

Road Safety Advocacy Toolkit

CAMPAIGN MONITORING & EVALUATION



Together we can
save millions
of lives.

The Global Road Safety Partnership is hosted by:



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Acknowledgement

↘ This technical resource was developed in partnership with the Campaign for Tobacco Free Kids and Consumers International. It draws on the joint experience of the three organizations in advocating for policy change around the world.

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Getting started

Campaigns to change road safety policy and legislation can take many years. As campaigns unfold, it is essential to assess progress at regular intervals to both identify the strengths of the campaign and areas where it can be improved. Evaluating progress will also help you reach conclusions about the effectiveness of your campaign and prioritize your next steps. These tools are designed to help you improve your campaign and enhance the likelihood of success. We encourage you to take your time and be straightforward about your strengths and weaknesses, as that will allow the results to be the most helpful to your organization and campaign.

Framework to improve road safety through effective policies

The ultimate measure of an advocacy policy campaign's success is reductions in road traffic death and injury and overall improvement in public health. However, this outcome takes time to achieve, and

measurement often relies on external sources, such as academics or government officials. The three tools in this guide instead focus on the campaign; the campaign's impact on factors that lead to policy advocacy success, and the quality of the policy and its implementation.

TOOL 1 - Assess the advocacy campaign - An assessment of the key elements of your campaign allows you to evaluate the strengths and weaknesses and help ensure the campaign is as effective as possible. The *GRSP Road Safety Advocacy Toolkit* provides information on each of these key elements, so you can refer back to the corresponding tools for suggestions on how to develop or strengthen these key campaign elements.

TOOL 2 - Assess the impact of the campaign on the media environment and the support of the public and policy makers - This tool reviews the impact your campaign is having on the media environment, public and policy-maker support, and moving the legislative



process forward. The results of this assessment can be used as a feedback mechanism to further refine your next campaign steps in areas where you may not be seeing change.

TOOL 3 - Assess the campaign's impact on policy change. This assessment looks at whether the new policy has been adopted, and if so:

- (1) Does it meet international standards of best practice?
- (2) Is it being implemented and enforced effectively?
- (3) Does it have strong enough support to ensure it won't be reversed or weakened?

Directions

Advocates and their campaign partners can use these tools to self-evaluate progress.

As you begin, you will want to involve a small group of people who are directly involved in the campaign and have the best understanding of progress and any barriers that are impeding the campaign. Allow at least two hours to complete the assessment.

There are no scores. Rather, each campaign element in the advocacy action guide is listed, and includes indicators of progress, which are intended to stimulate discussion, reflection and analysis of the strengths and weaknesses of your campaign.

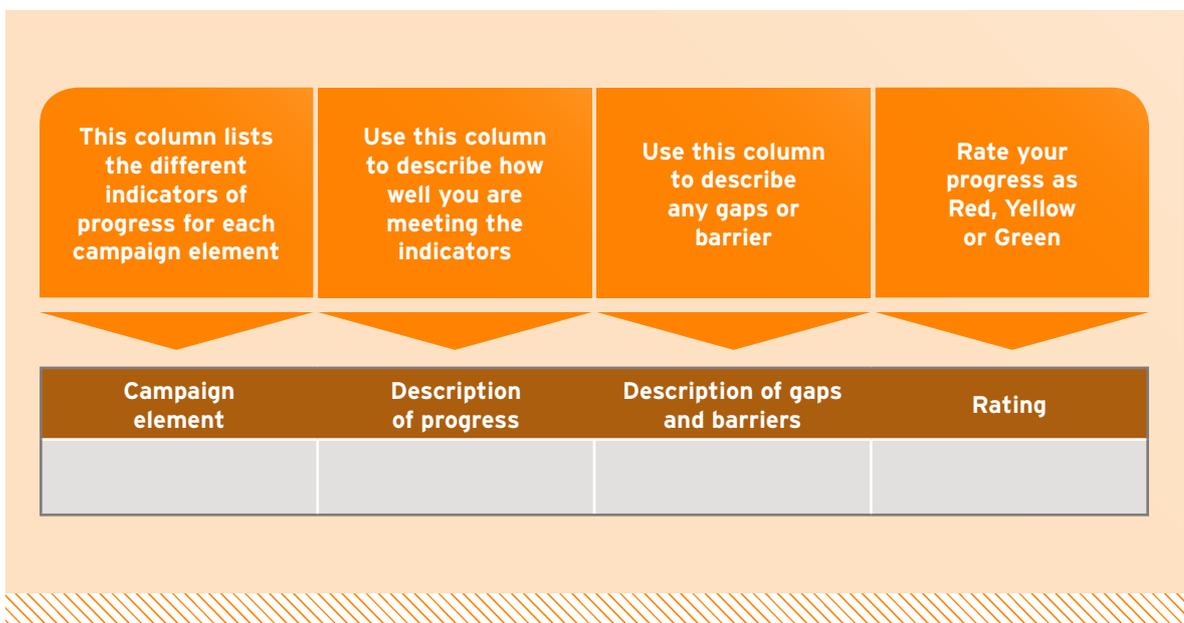
Discuss the indicators of progress included under each campaign element to help your group summarize its progress, identify gaps and barriers, and agree on a rating of your efforts. The ratings should be coded as green, yellow, or red. The colours signify the following:

- GREEN** the indicators are met at this moment in time
- YELLOW** the indicators are partially met, but improvement is needed
- RED** the indicators have been met very little or not at all

These ratings are not intended as a pass/fail but as a way for you quickly visualize the progress of your campaign and identify which elements need to be strengthened to achieve policy change. The initial assessment should help you prioritize your next steps and develop strategies to address the gaps and barriers that are impeding your campaign.

A description of progress that simply records "achieved" or "no gaps" will not help strengthen your campaign. Detailed assessments will be key in helping you update the campaign as needed. As you work through the tools, have a note-taker write down the group's description of progress, description of gaps and barriers, and the rating using additional sheets of paper if necessary. If you have not yet reached a certain element of a campaign or didn't complete that element for some reason, just note that and move onto the next. At the conclusion of the meeting, draw up a list of issues and follow-up actions and update your campaign plan to address them.

Consider using the first two tools on a periodic, regular basis to monitor campaign progress - for example, quarterly or every six months. At the end of the campaign, use all three tools to evaluate how well you have achieved your policy objective and to determine which successful elements can inform future advocacy efforts.





Tool 1

ASSESS THE ADVOCACY CAMPAIGN

This tool provides an assessment of the key elements of your campaign. It helps you to evaluate the strengths and weaknesses and help ensure the campaign is as effective as possible. The *GRSP Road Safety Advocacy Tool-*

kit provides information on each of these key elements, so you can refer back to the corresponding tools for suggestions on how to develop or strengthen these key campaign elements.

| Campaign elements and corresponding indicators of progress | Description of progress | Description of gaps and barriers | Rating |
|---|-------------------------|----------------------------------|--------|
| <p>Gathers background information</p> <ul style="list-style-type: none"> You seek and use evidence and global good practice that supports the adoption or implementation of the road safety policy. You include or have access to technical experts in road safety policy. You understand what contributes to strong laws, legislation and policy implementation. You create evidence-based materials (fact sheets, reports, etc.) to educate policy makers, media, and the public on the road safety issue. | | | |
| <p>Determines policy provisions and non-negotiables</p> <ul style="list-style-type: none"> You assess the strength of existing and proposed legislation and regulations. You set SMART (Specific, Measurable, Achievable, Relevant, and Time-bound) policy objectives. You ensure that new policies, or amendments to policies that are drafted advance your policy objectives. Your campaign team agrees on which elements of the policy proposal are non-negotiable. | | | |
| <p>Conducts political mapping</p> <ul style="list-style-type: none"> You create a comprehensive political map that describes the policy-making process. The political map identifies important decision-makers, key influencers (decision maker's aids or advisors), and other stakeholders for each step and assesses your existing relationships with them. You regularly monitor and update the political map. | | | |
| <p>Cultivates legislative sponsors and policy champions</p> <ul style="list-style-type: none"> You identify a policy sponsor or sponsors. You engage in regular, effective outreach to your policy champions and key government staff to build their support for this issue. You identify and cultivate additional champions. | | | |

| Campaign elements and corresponding indicators of progress | Description of progress | Description of gaps and barriers | Rating |
|---|-------------------------|----------------------------------|--------|
| <p>Develops and maintains strong partnerships and alliances</p> <ul style="list-style-type: none"> You network with other organizations/ advocates actively working on this issue. You work collaboratively with key partners to influence decision-makers and communicate effectively among each other. You engage with good technical partners and issue experts to advance your policy objective. | | | |
| <p>Develops key strategies</p> <ul style="list-style-type: none"> You develop campaign plans with your partners that map the process for achieving a policy objective, including target audiences, concrete actions, time-bound benchmarks, and a monitoring plan. | | | |
| <p>Has clear communication strategies</p> <ul style="list-style-type: none"> You have a communication strategy that guides the development and use of communication channels and materials. You develop and deliver effective advocacy messages to targeted audiences. You choose appropriate messengers to deliver your advocacy messages. You use different channels to deliver your message. | | | |
| <p>Conducts media advocacy</p> <ul style="list-style-type: none"> You actively and effectively use a wide range of materials and earned, paid and owned (including social) media channels. You undertake on-going media outreach. You create media opportunities to get your policy message out. You proactively build relationships with journalists and become their go-to resource for information. | | | |
| <p>Builds policy-maker support</p> <ul style="list-style-type: none"> You proactively build relationships with key policy makers and become their go-to resource for information. You engage in effective outreach to policy champions and key government staff to build support for your road safety issue. You leverage the media and external stakeholders to increase support among policy-makers. | | | |
| <p>Builds public support</p> <ul style="list-style-type: none"> You organize activities to generate public support. You take action through direct contact, public events, e-mail, social media, etc. to mobilize external stakeholders, and/or grassroots support (as appropriate) for the policy. | | | |

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|--|--|--|--|
| <p>Builds public support</p> <ul style="list-style-type: none"> You organize activities to generate public support. You take action through direct contact, public events, e-mail, social media, etc. to mobilize external stakeholders, and/or grassroots support (as appropriate) for the policy. | | | |
| <p>Counters opposition</p> <ul style="list-style-type: none"> You are regularly identifying potential policy opponents You track the statements and actions of policy opponents. You develop responses to their arguments as necessary. | | | |
| <p>Monitors campaign progress and adjusts plans as necessary</p> <ul style="list-style-type: none"> You track any changes in attitudes among supporters, opponents, and neutrals You schedule regular meetings with partners (every 4-6 months) to evaluate the effectiveness of your campaign. You use findings from the evaluation to adjust strategies and improve future activities. | | | |
| <p>Manages risks and crisis events</p> <ul style="list-style-type: none"> You identify potential risks and are prepared to respond rapidly when needed. (If crises have occurred) You respond to crisis rapidly and effectively | | | |

Need help getting your campaign off the ground or improving it? Below you'll find a tool that corresponds to each campaign element. These tools can help you identify key

strategies to address your gaps and plan next steps and can be found at the GRSP Advocacy Resource Centre.

| Campaign element | Corresponding GRSP Road Safety Advocacy Toolkit resource |
|---|--|
| Gathers background information | Setting policy priorities: a 3-step process |
| Conducts political mapping | Political mapping: a how-to guide |
| Determines policy provisions and non-negotiables | Strategic planning: a how-to guide |
| Cultivates legislative sponsors and policy champions | Talking with policy makers |
| Develops and maintain strong partnerships and alliances | Building an advocacy partnership |
| Develops key strategies | Strategic planning: a how-to guide |
| Has clear communication strategies | Strategic planning: a how-to guide and messaging |
| Conducts media advocacy | Messaging |
| Builds policymaker support | Talking with policy makers |
| Builds public support | Strategic planning: a how-to guide and messaging |
| Counters opposition | Political mapping: a how-to guide and Strategic planning: a how-to guide |
| Monitors campaign progress and adjusts plans as necessary | Strategic planning: a how-to guide |
| Manages risks and crisis events | Messaging and managing risks and crises |



Tool 2

ASSESS THE IMPACT OF THE CAMPAIGN ON THE MEDIA ENVIRONMENT, PUBLIC AND POLICY MAKER SUPPORT

A groundswell of support often comes before a policy change. This shift is usually marked by increased attention to your issue by the media, policy makers, and the general public as the policy moves on to the political agenda. During this period, you will want to evaluate the impact your

campaign has had on increasing awareness, shaping public opinion, and moving the legislative process forward while identifying any gaps or barriers that are hindering the campaign.

| Indicators of progress | Description of progress | Description of gaps and barriers | Rating |
|--|-------------------------|----------------------------------|--------|
| <p>The media environment is changing</p> <ul style="list-style-type: none"> Increased coverage of the road safety issue, e.g., problem, cause, solutions. Increased coverage of the specific policy issue. Increased editorial support of the policy issue. Key messages appear in the media more often. Some media coverage occurs without campaign management (earned media). Increased positive social media about the issue. Media relies on advocates as resources and content experts. | | | |
| <p>The base of public support is increasing</p> <ul style="list-style-type: none"> Unexpected and additional allies and supporters contribute to the debate, and new organisations have joined the campaign. Decision-makers, key-influentials, and external stakeholders are debating the policy issue. Public support is increasing, perhaps in opinion polls. The public is actively supporting the policy by engaging in social media, attending meetings, and advocating directly with policy-makers. | | | |
| <p>Policy maker support is increasing</p> <ul style="list-style-type: none"> A strong Bill that meets international good practice has been drafted and introduced. The number of co-sponsors and supporters of the Bill has increased. Champions are actively encouraging discussion and debate. The Bill is moving through the legislative process. Support for the bill among policy-makers is increasing. Policy-makers are expressing support publicly and via the media. | | | |



Tool 3

ASSESS THE SHORT-TERM SUCCESS OF POLICY CHANGES

Once legislation or policy is approved, you need to assess whether the new policy meets international standards of best practice, has strong enough support to ensure it won't be reversed or weakened, and is being implemented and enforced effectively.

| Indicators of progress | Description of progress | Description of gaps and barriers | Rating |
|---|-------------------------|----------------------------------|--------|
| <p>A strong policy that meets international standards has been passed</p> <ul style="list-style-type: none"> The policy that has been adopted meets international standards.¹ Strong regulations are in place to ensure implementation. | | | |
| <p>Sufficient on-going support exists for the policy</p> <ul style="list-style-type: none"> Policy-maker and public support for the policy continues and there is little to no risk of the policy being reversed or weakened. Funding levels are adequate to sustain policies or programs. | | | |
| <p>Compliance rate is high</p> <ul style="list-style-type: none"> The policy is being implemented and enforced consistently. There is an implementation plan, along with funding, resources or quality assurance to ensure it is implemented properly and achieves intended impact. You continue to track the policy regularly to ensure it is being implemented properly and achieves intended impact. | | | |

1. For guidance on the components of good practice road safety legislation, please consult the World Health Organization's "Strengthening Road Safety Legislation" manual, http://www.who.int/violence_injury_prevention/road_traffic/countrywork/legislation_manual/en/

If you scored the last row, yellow or red, refer to the GRSP Guide to Implementation Framework tool for ideas on how to ensure the policy is being implemented as intended.



Global Road Safety Partnership

PO Box 303
17 chemin des Crêts
CH-1211 Geneva 19
Switzerland

Tel: +41 22 730 4249

Fax: +41 22 733 0395



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visit our website

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