



Lobbying local authorities

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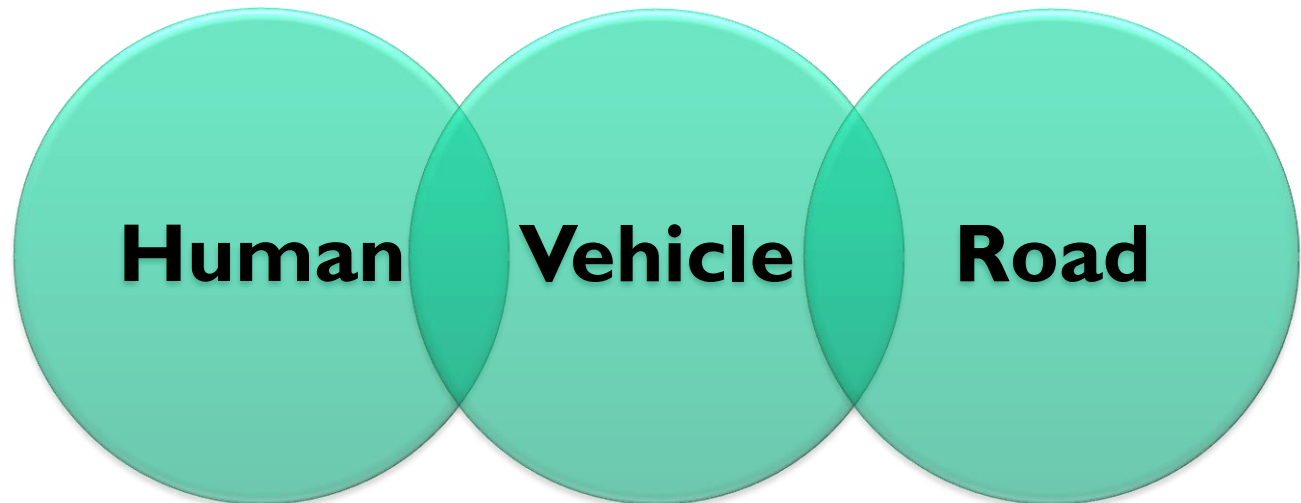
*for better road safety
results*

**R2R Management Camp
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Road safety factors

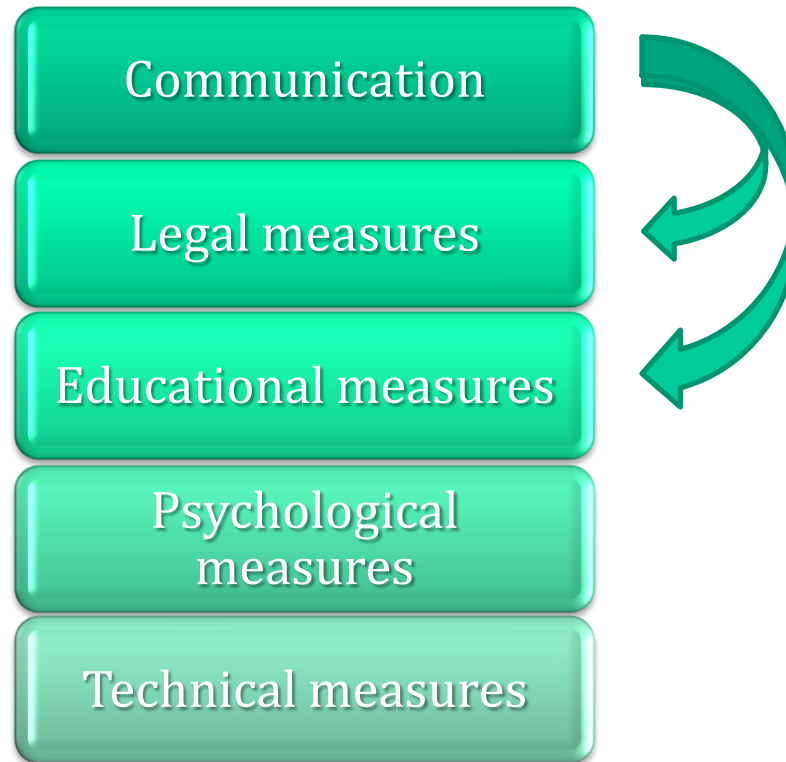
**Human factor is influencing the other factors
not the other way around**



**Our change in road safety today will start from
humans and how to change their ... mentality**

Towards safe behavior

Instruments to change human behavior



In combination have multiplier as well as cumulative effects

Lobbying as an advocacy tool

What is advocacy?

Advocacy means any action geared towards changing the policies, positions or programs of any type of institution.

Advocacy is about identifying a problem in a community, coming up with a solution to that problem, establishing strong support for that solution and providing an effective implementation plan.

Lobbying influential people for support is part of the advocacy process

What is lobby about ?

Lobbying is one of the most common methods used by citizens to influence public policy. It is used to put pressure on politicians.

Local officials are more committed in considering community's concerns when they realize that community cares about issues important to them.

Lobbying is an advocacy tool

Be aware of...

Understanding the real meaning of Lobby or Advocacy

In some countries these terms are very new and often used to cover illegal activities and the legal term of that is Traffic of Influence

But in fact... the advocacy it is and should be understood as a legitimate voice of the community.

What is traffic of influence?

Influence peddling or **traffic of influence** is the illegal practice of using one's influence in government or connections with persons in authority to obtain favors or preferential treatment for another, usually in return for payment.



Advocacy: a strategy itself

However, advocacy is not about just knowing everything about an issue; advocacy is about how using that knowledge to cause changes in the way things are.

NEEDS

- **Passion & will to see the change**
- **Understanding of the issue**

Why a need to advocate ?

Lack of institutional mechanisms and resources that will allow the implementation of planned activities in coordinated manner, including adoption and enforcement of legal measures

The legislation on risk factors is not comprehensive in many countries

Enforcement is often lacking

Why a need to advocate ?

Often, the people that can make the changes are the administrators or the elected officials

Conversations with them, exchanging information with them, and impressing upon them your particular point of view

Preparation and persistence

How to advocate

- **Make your background research:**
 - **on the local council and officials**
 - **local development strategies**
 - **local plans**
- **Use your knowledge to make your arguments stronger**

How to advocate ?

- **Make a strategy approach**
- **Involve professionals: road safety is a complex issue and you can't cover all the fields**
 - More voices who speak the same language are hard to be ignored*
- **Collaboration in advocacy is essential**
- **Use informational materials**
- **Avoid overdoses**

Why must we Communicate?

- **Those in power make the rules**
- **Officials can only make decisions based on the information they have**
- **We can open a space for under-represented citizens to speak**

When advocating is effective?

When you see reactions disproportionate to the input that you provide

- **Outright rejection of the idea**
- **Ridiculing the idea, and even personal targeting**
- **Opposition to any moves by you**



www.istat.it/it/745_000

www.istat.it/it/745_000

When advocating is effective?

**When you see others
wanting to join you –
your Allies**

*Be aware of “friends” for
money – they will last as
long you have finance for
your goal*

**When you begin to see
the changes you
desired for**



When advocating is effective?

Sometimes not even recognized for the role that he or she has played.



An advocate can never take complete credit for the change

Tips for a successful advocacy

Tip 1: Try to put yourself in the position of your target

Tip 2: Try finding the appropriate approach

Tip 3: Opt for a strategic approach

Tip 4: Aim for cooperation and alignment

Tips for a successful campaign

Tip 5: Try using a positive message

Tip 6: Avoid overdose

Tip 7: Use professionals

“...everybody believes he is an expert”

Example of success advocacy project

Lobbying against French “amnesty”

Context

- “French Tradition”
- Increase of unsafe behaviours

Coalition

- Involvement of road safety organisations
- Traffic victims associations

Awareness

- Letters to officials
- Contacting press and media

Seat belt use backside

Context

- Seat belt one of biggest road safety issue
- Big problem for children

Strategy

- Coalition between local associations, hospitals
- Proposal for a trial “special child seat”

Awareness

- Spill over effect
- Contacting press and media

Thanks for your attention!
For more information on
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