

Road Safety Advocacy Toolkit

ELEMENTS OF A MEDIA ADVOCACY CAMPAIGN



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Acknowledgement



ELEMENTS OF A MEDIA ADVOCACY CAMPAIGN was developed in partnership with the Global Health Advocacy Incubator at the Campaign for Tobacco-Free Kids.

GRSP acknowledges the financial contributions from Bloomberg Philanthropies and for making the preparation and publication of this manual possible



Road Safety Media Advocacy Guide

What you need to know

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I. Why Is Media Advocacy Important?

The effective use of media in advocacy is an integral element of a policy advocacy campaign. Strategic utilization of the media can help create a favorable environment for policy change.

Achieving policy change can be an extended process, and as a result it is important to identify how your campaign is progressing toward your objectives. Engaging stakeholders through the media can raise awareness of your issue, mobilize support and influence policy makers. Key stakeholders, such as policy makers and key opinion leaders can be drawn to your

issue through the media, and at the same time innovative communications activities can build public awareness and inspire people into direct action to support your campaign. The GRSP Campaign Monitoring and Evaluation tool outlines the role of media as an indicator of progress in advocacy campaigns.

Utilizing the media can also allow for greater interaction in your campaign with a broad range of stakeholders, and as a result make the issue more visible to the public. This broader public buy-in can in turn inspire others to join your cause and allows your policy campaign to remain engaging.

Glossary of Terms

Term	Definition
Media advocacy	Media and communications activities that support a policy advocacy campaign
Media angle	The way the media covers a particular issue. Can also refer to a way to frame your issue to attract the media.
Go live	Launch your media advocacy campaign or activities
Hook	A way to frame your issue to attract journalists
Editorial stance	The position a particular media organization takes in relation to an issue
Digital advocacy	Engaging your audience through electronic or internet-based communication channels to take action on your policy issue
Grassroots	Audiences of large numbers of the public, sometimes grouped by common interest or demographic (e.g. mothers, youth). Tactics targeting grassroots populations are broad in nature, with single messages and engagements targeting the entire audience.
Grasstops	Individuals or small groups of individuals who have a direct role in a decision-making process, or audiences who have influence over decision-makers. Tactics targeting grasstops will be specific to an individual or a small group of individuals based on their type of influence.
Channels	Media channels include newspapers, radio and television stations and social media sites such as Facebook or Twitter

II. How Does Media Advocacy Fit Into an Overall Advocacy Campaign

The effective use of the media in your advocacy campaign must be planned and integrated within your broader advocacy strategic plan. Like policy maker meetings, letter writing and issuing position papers, media advocacy represents a range of tactics that can be used to meet your policy objectives.

The GRSP tool Setting Policy Priorities: A 3-Step Process can help you and your policy partners to define your campaign's policy objective.

The setting of media advocacy objectives, strategies and activities should be done with the advocacy team and with buy-in from management. The construction of a media advocacy action plan (see PAGE 8) is a good way of understanding how these activities integrate with other advocacy efforts.

What Media Advocacy Does and Doesn't Do	
Does	Doesn't
Reinforce social and political responsibility for road safety	Emphasize individual responsibility for road crashes
Focus on advancing policy change	Tell individuals what they should think
Give people an active voice in holding policy makers to account	Guarantee policy change based on new information
Raise public awareness of road safety	Act as a sole strategy for policy advocacy

III. Resources for Successful Media Advocacy

Building a Media Advocacy Plan also helps to clarify the resources necessary for success. Like any other strategic tool in your advocacy campaign, media advocacy must be sufficiently resourced, both in terms of budget and human resources, to achieve results. Unfortunately, media advocacy is too often considered as separate from the overall advocacy campaign, and is therefore not sufficiently resourced, and communications staff are often left on the fringes of the core campaign staff.

All organizations are different, however good practice dictates that any advocacy campaign should have at least one dedicated communications staff member. Media advocacy is, by nature, often fast paced and must be flexible. Ensuring that media activities have dedicated staff ensures that your activities have a far greater chance of successfully contributing toward the realization of your advocacy objectives.

It is also important to consider external resources that may assist in your work. Hiring external experts for selected tasks does have a cost that must be factored into your budget, and it is important to note that you do not necessarily need all of these services. It can be dependent on budget constraints however they can be useful to assist in the timely completion of tasks. External media advocacy services include:

- Public Relations/Communications firms - these organizations can assist with media mapping, media monitoring and to assist in paid media activities, such as advertising
- Graphic designers - can assist with design of printed and online publications
- Web and digital media consultants - can assist in the delivery of a high impact digital campaign, and to ensure that your digital presence is strategically used to support the advocacy campaign
- Copywriter - if you are planning to produce a number of media outputs, such as fact sheets or magazines/newsletters, or if you are focusing on digital advocacy, a copywriter can assist in producing text based on your direct guidance.

IV. Three types of Media Used in Advocacy Campaigns

Paid Media

Paid media are essentially media opportunities that you purchase through known media channels. The purpose of paid media is to provide further attention to your advocacy activities to ensure existing they gain further amplification and promote your target audience(s) to take action.

Paid media can take the form of outputs such as:

- Paid editorial in a newspaper or magazine
- Advertisements
- Social media advertising 'boost' options
- Out-of-home advertising, such as billboards

Traffic (Amendment) Bill 2014

A law to protect children and save lives

Health practitioners are calling for 30 kph speed limits at schools and health facilities to reduce the number of children killed on the roads.

Now is the time to protect our children

2,000 CHILDREN HAVE DIED
on Kenya's roads in 5 years

We know:

- When hit by a vehicle travelling at 50 kph or above, adults die half the time, and children most of the time.
- When vehicles are travelling at 30 kph or below, most adults and children survive collisions.
- For children, the risk of crashes is higher when vehicles are travelling faster because their vision is not yet developed enough to be able to judge speeds over 30 kph.
- Drivers are able to stop in an emergency in a much shorter distance when travelling at 30 kph. No one wants to kill a child.

Lower SPEED LIMITS
around schools & health facilities

40
20

Save lives in KENYA
#30SavesKids

Why should our children face such a high risk of death and injury every time they walk to and from school?

It is time to save lives.

Logos: Kenya Paediatric Association, Gertrude's Hospital, and others.

Pros:

- Can control the message
- Can ensure when and how your output is presented
- Can use to leverage more attention on other forms of media advocacy and other advocacy activities
- Can reach a very targeted group (age/income/geographic)
- Can have a large reach

Cons:

- Not considered to be genuine coverage of your issue, perceived to be advertisement
- Does not engender buy-in from media organization which can follow to more opportunities
- Requires repetition to have significant impact, which can result in high cost

An example of paid media is this newspaper advertisement from Gertrude's Hospital in Kenya

Earned media

Often seen as the most 'credible' form of media advocacy, earned media refers to coverage you have received through word of mouth or as a result of reaching out to the media. Earned media is often a result of your advocacy activities, including activities such as press conferences, media events and can also result from paid and owned media if you are able to use these activities to encourage further media coverage. For instance, if you publish a paid editorial in a newspaper you may want to send it to media contacts to encourage them to report on the issue further.

Earned media has the added benefit of legitimacy in the eyes of audiences, as it is judged that if the media

have chosen to cover your issue, then it must be important and therefore worth taking notice. It is also beneficial as earned media is often from a 'known' or 'trusted' media brand (such as a major newspaper) and as such your issue can be seen as more important in the eyes of key stakeholders given the coverage in these channels.

Earned media can take the form of:

- Newspaper articles on your activities
- TV and radio coverage
- Social media posts from traditional media and key opinion leaders
- Editorials and opinion articles

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Vietnam launches national child helmet action plan

By Minh Hung, Thanh Nien News

HANOI - Wednesday, January 14, 2015 08:27 Email (mailto:email@domain.com?subject=Vietnam%20launches%20national%20child%20helmet%20action%20plan%20%7C%20Thanh%20Nien%20Daily&body=http%3A%2F%2Fwww.dn.vn/launches-national-child-helmet-action-plan-37585.html) Print

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Vietnam to have nine-day break for New Year (/society/vietnam-to-have-nine-day-break-for-lunar-new-year-53090.html)

British engineer found dead at home central Vietnam (/society/british-engineer-found-dead-at-home-in-central-vietnam-53063.html)

First look at Hanoi's elevated railway (/society/first-look-at-hanois-elevated-railway-train-53099.html)

Police drop case against mentally ill woman who stabbed 11-day-old boy (/society/police-drop-case-against-mentally-ill-woman-who-stabbed-11-day-old-boy-53052.html)

RELATED NEWS

Vietnamese policymakers, journalists trained to boost compliance of child helmet law (/society/vietnamese-policymakers-journalists-trained-to-boost-compliance-of-child-helmet-law-34987.html)

AIP Foundation improves helmet-awareness-of-mekong-delta-students-34579.html)

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Justice
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ACTIVEWEAR & SHOES

Representatives of relevant agencies at the launch of National Child Helmet Action Plan in Hanoi on January 13. Photo credit: AIP Foundation

The National Traffic Safety Committee (NTSC) on Tuesday launched a National Child Helmet Action Plan to promote child helmet use across the country.

Main activities of the Action Plan include public awareness-raising and mass media communications on child helmet use, school-based education, and increased police enforcement on a national scale to crack down on violations of the child helmet regulation.

Under the plan, a week of "enhanced enforcement" is scheduled from April 6-9 with police patrols conducted around schools and drivers whose children are not wearing helmets. Starting April 10, traffic police and public security forces will strictly fine violators of the child helmet regulation and will continue patrols on child helmet use as part of standard enforcement protocol.

Khuân Viet Hung, NTSC chairman, said that over the past few years, there has been very high compliance with the mandatory helmet regulation among adults while helmet use among children remains unacceptably low.

"Children are the future of the country and deserve the best care and attention. I hope that, through the active roles of the relevant ministries and support from international organizations and sponsors, as well as strong commitment out of love from teachers and parents, every child will wear a helmet when travelling on a motorbike or electric bicycle," he said.

Under the plan, the televised public service announcement (PSA) "Love your child, provide a helmet," developed by AIP Foundation, was launched on the same day to address the indifference parents exhibit toward child helmet use.

Pros:

- Appears legitimate as it is from the voice of the media, not your organization
- Potential for wide reach
- Potential for further engagement, ie with journalist interested in your campaign
- Can be leveraged in future owned/paid media as well as in advocacy activities
- Opportunity to engage influential journalists in the debate

Cons:

- Cannot control the message
- Unpredictable
- Can be difficult to gain attention of media to obtain earned media opportunities

An example of earned media is this coverage of a press conference from Vietnam launching a helmet action plan

Owned media

Owned media is content that is fully under your control. These outputs are designed, developed and disseminated through your internal communication channels, allowing you full control of the editorial stance and advocacy messaging.

Owned media can take the form of:

- Organizational social media channels
- Newsletter
- Organization website or blog
- Organization YouTube channel
- SMS platform

Spotlight

When identifying opportunities for earned media in your campaign it is important to select key campaign moments that you can leverage to gain media attention. For example, in China, GRSP grantee Tianjin CDC gained significant public attention for their campaign to introduce e-bike legislation in Tianjin, with the airing of a dedicated 30 minute major current affairs program in Tianjin. Tianjin CDC pitched the show to the media organization based on the release of their major report on e-bike safety in Tianjin. As a result, a number of major news outlets contacting Tianjin CDC to cover the issue more broadly.

#RoadSafetyAtRisk

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ROAD SAFETY AT RISK

Appeal for a strong Road Safety Law for India

In 2014, the Government of India promised to introduce a long desired legislation to curb the massive death toll on India's roads. The move was prompted by the road accident death of Union Minister Shri Gopinath Munde. The Government took steps in the right direction by drafting a bill but it has still not seen the light of day. Due to the opposition from various transport and auto lobbies, even the much needed provisions on road safety reforms have been compromised.

With close to 400 people, including 46 children dying on India's roads every single day, road safety in India is at serious risk of being compromised. We cannot continue to let people die in these preventable road accidents. What India desperately needs is a robust law that protects all road users, unlike the present Motor Vehicles Act, 1988.

Pros:

- Full control of messaging, timing and editorial process
- Can include organizational branding
- Can easily track success

Cons:

- Not considered to be genuine media coverage of your issue
- Can suffer from limited exposure if organization's media channels do not have wide reach
- Does not attract prestige of 'media brand'
- May not be accessed by key stakeholders

An example of owned media is this campaign website developed by SafeLife Foundation calling for a strong road safety law in India



Developing a Media Advocacy Action Plan

What you need to know

Why is it Important?

The media advocacy action plan is the centerpiece of your media advocacy work. It provides the context for your activities and ensures that all outputs are linked to identified strategies and objectives and ultimately your policy goal. Communications activities take considerable time and resources and should not be conducted in isolation from your overall campaign strategy. The question 'Does this activity help in achieving our objective?' should always be considered, and the media advocacy action plan allows you to capture this in a document that provides guidance on your activities.

The action plan also allows you to judge whether you are reaching all of your identified audiences, and provides a structured way to consider which channels and messengers will be most suitable for each activity. It can also provide insight into strategic timing of your activities in relation to identified key events and opportunities

The action plan allows you to see all of your media advocacy activities in one place which can help to inform your resource decisions and whether your plan is realistic as well as impactful.

What needs to be done?

Starting a media advocacy action plan can seem overwhelming. There are many elements to consider and a significant amount of activities you could potentially conduct. As such, your starting point should be the advocacy plan for the overall campaign, to ensure that your objectives and strategies are unified. The GRSP tool Setting Policy Priorities: A 3-Step Process can help you and your partners to define your campaign's policy objective

With the advocacy plan as a starting point, you should then:

- Conduct planning sessions with your advocacy team to identify media advocacy strategies to support the campaign objectives

Spotlight

In India, a coalition of GRSP grantees developed a joint media advocacy action plan to support the campaign for a strong road safety law. The plan includes strategies to raise awareness of the issue at the national level, and to showcase support for the law at the sub-national level to encourage action by the national government. The plan includes a range of activities relating to each strategy, which are evenly and clearly distributed amongst the organizations to ensure consistency of approach.

- Under each strategy, develop a range of media advocacy activities. These are generally linked to other advocacy activities that would benefit from greater public awareness to add impetus to the campaign.
- Link each activity to a target audience, channel and identify which messenger(s) are suitable for that activity.
- Identify when the activity will be executed and who is responsible

The GRSP Media Advocacy Action Plan tool provides the opportunity to capture this information so that you can use it to directly inform your work, and provides a step-by-step guide to how to complete the plan.

HELPFUL HINT: Ensuring that the leadership of your organization are involved in the development of the communication action plan is critical. Their buy-in will make it more likely that your activities are supported with sufficient resources and will ensure that your plan meets the objectives of the advocacy campaign.

The following sections of this toolkit will provide you with guidance on how to populate the media advocacy action plan.



Conducting Media Mapping

What you need to know

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Why is it Important?

Preparing for a media advocacy campaign can feel overwhelming. There are many different channels to consider, some inherent risks to factor in to your planning, and a question of how to best utilize your resources. Conducting media mapping during the early planning stages of your campaign can provide clarity by helping you understand the landscape and channels through which you should communicate to your key stakeholders, be they policy makers, key opinion leaders or the general public.

Media mapping will allow you to:

- Understand the communication channels you can access
- Understand which media your audience consume
- Provide insight on the best channels to access your audience
- Make informed choices about which communication channels are most suited to different hierarchy of audiences (for instance national Member of Parliament compared to State secretary)
- Understand regional differences in communication channels

Of course, media mapping is only useful if it is put to use. Mapping should be used in decision making regarding each tactic or activity that will be conducted in your campaign. For instance, if you need to engage the public in a particular city to stage a march to place pressure on a local government, you would use your media mapping to understand which channels are consumed in that area. This can potentially save resources as you may avoid spending a large amount of money on a TV campaign if your mapping indicates most people prefer social media.

What needs to be done?

Undertaking a comprehensive media mapping involves developing a landscape of the channels available in the country/city or region and can also include research into audience behavior, specifically focusing on what communication channels they consume.

Spotlight

An integral element to capture in your media mapping is which media channels are consumed by your target audiences. If your campaign is advocating for a new road safety law and you are trying to engage a Members of Parliament then it is important to know which channels they pay attention to. For instance, if a particular newspaper is seen as the most credible amongst policymakers, then focusing your earned media activities on this publication makes sense.

Research into the available communication channels should provide you with information on

- Profiles of the main radio stations, TV channels, newspapers and news websites
- The most popular and trusted sources of news and information
- Media outlets that command significant national, regional, ethnic and religious audiences
- Media outlets which have strong influence on opinion formation in the ruling elite
- Contact details for each media outlet
- Languages to use in both local and national broadcasts
- Popular social media channels

The GRSP media mapping tool gives you more information and guidance on how to construct a media mapping document that will assist in your campaign.

HELPFUL HINT: Media mapping can be a significant undertaking that will have an impact on your financial and human resources. Communications and public relations firms in many countries conduct media mapping and have the infrastructure in place to make the process fast and useful.



Developing a Media Contact Registry

What you need to know

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Why is it Important?

Maintaining an up-to-date list of media contacts ensures that when you are ready to engage with the media you will be able to know whom to contact and what their stance on the issue is. A lot of work goes into activities aimed at attracting earned media, so you don't want to be in a position where you don't know who to contact to pitch a story when you are ready to 'go live'.

If you are working in a coalition or partnership with other organizations, a media contact registry will help define which of your organizations has primary contact with journalists or editors. This will result in less overlap and ensure consistency in approach. It also allows for each organization to foster strong relationships with the media and know that other coalition groups will not endanger these relationships.

What needs to be done?

There are a number of ways to collect media contacts to input into your registry:

- Conducting media mapping will provide you with a comprehensive list of media channels and which channels are preferred by your target audience(s). Use this list to identify journalists and editors that may be relevant to your campaign.
- If you attend an event, particularly press conferences or media-focused events, introduce yourself to the journalists present and ask for their contact details. If they are assigned to your issue it is likely that they will be interested in future engagement to obtain ideas for stories.
- Use media monitoring to see which news outlets and journalists are covering your issue.
- Read articles produced by journalists who cover relevant topic areas to understand their 'angle'

The media contact registry should include the following information:

- Name
- Title
- Organization
- Stance or 'angle' taken on your issue
- Preferred time to contact/send stories
- Contact details
- Digital handles
- Who is our contact to reach them

The GRSP media contact registry tool gives further guidance on developing your media contact registry.

HELPFUL HINT: The media industry is continually evolving, with new organizations and media staff and journalists constantly moving. Your media contact registry will only be useful if it is up-to-date and includes any changes that are relevant. Be prepared to continually update the registry as your campaign continues. Also, ensure that you also include the media staff's stance on your issue and any examples of past work that shows what angle they take.



Selecting Your Target Audience

What you need to know

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Why is it Important?

Identifying the target audience you are trying to engage through your media advocacy is the starting point for developing your media plan. Too often, organizations start their media planning based on which channels they want to use. Until you have identified who it is that you are trying to communicate with, then what channel you use is irrelevant.

As part of your advocacy planning you should have conducted a political mapping exercise (the GRSP Political Mapping: How to Guide tool provides guidance on how to undertake political mapping for an advocacy campaign). This mapping should directly inform the development of your target audiences. At the same time, there are new audiences that you may want to engage in your media work to influence your stakeholders. For instance, you may be engaging a Member of Parliament through meetings, however another way to capture their attention may be to stage a media event in their electoral district, engaging key opinion leaders and the public.

Primary Audience

Primary audiences are those that you want to directly impact and are critical in the achievement of your policy objectives. They should always have dedicated communications activities that specifically aim to engage them in the issue.

Primary audiences in road safety media advocacy campaigns can include:

- Prime Minister
- Transport Minister
- Health Minister
- Other Members of Parliament
- Road safety professionals, such as road police

Secondary Audience

Secondary audiences are individuals and groups that have the potential to influence your primary audience. They may be key opinion leaders, celebrities or those with a strong passion about the issue who can

Spotlight

Identifying the key opinion leaders that policymakers rely on is an important step in a policy advocacy campaign. Road safety advocates should consider potential key opinion leaders such as radio or television hosts, influential public figures and even family or friends of a policy maker.

capture the attention of your primary audiences and inspire them to address your issue.

Secondary audiences in road safety media advocacy campaigns can include:

- Transport Secretary
- Parliamentary staff
- Key opinion leaders, such as public figures, media identities
- Victim groups

What needs to be done?

Using your political mapping gather your team and conduct a brainstorming session to map out all the people who can potentially directly or indirectly have an influence in achieving your policy objective. Think specifically about who can realistically be engaged through the media and make a list of your primary and secondary target audiences. For secondary audiences, make sure they are linked to the primary audience. For instance, a Secretary of Transport may be a secondary audience and the Minister of Transport is a primary audience.

The GRSP Selecting your Target Audience tool can be used to understand what connection the audience has to the issue. This helps to inform the tactics you will use to engage them in the issue.



Developing Key Messages

What you need to know

Why is it Important?

A critical component of your advocacy campaign is developing and delivering the messages to communicate your policy goals to the people who can make the changes that will help you meet your objective.

Identifying your target audiences, formulating key messages, and choosing the most effective spokesperson and channel to communicate those messages are all important pieces of your advocacy campaign. Once you know your target audiences, your next step will be developing convincing messages specific to each. Depending on your audience and the action you want them to take, your message may change slightly. Your method of delivering the message will also vary, based on the most effective means of reaching your audience.

What needs to be done?

To formulate your key messages, you'll need to answer the following questions:

- What is the problem?
- Why is the problem important to your target audience?
- What is the action that needs to be taken?
- When does this action need to be taken by?

In your project team, first develop a top-line, or overall, message. The top-line message sums up what policy needs to change, outlines the campaign's objective, and describes why it's important. All other secondary messages focused on specific audiences should be developed from this one. After the overall key message is formulated, more specific secondary key messages can follow. The GRSP Developing Key Messages tool provides comprehensive guidance on the process of how to develop key messages for your policy campaign.

During the campaign, you'll want to review your message at various times, based on changing circumstances. For example, there may be times when a law

Spotlight

An example of a short, memorable message on speeding targeted at Kenyan pedestrians:

- Speed is lethal to pedestrians.
If you are hit by a vehicle traveling at:
 - ▼ 60kmph - only 10% survive
 - ▼ 50kmph - only 45% survive
 - ▼ 30kmph - 95% survive

Tell your Member of Parliament we need legislation that makes traffic slow down outside of schools. **#30saveskids**

is being debated but does not include the non-negotiable provisions that make up a strong and effective public health law. In response, you may consider revisiting your messages and tailoring them to that situation.

Lastly, re-evaluating your messages from time to time is good practice during any campaign. Most often, if your key message is strong enough it will withstand any changes to the campaign, but at times it may be useful to update secondary messages to remain relevant. When faced with opposition or criticism from opponents that ultimately do not impact your policy objective, it is important to stay on message and not diverge.

HELPFUL HINT: Using one convincing fact or figure in a key message can be very powerful. But including more than one statistic can cause a message to become confusing and lose its effectiveness. For examples of evidence based key messaging on the road safety behavioral risk factors see the GRSP fact sheets.



Selecting your Media Advocacy Tactics

What you need to know

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Why is it Important?

Planning your media advocacy tactics strategically is important to ensure you maximize the impact of your outputs. Understanding the different tactics available and choosing those that will most effectively engage the audiences you require is critical. You must evaluate each potential opportunity and tactic as it relates to the audience and your objective. Planning your tactics is also important as you must consider what is reasonable to potentially execute in relation to your resources. There is no point planning a large TV campaign if you don't have the budget. Similarly, if you don't have staff to manage a social media account then you don't want to commit to a large digital campaign.

How Do I Do it?

Tactical planning should take into consideration your policy objective and the audience(s) you are trying to target. The GRSP guide to Selecting Media Advocacy Tactics will assist you to make informed decisions about which tactics to use for each strategy in your advocacy campaign. Keep in mind that building momentum in an advocacy campaign is important. Scheduling a large scale media event every week is not feasible or desirable. Timing your activities to continuously work toward a select few key campaign events is a good approach to ensure that stakeholders remain informed, and then are effectively engaged at important moments.

Media advocacy tactics include:

- Press conference
- Press release
- Opinion editorial
- Radio talkshow
- TV talkshow
- Media roundtable
- Social media
- Media event
- SMS/WhatsApp campaign
- Paid advert

Spotlight

In 2013, GRSP grantee the Turkish Red Crescent Society (TRCS) initiated a “no seat belt exemptions” policy campaign to amend existing Turkish legislation to increase seat belt wearing in the country and reduce the number of fatalities and injuries in the country. In order to achieve its goals, the TRCS needed to gain the attention of the public and policymakers. TRCS knew that the press conferences could gain nationwide interest and coverage if they were appealing, newsworthy, and included a clear call to action. They included key facts and drew upon key opinion leaders to ensure the message gained widespread coverage.

Media advocacy resources include:

- Fact sheets
- Testimonials/case studies
- Interviews with those impacted by a road crash

HELPFUL HINT: Once you have compiled a list of strategic tactics cross reference them with key dates in your campaign. These could include parliamentary sitting dates, UN World Days, the release of major studies/research, or other major events that you can leverage your campaign and bring attention to your issue. It is not possible to conduct high profile, high resource media activities all of the time, so it is important to select opportunities most likely to give a spotlight to your outputs.



Selecting Media Channels

What you need to know

Why is it Important?

Once you have finalized your list of target audiences you can consider which channels are best to engage them through your media outputs. You want to ensure that resources that you expend on media activities are going to reach the right stakeholders and meet your objectives. The purpose of strategically selecting your communication channels is also to ensure that you have a diversification of channels, and you are maintaining a balance of earned, owned and paid media. All three forms can play an important role, and by identifying the different channels and linking them to the relevant stakeholder you can see which channels will be most relevant to your campaign.

How do I do it?

Once you have conducted media mapping and/or media monitoring (the GRSP Monitoring and Responding to the Media tool provides guidance to complete these steps) you can refer to this and highlight which channels are available and who is consuming them. For instance, if you want to build public awareness of your campaign and your research indicates that most people listen to a popular radio station, you should select this as one channel. This could then be supplemented with owned media support, so you might post a status update on Facebook indicating that the radio show is coming up and will focus on your advocacy issue.

These decisions can greatly affect the effectiveness of your resources. For instance, if the radio show costs a large amount but is proven to be more effective, then it may be worth spending on that show and not on a variety of editorials in newspapers that are not targeting your audiences.

If you do not have the resources to conduct media mapping or monitoring then you can conduct some small scale research, such as asking other organizations or people who have engaged with your audiences which types of media they consume. For instance, if a staff member of a MP indicates that they read a certain newspaper each day, then you should assign this channel for media activities targeting that MP.

Spotlight

The GRSP Advocacy Resource Centre is a one-stop resource for civil society organizations and individuals and features over 1000 pieces of content, which have been specifically collated and created to be useful for both road safety advocates. The site showcases strategic and innovative use of a variety of media channels in road safety campaigns, including newspapers, television, Facebook, twitter and more. You can use this resource to inform your decision on what channels to use in your campaign.

Communication channels should be included in the Media Advocacy Action Plan to ensure you, and your partners, are aware of all the channels being targeted and can identify if there are any gaps.

HELPFUL HINT: Non-media communications channels can also be useful in campaigns. Fact sheets that you can take to an advocacy meeting and leave with your stakeholder can be an effective way of ensuring they learn about your issue. See the GRSP guide to Executing Media Advocacy Tactics for further guidance.



Selecting Social Media Channels

What you need to know

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Why is it Important?

Digital advocacy is defined as engaging your audience through electronic or internet-based communications channels, which are usually owned media channels, and inspiring them to take action (online and offline) around your issue, cause or brand.

While starting a social media account bears little to no upfront costs, there are significant resources and staff commitments required to successfully run a digital advocacy campaign.

How Do I Do it?

When considering a social media advocacy campaign, it is important to first evaluate the local landscape for a potential campaign. Conducting research to answer the following two key questions is an important first step:

1. What is the potential to mobilize the public via digital tools and channels? Which channels are most actively used by my target audience?
2. What is the precedent in my country for using digital tools in this type of advocacy campaign? Are there examples of social media campaigns in other issue areas that have been successful?

Once a thorough landscape analysis is complete, identifying the strategic role of social media channels is an important next step. Social media tactics can be categorized into four types of activity:

- **Grassroots Awareness:** content that builds public awareness and urgency to the core issues of your campaign.
- **Grassroots Action:** widespread mobilization of public to take a tangible action that has an impact on the decision-maker or decision-making process of the policy campaign
- **Grasstops Decision-Makers/Key Opinion Leaders:** directly engaging decision-makers or key opinion leaders (those who hold sway over decision-makers) via social media
- **Grasstops Traditional Media:** integrating social media activities with traditional media targets

Spotlight

In their campaign to support the passage of a road safety law in India, GRSP grantee SaveLife Foundation conducted a public opinion poll to rally support for the legislation. Once they had the results, they created infographics that summarized the report, drafted press releases that showcased the results in a compelling way, and developed social media messages that specifically targeted policy makers and influencers as well as the general public. They then used the SLF website, Facebook, and twitter to disseminate those materials and messages. On Twitter, they used the hashtag #roadsafetybill, and at the SLF website, users could share the poll results through more than 30 apps and social media channels. Through this campaign, millions of people - including key target

HELPFUL HINT: An effective campaign does not need to touch on all four categories. In most cases, identifying a particular social media platform and focusing on one or two key categories will be the most effective means of running a campaign.

Parliamentarians and influencers - mobilized around the draft of the new road safety bill.

Selecting Messengers

What you need to know

Why is it Important?

When delivering an advocacy message you need to determine who will be the most credible source in the eyes of the target audience. If people don't trust the person who delivers a message, the actual message does not get through effectively. Sometimes policy skills are important, but at other times first-hand knowledge of the problem, technical expertise, celebrity, relationship with your target audience or seniority within an organization matter more. It is also important to have diversity in who delivers the messages. Combining different voices together can show widespread support of your issue. For instance, combining two messengers who complement each other, one who is knowledgeable about the subject matter and the other knowledgeable about the target audience, can give more impact to your activity.

How do I do it?

Start by looking at your list of target audiences. For each audience select who the most relevant messenger would be. Who will that person or group trust and find credible? You should consider this for potential messengers both within your organization, such as a CEO or Project Manager, or externally, such as a key opinion leader or someone personally affected by your issue.

For those external to your organization it is important to deeply consider potential risk and reward. It might be extremely beneficial to your campaign's public profile to engage a celebrity as a messenger, however there is also a higher risk that they may stray 'off message' or that coverage of your media event centres on that person and not the issue.

Being realistic in your selection of messengers is also important. When selecting your messengers you should consider questions such as: Is it possible to always have your CEO available for comment to the media? Can you rely on key opinion leaders from outside your organization to be available for a media event or press conference?

In general you want to ensure that the messenger you select relates to as many of the list below as possible:

- Messenger is known and trusted by or will appeal to target audiences
- Messenger can demonstrate knowledge and insight into the issue
- Messenger is a source whose opinion target audience will value
- A clear link exists between the messenger and the groups affected by the issue
- Messenger will refrain from political comments unrelated to the issue

HELPFUL HINT: Whilst you are selecting your messengers it is also beneficial to consider whether they would benefit from media or message training. This would ideally include not only tips on public speaking and talking to the media, but also detailed guidance on key messages for the campaign. If you are using external messengers, you will also need to consider how to train them on your key messages and the objectives of your campaign. If they are questioned as to why the topic is important, it is critical they understand the reason for the campaign and what it will achieve.



Effective Partner Coordination

What you need to know

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Why is it Important?

Successful policy advocacy campaigns often result from a group of organizations working together toward a common goal. A partnership is a group (formal or informal) of organizations and individuals that come together for a period of time to collaborate in order to achieve changes in policy, law, programmes, or funding streams for a particular issue.

In media advocacy, it is beneficial to be able to draw on multiple organizations to support your campaign. Having different stakeholders talk about your issue shows that support is widespread and varied, which gives more authenticity to the campaign as an issue of public importance.

How do I do it?

The first step is to identify the right partners that suit the needs of your campaign. In the GRSP Building an Advocacy Partnership tool there is an advocacy self-assessment tool, which guides you on how to understand where partnerships may help in your campaign.

Once you have your partners engaged in the campaign two critical elements must be completed before media work commences.

Roles and Responsibilities

There are inherent risks in engaging the media in your campaign. One inopportune comment or activity can potentially harm your public support and therefore your chance of convincing policy makers to enact change. Detailed planning of the roles and responsibilities of each partner is crucial and should reflect the objectives and strategies detailed in your policy advocacy plan. Planning should include the identification of nominated spokespeople, ensuring media activities support partners' activities and not do not overlap, and an agreed function to respond to critical incidents or developments in the media.

Messaging

Ensuring all groups remain on message is essential in ensuring media advocacy supports your campaign. Partners can and should identify their specific 'angle' on the issue, however the core message and 'call to action' must be consistent to ensure there is no confusion among the public or policy makers. The consistent messaging should be guided by your policy advocacy objectives and strategies and agreed upon by all partners.

Establishing a protocol for your partner coordination is important. Potential coordination activities to consider include:

- Regular media advocacy coordination calls to discuss progress and activities
- Including media advocacy as an agenda item in overall advocacy campaign meetings
- Sharing regular updates of media advocacy activities via email

HELPFUL HINT: Whilst it is potentially beneficial to partner with other organizations in your media advocacy work, it is important to clearly outline consistent messaging and make a plan to ensure each organization has a distinct and defined role. Problems can arise when partner organizations are not 'on message' and may take media attention to another aspect of the issue. Detailed planning for media activities must take place and should identify the scope and timing of each organization's media work, and what the consistent 'call to action' will be in all communications.



Monitoring and Responding to the Media

What you need to know

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Why is it Important?

Monitoring and responding to the media is an important element of your media advocacy work as it informs both planning and execution of your campaign.

Planning

As you plan to expend human and financial resources on media advocacy activities it is informative to understand the media landscape you are attempting to engage and how the issue is talked about in the media. Media monitoring allows you to see what aspects of your issue gains media attention and secondly how the media then frame the issue. For instance, you may find that the media is interested in large scale statistics that show annual death rates, as it will shock their readers. However, they may then focus the blame for this on poor road user behavior rather than lack of strong policies or enforcement. Knowing this will help to develop your messaging and will allow you to target the media you identify as interested in the issue.

Execution

Once your media advocacy activities are underway media monitoring will allow you to judge the impact and reach of your outputs. Did your press release result in news articles? Was there media coverage of your press conference? Did your digital campaign engage any journalists? Media monitoring allows you track your performance and adjust your plan as needed. For instance, if a major development in your campaign arises, such as the passage of a road safety Bill in Parliament, you can actively respond to any negative issues raised in the media. Identifying the way in which the media are reporting on your issue can also assist in your planning of how to engage the media in your campaign. If you have seen they are more interested in one particular 'angle' then using this as a 'hook' to pitch your earned media activities is a worthwhile approach.

How Do I Do it?

Media monitoring can be set-up through Google Alerts or through a professional service usually provided by a communications or public relations firm.

Spotlight

Given that a large number of stories are likely to focus on road crashes, a good approach is to categorize reportage into categories, such as 'Policy change' or 'Road safety campaign'. This will allow you to easily scan the relevant stories to your campaign. Make sure you review the reports as they arrive to see if there is anything you need to respond to, or whether it requires revised activities or planning.

The Google Alerts service is free and will allow you to nominate key words, which when found by Google will automatically send you an email notification. Professional media monitoring services allow for greater individualized data, including geographic areas and specific outlets (such as newspapers, digital, radio etc). These can often be accompanied by periodic reports which gives you greater detail about the trend of reporting on your issue.

It is important to remain flexible in the selection of your key words and topics. If the campaign has changed, or if a significant development occurs, you should include new key words in your monitoring to ensure you capture media coverage.

Whichever system you use, it must be produced in a format that works for your organizations and is easy to read. Media monitoring is only useful if you use it!

The GRSP guide to Monitoring and Responding to the Media gives further guidance on approaches to take when dealing with the media.

HELPFUL HINT: Sharing reports and your analysis with partner organizations is critical to ensure consistency of approach. It may also be possible to share the cost of a professional service with partners and ensure that you are all receiving notifications on media coverage that will inform your messaging and activities.



Evaluating Media Advocacy

Why important?

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Monitoring and evaluating your progress is an essential part of any policy advocacy campaign and ensures that planned actions are taking place at the correct time. It also helps you know whether you are gaining support over the course of what may be a long campaign. Assessing the impact of the campaign on the media environment and the level of support of the public and policy makers represents one of the key indicators of progress in an advocacy campaign. In concert with the impact of your project design and implementation, successful media advocacy is a key factor that leads to policy advocacy success. In this process, a good monitoring plan can tell you which of your strategies are working best to meet your objectives, and which may need to be adjusted.

For example, you may find that you need to change your channels because information is not reaching your target audience. Or an evaluation could show that your information is being framed in a way that is not helping you advance your policy objective. Successful strategies are informed by evaluation and should be a continual process of adjustment based on the findings of your monitoring and evaluation.

How to do it?

Evaluating your media advocacy activities needs to take into consideration how well you have planned and executed your media advocacy action plan, and whether your activities have had an impact and are contributing to the realization of your advocacy campaign objectives. At the same time,

The GRSP Campaign Monitoring and Evaluation tool provides detailed guidance and templates to conduct monitoring and evaluation on both of these elements of the campaign. Important elements to consider include:

- Have you developed and delivered effective advocacy messages to target audiences?
- Do you use different channels to deliver your message?
- Have you proactively built relationships with journalists and become their go-to resource for road safety information?
- Has there been increased coverage of the road safety issue?
- Have you gained earned media?
- Is the public actively supporting the policy through social media?
- Are your media activities resulting in more active participation in campaign events?

Ensure that monitoring and evaluation is planned and executed throughout your campaign and that results are directly fed back into your program design and refinement.

HELPFUL HINT: Monitoring progress in a media advocacy campaign can be difficult as there is often not a direct correlation between activities and impact given the multitude of factors that influence the policy process. As a result, ensuring your monitoring is capturing a variety of indicators, such as whether your activities were conducted and how well they were received, is important to understand how your campaign is tracking.



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