing the Global Plan for Road Safety.

Since the inception of the Coalition, the Road Safety community has achieved some improvements at global and local levels. Still, we are behind in achieving the targets stated in the Global Plan that aims to reduce road traffic deaths and injuries by 50 percent by 2030. Although the global burden in terms of road fatalities has dropped to 1.19 million lost lives, children and young people aged 5 to 29 continue to be the most impacted age groups by road traffic crashes and injuries, with low- and middle-income countries bearing a disproportionate burden of 9 in 10 road fatalities (GRSS, 2023).

Children and young people aged 5 to 29 continue to be the most impacted age groups by road traffic crashes and injuries, with low- and middle-income countries bearing a disproportionate burden of 9 in 10 road fatalities

Our demands are clear: Safe and sustainable mobility is a human right that must be guaranteed. It will impact our health and well-being, and support resilient and sustainable cities and communities in contributing to the Climate Action Agenda.

Young Leader from the Global Youth Coalition for Road Safety.



WHAT WE DEMAND

We cannot trust that our decision makers will make the right decisions. We are therefore claiming our space at the decision-making table, **We the Youth of the World, demand:**



Roads that do not kill our dreams:

Protect vulnerable users, children and youth on their way to get an education. Stop funding and building anything less than 3-star roads.



Education for every road user:

so that we can afford formal and graduated driving training, the necessary safety-equipment and information on to be safer.



"Slow down!":

speed kills; we need established and enforced safe speed limits appropriate to the function and location of the road by transport authorities and police.



No more deathtrap cars:

get the unsafe vehicles off the roads and commit to a global vehicle safety standard.



There is no planet B:

We need safe and sustainable transport systems to combat the climate crisis. Let us breathe!



Lawsss!:

We need good helmet and seatbelt laws, laws that protect children in the back seat and have zero tolerance for drugs, alcohol, and distractions. We need the political will to enforce these laws.



That every second counts:

Post-crash care saves lives. We demand a quick and efficient response when the worst happens and justice for road traffic victims.



Stop blaming us and start:

it's time to change your perception of youth. No more manipulation, decoration or participation for show. We want our needs, ideas, skills and opinions taken into account. Use our boundless potential.

We call on decision-makers and all stateholders to invest in a Global Youth Coalition for Road Safety to take the movement forward and enact these demands and commitments. We, the Youth, must also be part of the road safety revolution. So **we decided to act.**



CASE STUDY



Youth Mobility Ambassadors Panel (2024-2025)

The Youth Mobility Ambassadors Panel will shape the 2025 Global Youth Statement for Road Safety.



The participants will lead the drafting process, incorporate feedback, and plan the Statement's presentation at the World Youth Assembly for broad endorsement and ratification.

By fostering strategic partnerships, the ambassadors will strengthen relationships with key stakeholders. Additionally, the process will empower the ambassadors, equipping them with advocacy and leadership skills and amplifying global road safety advocacy efforts to ensure youth perspectives are integrated into policies and strategies.

The participants will lead the drafting process, incorporate feedback, and plan the Statement's presentation at the World Youth Assembly.

'I am truly honoured to be part of this panel. Creating a global impact has always been my passion, and this opportunity allows me to do so alongside your esteemed team and fellow youth leaders. I look forward to working together to make a meaningful difference.'

Maryam Bello (Youth Mobility Ambassador*)



What Can You Do As a Young Leader?

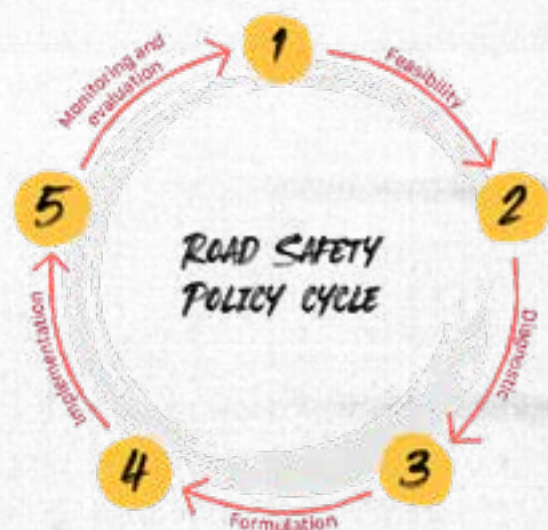
- As part of the Global Youth Coalition, you should support and contribute to the work of the Youth Mobility Ambassadors, share your input and feedback on the Global Youth Statement, and participate in the upcoming online regional consultations they will lead.
- Check if your country or city is part of one of these observatories (regional, national, or city levels). You can find recent data in the reports on their websites.
- If your country's city is not listed, you can look for a National Coalition for Road Safety and collaborate with partners to advocate for Youth inclusion in those cities and national or regional bodies.
- But also remember that those structures are technical spaces that focus on the importance of accurate data in informing policy and implementing action. The Global Youth Coalition for Road Safety has your back, always supporting you with contacts and knowledge to participate meaningfully.

LET'S GET HANDS-ON! CONCRETE PHASES FOR POLICY ANALYSIS

As explained before, policies can be national and subnational, but their development is always based on five phases, summarised in the graphic below. The process development and implementation, though, depends if the policies will be for a national or subnational context. Still, the participation of young leaders in the overall process will be essential to address the 50 percent reduction target of road traffic injuries by 2030.

In this section, you will learn more about each phase and what activities you could do as a young advocate to influence road safety policy discussions.

The National Process on Road Safety Policies



(Source: YOURS, Adaptation from Child-Responsive Urban Policies, Laws and Standards: A Guidance. UN Habitat & UNICEF, 2023.



Phase 1- Feasibility

This phase creates a case for a policy by assessing the existing legal, policy, and institutional frameworks, as well as stakeholder capacity and interactions in policy formulation and implementation (UN Habitat & UNICEF, 2023).

Actions

- Check the existing regulations, plans and institutions on road safety. Understand what needs to be done by the government to improve road safety: Passing a law? Creating a government agency for road safety? Designing a permanent participation mechanism for youth on road safety?.
- Build the case of Meaningful Youth Engagement in road safety, urban, transport, and health policies. Use the Self-Assessment scorecard and other tools provided in the [YOURS Policymakers toolkit](#).
- Find a systematic mechanism inside the policymaking process at the national or subnational level (committees, working groups, council) that allows space for meaningful dialogue and young people's involvement.
- Develop a SWOT Analysis: Strength, Weakness, Opportunity, and Threat to an existing policy at national or subnational level, so you can define gaps and priority areas; and make suggestions regarding youth involvement in policy mechanisms.

- Establish partnerships with stakeholders both outside and inside the participatory mechanism involving young people to ensure they could contribute to the political discussion and policymaking process related to road safety and sustainable mobility.



Phase 2- Diagnostic

As part of the diagnostic phase, decision-makers collect evidence-based data about road safety and sustainable mobility challenges at national or city levels for analysis and information. It's an important milestone during which youth consultation, focus groups, and youth reports can be developed and delivered to decision-makers for policy discussion.

Actions

- Conduct Youth-Led research about road safety and interrelated SDGs. Identify the challenges facing youth and potential solutions that engage them.
- Prepare a set of recommendations with Youth-Led solutions for road safety.
- Present the evidence-based findings to the participatory mechanism body and inform the political discussion on sustainable mobility, health, and climate.



Phase 3- Formulation

This phase corresponds to the policy design process, and the policy statements are made based on the discussions held in the previous two phases.

A policy should include priority areas, goals, objectives, and interventions that will support overcoming the challenges related to road safety, such as traffic calming issues, infrastructure for active mobility, among others. Another important point is to reallocate available resources (financial, human, institutional, and enforcement) to support the implementation.

Actions

- Develop youth-led and evidence-based policy solutions to contribute to a national or city vision of road safety and sustainable mobility.
- Demand a youth component to be incorporated into the policy.
- Promote government support for youth-led projects that are part of the national or local strategy with available resources.
- Foster a clear framework for coordination between stakeholders to implement youth-friendly urban transport and health policies, with roles and responsibilities for each output.
- Advocate for budgetary or resource reallocation to implement sustainable mobility solutions with and for young people as part of the plan.



Phase 4- Implementation

At this stage of the policy cycle, policy statements and strategies are now defined into actions like projects and programs (infrastructure, laws, regulations). This requires coordination and administrative and legal measures to ensure effective policy implementation within a specified time frame (UN Habitat & UNICEF, 2023).

Actions

- Follow up on how resources are being allocated and invested.
- Foster working groups to support the implementation of the action plan and multi-stakeholder collaboration.
- Propose and take action to ensure the implementation of the youth component is mainstreamed into the action plan, projects, and initiatives.



Phase 5- Monitoring and Evaluation

This stage is useful for tracking a policy's progress, effectiveness, and implementation. Each plan, project, and initiative within the policy should have evaluation surveys and impact assessments to gather information on the ground against the indicators settled in the strategy. This will also help collect best practices or modify activities that do not contribute to the policy's goal. Finally, take into consideration that the implementation of a policy could take several years, so you need to be patient and creative in the meantime.

Actions

- Develop a checklist and key performance indicators to assess youth contribution into policies.
- Run periodic surveys or focus groups with your peers to check the progress of the plans and projects and collect feedback for future implementation.
- Collect best practices and lessons learned about policy design and implementation with youth contributions.

CASE STUDY

Youth Leaders Lead Policy Change for Active Mobility

The government of Tajikistan is committed to promoting walking and cycling as part of its Nationally Determined Contribution (NDC) for carbon reduction per the Paris Agreement.

It was also one of the leading countries behind the UN Resolution on establishing a World Sustainable Transport Day. However, pedestrians and cyclists remain at the highest risk of road casualties nationwide. Research conducted by the local NGO Young Generation of Tajikistan (YGT) in 2021 found that a lack of road safety measures was the biggest barrier for people making a more permanent switch away from private cars to more sustainable modes of transport.

Using the Avoid-Shift-Improve paradigm and Tactical Urbanism demonstrations, YGT aims to increase the use of more sustainable forms of non-motorised transport by improving road safety and providing safe spaces for urban mobility. Coupling local input with international best practices, YGT is encouraging local road safety stakeholders to rethink mobility by demonstrating how city spaces can be designed to meet the needs of road users and communities. They are taking a multi-faceted approach: building the awareness and capacity of local government stakeholders and engineers, working closely with traffic police and municipal authorities, and working with local communities and youth groups to raise awareness and promote the benefits of active mobility.

Source: Eastern Alliance for Safe and Sustainable Transport - EASST

Young Generation of Tajikistan aims to increase the use of more sustainable forms of non-motorised transport by improving road safety and providing safe spaces for urban mobility.



BUILDING YOUR ADVOCACY PLAN

In the previous part, you understood how to review, analyse and contribute to policymaking. And now is the time to take action! This section will provide tips and tools to develop your advocacy action plan.

The graphic below outlines the different phases (Analysis, Multi-Stakeholder Partnership, Advocating for Policy Change, and Social Accountability) to embark on your advocacy journey at local and/or national levels.

Road Safety Policy Advocacy Process Cycle



(Source: YOURS adaptation from [Advocacy Action Guide](#).
Global Health Advocacy Incubator, GHAI, 2024.



Step A. Analyse (know more about your local/national context of the policy process)

These are some guiding questions to support a brainstorming discussion with your peers:

- What's happening in your city or community?
- What challenges do you want to help solve regarding road safety that affects most of your community?
- What have stakeholders been doing so far? What is missing?
- What does the data say? (Crash data, official statistics, police reports, media reports).

In this step, we recommend you to explore the Global Alliance Accountability toolkit. As a young advocate, you can always contribute to this discussion and bring evidence-based points of view.

Suggested activities to complete this step:

- Run a consultation with your peers or focus group to understand their impressions of safety in the community.
- Set up bilateral meetings with the National Lead Agency for Road Safety, for example, or join efforts with other NGO alliances, and organise a group meeting with decision makers.

Research: Gather comprehensive data on road safety issues using WHO reports and local data sources. Here are some suggested documents and websites you can check out:

- [WHO, Global Status Report on Road Safety- App](#), You can find data by country profiles and comparing countries and regions.

- The Global Health Observatory, WHO, data collection tool - [Indicator Estimated road traffic death rate \(per 100000 population\)](#)
- [iRAP safety insights explorer](#), you can find data and business cases for investing in safer roads to support your advocacy messages. [Here](#), you can watch a session on how to use the tool.
- [YEA! Youth Engagement app](#), Empowering Young Voices for Safer Roads, is a tool to help youth identify/report risks on their journey to school.

After you discuss with peers, NGOs, or other relevant stakeholders, you will have a clearer picture of the situation in your community or city and where the gap is in the legal framework or policy implementation. In order to make the process more

fruitful, it's best to choose just one context where you want to have an impact.

Identify Key Issues: Focus on specific policy areas needing change, such as seatbelt use, drink-driving regulations, or speed limits.

You can explore the Global Status Report application and complete the checklists provided below. When filling them out, the statements you reply to with 'No' or 'Don't know' will help you determine where there is a policy gap. This is where you could contribute with an advocacy plan and collaboration with partners. The 'Partial Yes' answer will help you understand the political commitment from the government and the actual legislative framework in place.

POLITICAL COMMITMENT- BLANK CHECKLIST

Questions	Yes	Partial Yes	No	Don't know
Is road safety included in the National Political Agenda?				
Is there a dedicated lead agency for road safety in place?				
Is a National Road Safety Strategy in place?				
Does the country dedicate funds and human resources to implement the National Road Safety Strategy?				
Does the country adhere to the United Nations' road safety-related agreements and conventions?				

POLICY AND LEGISLATIVE ENVIRONMENT - BLANK CHECKLIST

Questions	Yes	Partial Yes	No	Don't know
Does the country have a seat belt law for all vehicle occupants (front and rear)?				
Does the country have a comprehensive child restraint law?				
Are the official speed limits aligned with Safe System principles? (In urban-regional and highway roads)				
Does the country have blood/breath alcohol concentration limits less than or equal to 0.5 g/dl?				
Does the country have a helmet law for all riders/passengers that meet national/international standards?				
Has the country developed standards for safe road design?				
Does the country have policies that promote compact urban design?				
Does the country have policies prioritising the needs of pedestrians, cyclists, and public transport users? (Active Mobility)				

Source: YOURS, Adaptation from Checklists Workbook, Global Road Safety Partnership, 2024.

Step B. Multi-Stakeholder Partnership (Building relationships with different stakeholders)

You should identify which stakeholders support your cause, and which are not supporting it yet, and your actions can be directed to trying to convince them to

join it. But, you need to know that there are hidden powers that could block your strategy. For this, using a power mapping tool to define which tactics will be more useful for engaging your target audience and identifying your allies can be useful. Below you will find an example of the matrix that you can adapt based on your own context.

EXAMPLE TABLE FOR POWER MAPPING- COMMUNITY (TEMPLATE TOOL)

Stakeholder	Role/Position	Influence Level	Interest in the Issue	Potential Support/Resistance	Actions to Engage	Notes
City Council Member	Local Government	High	High	Support	Schedule a meeting; Present policy brief	Previously supported similar initiatives
Religious Leader	Community Leader	Medium	Medium	Support	Request speaking opportunities at community events	Can mobilise community support
(Youth Network Leader)	NGO	Medium	High	Strong Support	Partner on campaigns; Co-host events	Focused on youth engagement
Transportation Department. Head	Local Government	High	Medium	Support/ Neutral	Share data and evidence; Collaborate on pilot projects	Interested in sustainable mobility
Local Business Owner	Private Sector	Medium	Low	Resistance	Highlight benefits to business; Offer incentives	Concerned about potential costs
School Principal	Education Sector	Medium	High	Support	Present educational toolkit; Engage students	Has access to a large youth demographic
Media Representative	Press	High	High	Support	Issue press releases; Invite to events; write articles or op-eds	Can amplify the message to a broader audience and pressure decision-makers
Health Dept. Official	Public Health Sector	High	High	Support	Share health impact data; Collaborate on awareness campaigns	Focus on public health improvements
Environmental Activist	NGO	Medium	High	Strong support	Partner on climate-related aspects; Co-host events	Aligns with environmental goals and climate agenda
Community Advocate	Civil Society	Low	Medium	Support	Engage in grassroots mobilisation	Strong local connections

How to Use the Template:

- 1. Stakeholder:** Identify the key individuals or groups relevant to your advocacy goals.
- 2. Role/Position:** Note their role or position in the community about your advocacy goal.
- 3. Influence Level:** Assess their level of influence to achieve your goal (High, Medium, Low).
- 4. Interest in Issue:** Gauge their interest in your issue (High, Medium, Low).
- 5. Potential Support/Resistance:** Determine if they are likely to support or resist your advocacy efforts.
- 6. Actions to Engage:** Plan specific actions to engage with them effectively.
- 7. Notes:** Include any additional information that may be useful.

This template helps visualise and strategise your advocacy efforts, ensuring you target the right people with the right messages to maximise your impact. You can also use the information gathered from step A to complete this matrix, too. Suggested activities you can consider to strengthen your partnerships include:

Skill Development:

- Training and Workshops:** Participate in training sessions about advocacy and road safety.
- Capacity Building:** Engage in activities that enhance leadership, communication, and policy analysis skills.

Forming a Coalition:

- Networking:** Connect with like-minded young leaders, NGOs, and stakeholders.
- Collaboration:** Build a coalition to strengthen your advocacy efforts.

Building Relationships and Networks:

- Networking:** Make new friends around your cause and promote meaningful youth engagement. Foster or join youth bodies where you can actively participate and pitch your cause.
- Request Introductions:** Seek introductions from well-known partners to expand your network and gain credibility.



Step C. Advocate for Policy Change

In this step you are ready to set your advocacy goals and objectives!

Here are some guiding questions:

- What do you want to achieve?
- What is your timeline to achieve it?
- Which tactics will you use/develop to achieve your advocacy goals?
- How will you gain the support from the general public?

Advocacy campaigns are organised around long-term goals to achieve population-level impact. Objectives are the specific policy steps needed to reach that goal. Having a clear policy objective is essential to a robust campaign strategy (GHA, 2023)



• **Developing an Advocacy Strategy:** In order to properly design, monitor and assess your actions, you need to create a comprehensive strategy. Already existing models can serve as valuable inspiration. (YOURS, adaptation from the Global Advocacy Incubator, 2023)

- Advocacy Strategy and Report, Templates available [here](#).

And these are some suggested advocacy actions:

• **Crafting Messages:** Create compelling messages that emphasise the importance of the policy change. Use evidence-based data and tell your story as a road user or young advocate.

• **Letter Templates:** To streamline the communication, create letter templates for municipalities, ministers, and member states.

• **Attending Events and Networking:**

- **Relevant Discussions:** Attend events and high-level spaces where relevant discussions on road safety and sustainable mobility occur.

- **Networking:** Use these opportunities to network with decision-makers and potential allies.

• **Meeting Decision-Makers:**

- **Planning Meetings:** Plan your meetings with decision-makers, including brief templates, presentation structures, and defining expected outcomes.

Step D. Make Change Happen (Social Accountability)

After identifying your objectives and planning your strategies it's important to design an action plan that you can also evaluate, so the implementation of your

advocacy strategy is successful. The matrix provided below offers you an easy to use tool to design your action plan and using the impact report template we share with you at the end of the section you'll be able to track the progress of your advocacy action.

HOW DO WE ENGAGE DECISION-MAKERS?

Task	Details	Status
Preparation		
Identify the specific objective of engaging with the decision-maker (e.g., seeking support for a policy change and presenting a proposal for collaboration).		
Research Decision-Maker	Gather information about the decision-maker's background, interests, and previous stances on related issues.	
Define Key Messages	Prepare concise key messages highlighting the importance of your advocacy goal and its alignment with the decision-maker's priorities.	
Compile Evidence	Collect relevant data, case studies, and testimonials to support your arguments and demonstrate the potential impact of your proposals.	
Presentation Preparation		
Create Presentation Materials	Develop engaging slides or documents to accompany your presentation, including compelling visuals and clear, concise content.	
Practice Delivery	Rehearse your presentation multiple times to ensure fluency, confidence, and adherence to time constraints.	
Anticipate Questions	Prepare responses to potential questions or objections that may arise during the meeting.	
During the Meeting		
Establish Rapport	Begin the meeting by building rapport and expressing appreciation for the opportunity to engage.	
Present Key Messages	Deliver your presentation, focusing on the key messages and evidence that support your advocacy goal.	
Listen Actively	Allow time for the decision-maker to ask questions and provide feedback, actively listening to their concerns and perspectives.	
Follow-Up		
Send Thank-You Note	Begin the meeting by building rapport and expressing appreciation for the opportunity to engage.	
Provide Additional Information	If requested, follow up with additional information or clarifications to address any outstanding questions or concerns.	
Monitor Progress	Regularly follow up with the decision-maker to track progress, provide updates on advocacy efforts, and nurture the relationship.	

Monitoring and Follow-Up

- Tracking the progress of your Advocacy Action plan
- **Follow-Up:** Report the impact of your advocacy strategy and collect lessons learned from best practices. Regularly update stakeholders on progress and any challenges encountered. We have a template that can guide you in this process available [here](#).

- **Government Commitments:** Research and continuously monitor government commitments toward road safety in your country. Track how these commitments translate into actionable policies and improvements. For example, if a government has pledged to implement new road safety laws, monitor the legislative process and report on any milestones achieved.

CASE STUDY

Transforming Urban Safety for Pedestrians Through An Effective Youth-Led Communication Campaign

In Mexico, the 'Adiós Puentes Anti-peatonales' ('Goodbye anti-pedestrian bridges' as directly translated in English) project emerged as a direct response to critical road safety issues plaguing urban areas, particularly affecting youth.



The campaign targeted removing 'anti-pedestrian' bridges identified as hazardous and ineffective in ensuring pedestrian safety. These structures, prevalent across many Mexican cities, exacerbated road traffic fatalities, especially among young adults aged 20-39. The campaign strategically renamed these bridges to highlight their detrimental impact and mobilised youth-led initiatives nationwide to advocate for their replacement with safer, street-level pedestrian crossings.

Aligned with the Global Plan on Road Safety and Sustainable Development Goals (SDGs), the project aimed to mitigate pedestrian fatalities and improve urban accessibility. It employed evidence-based advocacy tactics, including social media campaigns, public demonstrations, and legislative lobbying, to drive policy changes. As a result, more than 40 'anti-pedestrian' bridges have been dismantled in 14 cities since 2015, signalling a significant shift in urban planning strategies towards safer and more inclusive pedestrian infrastructure. This grassroots movement transformed local landscapes and inspired similar regional initiatives, highlighting the power of community-led interventions in promoting safer urban environments and advancing global road safety objectives.

the project aimed to mitigate pedestrian fatalities and improve urban accessibility. It employed evidence-based advocacy tactics, including social media campaigns, public demonstrations, and legislative lobbying, to drive policy changes.

(Source: Liga Peatonal)



STRATEGIC COMMUNICATIONS FOR SUCCESSFUL ADVOCACY

Not only your plans and strategies are crucial for a successful advocacy action, effective public speaking can make or break your campaigns. This is why you need to develop strong and effective communication skills, particularly when addressing policymakers, stakeholders, and high-level audiences.

Public Speaking

- **Addressing Audiences:** Tailor your approach to different audiences, whether bilateral meetings, high-level forums, or public gatherings. Understand the specific interests and concerns of your audience to make your message more relevant and impactful.
- **Structuring Speeches:** Use clear, structured speeches with an engaging introduction, solid main points, and a compelling conclusion. For instance, start with a powerful statistic or story to grab attention, present your key points logically, and conclude with a strong call to action.
- **Overcoming Nervousness:** Overcome nervousness by practising relaxation techniques and focusing on the message rather than the audience. Use deep breathing exercises and visualisation techniques to calm your nerves before speaking.

Engage with media:

- Build relationships with local and national media to increase the visibility of your advocacy efforts. Identify journalists and media outlets that have a history of covering road safety issues and establish connections with them.
- Prepare press releases, write opinion pieces, and participate in interviews to highlight the impact of

your advocacy. Use clear, compelling language to communicate your message and emphasise the urgency and importance of your cause.

Identify and understand your target demographic and audience: Establish clear campaign objectives aligned with your advocacy goals. Use innovative and creative techniques to raise awareness and engage your audience effectively. Don't know how to do it? Here are some tips:

- **Community-Based Participatory Research (CBPR):**

Work directly with community members to identify road safety issues and develop practical solutions. Engage with local schools, community centres, and other organisations to gather input and build support for your initiatives.

- **Social Marketing:**

Apply marketing principles to promote positive behaviour change and increase public awareness of road safety issues. Use social media, public service announcements, and community events to disseminate your message widely.

- **Interactive Workshops, Town Hall Meetings, and Focus Groups:**

Facilitate discussions and learning opportunities that empower community members to advocate for road safety. Use these platforms to gather feedback, build consensus, and mobilise support for your initiatives.

- **Crafting Compelling Narratives**

Storytelling is a powerful tool for advocacy. By incorporating compelling narratives into your campaign, you can connect with audiences on an emotional level, making complex issues more relatable and inspiring action.

- **Humanise Issues:**

Use real-life stories to illustrate the impact of road safety issues on individuals and communities. Share testimonials from crash survivors, families affected by road crashes, and community leaders advocating for change.

- **Evoking Empathy:**

Craft narratives that evoke empathy and motivate your audience to support your cause. Highlight the human cost of inaction and the potential benefits of effective road safety measures.

- **Inspiring Action:**

Use storytelling to inspire your audience to take meaningful action in support of your advocacy efforts. Include clear calls to action, such as signing a petition, attending a community meeting, or contacting local representatives.

- **Harnessing the Power of Video and Film**

Video and film are effective tools for capturing attention and conveying impactful messages. Use these mediums to create dynamic and engaging content that resonates with your audience.

- **Short Clips and Documentaries:**

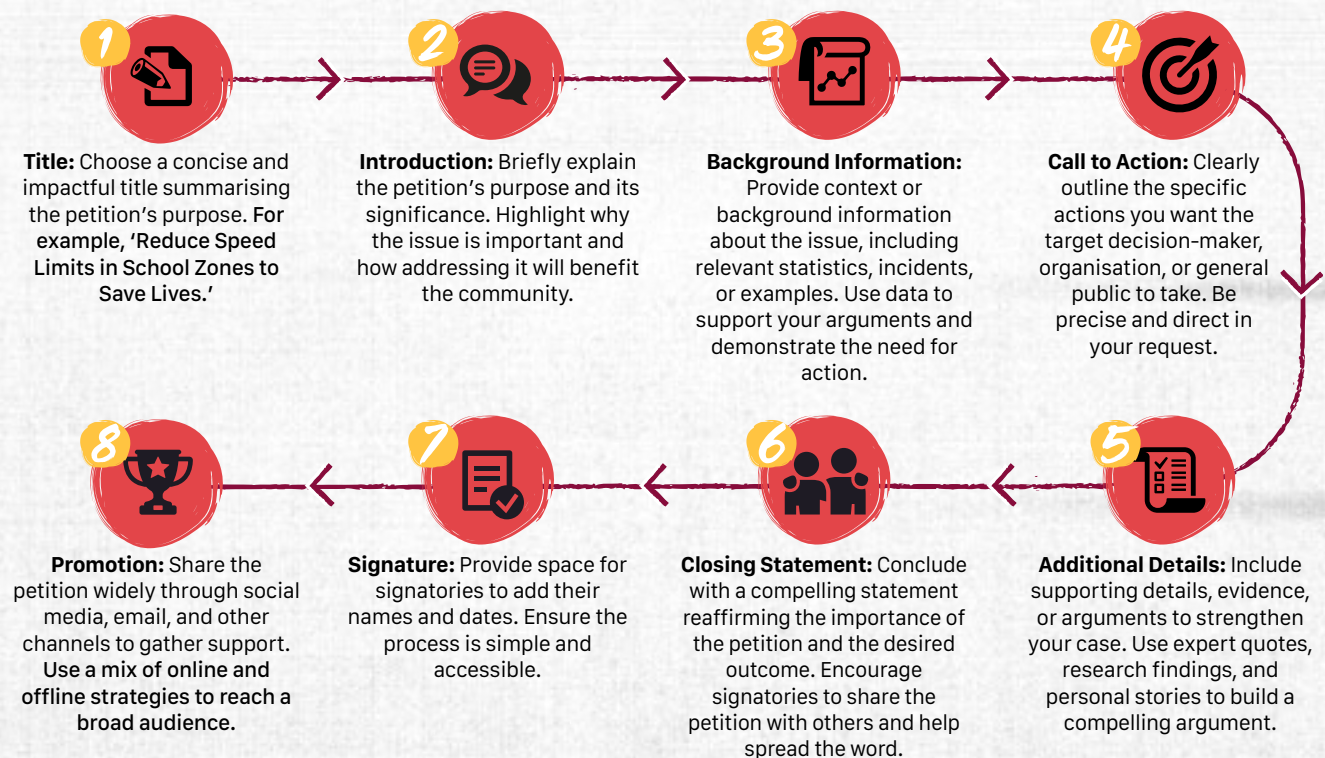
Produce videos that highlight key aspects of your advocacy campaign, from personal stories to broader issues. Use high-quality visuals and compelling narratives to engage viewers and drive home your message.

- **Visual Storytelling:**

Use visuals to enhance your narrative and make your message more compelling. Incorporate infographics, animations, and other visual elements to illustrate key points and make complex information more accessible.

Petitions serve as vital tools in advocating for road safety by galvanising collective action, amplifying the voices of concerned individuals, and delivering those demands to decision-makers and the general public. They effectively influence decision-makers by showcasing public opinion and pressing for policy changes and legislative reforms to improve road safety standards. Moreover, petitions foster community engagement and activism, providing a platform for individuals to unite, share experiences, and collaborate on initiatives to make roads safer for all.

HOW TO CREATE A PETITION:



CASE STUDY



Successful Advocacy Campaign to Amend National Road Safety Regulations

In September 2022, the Cabinet of Ministers of the Republic of Moldova approved amendments to improve the National Road Traffic Regulations to implement a safer road system.

One important change was the reduction of speed limits to 30 km/h around 'areas with increased flow of vulnerable traffic users'. This includes school zones and roads around hospitals, parks, and historic landmarks. This amendment followed a two-year advocacy campaign led by the Automobile Club of Moldova (ACM), supported through the European Association for the Study of Science and Technology by the Federation Internationale de l'Automobile Foundation's Advocacy Hub. The campaign aimed to reduce speed-related road crashes and casualties around schools by securing a commitment to mandatory 30 km/h speed limits.

ACM is a member of the National Road Safety Council and sits on the Committee for Road Infrastructure both at the national and local levels. Their campaign, therefore, targeted key stakeholders at the city level in Chisinau to develop a local strategy for slower-speed zones around schools and advocate for policy change at the national level.

The campaign included assessing infrastructure, piloting speed limit reductions, and installing low-cost traffic calming measures at three 'high-risk' schools across Chisinau. Local school children got involved in campaigns calling on drivers passing their school to respect the new speed limits and slow down. The ACM's advocacy efforts involved city authorities and community groups, through which they gained support from the Municipal Transport Department and Mayor's Office and 15 national civil society organisations representing different sectors, who signed a petition calling for slower speeds. For more information, you can visit [this webpage](#).



ACM's advocacy efforts involved city authorities and community groups, through which they gained support from the Municipal Transport Department and Mayor's Office and 15 national civil society organisations representing different sectors, who signed a petition calling for slower speeds.

(Source: Eastern Alliance for Safe and Sustainable Transport - EASST)

CASE STUDY

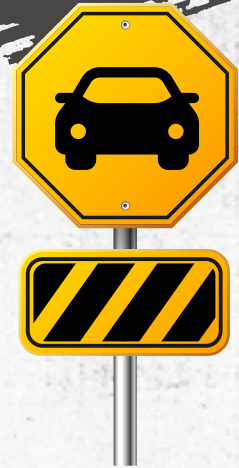


Promoting Safe Cycling: Kampala's Monthly Cycling days

In Kampala, Uganda, the 'Kampala Fun Cycling Monthly Days' awareness campaign is actively promoting safer cycling infrastructure and advocating for cycling as a sustainable mode of transportation.

It aims to address significant road safety challenges, particularly among young adults aged 20-39, who experience a disproportionate number of road traffic crashes resulting in fatalities and injuries. These challenges highlight the urgent need for improved road safety awareness and better non-motorised transport (NMT) infrastructure, addressing issues such as fragmented pedestrian pathways, misuse of pedestrian facilities, and inadequate public transportation options.

Motivated by a commitment to engineering solutions that prioritise pedestrian and cyclist safety, this campaign offers interactive cycling events and involves city officials and community stakeholders while conducting on-site assessments of the infrastructure needs, this collaborative approach has influenced ongoing road projects to incorporate safer cycling provisions and has spurred the adoption of electric bicycles (E-bikes) for sustainable urban mobility. The campaign's achievements are highlighted by fostering a positive change in attitudes among road engineers, encouraging community engagement, and promoting inclusive urban planning strategies.



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(Source: courtesy of Kampala Municipality)

To Summarize the Advocacy Plan and Comms Strategies

This is an infographic summarising the 4 steps and their different elements, linked to the comms strategies that could be used in each step.

You can also visit [YOURS Academy](#) and take the modules 'Advocacy 101' and 'Cultivating your skills

to enhance your effectiveness' to learn more about this topic and how to engage with valuable partners, stakeholders and the media.

You made it to the end of this Advocacy and Campaigns Road! Thank you for reading. We hope you will use all the resources provided to improve your advocacy and campaigning skills and support your advocacy efforts at all levels.

STRATEGIC COMMUNICATION TACTICS FOR EFFECTIVE ADVOCACY



EXTERNAL RESOURCES

Government To-do List, Global Alliance, Accountability toolkit https://www.roadsafetyngos.org/wp-content/uploads/2023/03/Government-To-Do-List_downloadable.pdf

Global Health Incubator, GHAI, 2024, [Advocacy Action Guide](#),

Walk21 App, <https://walk21.com/resources/walkability-app/>

Child Health Advocacy Initiative Toolkit, <https://www.childhealthinitiative.org/toolkit>

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