

# Road Safety Advocacy Toolkit

## SETTING POLICY PRIORITIES: A 3 STEP PROCESS



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# Acknowledgement

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# Why is it important?

Setting policy priorities should be the first step of your policy advocacy campaign. These priorities describe the change you want to see happen and provide the foundation that will allow you to develop targeted strategies and communications. Only by defining clear policy priorities will you be able to determine whether your campaign efforts have been successful.

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## What needs to be done?

When setting policy priorities, there are three major steps.

### 1. Determine the issue your policy advocacy campaign will address.

This is one of the most challenging, but important, parts of developing an advocacy campaign. Road safety policy advocacy campaigns address risk factors that contribute to injury or death, and your primary challenge will be to make your issues specific enough to guide a targeted campaign.

Road safety is a broad issue, with many constituencies and issue areas. To make your issue more specific and manageable, you may focus on one of the main risk factors associated with increased injury and death from road crashes, such as:

- Low helmet use
- Low use of seat belts and child restraints
- Drink driving
- High speed
- Poor and unsafe road infrastructure
- Unsafe vehicles

### 2. Develop a campaign goal.

Once you've identified your advocacy issue, develop a campaign goal. A campaign goal is the long-term result, or impact on public health, that you hope to see emerge from the advocacy effort. It is your vision for change.

In road safety, the goal will usually relate to the reduction of road crash death and injury through improvements in road safety outcomes (e.g. increased helmet wearing rates, reduction of drink-driving, improved pedestrian safety, etc.). The following are two examples of specific objectives:

- Reduce road traffic crash deaths by 25%.
- Increase wearing of safe helmets by motorbike users.

### 3. Develop a clear policy objective.

Developing a clear policy objective is the most critical component of setting policy priorities. Policy advocacy campaigns are unique because they seek to address an issue by fixing a gap or a weakness in the policy environment. Your policy objective names the specific policy change you want to achieve. Ideally, the rationale for that change should be supported by strong evidence.

Your policy 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.

The following are several policy objectives related to road safety:

- By December 2016, the Standards Bureau will issue and implement new helmet standards under the National Road Safety Law.
- Parliament will pass a law to reduce speed limits to 30 km per hour within 2 km of all schools in the country by July 2016.

**HELPFUL HINT:** Before you begin setting your policy priorities, conduct background research on road safety, including problems and trends at the national and sub-national levels. Focus your review on major risk factors - for example, low use of helmets or seat belts - that are well established through evidence. Then identify the policies currently in place as well as gaps that need to be filled to improve safety. The [WHO Global Status Report on Road Safety 2015](#) is a good place to start your research.



# Setting Policy Priorities

## 1. Determine the issue your policy advocacy campaign will address

You probably already have strong ideas about the focus issue for your policy advocacy campaign. In fact, this interest is likely what inspired you to develop a campaign in the first place. But no matter how strongly you feel about a certain issue, it is important to take the time to clarify and refine your issue. How well your issue is defined is a major determinant of its success or failure.

After completing background research, you now have an array of risk factors and policy gaps related to your issue. Write a sentence describing each of the factors or gaps identified in your review. Use additional paper as needed.

1.

...

2.

...

3.

...

4.

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5.

...

## EVALUATE PRIORITY ISSUES

The gaps you described above serve as a solid foundation for your policy advocacy campaign. They likely provide a more narrow focus for your campaign than your larger road safety issue, which will allow you to develop more concrete and meaningful goals and objectives.

To reduce these factors down to a manageable number that won't dilute your efforts, evaluate each in terms of strength of evidence, public health impact, political feasibility, your organizational capacity and partnership potential. As a first step in your evaluation, answer the following questions for each of the gaps/factors you listed above. Use additional paper to answer the following questions for each.

### Specific Risk Factor or Policy Gap:

Is there strong evidence that addressing the issue will have a positive impact on road safety and public health? Please describe.	
What is the expected impact of addressing the issue (e.g. how many people will it affect? what type of difference will it make in people's lives or a country's health status?)	
Does tackling this issue address existing health inequities in a significant way? Please describe.	
Will work on the issue result in an outcome that is greater than the human and financial resources needed to achieve the change? Please describe.	
Is policy change among the best ways to impact the issue? Please describe.	
Is there political will to address the issue? Please describe.	
Is there support among key political stakeholders to address the issue? Please describe.	
Is it possible to reasonably address the issue in the near-term (e.g. three to five years)? Please describe.	
Does your organization have experience, expertise, and reputation to reasonably advocate on the issue? Please describe.	
Are there potential partners willing and able to collaborate with you on addressing this issue? Please describe.	

## RANK PRIORITY ISSUES

Once you have answered the above questions for each of the identified risk factors and policy gaps, it is helpful to make a relative comparison using the following criteria: strength of evidence, road safety and public health impact, political feasibility, your organizational capacity and partnership potential.

Write the potential issues (e.g. the risk factors or political gaps) in the top row. If you would like to assess more than three, use extra scrap paper to make additional columns. Use the criteria in the left column to rate each of the issues as high, medium, or low - keeping in mind the answers to the questions above. Then total the number of highs, mediums, and lows.

Use the scores as a guide to choose the risk factors or policy gaps that would be best to target with policy advocacy and write that in the bottom box. While there are no absolutes, focusing on the gaps with the most highs and mediums usually brings the greatest chance of success. Make sure you do not choose too many issues.

Criteria	Issue 1:	Issue 2:	Issue 3:
<b>Strength of Evidence</b>	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low
<b>Road Safety and Public Health Impact</b>	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low
<b>Political Feasibility to Make Change</b>	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low
<b>Organizational Capacity to Advocate</b>	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low
<b>Partnership Potential</b>	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low
<b>Totals</b>	# of highs    — # of mediums    — # of low    —	# of highs    — # of mediums    — # of low    —	# of highs    — # of mediums    — # of low    —
<b>Final Advocacy Issue(s)</b>			

## 2. Develop a campaign goal.

### DEFINE GOALS

Now it's time to articulate your campaign goal. Remember your campaign goal is the long-term result, or impact on public health, that you hope to see emerge from the advocacy effort. It describes your vision for change.

Write your campaign goal(s) below. They will serve as inspiration for you, your partners, and your policy targets over the course of your campaign.

### Campaign Goal(s)

### 3. Develop a clear policy objective

Now it's time to develop your policy objectives. A policy objective is different from your campaign goal. While your campaign goal identifies the big change you want to see in the world, your campaign 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

*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.

To develop your policy 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-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 policy-making process in order to set a realistic timeframe.)	
Now combine your answers into a concise statement describing your policy objective (see previous example).	

**CONGRATULATIONS**  
**YOU HAVE NOW SET YOUR CAMPAIGN'S POLICY PRIORITIES!**



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For more information about  
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