



# What is Advocacy?



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# What is Advocacy?

Organised action directed at influencing decision makers and opinion formers for change to **policies, structures and systems** in order to support for vulnerable communities



*“Enact & enforce policies to keep road users safer”*





## Advocacy Involves:

- **ASKING WHY?** until you get to the root of the problem
- **ENSURING POWER IS USED WELL**
- **EDUCATION** of the powerless and the powerful
- **SEEKING JUSTICE** for those treated unfairly or ignored
- **BRINGING CHANGE** for society through changing systems, structures and policies
- **BEING A VOICE** for those who need support





# Responsibility of Advocates

1. To **persuade decision makers;**
2. Persuade with the **appropriate tools and actions;**
3. Focus on **areas of knowledge and expertise;** and
4. Engage at **appropriate times with partners**





## What is the difference?

- Advocacy
- Campaigning
- Service Delivery
- Social Marketing
- Public Education





## Advocacy

	NGO Advocacy	RS Public Campaigns (Behaviour change communication, IEC)	RS Service Delivery
<b>Audience</b>	Decision makers  Example: local, district or national governments; community, religious, organisation, or political leaders; donors; or policy makers	Individual target group  Example: Particular population defined by road user, gender, age, or geography	Road users, partners  Example: police, first responders, truck drivers, school children, motorcycle passengers, drivers, passengers
<b>Goal</b>	To deal with the structural causes of problems and weak legislation impacting road users at the community, district, national or global levels.	Educate, raise awareness, change attitudes and behaviours, or call for action, at the individual level.	Provide a needed service (i.e. enforcement/FA training) or intervention (helmet promotion, safe routes to school) or equipment (ambulances)
<b>How to measure success</b>	Policy formed, amended or implemented; decision makers approach or focus changed; new legislation introduced; or partnerships developed between affected communities and decision makers.	Targeted group awareness increased, educated, or behaviour changed.	Delivered a certain amount of services or goods; and improved the situation of the target group; reduced road death and serious injuries
<b>Why important</b>	Addresses structural causes of problems, improves legislation and policy, and works towards long term solutions.	Targets individual behaviour that is causing negative social, human, economic, and environmental impacts; and can reach large populations.	Deliver tangible resources and services to those in need, and address immediate issues.



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Just to Clarify:.....

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# Public Education Campaign



- Public education campaigns support other road safety activities (enforcement, legislation and engineering) and aims to:
  - change road user behaviours
  - inform of changes to the law or environment
  - shape attitudes.



Must be research driven and on-going until required road safety outcomes are achieved

When used in conjunction with targeted and coordinated police enforcement activities will dramatically reduce road trauma

Provide essential information to road users about key safety issues and road law requirements

# Why Public Education Campaign?

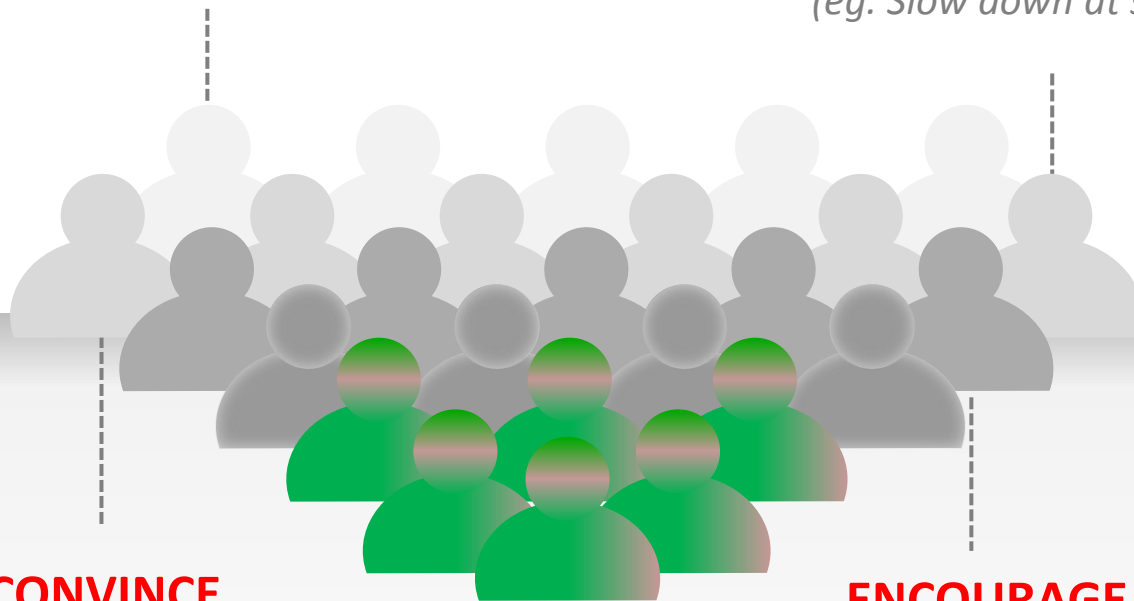


## INFORM

*public about new information  
(eg. Amendment in law)*

## REMIND

*public about what they  
already know but might forget  
(eg. Slow down at school area)*



## CONVINCE

*public to stop taking risk and  
discontinue such acts  
(e.g Drink driving)*

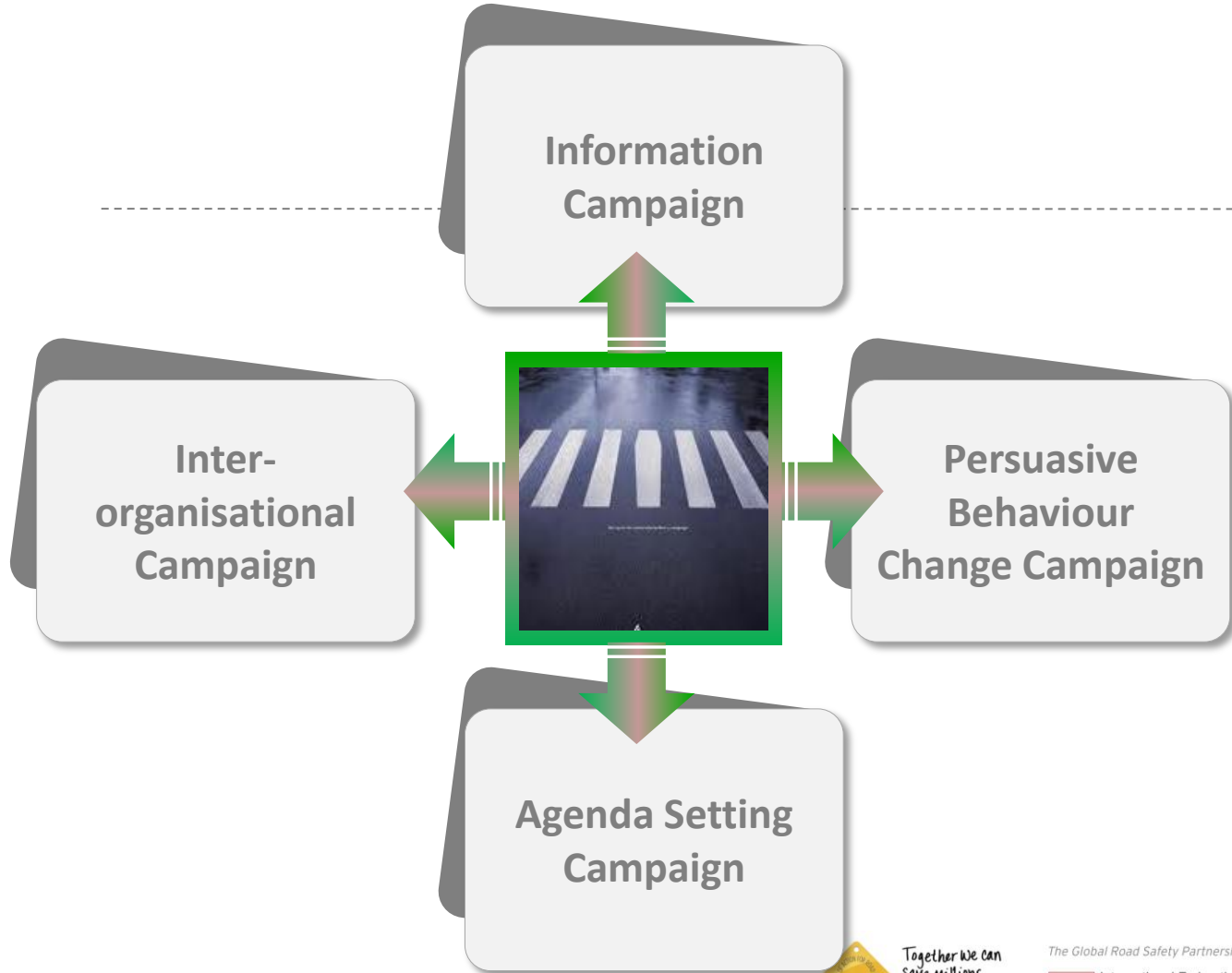
## ENCOURAGE

*public to do something they  
normally don't want to do  
(eg. Prepare to stop at amber light)*



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# Types of Public Education



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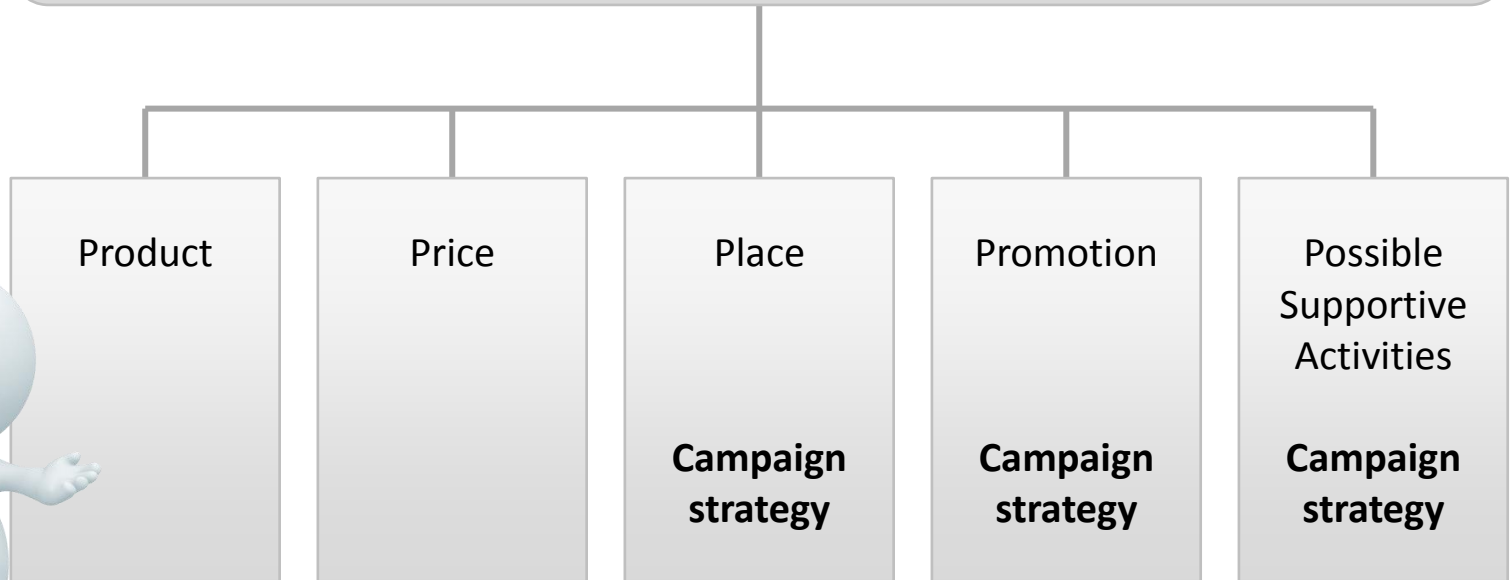
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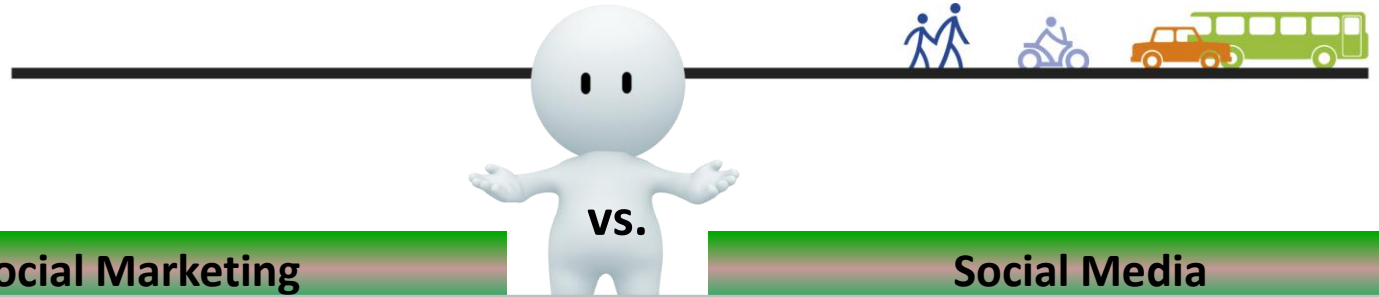
# What is Social Marketing?



## Social Marketing

- An approach that uses marketing principles and techniques to achieve positive impacts on the behaviour of individuals and groups, and to help sustain these over time.
- Seeks to influence social behaviours not to benefit the marketer, but to benefit the target audience and the general society.

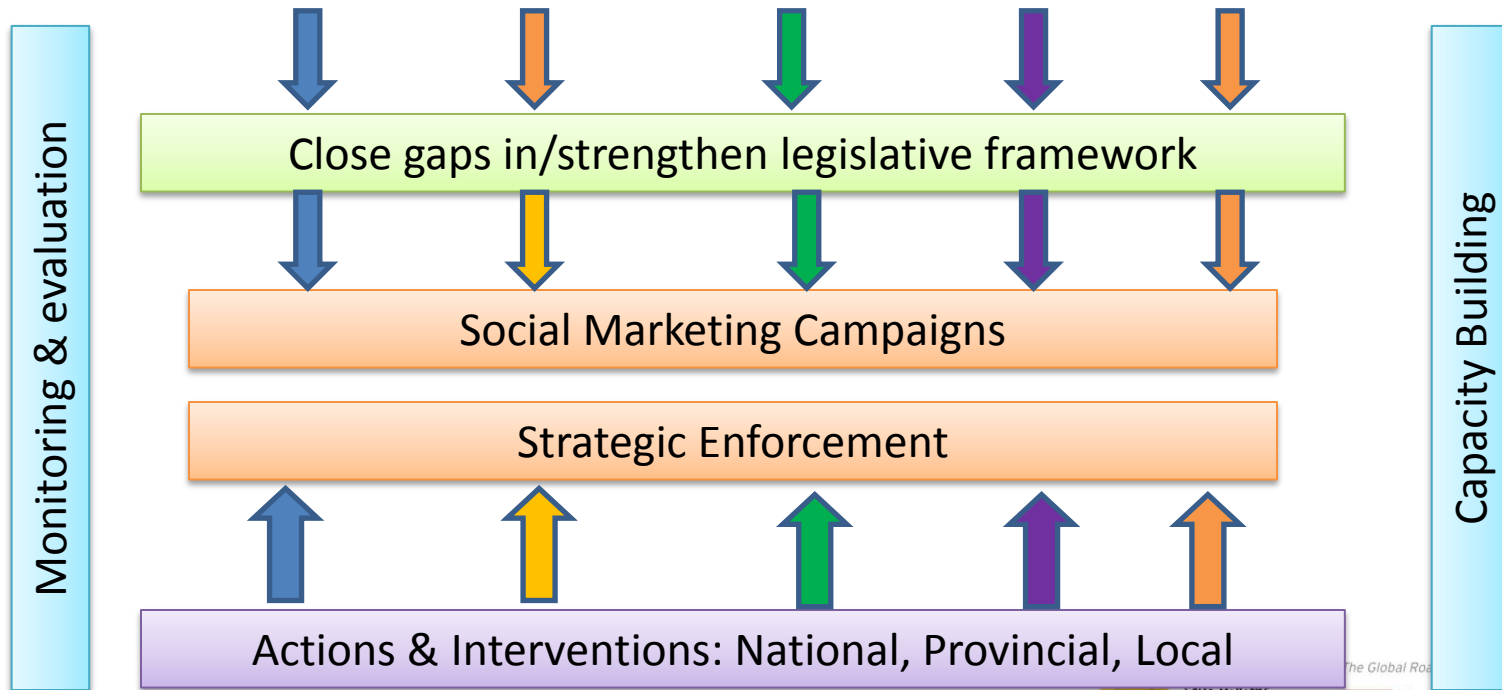
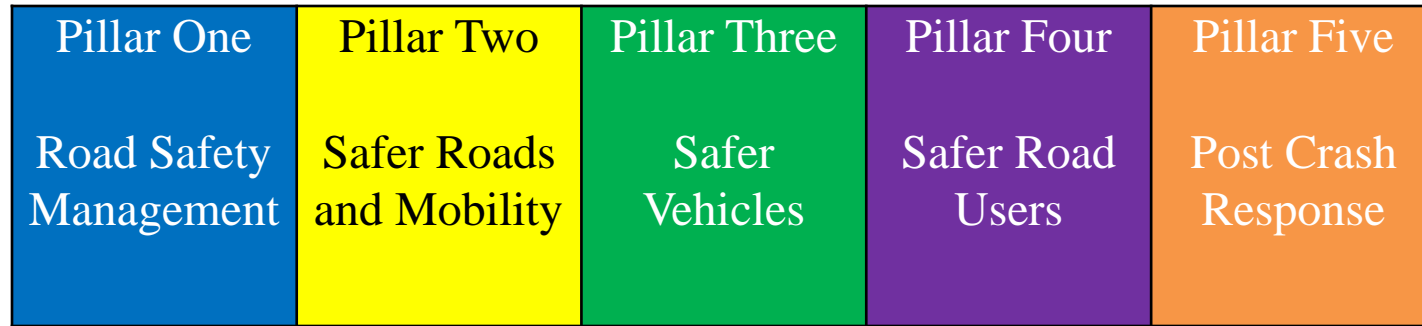




Social Marketing	VS.	Social Media
The use of marketing techniques to promote the adoption of healthy or pro-social behaviours	<b>Definition</b>	Marketing via online tools and platforms (blogs, wikis, YouTube) to share information with each other
Changing behaviours to improve health/well-being for a better life quality	<b>Purpose</b>	Involving consumers in marketing efforts to generate positive word of mouth in the brand
Individuals at risk for social problems, those who are likely to adopt positive behaviours	<b>Target Audience</b>	Tech-savvy consumers who are already using social media tools (creator or consumer of content)



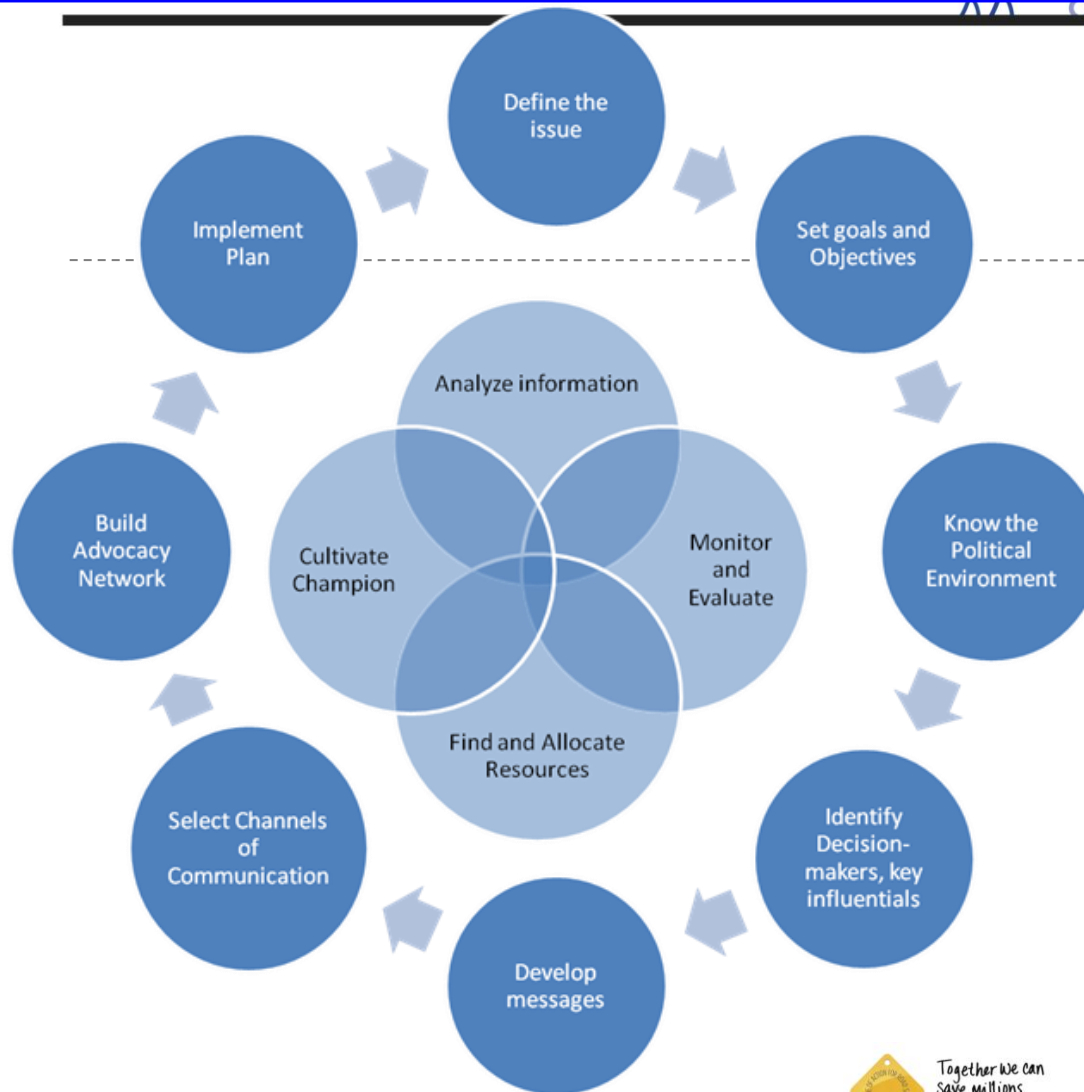
# Advocacy areas







# Advocacy Cycle



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