

Policy Implementation Toolkit

SUPPORTING TOOL: **DEVELOPING A MEDIA ADVOCACY ACTION PLAN FOR IMPLEMENTATION**



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save millions
of lives.*

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Developing a Media Advocacy Action Plan for Implementation

Why is it Important

Media can be a valuable tool to build public support for a new law, inform key audiences about a policy change or regulations, publish and highlight enforcement issues or compliance rates, and promote a policy's impact on public health.

The media advocacy action plan is the centrepiece of your media advocacy work. Drawing from your overall implementation campaign plan, it serves as the central tool to guide your media advocacy activities and can help you clarify your message, messengers, target audience, and channels, particularly if you have a role educating the public as part of a comprehensive implementation plan.

What needs to be done

Before you start developing your media advocacy action plan it is important to develop your overall implementation campaign plan. This will directly inform the objectives and strategies that you use in your media plan. GRSP's *Strategic Planning for Policy Implementation Campaigns* tool provides guidance and a template to develop this plan.

After you have developed your target audiences, chosen your messengers and strategically selected your media advocacy tactics, you can use the template below to map out your plan. Placing your activities underneath the relevant strategy will help to ensure that your activities are all working toward your intended goals.

Helpful Hint: The United Nations has a number of 'World Days', which present a good earned media opportunity to highlight road safety in the media. Issuing a press release, conducting a digital campaign, or holding a press conference are all activities that journalists are more likely to respond to given the international focus of the occasion. Remember to link your key messages to the theme of the day to have the best chance at gaining media attention.

Relevant UN World Days:

- World Day of Remembrance for Road Traffic Victims
- World Health Day
- International Day of Families
- International Youth Day
- International Day of Persons with Disabilities
- International Day of Human Rights

To maximise your media advocacy in relation to the UN days, consult the GRSP Positioning Papers, which provide detailed information, facts and case studies linking road safety to key development issues such as human rights, economic justice and children's rights.

Tool 1

THE MEDIA ADVOCACY ACTION PLAN

See below for an example of how to fill in the media advocacy action plan. Take careful notice of the elements to include and remember that the media advocacy action plan should be a flexible document that is continually adjusted based on developments in your campaign. If new opportunities arise, think of ways in which your media activities can boost their impact and potentially build further public awareness and engage decision makers to achieve your goals.

This is an example activity. Note the inserts in the following sections

Insert your campaign policy objective here

This is where you can insert the first strategy of your media advocacy campaign

Mark the month in which you are planning the activity

| POLICY OBJECTIVE: | | | | | | | | | | | | | | | | |
|---------------------------------------|-----------------------|--|---|---------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| STRATEGY 1: | | | | | | | | | | | | | | | | |
| Activities | Target Audience | Channel | Messengers | Responsible | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
| Press Conference for World Health Day | Prime Minister MPs | Newspapers, radio, television, social media | Executive Director, Person Affected by Road Crashes | Media Officer | | | | | | | | | | | | |
| STRATEGY 2: | | | | | | | | | | | | | | | | |
| Newsblast | General Public | Newspapers, radio, television | Director & Person Affected by Road Crashes | Media Officer | | | | | | | | | | | | |

If you have multiple strategies to meet your objectives you can list them to ensure that activities are clearly separated

Note which staff member is responsible for the implementation of the activity. If there are multiple staff, note which staff is ultimately responsible

POLICY OBJECTIVE:

STRATEGY 1:

| Activities | Target Audience | Channel | Messengers | Responsible | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|------------|-----------------|---------|------------|-------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
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STRATEGY 2:

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