



GLOBAL
ROAD SAFETY
PARTNERSHIP

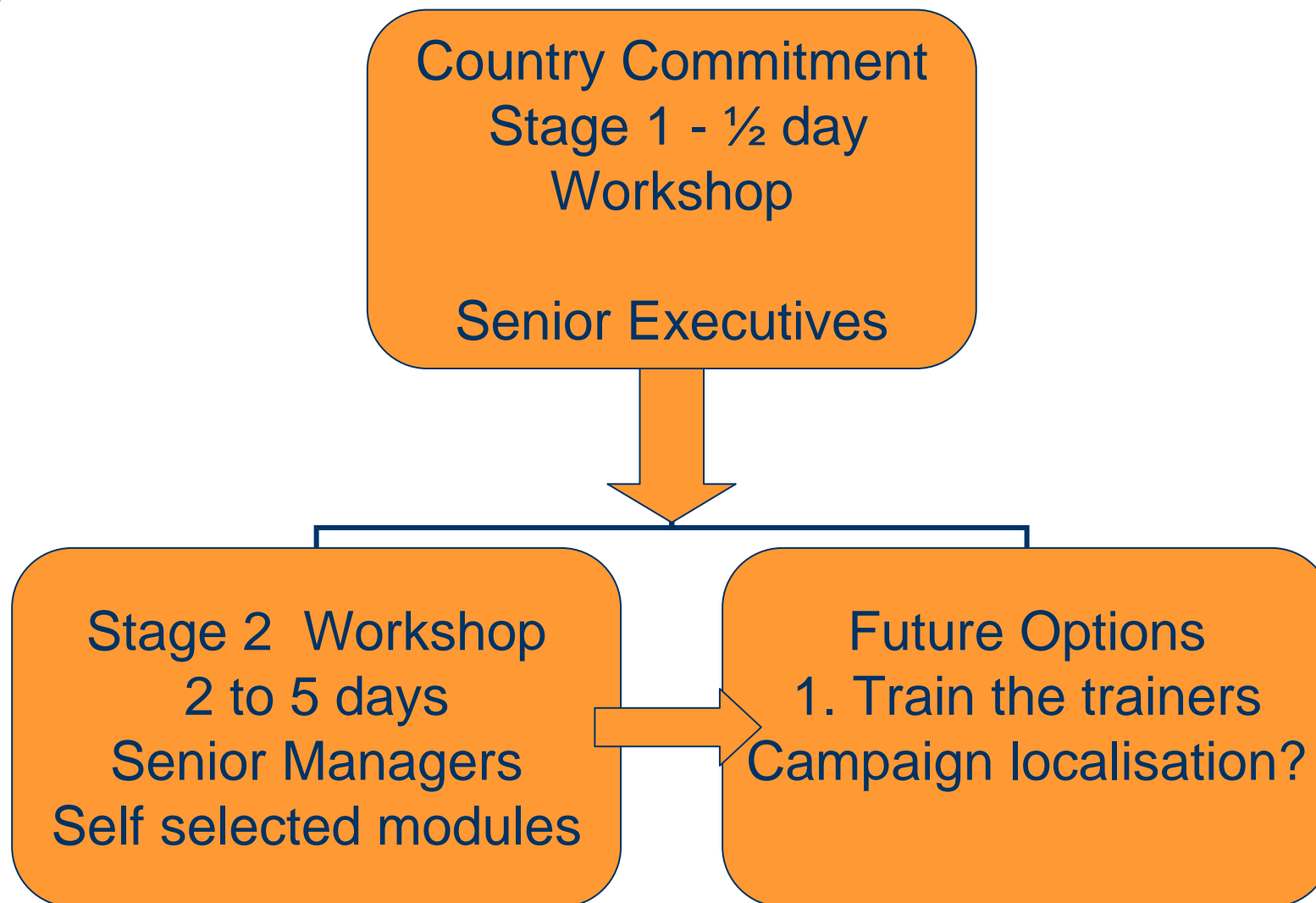
Road Safety Public Education

Capacity Building Program

Ray Taylor

2007

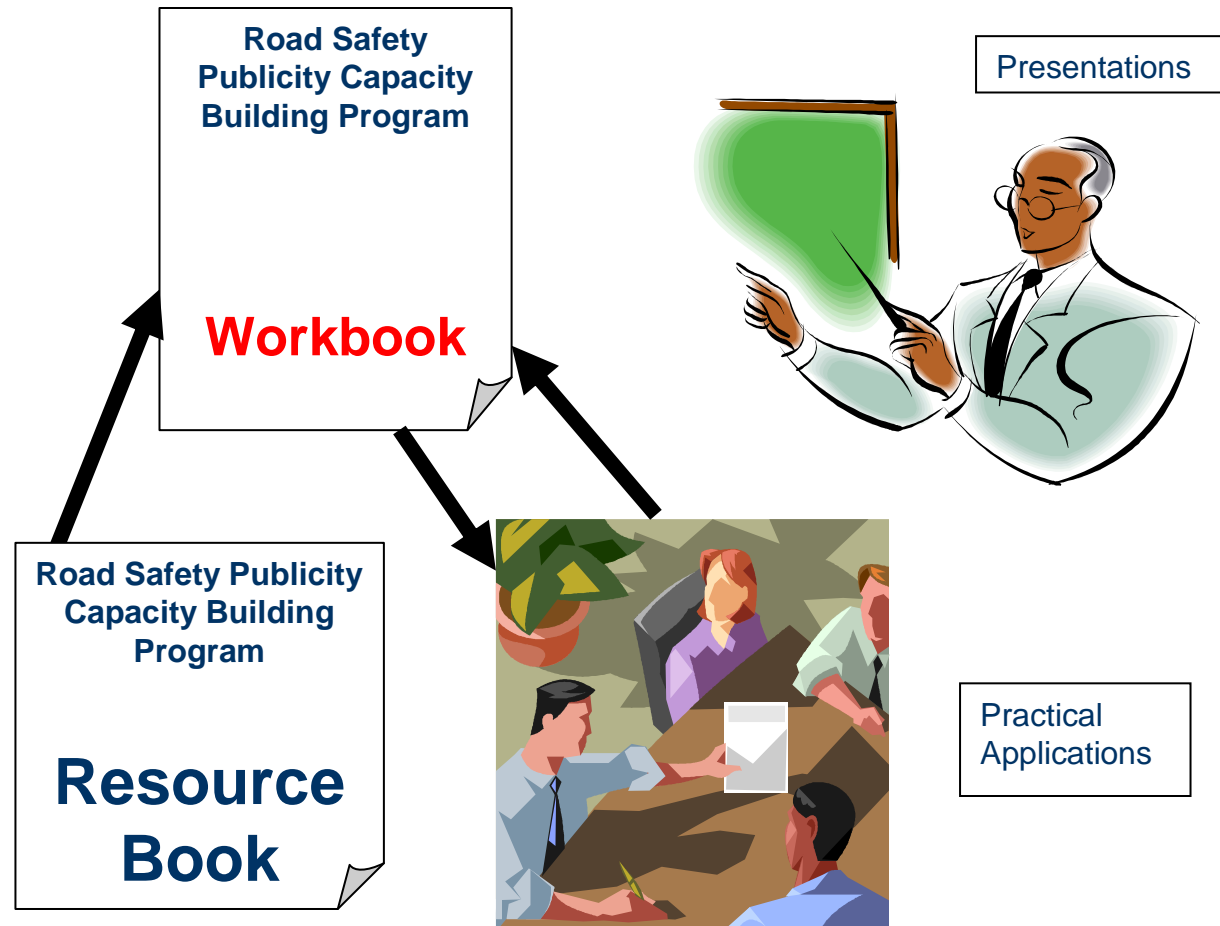
Program Structure





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Course Components



Objectives

On completion, course participants will be able to:

1. Understand how to influence behaviour
2. Write effective campaign briefs
3. Implement effective pre-campaign research
4. Manage campaign development process
5. Effectively use commercial resources
6. Manage campaign implementation
7. Assess effective media purchase plans
8. Plan appropriate campaign evaluation



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Modules

CORE*

- Strategic road safety programs and publicity
- Situation Analysis
- Behaviour Change theory & practice
- Campaign power and limitations
- The Role of research
- Identifying audience viewpoint
- Campaign Planning
- Steps in campaign development
- The communications brief
- Campaign targeting & creative research
- Public Relations
- Campaign Management
- Media Planning
- Evaluation- Theory & principles

*Recommended core program can be varied

EXTENSION

- The art of persuasion
- Deterrence theory & enforcement
- How to run focus group research
- Developing advertising materials
- Campaign localising – Community action
- Message Strategies
- PR Materials
- External Resource Management
- Media & target audience matching
- Evaluation in practice
- Media performance assessment



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Typical Program

- 3 Sessions per day
- Example 5 day program

Strategic Road Safety & publicity	Deterrence theory & enforcement
Situation Analysis	How to run focus groups
Behaviour change theory & practice	Campaign localising – Community action
Identifying audience viewpoint	External resource management
Public relations	Media & target audience matching
Steps in campaign development	Media performance assessment
The communications brief	
Media planning	
Evaluation: Theory & principles	



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Expected Course Outcomes

- Better campaigns
- More skilled campaign preparation
- Better value for money expended
- Better campaign integration with other road safety strategies
- More effective use of commercial skills
- Better documented campaigns
- Improved capacity to diagnose performance
- Greater influence on road safety outcomes