

# Policy Implementation Toolkit

## STAGES OF POLICY IMPLEMENTATION: ENFORCING THE LAW



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# Enforcing the Law

## Introduction to this Implementation Stage

Road safety laws are designed to reduce road crash death and injury. However, this goal will not be accomplished without the public's compliance with the requirements of these laws. Building and maintaining public compliance with legislation is the ultimate objective of enforcement.

Enforcement of new or existing laws is primarily the role of government. Agencies responsible for ensuring compliance with the law or regulations must allocate the necessary resources, develop procedures and protocols for enforcement, assign and train their staff and work to enforce the law safely, consistently and effectively.

## Goals and objectives of this Implementation Stage

The goal of policy enforcement is to build and maintain public compliance with legislation.

## Role of CSOs in this Implementation Stage

Government is responsible for enforcing the law. But civil society organizations can play critical roles in ensuring that enforcement takes place and that enforcement campaigns are as successful as possible. Those roles generally fall into the following categories: Building public support for on-going enforcement; building and maintaining political support for on-going enforcement; and providing technical assistance to government and enforcement agencies.

In some countries, civil society organizations may provide technical assistance to help develop a strong enforcement plan or provide resources (financial or staff) for training of enforcement agencies and/or officers. Sometimes, government is unwilling to provide adequate resources for enforcement and external pressure from civil society may be needed to ensure money is allocated to effectively enforce the law.

## Case Study: Enforcing Drink Driving Legislation in Two States of India

While India has national drink driving legislation which conforms to World Health Organization (WHO) guidelines; enforcement of the law is poor. However, enforcement of drink driving legislation improved substantially in the Indian states of Punjab and Haryana in recent years following partnership between government and civil society.

ArriveSAFE, an NGO based in Chandigarh (the capital of both states), collected data on the status of enforcement and mapped out key players, processes and agencies relevant for the drinkdriving enforcement. The team used this data to advocate with key government stakeholders, including politicians, bureaucrats, and road police for increased focus on policy enforcement. During this time, ArriveSAFE also worked closely with the road police to provide training on drink driving enforcement. In addition, the organization carried out public awareness campaigns to build public support for enforcement. As a result, penalties imposed for drink driving have risen significantly.

At this stage, CSOs can:

- Build and demonstrate public support for on-going enforcement through,
  - Developing and implementing earned media strategies to publicize the new legislation, enforcement and compliance issues;
  - Identifying key opinion leaders (doctors, public personalities, etc.) to speak about the need for enforcement.
  - Partnering with enforcement agencies on short- and long-term mass media campaigns.
- Building and maintain political support for on-going enforcement through,
  - Meeting regularly with political leaders and enforcement agencies to share information about public support for the new legislation and its enforcement.

- Developing and implementing earned media strategies to publicize the new legislation, enforcement and compliance issues.
- Advocating for adequate resources to enforce the law
- Providing technical assistance to government and enforcement agencies through,
  - Partnering with government to develop an enforcement plan;
  - Providing technical assistance and training to enforcement agency staff on issues and topics including road safety, communicating with the public, effective enforcement techniques, etc.;
  - Using monitoring reports to help enforcement agencies target their enforcement efforts;
  - Encouraging enforcement agencies to adopt enforcement approaches which promote behaviour change and positive enforcement and public interactions.

### Key Questions to Consider at this Implementation Stage

Civil society organizations play a critical role during the implementation process. Many of the same skills and strategies utilized during the advocacy process can be employed during the implementation phase. However, it is important to understand the role of CSO's and government within the implementation process, where and when to engage decision makers, the public, and the media, and the skills and strategies you will need to employ.

Consider the following questions to guide your strategy:

- Does the government have an enforcement plan that clarifies agency roles and regularly assesses compliance rates?
- Are enforcement agencies funded adequately to successfully and sustainably enforce the law?
- How will compliance issues be reported and addressed?





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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