

# Road Safety Advocacy Toolkit

## EXECUTING MEDIA ACTIVITIES: A HOW-TO GUIDE



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save millions  
of lives.

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# Acknowledgement



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# Executing Media Activities: A How-To Guide

A strategic and well-executed media campaign can play a major role in whether you achieve your advocacy objectives. Consistent media coverage that positions your issue appropriately to target audiences can raise visibility, build support and drive people to action.

To be successful your media activities must be aligned with your campaign's overall goals, timing, and target audiences. By now, you should have identified your target audiences and captured objectives in the media action plan. You also have selected your media tactics (see Selecting Media Tactics tool) based on those objectives and target audiences, the timing of your campaign activities, and your organization's human resource and financial capacity.

Now it's time to execute those tactics in a way that maximizes impact. That means creating and disseminating communications pieces for the press or social media. This tool will provide you with the good practice guidelines for specific communications tactics so you can ensure your message is being heard by those you are trying to reach.

## Preparing and Disseminating a Press Release

### WRITING YOUR PRESS RELEASE.

#### **Make it newsworthy.**

When preparing a press release, it's important to remember that you will only be effective if you give the media a reason to cover your issue. Think creatively about what will make your announcement "newsworthy" to journalists and editors, while still allowing you to communicate your key messages. One way to do this effectively is to identify newsworthy key dates, events, reports, etc., for example, UN World Days - that are already recognized by the media. When possible, link your campaign to these newsworthy angles, while still incorporating your messages into the release.

#### **Follow the standard, accepted format.**

There is an accepted format for press releases, and you'll get the best response from the media if you fol-



**A live radio show held by the Women's Media Centre in Cambodia to advocate for strong implementation of the Road Traffic Law**

low it. First of all, always answer the following questions in your release:

- **Who** does the event or announcement involve or affect?
- **What** is new (or "newsworthy")?
- **Why** is the news important?
- **Where** and when is it happening? (if applicable)
- **How** did the event or announcement come about?

Make sure you keep your release to **a maximum of one page**, and always include contact details to journalists or editors can easily contact you.

#### **Focus on critical messages and call to action.**

In addition to the information that you include in your release, it's important to pay attention to tone and style, including the following:

- Do your best to break down your issue into **short, powerful messages** that journalists and the public can quickly absorb
- **State a clear call to action** and always include **an attention-grabbing quote**, preferably attributed to a recognizable or credible source, that summarizes your key message
- **Avoid using jargon.** Few journalists understand the acronyms and language of road safety

## DISSEMINATING YOUR PRESS RELEASE

Once your press release is drafted, you need to decide where to send it. You should have your media contact registry up to date (see Media Contact Registry tool) so you can easily identify the journalists most likely to be interested in your news. It's a good idea to share your release widely, but you can also personalize the release for journalists who are high priority. For those individuals, personalize the email

greeting and add a note in the email that includes a reference to their interest in the topic

The time of day that you send out your press release is also important. Send out your press release in the morning so that journalists have time to file story before evening deadline. Use email to send the release, but follow up with selected journalists via phone to ensure they don't overlook your release.



### PRESS RELEASE

#### CHILD RIGHTS & HEALTH EXPERTS WANT GOVT TO PASS A STRONG ROAD SAFETY LAW TO SAVE YOUNG LIVES

**Bengaluru, 18 May, 2016:** The state and central governments should wake up to the increasing number of road deaths involving youngsters. The Government of India should take strong steps to pass and implement comprehensive and stringent road safety law to protect millions of lives in this regard. – This is what the child rights and health experts, who met in city on Wednesday, had to demand.

In a press conference organized by the Karnataka State Commission for Protection of Child Rights (KSCPCR) in association with the Institute of Public Health (IPH), a health NGO and Red Cross Society, experts said 20 children are killed every day in India due to road crashes.

**Dr. Kripa Alva, head of KSCPCR** said the state of Karnataka, which happens to be the fourth worst state for number of road deaths in the country, also accounts for considerable number of children deaths in road accidents. “But with stronger legislations things can be changed both in the state and nationally. To save the lives of children and the productive youth of our nation we must act now. We urge the government of India to pass and implement a comprehensive and stringent road safety law to protect millions of young lives,” she added.

**Dr. Pragati Hebbar, Advocacy Officer, IPH** said in the past decade about 1 million people have died and over 5 million people have been injured or disabled due to road crashes. “The figures of road crashes and deaths are alarming and lots need to be done to curb this preventable cause of death and morbidity to prevent a huge drain on Indian economy. Road crashes are estimated to cause a loss of 3% of our GDP,” she added.

**Mr. S Ashok Kumar Shetty, the General Secretary of the Karnataka chapter of the Red Cross** highlighted that the Karnataka government has taken several positive steps such as Harish Scheme, Bike Ambulances, and notifying state road safety policy, mandating helmet use for pillion rider and providing schemes for medical relief to road crash victims. “Having set a positive example, it would be apt to see Karnataka government now urging for and supporting comprehensive legislation on road safety at national level,” he added.

**Noted Spine Surgeon Dr. Subodh Shetty** also participated in the event and said all the stakeholders should work hard to bring in a very comprehensive and stringent national road safety law and the same should be stressed at an upcoming high-level meeting of union ministers of various state governments in Bengaluru in coming days.

The above mentioned health experts have written a letter highlighting the important points of road safety, to Karnataka transport minister B Ramalinga Reddy and Yoonus Khan, Chairman, Group of Ministers constituted to examine best practices in road safety and road transport sector.

We request you to publish this news and photographs in your esteemed media.

**For further details contact: Dr. Pragati Hebbar 9739719991.**

**Media contact: Praveen Rao S – 9916796559.**

## Creating a Leave Behind

A “leave-behind” is a printed communications piece that supplements an event or a meeting and provides your key messages, data and call to action to leave with participants after the in-person event has concluded. A successful leave-behind attractively and succinctly presents the key information you want the target audience to remember about your issue, including:

- The **problem** you are trying to address
- Key **statistics or data** on the issue
- Easy to understand background **information**
- An **infographic**, if appropriate
- Your **solution** to the problem
- A strong **call to action**
- **Contact information**

It's critical to include the solution and your specific call to action in your leave behind. If the media only

understand your problem, without the accompanying solution and action that needs to be taken, they might cover your story inaccurately, or even in a way that undercuts your advocacy objectives. For example, during the course of a policy campaign to pass more stringent speeding laws, you might prepare a leave behind on the importance of reducing speeds around schools. If you neglect to include a call to action that focuses on new legislation, resulting media reports could easily interpret the only solution as a need for drivers to be more wary when driving, and ignore the issue of legislation entirely.

By the time you create a leave behind, you should have already developed key messages. However, it's important that these messages are modular and can be easily customized to your specific audience for the leave behind. For instance, if your overall campaign is on broader road safety legislation, but your event is focused on child safety, it's helpful to create a leave behind that includes messaging and data focused on road safety, children and that specific policy ask.

### A leave behind developed by AIP Foundation in Cambodia





## Opinion Editorial (“Op-ed”)

Op-eds are an opportunity to make the case for your issue in a print or online publication. Op-eds differ from a leave behind as they are written in a journalistic style, framed to be newsworthy and published in a media outlet.

To craft a compelling op-ed, you need **a link between your campaign and a current event**. This event may be internal – for example, a campaign event – or external, such as the first day of school if you are focusing on child safety. While the main focus of the op-ed should be on your key messages, lead with the broader context so audiences understand why the piece is relevant to them and why they should continue reading.

In the course of the piece, make sure you clearly define the problem, why it matters to the audience,

and the solution. Support this argument with **a few compelling data points**. You can also make your op-ed more compelling by working with a well-known and credible key stakeholder or opinion leader to publish the piece under their name, which can lend more credibility to the article. It is also important to **include direct quotes from one or more key opinion leaders** that support your argument and messages. For example, if a MP has recently talked about the need to address deaths from road crashes, quote this and then link it to the need for your policy or better enforcement.

Following the format required by the outlet you’re writing for will also increase your chances of publication. Make sure that you check their guidelines for length and format before drafting and submitting the piece.

Tuesday, November 17, 2015 / The Standard

**STEPHANIE AKETCH** SAFETY

# Let's protect children from road crashes

Every third Sunday of November is the World Day of Remembrance for Road Crash Victims. This day, initiated by road victims in 1993 and adopted by the UN on October 26, 2005, is dedicated to remembering the many millions killed and injured in road crashes, as well as the loss and tragedy suffered by their families.

The World Health Organisation (WHO) recently released the Global Status Report on Road Safety 2015 that indicated 1.25 million people die each year from traffic crashes. Kenya accounts for an estimated 12,891 of those deaths. Many of these are children, who are highly vulnerable on our roads. While the Government dedicates significant resources to addressing terror threats in Kenya, it is clear that the victims of road crashes are far greater in number and as such there is a need to improve road safety.

In Kenya, we have the opportunity to address the high rate of injuries and fatalities from road crashes through the Traffic (Amendment) Bill 2014, which aims to reduce speeds around schools so that children no longer risk their lives getting to school. The WHO report states that “Where motorised traffic mixes with pedestrians, cyclists, and moped riders, the speed limit must be under 30km/h. This is due to the vulnerability of these road users at increasing speed (an adult pedestrian has less than a 20 per cent chance of dying if struck by a car at less than 50km/h). The Traffic Amendment Bill seeks to protect children by following this guidance for roads near schools throughout Kenya.

I recently talked to a road crash victim at Kenyatta National Hospital who was recruited into a study aiming to measure the long-term social and economic impact of injuries. Keeping with the ethics of the study, his name and details will remain anonymous. The patient was a hit-and-run victim, who is convinced that it was an accident. “Ilikuwa ajali. Ni mipango ya Mungu. Hiyo ni maisha,” he said. (It was an accident. It was in God's plan. That's life.)

As Prof Ian Roberts explains, an accident is an event that is without apparent cause or is unexpected. However, when it is used in the context of child road deaths, the term accident could not be more inappropriate. This is because more is known about when, where and why a child pedestrian-motor vehicle collision occurs, and who will die as a result, than for any other disease in childhood. We have the information and the answer to stop our children dying, and that is lowering of speeds around schools. If we know the reason and have the ability to stop it, then can we still consider a child dying on Kenya's roads an accident?

According to the Global Status Report on Road Safety 2015, the leading cause of death among people aged 15–29 years in 2012 was road crashes. The Traffic (Amendment) Bill 2014 remains a key tool in mitigating road crash-related deaths and disabilities among our children. The patient I spoke of earlier was just 21 years old. Because of the nature of his injuries, he will remain hospitalised for many months and still require post-hospitalisation rehabilitation. But he is not alone. I have seen many more. Some as young as nine years old.

We have mistakenly become accustomed to referring to road crashes as road accidents. These terms are not interchangeable. They are uniquely diverse. It is understandable that many collisions occur without intent. However, it is mortifying that the term ‘accident’ is acceptable in this day and age as the standard term for all collisions, including cases in which the driver speeds off, fully aware of the extent of damage he or she has caused.

In remembrance of road crash victims, I call upon brethren and countrymen to adopt the use of appropriate terminology that neither demeans the devastation caused by crashes nor excuse any culpable behaviour by any road user. Rather, embrace terminology that does not contribute to the discrimination against road crash victims but instead promotes accountability and an evidence-based approach.

To Members of Parliament, members of the press, law enforcement, health professionals, the emergency services and all others, I call on you to support the Traffic (Amendment) Bill 2014 soon to be tabled in Parliament. This legislation actively seeks to protect children as vulnerable road users. It must be passed for our children's protection.

And because I couldn't agree with him any more, I conclude with the profound remarks of Dr Kevin Watkins, “Death and injury on the world's roads is arguably the single most neglected human development challenge. The vocabulary of the road traffic injury epidemic helps to explain the neglect. While child deaths from, say malaria, are viewed as avoidable tragedies that can be stopped through government action, road traffic deaths and injuries are widely perceived as ‘accidents’—unpredictable events happening on a random basis to people who have the misfortune to be in the wrong place at the wrong time.”

The time to act is now. Let's join together to save Kenya's children.

*The writer is the Road Safety Project Manager at Handicap International – TUSK.*

In Kenya, we have the opportunity to address the high rate of injuries and fatalities from road crashes

**A newspaper article from Handicap International in Kenya calling for reduced speeds around schools**

## Blog Post

Blog posts are a relatively new format for media advocacy. They can be internal (posted on your organization or campaign's website or blog roll) or external (posted on another organization's or news outlet's website or blog roll). Blogs have several advantages over other communication tactics. Blog posts can provide an opportunity to explain elements of your campaign without the strict editorial constraints and guidelines of traditional media outlets. They are also easily amplified by social media through audience actions like sharing, retweets and commenting.

You can also use published blog posts to attract journalists to your issue, so it is important to follow some basic blogging guidelines:

- Whenever possible, **link your blog post to a recent campaign development or call to action.** That could include a report release, a major event, or a link to sign a petition or contact a decision-maker
- Try to **include quotes** from stakeholders, leaders in your organization, or those affected by your issue. Take advantage of the informal format—tell a story that profiles the human impact of your issue, share photos or videos from the field, ask questions of your readers—keep content interesting and engaging!
- **Use social media to increase the reach of your blog.** After your blog is posted, identify a handful of compelling points or visuals from the blog that can be repurposed as social media posts. Ideally, choose quotes and images from the blog that will catch the attention of audiences – for example, a quote from an official or a compelling or surprising data point
- **Explore opportunities to post your blog content on multiple websites!** This is called 'cross-posting'. It is a good idea to reach out to allied organizations and news content websites (ex. Huffington Post) to ask if your content can be featured as a 'guest blogger'

the city fix.com

<http://thecityfix.com/blog/why-reducing-speeds-key-improving-traffic-safety-dario-hidalgo/>

### Why Reducing Speeds Is Key to Improving Traffic Safety

By Dario Hidalgo



In order to save lives and reduce congestion, São Paulo, Brazil is lowering the speed limit on roads across the city. Photo by Mariana Gil/WRI Brasil Sustainable Cities.

At a training session at the World Bank in Washington, DC two years ago, [Dr. Kavi Bhalla](#) from the [Johns Hopkins Bloomberg School of Public Health](#) asked attendees to look down at the palms of their hands. The meeting included professionals from all over the world who worked with national and local governments on transport policy and projects. When people hesitantly followed his call and placed their hands in front of their eyes, Dr. Bhalla said "your hands are tarnished with blood".

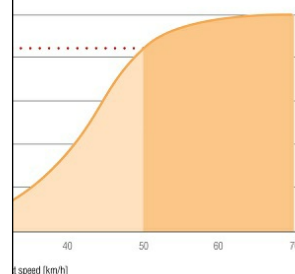
This shocking start to the lecture was meant to demonstrate that road planners have been making a grave mistake for 100+ years by using [road capacity and speed](#) the key objectives of their work. Indeed, this approach has been a monumental failure. Not only has road construction not improved traffic in urban areas, but it has also increased the number of fatalities and serious injuries. Urban expressways and highways have become "parking lots" during peak hours and deadly traps the rest of the day.

**More Road Space = More Congestion, More Fatalities**

ause of basic economics. Since [Ibn Taymiyyah](#) in the XIV mand for a good or service increases as price goes down, then travel time falls, car traffic goes up. Any additional more traffic due to [induced demand](#) (a.k.a. "rebound increasing road width to reduce congestion is the same as

reduces road safety—particularly in the early stages of a more traffic, average speeds go up—significantly t high speed is beyond the limit of what the average later risk. The probability of a pedestrian dying in a crash our) is 85 percent.

#### t Lower Vehicle Speeds



WORLD RESOURCES INSTITUTE

## A blog post from The City Fix addressing the need to reduce speeds on the roads

For many years, road safety plans have placed the burden of [responsibility on drivers and pedestrians](#). These traditional plans insist on focusing on [educating road users so that they "abide by the traffic rules."](#) While this can help, it does not solve the road safety problem, as [human beings are fallible](#).

A new approach to road safety, called "[Vision Zero](#)" (since 1997 in Sweden) or the "[Safe System Approach](#)" (since 1998 in Australia), recognizes that people will make mistakes, and aims to reduce the effects of our mistakes by designing a safer system. This is a considerable change in perspective: the user is no longer held responsible for crashes; instead, responsibility is shared with the designer, builder and manager of the road.

## Media Interview

Media interviews, where you speak directly to a reporter, can have a significant impact on achieving your campaign objectives if done well. That's why it's important to thoroughly prepare – even before you receive the request for an interview. Completing these steps early on in your campaign will help you take swift advantage of a media interview opportunity once it arises.

- 1. Develop key messages.** See Develop Key messages section.
- 2. Identify your spokespersons and train them on how to conduct effective media interviews.** See Choosing Messengers section.
- 3. Complete your media mapping.** See media mapping and media contact registry tools.

Once you have completed these steps it is important to do some specific preparation related to the media house that has contacted you, and to ensure you are personally prepared to speak confidently on the issue.

First, use this checklist of questions about the interview to help you prepare. Ask these questions to the media outlet that has requested the interview.

- What is the name of your outlet?
- When and where is the interview, how long will it be?
- Who else is being interviewed?
- What is the angle of your story?
- Why have you chosen the subject and selected me for the interview?
- When do you plan to run the story? Will the interview be broadcast live?
- Do you need a photo?

Once you've gathered this information, it's time to prep for the interview. Start by preparing the content for the interview.

- Ask yourself: What do I know about the outlet's audience? Are any of your target audience likely to see the interview? If so, what messages do you need to communicate to them? Make a list of the key messages you need to communicate to the target audience
- Gather supporting content – for example, statistics, facts and a personal story
- Find a current event that you can link your message to. This will give your message more immediate impact
- Make sure you research the reporter and the publication to see how they have covered your issue in the past

Once you know what you want to say, now it's time to practice, practice, practice. Have your colleagues pretend to be the interviewer. Work closely with your colleagues to develop a draft list of possible questions (see ideas on worksheet on next page). Then prepare succinct answers to these, using the content you've developed, and practice responding. Make sure some of the questions are challenging, and force you to re-frame the conversation to give answers that reinforce your key messages.

Media interviews can be intimidating, but by following the above steps and practicing your interview skills you will feel more confident when talking to journalists. Always remember, you are the content expert, so ensure that you lead the conversation and include your key issues and call to action as much as possible.

**HELPFUL HINT:** The Global Road Safety Partnership's 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 and other parties that may be interested in addressing road safety. The Centre includes facts and messaging that you can use to help prepare your messages for interviews with the media.





## Tool 5

# EXAMPLE OF QUESTIONS AND ANSWERS

Practice Worksheet

QUESTIONS	INSERT POTENTIAL RESPONSE
Don't road crashes happen just because people make bad decisions while driving?	
People know how much they can drink and still drive safely. Why do you want more police control?	
Making it illegal to not wear seatbelts or have kids in child restraints is fine in rich countries, but how does it make sense in our country?	
More fines just mean more money for the Government. How does more money going to the Government save lives?	
How will a law addressing road safety help pedestrians who are getting killed on the roads	
So how will having police test for drink driving stop people getting killed? They can't catch everyone	
There are no real standards for helmets in our country, how do I know that wearing one will help save my life?	
People generally know how fast they can safely drive on a road, why do you want to force specific speed limits?	



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[www.grsproadsafety.org](http://www.grsproadsafety.org)



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