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INTRODUCTION

The United Nations General Assembly has designated May 4-10, 2015 as the Third United Nations Global Road Safety Week. The theme for this upcoming Global Road Safety Week is Children and Road Safety, and it will provide a unique opportunity for individuals and organizations worldwide to coordinate global, national and local awareness events that engage a wide variety of stakeholders on the issue of road safety for children. This is an opportunity for all of us to become more involved in highlighting the importance of this critical issue and calling on policymakers at all levels to do more to safeguard the next generation.

Global Road Safety Week will also provide important new support to the United Nations Decade of Action for Road Safety 2011-2020 and draw attention to the urgent need to better protect children from death and injury due to road traffic collisions. Each day, more than 500 children die in road collisions, while tens of thousands are injured, often suffering lifelong disabilities. By 2015, road traffic injuries will be the leading cause of death for children over the age of 5 in developing countries. Unless immediate and effective action is taken, the global toll of traffic injuries will explode, placing millions of children at risk.

#SaveKidsLives and the Child Declaration

The United Nations has launched an official campaign for Global Road Safety Week called [#SaveKidsLives](#). This campaign invites individuals and organizations around the world to engage with policymakers about the importance of road safety by focusing on a Child Declaration. Children from around the world inspired this action. In fact, Safe Kids Worldwide's affiliates in four nations participated in the creation of this document by voicing their thoughts and concerns about travelling on the roads and by expressing what they need to keep kids safe on the roads. They were joined by road safety experts who outlined the proven measures that we can take right now to save lives. The Declaration calls upon decision-makers worldwide to take action and protect children.

But the Child Declaration is not just a document – it is a plan for action. All of us around the world who care about this issue can join in a series of actions that are part of the [#SaveKidsLives](#) campaign. These actions include:

- **Read** the Child Declaration at safekids.org/safe-roads-safe-kids or at SaveKidsLives2015.org;
- **Sign** it online at the same locations;
- **Show** your support by downloading a sign board, writing your message, taking a “Safie” and sharing it on social media; and
- **Deliver** it to policymakers who are in a position to make change happen.

Tools for Creating a Successful Global Road Safety Week Event

Safe Kids Worldwide is a strong supporter of this Declaration and urges you to join in this important effort by taking all of these actions. But even more important, this toolkit provides you with a guide to go even further by using the occasion of Global Road Safety Week to plan events at the local, regional or national level to raise awareness about road safety in children. These events can serve as a platform to do a number of things, including:

- Collecting names for the Child Declaration and for future information;
- Delivering a copy of the Child Declaration to lawmakers and the names of individuals and organizations in your community who have signed it;
- Announcing the number of signees of the Child Declaration, locally, country-wide and worldwide; and/or
- Declaring your own “call to action” on road safety on behalf of your local community for key decision-makers to commit to.

One or more of these actions should be taken in the presence of key decision-makers who are in a position to pursue stronger road safety measures for children.

The toolkit provides a plan for successfully creating an impactful event in which lawmakers and other decision-makers are asked to commit to the cause of road safety for children. The toolkit also provides important guidelines and materials on how best to get your event recognized in traditional media and through social media, including such supporting material as a sample press advisory and press release, along with suggested key messages and key global statistics that will provide important background and support for your event.

We hope you will be inspired to go out and create a wonderful event that will truly make a difference in children’s lives. And please know that you’re not on your own. If you need help, just contact us at Safe Kids Worldwide, and we will do our best to provide support. You can reach us at networkmembers@safekids.org.

Planning Your Global Road Safety Week Event

Getting Started: What to do Before the Event

Establish a Planning Committee

In order to ensure a successful event, it is important to establish a planning committee. This committee should include representatives from relevant stakeholders in your community who are committed to the issue of road safety in children, including representatives from the following types of groups: foundations; the private sector; non-governmental organizations (NGOs) working on health, safety or children's issues; community groups; research institutions; schools; academic institutions; families and children personally affected by the issue; and government representatives. (Keep in mind that your goal is to gain the attention of government officials or other policymakers who are in a position to change laws and enforcement. It can still be very appropriate to include government representatives in your planning, but you will want to be very up front about the purpose of the event and their role in it.)

The Planning Committee's role is to provide guidance and direction for the Global Road Safety Week event and to determine the objectives, activities, and logistics for the event. Assign members to specific tasks to ensure all aspects of the event are appropriately executed and have regular check-in meetings to ensure tasks are completed.

Determine your Global Road Safety Week Event Objectives

It is important to determine what the main objective is for your Global Road Safety Week event. In keeping with the theme of Global Road Safety Week and the #SaveKidsLives campaign, we recommend that your event be focused specifically on gaining the attention of critical decision-makers by delivering to them a copy of the Child Declaration and your list of signees, and calling on them to make progress on enhancing the safety of children in and around our roads. Within this broad guideline, it is possible for local events to be focused on specific local needs, such as safe school zones, creation or enforcement of laws on speeding or drunk driving, pedestrian safety, child passenger safety (including the use of seatbelts and child restraints), and bicycle or motorbike safety (including the use of helmets), among others.

Determine the Event Details

You will want to secure a date, time and venue for your event as quickly as possible, keeping in mind that you may need to adjust the date and/or time of your event to accommodate the schedule of key invitees. The best time to hold your event is during Global Road Safety Week (May 4-10, 2015), but shortly before or after this week is also acceptable if need be. Be sure to identify a suitable time when people will be able to attend and a venue that is convenient for participants, the targeted government officials, and the media. If possible, the venue should relate in some way to the road safety issue. It could be near a road that needs work, or the office of a key official, or near a school that needs better safety, for example.

Establish a Timeline for your Event

Be sure to include all important planning meetings and steps on the timeline. In general, your timeline should fit within these broad parameters:

- **January-April 2015:** Organize planning meetings, create of materials, contact participants, encourage individuals and organizations to sign the Declaration, etc.
- **May 4-10 2015:** Host your event and deliver your message to lawmakers and influencers during Global Road Safety Week
- **May 10-31 2015:** Evaluate the event and report to Safe Kids Worldwide so we can compile worldwide efforts and report back to you

Create a Budget for Your Event and Identify Funders

It will be important to create a budget for your event and clearly identify all of the costs to be incurred and how they will be covered. Among the costs you may incur are:

- Printing of materials, such as signs and a copy of the Child Declaration;
- Creation of online materials, such as web pages and an online invitation;
- Drafting of press advisories and press materials;
- Microphone, projector, or other equipment rentals;
- Fees for photographers and/or videographers; and
- Setting up a “Safie” station.

If outside funding is needed, you will want to identify possible funders who might be approached about donating to this important cause. In many cases, private sector companies or community foundations are a good source of funding for these types of activities.

Develop a Narrative for Your Event

It will be important to develop a narrative for your event by defining the scope of the problem in your community and/or country around road-related deaths and injuries in children. The narrative will be critical in helping you attract both government officials and local citizens to your event, and to compel them to take action on road safety for children.

Such a narrative can be developed by obtaining local statistics on road deaths and injuries, by referring to any recent incidents related to road safety, and by making clear the impact a lack of appropriate road safety measures can have on children, their families, the community at-large and/or your country.

- Gather Local and/Regional and/or National Injury Data
 - Local and national morbidity and mortality (injury and death) data for children will be important to obtain to support your narrative.
- Collect Compelling Personal Stories
 - Personal stories from your community and/or country about children who have been killed or injured in a road traffic collision, and the impact it has had on the affected families will be very useful in getting the attention of key decision-makers.

Identify Critical Decision-Makers

It is important to identify the key decision-makers at the local or national level to invite to your event, and secure their contact information. Elected officials are often in the best position to help influence the debate over road safety by passing laws and providing funding for road safety improvements. However, law enforcement officials might also be targeted for stepped-up enforcement of existing laws. And sometimes government bureaucrats are in a position to strengthen regulations or provide funding from within existing budgets. It is important to do some research to identify those who are most in a position to help – and to make sure you collect contact information both for the officials and their key staff members. Contact information should include email, mailing address, and phone numbers.

Collecting Names for the Child Declaration and for Future Information

You will want to think early on about how, when and where to collect names of individuals and organizations in your region to sign the Child Declaration using the following form: http://www.savekidslives2015.org/uploads/tekstlabel/sign_declaration_offline.pdf. This form is also available at the #SaveKidsLives website at <http://www.savekidslives2015.org/>. You should begin this process as soon as possible so you have ample time to collect as many signatures as possible. In doing so, you will want to have copies of the Child Declaration available to share with each potential signee. You will want to refer back to the narrative you have developed to help you introduce the Child Declaration and why people and organizations should sign it.

You may also consider asking the signees to “opt in” to receive a Safe Kids Worldwide newsletter about global road safety and/or collateral materials from your own organization on the issue with the goal of keeping them engaged beyond Global Road Safety Week. By gathering as many names as possible, you will maximize the number of individuals and organizations who become involved in road safety for children.

Present the Child Declaration to Decision-Makers

At the event itself, you should plan to deliver a copy of the Child Declaration to lawmakers, as well as your list of signees, so they can see the breadth of individuals and organizations in your region that are committed to improving global road safety for children.

You should also consider announcing the number of individuals and organizations who have signed it worldwide, and how many have signed in your country. You will be able to find the total number of worldwide signatures on the #SaveKidsLives website at <http://www.savekidslives2015.org/>, but you may need to contact the #SaveKidsLives campaign in advance of your event to obtain the number of signatures from your country. Asserting the number of signees to the Declaration (both globally and nationally) will make an important impression on policymakers and encourage them to take strong action on road safety issues involving children.

Declare a Call to Action

You may also want to come up with your own “call to action” (e.g. better enforcement of child restraint laws) and invite decision-makers at your event to heed the call and pledge to take action in this regard. You are also encouraged to ask local policymakers to speak about the importance of road safety, more generally, at the event and to make commitments, if possible, to respond by enhancing laws, increasing road safety budgets, and stepping up enforcement.

Invite People to Attend

It is important to get as many people as possible to attend the Global Road Safety Week event. Invitations should go to all possible stakeholders in the community, including foundations; the private sector; non-governmental organizations (NGOs) working on health, safety or children’s issues; community groups; research institutions; schools; academic institutions; families and children personally affected by the issue; government representatives; the media; social media and bloggers. You will also want to have a system for attendees to RSVP, so that you can track participation. This can be online, by email, by phone, or some combination.

Publicize the Event

Events can be publicized on web sites, on local listservs, by email, on social media, through online or print newsletters, at regular community meetings, and by pitching to media outlets, including local newspapers, radio, and television stations. Please get creative about the best way to get noticed in your community and stir up a strong level of interest in your topic. After all, this is a matter of life and death for our children, and participation is quite important for the entire community.

Prepare for All Logistical Needs

- Secure space for the Event
 - You will need to secure a space for the event as soon as possible. This may require putting down a deposit to reserve the space.

- Determine Photography/Videography needs for the Event
 - You will need to ascertain whether you will have photography and/or videography at your event. If so, identify professionals or appoint staff to carry out these tasks at the event.

- Identify necessary equipment
 - Create a list of and secure all necessary equipment to host the event (microphones, speakers, laptops, projectors, etc.).

- Organize logistics
 - Acquire necessary permissions and permits to hold the event and create a staffing plan that designates individuals with specific roles and responsibilities in the lead up to the event and at the event itself.

- Print materials
 - Ensure that you have sufficient time to print materials. These include media materials as well as materials for participants and event. This may include: banners, signage, posters, awareness materials and factsheets.
- Create a comprehensive plan for the day of the event.
 - Convene staff a day or two prior to the event and discuss the detailed timing of every aspect of the event, including:
 - A detailed timeline of every activity, including arrivals and departures of key participants;
 - The roles and responsibilities of staff the day of the event;
 - Equipment and materials that need to be transported to and from the event; and
 - Time of set up and breakdown and who is responsible for these tasks.

It's Showtime: What to Do the Day of the Event

Turn Out a Crowd

Take time before the event starts to remind all invitees to participate and bring needed materials. If policymakers see an impressive gathering of people, they will be more likely to respond.

Conduct Press Calls

Before the event starts, ensure that an assigned a team member follows up with all possible local, regional and national media to urge them to attend. Media coverage of the event highlights the importance of the issue and also helps ensure a positive response from policymakers. (See Communications section for more details.)

Execute the Event According to Your Plan

For a successful event, make sure that you adhere carefully to the plan you developed in advance. Be sure to focus time and energy on elements that will gain the attention of lawmakers, including collecting names for the Child Declaration and for future information; delivering a copy of the Child Declaration and list of signees to them; announcing the number of individuals and organizations locally, country-wide and worldwide who have signed it; and declaring a “call to action” for your local community and asking lawmakers to commit to it. The more the lawmakers can be encouraged to make commitments on behalf of road safety for children, the better.

Coordinate Media and Distribute Media Materials

Assign a team member to staff the media table. Their responsibilities will be to:

- Sign in the media;
- Hand out press materials;
- Coordinate post-event one-on-one interview requests; and
- Provide any other materials needed to cover the event.

Wrapping Up: What to Do after the Event

Evaluate the Event

Conduct a quick opinion survey of participants (at the end of the event or the following day) to help determine what they thought of the event overall, as well as the strengths and weaknesses of the event. This will help you understand what aspects of the event went well and what things may need improvement. Also gather any press reports resulting from your event and try to estimate the number of people reached through traditional media outlets, including newspapers, television, and radio. Also try to ascertain how many people were reached through social media, including Facebook and Twitter.

Gather photos and video

To create a permanent record of the event, gather photographs and videos in one place. Also, quickly archive your list of signees to the Child Declaration and any comments made by policymakers that commit to future action on road safety for children.

Create a report of the event

Use the results from the opinion survey, media data (if available), and photography and video to create a report for the event to share with participants and with Safe Kids Worldwide.

Send “thank you” letters or cards

It is vitally important to send a personal note of appreciation to all speakers, planning committee members, and policymakers who attend the event, thanking them for their time and effort. In particular, if policymakers made any public commitments, the letter should thank them for taking that step. If not, it should encourage them to move swiftly to enhance road safety for children.

Communications

Develop a Media Plan

You will want to develop a media plan for your event, including outreach to traditional media (television, radio, and newspapers) as well as on various social media platforms. Engaging the media will help you spread the message and increase influence on local policy makers.

- Create media and awareness materials
 - Your first step should be to create an appropriate press advisory (to announce the event) and/or press release (for the day of the event). A sample press advisory is included in this toolkit to make this task easier for you.
 - You will also want to create appropriate supporting materials. These may include pamphlets, fact sheets, posters, or other products based on the latest data and information about children and road safety. Key messages have been included in this toolkit to help you or your organization in this regard. Stories of road traffic victims, as told by their families, also make for powerful narratives to engage the attention of the media and policymakers.

- Contact traditional media outlets in advance
 - Send the media advisory, previewing the event, about one month in advance and follow up by contacting media outlets to encourage them to attend and cover the event. Referring back to your event narrative, make sure you have a strong set of convincing arguments (a pitch) for local reporters. Supply them with as statistics and supporting documents to make their job as easy as possible.
- Create a press release for the day of the event
 - This can be drafted in advance of your event, then finalized immediately afterwards to add details from the day.
- Create a social media plan
 - Determine your social media plan. See below for guidance.
- Choose a spokesperson and prepare for interviews. Determine which team member will be interviewed by the media. This should be someone who is conversant with the road safety issue and is able to speak in simple, to-the-point statements without straying from the main messages of the event. Sample general messages for a Global Road Safety Week event are below. These should be supplemented with local messages from your own community.

Activate Social Media

It's very important to get your messages out through whatever social media platforms are used most in your community. Safe Kids Worldwide has prepared the following guide to some of the most popular social media platforms, including sample Facebook and Twitter posts.

Facebook

Post facts and information about Global Road Safety Week on Facebook. Interact with other Global Road Safety Week participants by sharing their posts on your own page. This will ensure that the messages reach a wide audience.

- Every day more than 500 children lose their lives in traffic crashes globally. Tens of thousands are injured. Help #SaveKidsLives: Sign the Child Declaration for Road Safety. <http://www.savekidslives2015.org/>
- It's Global Road Safety Week. A growing epidemic of traffic injuries is devastating the next generation of children around the globe. Find out what you can do to help. [Link to your event or program]
- Did you know? More than 90 percent of child road deaths occur in low- and middle-income countries. Find out what you can do to help #SaveKidsLives: <http://www.savekidslives2015.org/>

Twitter

Tweet out messages about signing the Youth Declaration and promote general Global Road Safety Week information on Twitter. Consider re-tweeting SKW information, tweeting out some of our suggested tweets, or tweeting out some of your own.

- Every day, more than 500 children are killed in traffic collisions globally. Sign the declaration to #SaveKidsLives: <http://www.savekidslives2015.org/>
- It's Global Road Safety Week. Let's work together to reduce the global toll of traffic injuries and #SaveKidsLives: <http://www.savekidslives2015.org/>
- Did you know? 92% of children killed in traffic crashes live in low/middle-income countries: <http://bit.ly/1BurOkn> #SafeRoadsSafeKids

Social Media Tips and Tools

We need your help to get the message across using various social media channels and we encourage you to promote these suggested # tags for twitter:

#SafeRoadsSafeKids
#SaveKidsLives

Prepare Key Messages

The following messages on road safety are designed to be helpful in framing the narrative of your event and creating supportive materials. You will want to add your own local or national statistics, along with stories from your own community, to help make this material more relevant to local audiences.

The Problem

A growing epidemic of traffic injuries is devastating the next generation of children around the globe.

- More than 500 children are killed every day as a result of road traffic collisions, and tens of thousands are injured, often suffering lifelong disabilities.
- Children living in poorer nations are most at risk. In fact, more than 90 percent of child road deaths occur in low- and middle-income countries.

Unless we take action now, the global toll of traffic injuries will explode, placing millions of children at risk.

- By 2015, road traffic injuries will be the leading health burden for children over the age of 5 years in developing countries.
- And by 2030, road traffic injuries are projected to surpass HIV/AIDS, malaria and tuberculosis as a cause of death worldwide.

Road traffic crashes are undermining the world economy and keeping millions in poverty.

- We are losing at least \$500 billion USD per year as a result of road traffic collisions. This keeps as many as 70 million people in poverty and increases costs for businesses worldwide.

Yet global road safety is not getting the priority it deserves.

- While 88 countries experienced a decrease in the number of road traffic deaths from 2007-2010, 87 others experienced an increase.
- Only 7 percent of the world's population is covered by laws that address all five risk factors (speed, drinking and driving, helmets, seat belts and child restraints).

And children have been left out of most safety efforts.

- Only 23 percent of low-income countries have laws requiring that young children ride in the back seat or be appropriately restrained in cars, and many do not have any laws requiring children to wear helmets while riding on motorcycles or bicycles.
- Thousands of children die each year on their way to and from school.

The Solution

We can prevent children from being killed or injured in traffic collisions, and we don't need costly fixes to do it.

- We already know what works. If we lower speed, increase the use of motorcycle and bike helmets, insist on seat belt use, crack down on drunk driving and reduce distraction, we can save millions of lives. We must call on our policymakers to pass comprehensive laws and back them up with tough enforcement.
- In preparation for Global Road Safety Week 2015, children from around the world came together to create a Youth Declaration that makes clear what children need in order to be safe on our roads.
- Today, we are delivering the Child Declaration to key policymakers and calling on them to take strong action in response to this growing epidemic.
- All of us can take part in this campaign. Take action now to #SaveKidsLives. Go to safekids.org/safe-roads-safe-kids to join the campaign, sign the Youth Declaration, and take strong action steps to make road safer for children.