



GLOBAL  
**ROAD SAFETY**  
PARTNERSHIP

# COMMUNICATIONS STRATEGY

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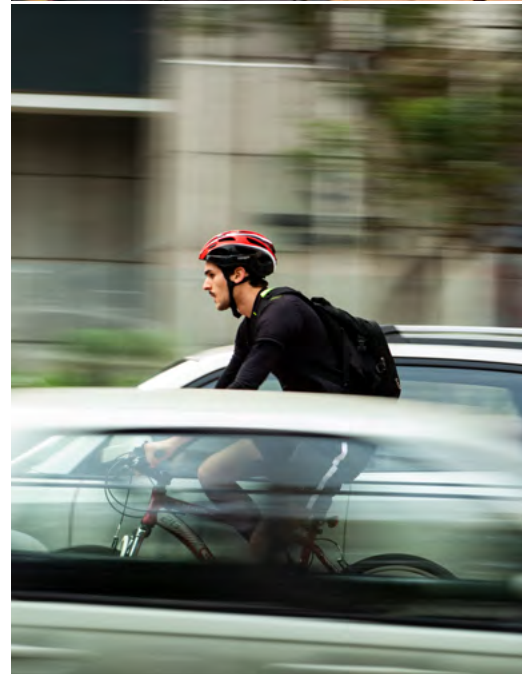
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## PURPOSE

This document outlines directions to strengthen GRSP communication and branding both within and beyond the global road safety community in accordance with *Strategic Priority Two – Enhance External Communication* of the GRSP Interim Strategic Plan.

Building on the programmatic work of each team, communications will be used to raise the profile of the different workstreams, promoting their impact and results to maximise visibility. It will be a vehicle for promoting the work of partners, grantees, members, funders and importantly, the work and impact of GRSP as an organization in relation to global agendas including the Second Decade of Action and the Sustainable Development Goals (SDGs).

This document defines our brand, objectives and target audiences, provides guidance on the desired GRSP narrative and structure together with an audit of our communications tools and channels, and it aims to provide an overview of an intended communications schedule. This document is complemented by annexes outlining communication processes, style guides and metrics for digital media.





# VALUE PROPOSITION

## Our vision

A world free of road crash death & injury

## Our mission

The sustainable reduction of road crash death & injury, with a focus on low- & middle-income countries

## Who we are

We are a globally focussed road safety programme hosted within the world's largest and most-respected humanitarian organization, the International Federation of Red Cross and Red Crescent Societies (IFRC). This gives us true global reach through 192 Red Cross/Red Crescent national societies and other partners.

We are part of an extensive international multi-sector network of partners committed to reducing road trauma which include governments, civil society and corporate communities. Our people are road safety professionals with extensive expertise that includes:



road police  
**Road  
policing**



**Project design  
& management**



**Global  
reach**



education &  
**Education  
& training**



**Advocacy**



**Communications**



**Grants  
management**



**Applied  
research**

## What we do

- 1 Advocating for evidence-based legislation around key risk factors and improved vehicle safety
- 2 Providing training, leadership development and capacity building for road policing agencies
- 3 Delivering road safety and leadership education, training and capacity building
- 4 Designing, tailoring and delivering international road safety grants programmes
- 5 Designing, developing and implementing evidence-based road safety projects
- 6 Providing expert review and technical advice on road safety strategy, policy and projects
- 7 Building partnerships between government, civil society and corporate communities

## How we do it

We form partnerships between the private sector, civil society and governments to apply best practice road safety policy and practice, primarily in low- and middle-income countries, and can utilise our extensive network of partners to reach every corner of the globe.

We act with the humanitarian values and ethics of the IFRC as our guiding principles.

## COMMUNICATIONS OBJECTIVES

At the top level, there are two key objectives for our communications activities:

### 1 Drive the Mission

- Draw attention to the **social impact** of road crash deaths and injuries
- Promote road safety **good practice**
- Highlight **successful interventions** of GRSP and its partners

### 2 Drive the Business

- Articulate the **business case** for road safety action
- Promote GRSP as the **partner of choice** for road safety action
- Highlight successful road safety actions and **GRSP's role** in these actions

To achieve these objectives, we set out mid- and long-term goals.

#### Mid-term Goals

- ▶ Enhanced and increased communication, collaboration and information sharing among GRSP audiences
- ▶ Increased visibility in the road safety community
- ▶ Increased visibility in humanitarian and development circles
- ▶ Increased visibility with current donors and members
- ▶ Increased visibility with potential donors

#### Long-term Goals

Become the point of reference for:

- ▶ Grant programme design and management
- ▶ Road policing training, education and capacity reviews
- ▶ Road safety leadership training and education
- ▶ Policy advocacy in the road safety space
- ▶ Private sector CSR project design, implementation and management
- ▶ Promotion of road safety best practices

## TARGET AUDIENCES

GRSP's audiences can be divided into two main sub-groups: mission-driving audiences, and business development-driving audiences. Both audiences are equally important to strengthen the GRSP brand. The mission-driving audiences can be divided into a further two groups, internal and external.

### Mission Driving Audiences

#### INTERNAL (MD-I)

- ▶ GRSP team members
- ▶ Management and Senior Management of the IFRC (Geneva and Regions)
- ▶ GRSP's Steering Committee members
- ▶ GRSP's Executive Committee members
- ▶ IFRC and National Societies

#### EXTERNAL (MD-E)

- ▶ International road safety community
- ▶ International institutions and governments
- ▶ Members, partners, grantees, donors and beneficiaries
- ▶ Private sector
- ▶ Civil society
- ▶ Public, individual beneficiaries

### Business Driving Audiences (BD)

- ▶ Private businesses/corporations
- ▶ Foundations
- ▶ Governments and government departments
- ▶ Development banks
- ▶ Other donors

It is important that we leverage existing relationships with members, donors, grantees and partners to encourage them to share our communications materials with their peers and a broader external audience.

## ROAD SAFETY NARRATIVE

The 'disaster' message of road trauma is compelling and well-articulated. Countless resources are readily available to convey this message, and we must continue to leverage this message to bring attention to the topic. However, we need more light to go with the shade, and we need to, whenever possible, link our activities to the local, national, regional or global agenda. Find below five key points of consideration when preparing communications messages.

- ▶ Feature **more positive results and stories**, and where possible, align them with partners, donors and members.
- ▶ **Highlight partner and member involvement** in projects and promote the human value of their contribution.
- ▶ Show **how and where lives are being saved and serious injuries prevented**, and equally, how and why new members or donors should and can get involved.
- ▶ **Promote organizational-level impact**, with clear infographics, case studies, testimonials, video pieces and social media messaging.
- ▶ Draw clear links between the featured activities or impacts to relevant broader agendas, particularly the **Second Decade of Action** and the **Sustainable Development Goals**.



### The Hierarchy

It remains crucially important to convey organizational-level impact to promote GRSP as the 'go to' partner. However, with GRSP's role as a non-profit, neutral convener of partnerships, it is important to employ a hierarchy such that the mission and partners are not lost. When crafting communications pieces, think of the structure as a movie bill poster:



\* This should be considered, and in most cases reflected, in our materials.

# COMMUNICATIONS AUDIT AND SCHEDULE

GRSP has a portfolio of communications assets and channels that are well established, and a list of new platforms that may be integrated into our communications activities.

ASSET	CHANNEL	OBJECTIVE	AUDIENCES	PLANNED FREQUENCY
<b>Flagship website</b>	Online	1 & 2	ALL	Major update 2 per year
<b>News articles</b>	Website Social media	1 & 2	MD-E & BD	2-3 per month
<b>Videos</b>	Website Social Media You Tube	1 & 2	MD-E & BD	12 per year
<b>Social Media</b>	Facebook Twitter LinkedIn	1	MD-E & BD	Bi-Weekly
<b>Annual report</b>	Website Social media	1 & 2	ALL	Annually
<b>Signpost</b>	Website Social media Email	1 & 2	ALL	Quarterly
<b>Programme newsletters</b>	Website Social media Email	1 & 2	Targeted	Quarterly
<b>Webinars</b>	Online Social media	1 & 2	Targeted	Quarterly

## Schedule Tracking

To ensure we are communicating to all our audiences and towards our goals, each quarter a report will be produced to track our communications activity against programme, region, risk factor and risk group.

## Assets and Channels to Explore

In consultation with Programme Managers, the following new assets and channels will be considered.

### 1. New assets

- Podcasts
- Case studies (more, and more often)
- Impact studies
- Multimedia blog posts
- Peer benchmarking (see Annexes p8)

### 2. New channels

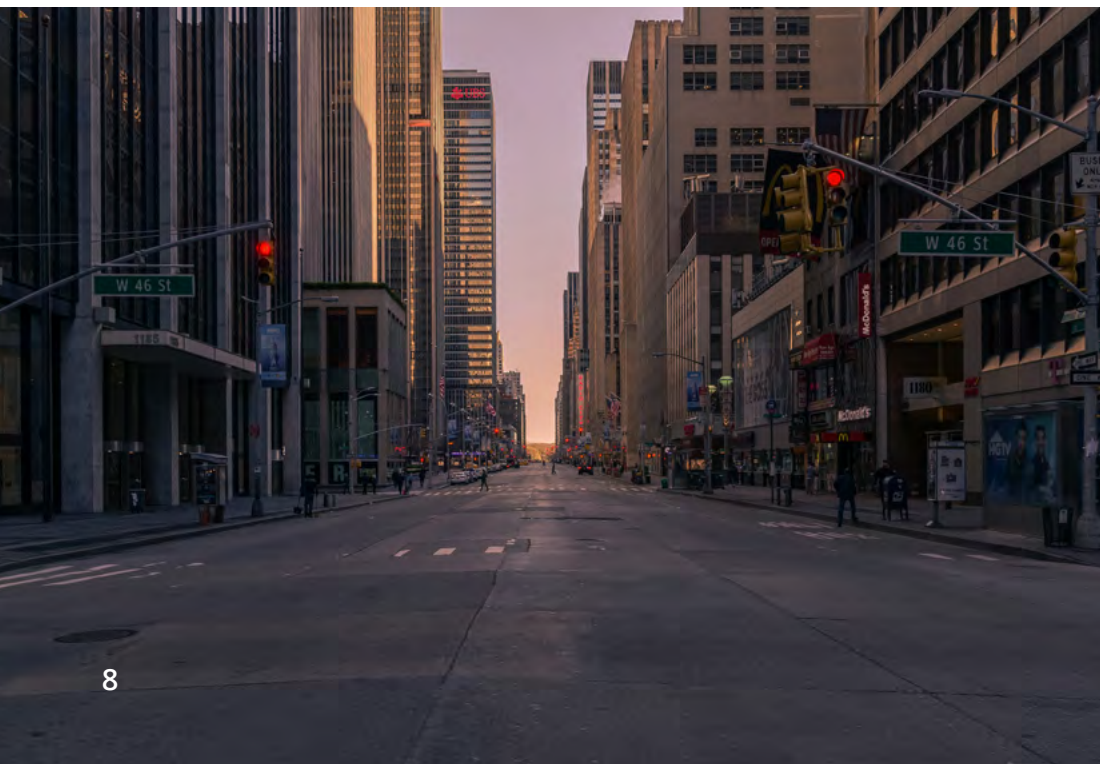
- Road safety-focussed media
- General media
- Partner/member newsletters
- Partner/member websites

## CURRENT CHALLENGES

GRSP, like every organization is facing major challenges due to the COVID-19 Pandemic. A Risk Register records these risks and mitigation strategies.

Other challenges to achieving stated communications objectives are:

- ▶ Time constraints
- ▶ Budget constraints
- ▶ Internal communication and collaboration
- ▶ Audience size
- ▶ Audience interest
- ▶ Access to amplification channels (partner/member social media etc.)
- ▶ Measuring return on investment (beyond goal setting for vanity metrics)



## ANNEXES

- ↓ [GRSP Constitution](#)
- ↓ [GRSP Logo Use \(refer page 9\)](#)
- ↓ [IFRC English Language Style Guide](#)
- ↓ [IFRC Social Media Policy](#)
- ↓ [Digital Asset Library \(to come\)](#)

### Sample Social Media Metrics Peer Benchmarking

TWITTER	FOLLOWERS	
	(July 2020)	(June 2021)
ORGANIZATION	(July 2020)	(June 2021)
Global Youth Coalition for RS	N/A	1360
Amend	1092	1134
AIP Foundation	1471	1555
EASST	1758	2029
Child Health Initiative	N/A	2143
IRF	2517	2948
iRAP	4702	5163
ETSC	6121	7041
Global Alliance	5578	7128
YOURS	7928	8427
FIA Foundation	8077	9238
GRSP	9072	10,100



# Global Road Safety Partnership



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For more information about how to join the Global Road Safety Partnership please visit our website:  
[www.grsproadsafety.org](http://www.grsproadsafety.org)



GLOBAL  
ROAD SAFETY  
PARTNERSHIP

GRSP is a hosted programme of:

 **IFRC**