



CAREC Road Safety and Sustainable Mobility Course

SAFER ROAD USERS

ACTIVITY OUTLINE

Module: Safer Road Users

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Date: 28 February, 2024

Duration: 14:00 – 17:00

Activity Title: Safer Road User Interventions: Building a Multi-Sector Collaboration Response

Objective:

This activity will allow participants to develop strategic approaches to effective cross-sector collaboration in response to safer road user risk factors. It will also 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 the 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 city 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 stakeholders to develop and implement this intervention campaign.

14:00pm – 14:30pm



Step 1 – 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 the 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).

14:30pm – 15:00pm

Step 2 – 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?

15:00pm – 15:30pm

Step 3 – 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.



16:00pm – 17:00pm

Step 4 – 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