

Road Safety Advocacy Toolkit

SELECTING YOUR TARGET AUDIENCE



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Acknowledgement



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Selecting your Target Audience

Why is it important

Identifying the target audiences you need to engage through your media advocacy in order to meet your objectives is an important first step in your media advocacy campaign. Too often, organizations start by deciding which channels they want to use. But until you know who you're trying to reach, you won't know which channels will most effectively reach those groups.

Ideally, you've already conducted a political mapping exercise to analyze the political environment. This mapping exercise guided you to identify the most important decision-makers and key opinion leaders – and will be invaluable here in helping you identify your target audiences. The GRSP Political Mapping: How to Guide provides guidance on how to undertake political mapping for an advocacy campaign.

While the political mapping will have already given you a good start, don't overlook new audiences that can be engaged through the media to influence your key decision makers. For instance, you might get the attention of a Member of Parliament by holding a media event in their electoral district that involves local opinion leaders and community members. For the purposes of your media work, these two groups could become "secondary audiences," or audiences that help you reach your primary targets.

HELPFUL HINT: Make sure that your target audiences are all people or groups that can have some influence in achieving your policy objectives. One particular target audience may seem like a good idea, and you may commit significant resources in attempting to engage them through the media, but if it turns out that they don't have any influence, this will be a waste of time and money.

What needs to be done?

Once you have completed political mapping, hold a brainstorm session with your project team about who you want to reach in your media activities, and why. Each audience should have a role in moving you towards your advocacy objectives. Following the initial brainstorm, use the target audience tool below to separate stakeholders into primary and secondary audiences. Your primary audiences should be the



The Director of the National Transport and Safety Authority joins the Chief of the Nairobi Traffic Police in Kenya to call for safe speeds around schools

stakeholders who can directly impact your issue and have the power to enact change. Common primary target audiences include Ministers, Permanent Secretaries, MPs, or the police.

Your secondary audiences have the power to influence your primary audience and may be influential in building public support and awareness for your issue. These might include Ministry officials, local and state government decision makers, media personalities, key opinion leaders, religious leaders, celebrities, those impacted by road crashes.

After you have identified your primary and secondary audiences, it's time to conduct a "What's In It For Me (WIIFM)" analysis. The WIIFM Tool below will give you a clear understanding of the connection that each audience has to the issue. Knowing this information will subsequently guide you to choose the tactics most useful in engaging them in the issue.

Following the WIIFM, you can proceed to identifying media channels which will be most likely to engage your audiences. Make sure to also list the target audiences in your media action plan and ensure that you are conducting activities that directly engage these people. (If you find yourself planning media activities that do not involve your target audiences, it's time to re-think your activities.) Once you know your target audiences, you'll be better equipped to select the messengers you will use to engage your primary and secondary audiences (see the GRSP Selecting Messengers tool for guidance).

SELECTING YOUR TARGET AUDIENCE TOOL

This tool allows you to list all of the primary and secondary audiences you wish to target through your media advocacy. It also includes sections to list their interest in your issue, whether they oppose or support, what action you would like them to conduct, any key messages specifically tailored for that audience and the preferred media channels and messengers through which to target them.

[illegible]



Tool 3



The Turkish Red Crescent stage a press conference during the Bayram holiday

"WHAT'S IN IT FOR ME?" (WIIFM) ANALYSIS

For each audience, conduct a WIIFM analysis to help you understand each audience's relationship to your issue. During this exercise, think about your policy target's major concerns, hopes, wishes, problems and dreams. Put yourself inside the head of your target audience member and consider the world from that perspective. Remember that your policy target can be an individual, group, committee, organization or segmented population.

Brainstorm the key areas of interest for each audience. Here's an example.

Example: WIIFM for a Minister of Transport's

- Wants to genuinely see an improved and comprehensive traffic law, with a strong road safety section which addresses all major risk factors, with appropriate and fair penalties
- Does not fully understand the road safety issues, and her advisory committee, the national road safety committee, does not have the sufficient technical background to provide input on improved legislation
- Knows that the transport system will grow in the next ten years and a new traffic law must be in place to address the emerging road safety issues
- Realizes that certain law-makers will oppose any road safety legislation that risks not being implemented, due to lack of resources, within a 5-year timeframe (e.g. helmet standard regulations not inserted because there is currently no testing centre in the country)
- Is aware that the public supports stronger road safety legislation, including increased fines but also realizes that corruption issues will overshadow the importance of stricter enforcement
- Is accessible largely through major road infrastructure donors and their representatives in the ministry
- Has a close relative disabled due to a road crash
- Road safety is a small portfolio in her ministry when compared to road infrastructure. Does not devote enough time to road safety. Delegates most road safety responsibilities to his deputy minister
- Is a road engineer by trade

Discussion Questions

1. Read the bullets above. Knowing this information, what can you deduce as an advocate about how to approach this person? What sort of strategy would work with this individual? What wouldn't work?
2. Oftentimes little is known about the people you are trying to influence – especially powerful, high-ranking individuals. With little information for the WIIFM analysis, what are some tactics for getting more information.



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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