

# CAMPAIGN MANUAL FOR ACTIVATIONS



# NEW CAMPAIGN



Earlier this year, members requested that the Alliance coordinate a unified campaign to relaunch the NGO road safety agenda.

## *Objectives:*

build on momentum from the 2019 #CommitToAct campaign

reignite NGOs' road safety agenda post-pandemic

promote the UN Resolution resulting from the Stockholm Declaration

lead to local and national government commitments and accountability for safe road implementation

## *Themes:*

Road safety is our right/Our roads, our right

“New normal”: Helping people to understand that a new way of co-exist and travel is possible after the pandemic (critical thinking)

UN Resolution/Stockholm Declaration is the road map for progress

# CONSOLIDATED MESSAGE



The message is based on the UN Resolution and Stockholm Declaration & emphasizes members' priorities from a recent survey. It presents the key elements in a way that people will read and understand, and can endorse.

This global message will support specific local calls to action from NGOs and aim to achieve new commitments on the tracker.

## *Message*

We stand up for:

- the RIGHT to be safe on our roads
- the PROTECTION of those in most danger on our roads

Our leaders must act now to:

1. SAVE lives by reducing road deaths and serious injuries by 50% by 2030
2. SUPPORT those whose lives are physically or emotionally damaged by road crashes
3. TRANSFORM our streets and journeys, based on evidence and minimizing the effect of human error

## *Hashtags*

**#CommitToAct**

## *Taglines*

**Our roads, our right / safety is our right**

# ONE CAMPAIGN MANY LANGUAGES

The message and taglines can and will be translated into different languages. Common languages (French, Spanish, Portuguese) should have a common translation.

We encourage use of local languages to make the campaigns relevant in different countries

Please include the hashtag #CommitToAct in English (although you can add it in other languages too) for tracking

*Hashtags*

**#CommitToAct**

*Tagline: French*

**La securite routiere, notre droit**

*Tagline: Spanish*

**La seguridad vial es nuestro derecho**

*Tagline: Portuguese*

**???**

# CONSOLIDATED MESSAGE



## NGO WRITES LOCAL ISSUES/DEMAND HERE

### WE STAND UP FOR:



The **RIGHT** to be **SAFE** on our roads



The **PROTECTION** of those in most danger on our roads

### OUR LEADERS MUST ACT NOW TO:



**SAVE** lives by reducing road deaths and serious injuries by 50% by 2030



**SUPPORT** those whose lives are physically or emotionally damaged by road crashes



**TRANSFORM** our streets and journeys, based on evidence and minimizing the effect of human error

1 _____	11 _____	21 _____	31 _____
2 _____	12 _____	22 _____	32 _____
3 _____	13 _____	23 _____	33 _____
4 _____	14 _____	24 _____	34 _____
5 _____	15 _____	25 _____	35 _____
6 _____	16 _____	26 _____	36 _____
7 _____	17 _____	27 _____	37 _____
8 _____	18 _____	28 _____	38 _____
9 _____	19 _____	29 _____	39 _____
10 _____	20 _____	30 _____	40 _____

Cảm ơn bạn đã cùng chúng tôi cất lên tiếng nói của mình vì mục đích an toàn giao thông đường bộ. Ảnh chụp của lời kêu gọi này sẽ được gửi đến Liên Minh Các Tổ Chức Phi Chính Phủ Toàn Cầu Về An Toàn Giao Thông Đường Bộ cho mục đích thống kê. Tên của bạn sẽ không được công bố hoặc sử dụng cho mục đích quảng cáo. Thông tin chi tiết xem tại [www.roadsgoingos.org/peoplesdeclaration](http://www.roadsgoingos.org/peoplesdeclaration).

Local + global demand using [change.org](http://change.org)

# FLEXIBLE ACTIVATIONS



## **OWNERSHIP:**

Alliance members should have ownership over their campaigns. The Alliance will provide co-ordination, tools, and boost members' publicity.

## **FLEXIBILITY:**

Alliance members are a diverse group. The campaign needs to enable all members to participate. A menu of activities are provided that. NGOs can use or develop their own.

## **MULTIPLE LEVELS:**

There are three levels of activation: **AWARENESS**, **MOBILIZATION**, and **LEADERSHIP**. Each level has online and offline suggestions.

## **RECOGNIZING LIMITATIONS:**

This year, many NGOs will not be able to do face-to-face community campaigns in the same way as they have in previous years. Some activities may not work for some countries. Emphasis is on NGOs choosing those activities that are most appropriate.

## **UNIFIED IDENTITY:**

The community activities focus around the central image of a message on a hand (like the #CommitToAct logo).

# AWARENESS



## OFFLINE

### Urban activations using the hand print

#### Easy to activate

- Chalk sidewalks
- Hand prints in unusual places
- Coloring sheets/balloons & other ways to use the handprint
- Engage people/orgs to display handprint

#### A bit more effort

- Mural
- “Treasure hunt”: spot the handprints in different places
- Photo contests using the handprint

### What other activations can you think of?

Share them with your Alliance friends.

## ONLINE

### Build awareness among social media audiences

#### Easy to activate

- Infographic builder: create and share your own infographic using facts from your country to create awareness
- Social media games

# MOBILIZATION



## OFFLINE

### A bit more effort

Media champions: Engage a media champion

Public events: Select a road and organize an event to show the problems and what needs to be done

Road assessments: Community road assessments e.g. school children assessing the school zone (could link to the STEM - science & engineering - curriculum)

Street transformation: Organize a street transformation

Car-free days

## ONLINE

### Easy to activate

Social media posts: invite community members to take hand print photos: "Our roads, our right" and share them on social media

Social media videos: take a short video in the community (see below) and share it

Create a petition about a local/national issue on change.org, combined with the citizen's declaration

Don't forget to tell the Alliance so we can share it to and include it in the campaign numbers

Social media "storm" days: coordinated social media posting on the same day to create attention



# LEADERSHIP



## OFFLINE

### A bit more effort

Coalitions: Build an in-country coalition with non-road safety partners to campaign for safer streets connected to other issues (climate, health, equality etc.)

Commitments: Use the roundtable format or policy briefings to get SMART, written commitments from local or national decision makers

Accountability: arrange face-to-face or online public events to follow up on commitments already made

## ONLINE

### A bit more effort

Commitment Tracker: Add commitments received to the Commitment Tracker

Round the World Roundtable Revisited: High-level online event where national decision makers will explain progress on commitments and be questioned by NGOs.

# HOW TO: SOCIAL MEDIA HANDPRINT PHOTOS

Write on the palm of your hand with a thick dark pen like a “Sharpie”:

SAFETY or OUR ROADS,  
IS OUR OUR RIGHT  
RIGHT

1. You can write it in your own language or in English
2. Stand in front of the camera
3. Extend your palm in front of you in the center of the photo
4. Look at the camera
5. Take a picture (horizontally or vertical)
6. Share your photos on social media tagging @roadsafetyngos and using the #CommitToAct hashtag. Send them to [committoact@roadsafetyngos.org](mailto:committoact@roadsafetyngos.org).

These pictures will be used for the first phase of the campaign and to kick off the activities.



# HOW TO: SHORT VIDEO

SUSTAINABLE  
DEVELOPMENT  
GOALS



Prepare your answer starting with one of these statements:

I stand up for ...

Our right to safe roads means...

In {my community/city/country}, those in most danger on the roads are ...

[My community/city/country] has the right to ...

Leaders in my country must act to ...

- Your answer should be a maximum of 2 sentences & no more than 20 seconds long
- Prepare it in your own language

Record your video in your own language

- The camera should be held HORIZONTALLY
- You should look at the camera
- Run the video for 2 seconds before & after speaking

Submit your video or send us it to [committoact@roadsafetyngos.org](mailto:committoact@roadsafetyngos.org). If you have recorded it in a language other than English, please also send us the translation.





# HOW TO: INFOGRAPHIC BUILDER



Think about your message: what response do you want from individuals or leaders?

Use clear, everyday language. Avoid road safety jargon!

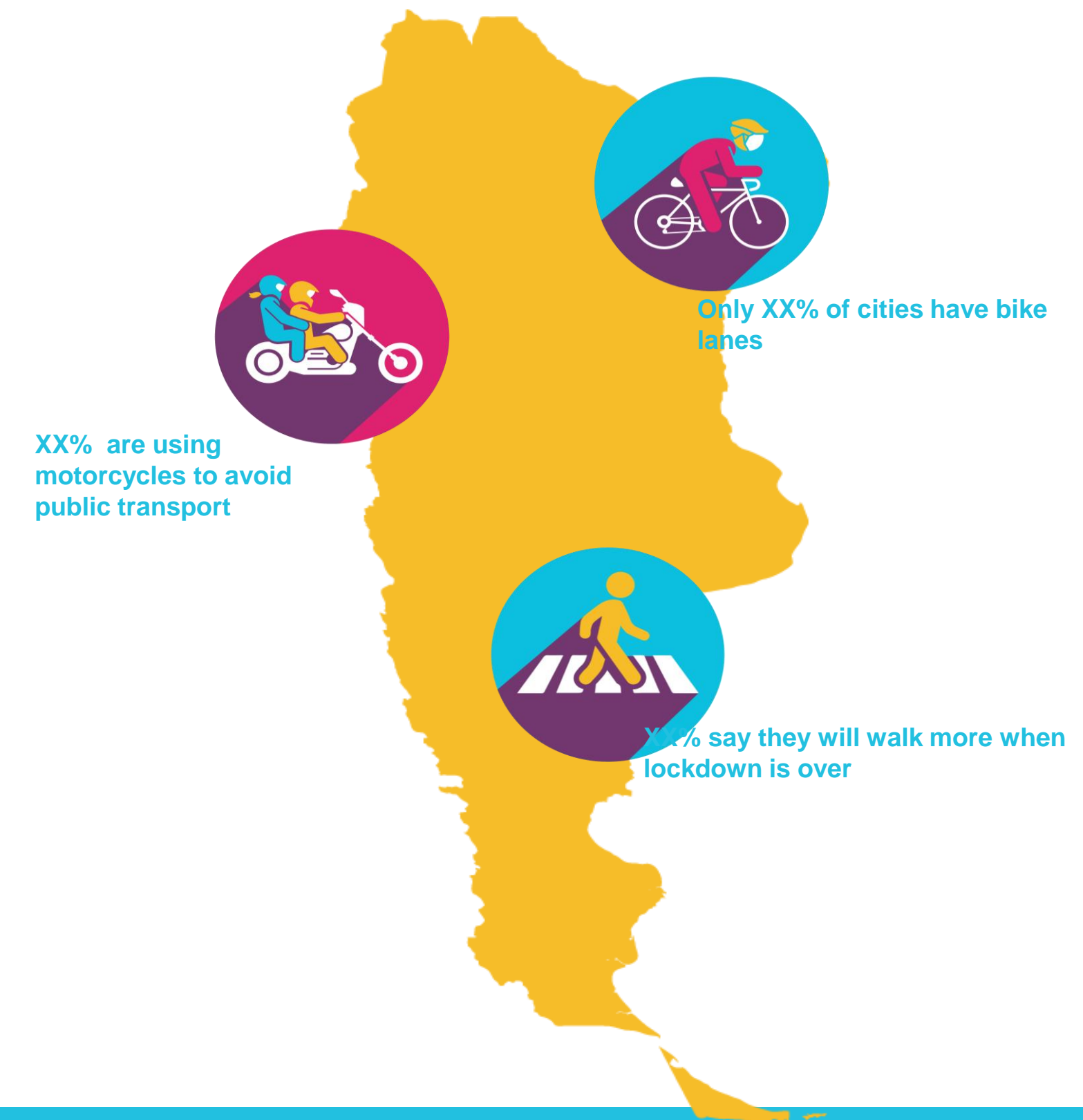
Your message could be a question e.g. Are our roads ready for the new normal? or Shouldn't we design our roads for people not cars?; or a demand e.g. We need 30km/ph roads to save lives.

1. Find relevant or local or national data to show the problem (or solution). Links to helpful resources will be included. Choose 3 - 4 relevant facts that make your case.
2. Choose your icons: Select your country (in the Commit To Act blue, yellow or fuschia) and choose relevant icons.
3. Add your facts next to the icons
4. Add your organization's logo next to the SDG logo

Fonts are Rustico and Open Sans (you can download them from the internet).

5. Convert your infographic into a jpg file for social media or pdf for printing/sharing by email

ARE OUR ROADS READY FOR THE POST-PANDEMIC NEW NORMAL?



# DID YOU KNOW THAT...



Reducing speed to 20km/h  
In residential areas can save  
lives



Every year XX people die  
due to road crashes



Post crash care is available  
only in XX cities



# SHOULDN'T WE DESIGN ROADS FOR PEOPLE INSTEAD OF CARS?

