

Policy Implementation Toolkit

SUPPORTING TOOL: **DETERMINING YOUR** **IMPLEMENTATION** **OBJECTIVE**



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save millions
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Determining Your Implementation Objective

Why is it important?

Developing your implementation objective should be the first step of your implementation campaign. A clear implementation objective is the foundation that will allow you to develop targeted strategies and communications and will help you determine whether your implementation campaign is progressing.

What needs to be done?

Your implementation objective names the specific change you want to achieve. Your implementation objective should be **specific, measurable, achievable, relevant and time-bound** or SMART. It should also outline a policy actor or decision-maker, a policy action or decision, and desired timeline for change.

Implementation campaigns differ from policy advocacy campaigns because the policy is already determined, and your advocacy efforts shift to ensuring those policies achieve the intended goal. As a result, all implementation priorities share one common attribute: they are focused on achieving high compliance for that policy.

You may need to set an implementation objective for each policy you are working on. For instance, a road safety law may include policies that set speed limits, require mandatory helmet use and safety belts, and establish drink driving limits. Each policy may include different policy actors, actions and timelines. As a result, you will need draft an objective for each policy within the law.

Develop a Clear Policy Objective

Now it's time to develop your implementation objectives. An objective is different from your campaign goal. While your campaign goal identifies the big change you want to see in the world, your objectives articulate the policy change that will help reach that goal.

Your objective should be **Specific, Measurable, Achievable, Relevant, and Time-bound** or **SMART**. Policy objectives should also always contain three key items:

- **A policy "actor" or decision-maker** - the person(s) or decision-making body with the power to make your desired change a reality

Examples: Member of Parliament, minister, relevant parliamentary committee, sub-national legislature, or ministerial office.

- **A policy "action" or decision** - the specific action you want them to take or decision you want them to make. Your policy action should focus on achieving high compliance.

Examples: enact, amend or repeal a policy, allocate funds, or issue a mandate to effect change.

- **Timeline for change** - the date by when you want them to act or decide

Examples: the day, month, project quarter, or year.



Tool 1

DEVELOP A CLEAR POLICY OBJECTIVE

To develop your policy implementation objectives answer the following questions. If you are developing multiple objectives, use additional paper and answer the questions for each objective.

Who are the decision-makers or the decision-making institution with the authority/ability to make your desired change a reality?

What is the specific policy implementation-related action they should take to help accomplish the desired change?

What is the desired timeline for their action to occur? (Keep in mind the steps of the process in order to set a realistic timeframe.)

Now combine your answers into a concise statement describing your policy implementation objective. Remember, all implementation objectives should attempt to achieve high compliance.

Example of SMART Policy Implementation Objectives:

Within the next 8 months, the Ministry of Transport will issue new regulations which set new speed limits by road type.

Congratulations! You have now set your campaign's implementation priorities!



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