



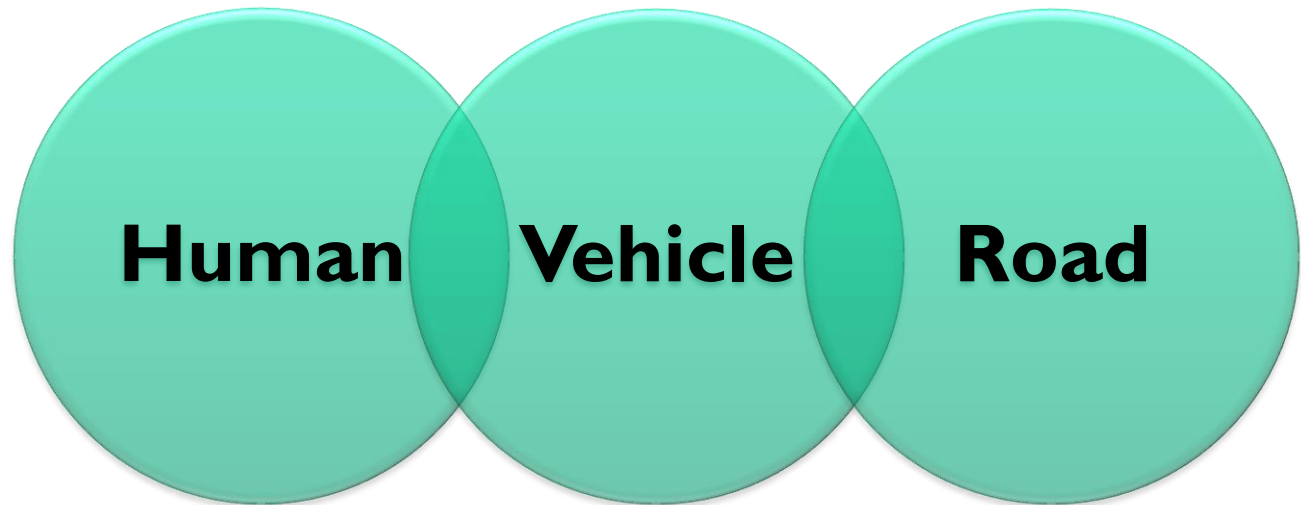
# ***Lobbying for better road safety***

**STARS Management Camp  
2<sup>nd</sup> February 2011**

**Ilyas Daoud  
STARS Project Manager**

# 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**

# Communication tools

## ***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](http://www.istat.it/it/745.000)

[www.istat.it/it/745.000](http://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

European Transport Safety Council

[www.etsc.eu](http://www.etsc.eu)

[Ilyas.Daoud@etsc.eu](mailto:Ilyas.Daoud@etsc.eu)

Tel.: + 32 230 41 06