



CAREC Road Safety and Sustainable Mobility Course

February 2024

Safer Road User Interventions: Partner Collaboration Activity

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Activity objective

- This activity will allow participants to:
 - develop strategic approaches to effective cross-sector collaboration in response to safer road user risk factors
 - outline practical next steps for adoption of interventions in your country.

Overview

- Your country has seen a significant rise in child and young person road deaths and serious injuries. The number of serious crashes in three major cities has risen by more than 30%.
- A major TV news channel has broadcast a story on the rise in child deaths and serious injuries and government has decided to take new action.
- You have been formed as a multi-agency government team to address this issue.

Task

- Your multi-agency Government team have been tasked to implement a safer road user intervention to address child and young person deaths and serious injuries in a key cities in your country.
- You will need to identify a safer road user intervention and create a plan to collaborate with key government and non-government partners to develop and implement this intervention campaign.

Overview

- 14:00pm – 14:30pm - STEP 1
- 14:30pm – 15:00pm – STEP 2
- 15:00pm – 15:30pm – STEP 3
- *15:30pm – 14:00pm – Break*
- 16:00pm – 17:00pm – PRESENTATION & FEEDBACK

Step 1

14:00 – 14:30

Preparing for Multisectoral Collaboration

1. Choose a city in your country for the example trial.
2. Choose one safer road user intervention:
 - a. Drink drive enforcement campaign
 - b. 30km/h school zone speed limit trial
 - c. Speed and drink drive public awareness campaign
 - d. *Or choose one relevant to your country*
3. Use column 1 of mapping template to identify all key partners that would need to be engaged. Please ensure to consider government and non-governmental stakeholders, and national and city level partners.
4. Use column 2 to identify key contact positions within each partner, including within relevant Ministries/Agencies/Organisations (role titles is sufficient).



Organisation/Agency	Key contact positions	Influence/Impact Rating	Areas of Interest/Key concerns	Key Actions	Key Tactics
Name of Organisation/Agency	Which specific roles are important?	How high/low is the partner's influence and impact?	What is the partner's key interest in this issue?	What actions do you want this partner to complete or assist with?	How will you engage the partner to support the trial?

Step 2

14:30pm –
15:00pm

Map the Strategic Relevance – Inter-Government and Non-Governmental

1. Use the partner assessment tool to outline prioritisation of stakeholders within Government and for non-governmental organisations.
2. Use column 3 of the mapping tool to include the findings on interest/influence level, labelling them as High, Medium or Low priority.
3. Use column 4 to list key areas of interest/key concerns the stakeholders have to the issue. Why would they care about this issue?



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Step 3

15:00pm –
15:30pm

Persuasion

1. Use the mapping tool again
2. Use column 5 to list the key actions you are wanting them to take to support the development and implementation of the intervention.
3. Use column 6 to list the key tactics for engagement for each partner.



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Name of Organisation/Agency	Which specific roles are important?	How high/low is the partner's influence and impact?	What is the partner's key interest in this issue?	What actions do you want this partner to complete or assist with?	How will you engage the partner to support the trial?

Step 4

16:00pm –
17:00pm

Presentation

1. Use the A3 template to fill your Partner Engagement Plan.
2. Assign speaking roles among your team.
3. Present for maximum of 10 minutes.
4. Feedback from panel

Thank You!

