

Policy Implementation Toolkit

SUPPORTING TOOL: **BUILDING PUBLIC SUPPORT AND CONDUCTING OUTREACH FOR POLICY IMPLEMENTATION**



*Together we can
save millions
of lives.*

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Acknowledgement

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Building Public Support and Conducting Outreach for Policy Implementation

Why is it important?

To achieve high compliance, the public needs to be aware of the policy change. Often, specific populations and businesses will need to be informed of new regulations or changes to existing law because it will impact them more than others. For instance, if legislation passes that includes new helmet requirements, manufacturers, retailers, motorcycle owners, the police, and other relevant populations will need to know the details in order to comply with the law as well as penalties for non-compliance.

While much of this work is often the responsibility of government, civil society can play a critical role helping key decision makers in government develop a plan and complement their outreach.

Ideally, efforts to build public awareness of and support for new policies should happen well in advance of new policies going into effect.

What needs to be done?

Civil society should be working collaboratively with government agencies responsible for implementing the policy to build political and public support and ensure an effective education and outreach plan is in place.

While government should take primary responsibility for educating the public and key stakeholders, civil society can play an important role supporting and complementing the government's efforts as well as advocating for a stronger outreach plan. Civil society plays a particularly important role in instances where political will is low, resources are limited, or compliance is below expectations.



Tool 2

Clarify your role

What gaps do you believe exist in the government's outreach plan?	How can your organization help address those gaps? (Ex: advocate for stronger plan, complement outreach efforts)	Who else can you partner with to address those gaps?	What are your next steps?	Which organization in your coalition is responsible, if not your organization?

Please see GRSP's *Media Advocacy Toolkit* for additional ideas and tools.



Global Road Safety Partnership
Route de Pré-Bois 1
1214 Vernier
Geneva
Switzerland

Tel: +41 (0)22 730 4423
Fax: +41 22 733 0395



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