

ALLIANCE COFFEE BREAKS JUNE: COMBINED NOTES

GLOBAL CAMPAIGN CONSULTATION

CONTEXT

- A UN Resolution is expected to be passed by Member States at the end of June
- Brings validity to the Stockholm Declaration and a mandate for the next 10 years
- UN Global Road Safety Collaboration (UNRSC) will relaunch the Stockholm Declaration
- Momentum has been lost during the pandemic and NGOs are keen to keep focus on the issue
- Different countries are at different stages
- In these calls, Alliance members have discussed the possibilities for a global campaign in 2020 in the run up to the next UN Global Road Safety Week

Q1: WHEN WILL YOUR COUNTRY BE READY FOR A CAMPAIGN?

- NGOs held many different opinions on this:
 - It is difficult to commit to timeframes
 - Different countries are at different stages, some appear to be past the peak, others are still approaching it
 - For many, in particular India, September is too early: November (tie into World Day of Remembrance) or even next year
 - For others including most Latin American countries, September makes sense because it is the start of the new academic year
 - Some French speaking African countries, feel that September is too late and that campaigns should start now online but it is essential that the messaging is connected to COVID-19
 - Also to note that NGOs cannot wait for a convenient time, we must adapt to the situation, it's only the pace that may differ, creativity and innovation, otherwise it would be very convenient for govts to sideline road safety until something catastrophic happens, then we get a knee-jerk reaction
 - Any campaign will need to be adaptable so that NGOs in different contexts can adapt it

Q2: WHAT MESSAGES WILL PEOPLE BE RECEPTIVE TO IN LIGHT OF THE COVID-19 PANDEMIC?

- Government are more ready than individuals to listen to road safety
- Empathy not competition with COVID-19
- Translating vague global issues down to very targeted local level
- Messages that get outside the road safety silo: connecting to mobility, climate change etc
- “Build back better”
- Latin America - focus on vulnerable road users and share roads, and on health systems. Introducing an upbeat positive concept, now that we know better we can do better
- Africa - holistic messaging, which underscores road safety position in the whole equation
- Youth and children: journeys to school were mentioned - this could be related to COVID-19 fears and social distancing
- Messages that connects road safety to COVID-19 e.g. connecting social distancing to vehicles

Q2: WHAT MESSAGES WILL PEOPLE BE RECEPTIVE TO IN LIGHT OF THE COVID-19 PANDEMIC?

Health systems:

- call for health system/emergency care/trauma centers change that improves road crash outcomes alongside other outcomes
- prevention to reduce pressure on overstretched systems
- Other connections to road safety such as sleep disorders
- Taking a medical approach to road safety

Mobility:

- Active mobility and social distancing (like #RoomToMove)
- Cycling is increasing and is encouraged by some governments but infrastructure to keep people safe is missing
- Public transport - overloaded due to distancing requirements and people are afraid to use it

Road safety risks:

- Speeding
- Helmet usage during COVID-19 - hygiene aspects, sometimes helmets are shared
- Truck drivers are an important audience at the moment
- Safe systems approach
- Young people with more free time because they can't work and are racing and doing motobike convoys

Q3: WHAT CAMPAIGN ACTIVITY IDEAS DO YOU HAVE?

- Focusing on working with government - safety and safe distancing
- Assisting the government with tasks that they are overloaded with
- Social media campaigns
- Stories
- Schools are reopening - there are implications for **safe journeys** to school for children due to social distancing and public transport limitations and concerns
- Learn from the #BlackLivesMatter movement on how to mobilize
- Link to natural advocacy opportunities globally, regionally, and nationally: e.g. European Day Without A Road Death, World Day of Remembrance etc.
- Maximize on digital platforms, innovations - attractive blogs even for a small group of faithful followers, telephone discussions
- Community engagement e.g. school board, parents, community leaders, students
- Television and public service radio messaging
- It may be possible to link into funding connected to COVID-19 response and rebuild