



Alliance  
Empowerment  
Program



east  
Eastern Alliance for Safe  
and Sustainable Transport

# Shaping Policy Training

From campaigning to advocacy

27 – 28 July  
2021

FedEx®



## Session 5

Research and information to prepare for your advocacy campaign  
**EASST**

Research and information to prepare for your advocacy campaign



- Clear Aim
- Targeted
- Well researched
- Supported by a coalition of partners
- Long term



- Setting your goal
- Identifying your target
- Defining your case
- Building a coalition of support



## Define your goal

- What are you trying to change?



# Key questions

- How are speed limits set? Locally?  
Nationally?
- Who has the power to change speed limits?
- Which organisation/ government department is responsible for local streets?
- Which organisation / government department is responsible for national roads?



# Identify your target

Who are you trying to influence?

Who has the authority to make this change?

Minister of Transport?

City Mayor?



# What can you find out about them?

- Who are their key influences?
- Who are their key contacts / advisers?
- What policies have they supported? Not supported?
- Where do they get their support?
- Are they known to have engaged in road safety issues before?







# Research your case

Useful international sources include:

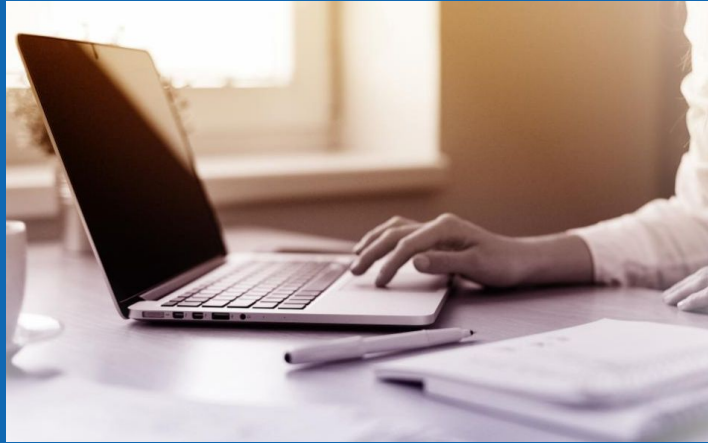
Global Status Report on Road Safety 2018

UNGRSW Tool Kit

Child Health Initiative Toolkit

Stockholm Declaration





# Research your case

A good campaign will include tailored local information

Key questions:

- What are the current speed limits?  
How do they fit with international recommendations?
- Can you access crash data for your city or target area?
- Do you have any information about speed enforcement – are the current speeds limits respected?



## Define your problem...

Speed limits in our city are 40km/h around most schools and some schools are on roads with 60km/h speed limits. There is little speed enforcement around schools and the legal speed limits are often exceeded.

In 2019, there were 120 pedestrian fatalities and 236 injuries. Of these, 11 fatalities and 37 injuries were children.



## Define your solution...

Lower speeds save lives. The lower the speed of the vehicle, the lower the risk of injury and death. According to WHO, Pedestrians have a 99% likelihood of surviving at 30 km/h.

We believe that children have the right to a safe journey to school and speed limits should be reduced to 30 km/h in school zones.



# Finding partners

Which other groups might support you?

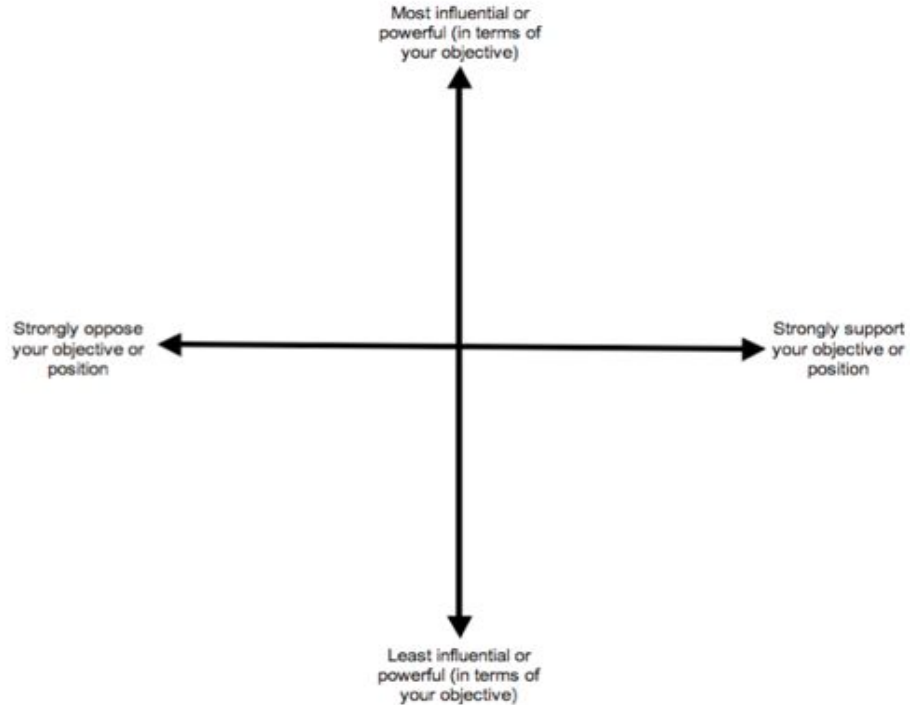
- Other NGOs – environmental groups, climate campaigners
- Cycling or walking groups
- School and parent groups



# Wider stakeholders

- Media
- Public support
- Road Safety Ambassadors
- Public authorities - road police, transport authorities
- International organisations

# Stakeholder mapping







- Set your goal
- Identifying your target
- Define your case
- Building a coalition of support

THANK YOU