Global Road Safety Partnership
Advocating for Road Safety

Working for a world free of road crash death and injury
About us

Our Foundation and our Host

• Founded in 1999 in response to recognition of the road safety issue as a human made disaster, taking 1.24 million lives a year*
• Our mission is dedicated to the sustainable reduction of road crash death and injury
• We are hosted by the IFRC, the largest humanitarian organization on the globe
• This gives us a unique auxiliary position to government
• Access to 187 National Societies and 13 million active volunteers

About us

Working through Partnerships

• GRSP’s unique partnership model brings together the multiple voices, experiences, expertise and resources of the private sector, public sector and civil society, with singular purpose

• Our Members are leading developmental agencies, governments, businesses and civil society organizations

• We bring relevant Partners together to address key risk factors influencing road safety in a coordinated manner using globally recognized good practice

• It’s effective, cost-efficient and sustainable
About us

**GRSP – In Action**

Our 5 primary areas of road safety activities are:

- Contributing to Global Knowledge
- Advocating for Road Safety
- Road Safety Grants Programme
- Capacity Building and Training
- Communicating the Road Safety Message
What is “Advocacy”

“The pursuit of influencing outcomes – including public policy and resource allocation decisions within political, economic, and social systems and institutions – that directly affect people’s lives”*

“A set of targeted actions directed at decision makers in support of a specific policy issue.”

Source: Advocacy for Social Justice, 2001
What is “Advocacy”

- A **planned** process of targeted actions.
- Always **directed at people** who can either make a decision or influence a decision maker.
- Includes a **call to action** around policy issue (including adoption and implementation).
- A **dynamic** process that requires strategic planning and the ability to act swiftly to changing circumstances.
What constitutes an advocacy “campaign”?

- Policy “ask”, the objective, based on evidence
- Relevant political mapping and other background research
- Strategy
- Evidence-based key messages
- Media engagement; including, spokespeople & “champions”, training journalists
- Coalition of partners
**GRSP Advocacy**

**OUR PRIMARY ADVOCACY OBJECTIVE**
Promoting the adoption and effective implementation of evidence-based road safety policies & interventions
Underpinnings to GRSP advocacy

- Road crash injuries & deaths represent a humanitarian crisis and we are a humanitarian organization
- Engagement & partnership with all road safety stakeholders is vital
- Local voices are often the most effective at local policy advocacy
Global Road Safety Partnership

IRF Conference - Dec 2013

Road Safety Management
Safer Roads & Mobility
Safer Vehicles
Safer Road Users
Post-crash Response
Advocating for Road Safety
Advocating for Road Safety:

Case Studies

Turkey

Vietnam

India

Mexico
Turkey: Amendment to Road Traffic Law (#2918), Article 78; Traffic Regulations, Article 150

Mandatory use of seatbelts and child restraints

Removal of seatbelt use exemptions for commercial drivers, police, and private security officers
Turkey: Amendment to Road Traffic Law (#2918), Article 78; Traffic Regulations, Article 150

Campaign Components

• Political mapping

• Mapping of parliament against existing partner networks

• Developing clear, evidence-based messages

• Utilizing humanitarian diplomacy principles

• Engaging with cabinet and Parliament
**Vietnam:** Changes to regulations on motorcycle & bicycle helmet production, import, sales & use

- Motorcycles are 95% of national fleet
- No article giving power to the police to fine parents if the child passenger was not wearing helmet
- No regulation and enforcement of sub-standard helmets
Vietnam: Changes to regulations on helmet production, import, sales & use

Campaign Components

- Political mapping, identifying key ministries
- Utilizing auxiliary status, gaining seat on National Transport Safety Council
- Capacity building and awareness raising within key government agencies
- Engaging with cabinet and Parliament
India: Promoting the passage and implementation of a national Good Samaritan Law

- No Good Samaritan Law on the books
- Those trying to help can face judicial action
India: Promoting the passage and implementation of a national Good Samaritan Law

**Campaign Components**

- Political mapping
- Public opinion survey
- Engaging with government and Parliament
- Earned media activities
Mexico: Regulation development for new Jalisco state Mobility Law

- Use of random alcohol checkpoints;
- Decrease BAC level from 0.4 to 0.25 ml of alcohol per liter of breath,
- Mandatory, immediate jail time (36hrs) without right to bail
**Mexico:** Regulation development for new Jalisco state Mobility Law

**Campaign Components**

- Working directly with state mobility department to draft key regulations on safe & efficient alcohol checkpoint setup
- Capacity building of traffic police
- Media engagement around new law and regulations
Lessons Learned

Importance of evidence-based policy objectives
Identifying the right partners
Building & maintaining contextually appropriate coalitions
Media training, capacity building and engagement
Strategic planning & ability to react
Thank you!!