

# Road Safety Advocacy Toolkit

## DEVELOPING A MEDIA ADVOCACY ACTION PLAN



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# Acknowledgement



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# Developing a Media Advocacy Action Plan

## Why is it Important

The media advocacy action plan is the centrepiece of your media advocacy work. Drawing from your overall advocacy campaign plan, it serves as the central tool to guide your media advocacy activities in the context of your defined objectives and strategies. Conducting media advocacy without a planning tool can result in activities that are disparate and not aligned with your policy advocacy objectives. Furthermore, it allows you to track key components of your media advocacy campaign, including target audiences and messengers, whilst also providing the opportunity to map out a forward plan for a defined period of time in your campaign.

## What needs to be done?

Before you start developing your media advocacy action plan it is important to develop your overall advocacy campaign plan. This will directly inform the objectives and strategies that you use in your media plan. The GRSP Strategic Planning: How to Guide provides guidance and a template to develop this plan.

Once you have developed your objectives and strategies you should work through the sections of the media advocacy toolkit on the development of each section of the media advocacy action plan. It is suggested that you work through the media advocacy toolkit with your project team to prepare a detailed media plan that can be operationalised to achieve significant impact to support your advocacy campaign.

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. Furthermore, when considering which months to schedule activities it is advisable to take into account important dates in your campaign, ie: sitting of Parliament, and to be realistic about human and financial resources.

The media advocacy action plan should be a flexible document that is continually adjusted based on developments in your campaign. It is important to work closely with your project team to identify necessary changes and to always ensure that new activities are connected to your strategies and objectives. If new advocacy 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.

**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.

## THE MEDIA ADVOCACY ACTION PLAN

### Tool 1

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 advocacy 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. Please see P5 for full template to use in your media advocacy work.

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

<b>POLICY OBJECTIVE:</b>																
STRATEGY 1:																
Activities	Target Audience	Channel	Messengers	Responsible	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
STRATEGY 2:																



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