# Behaviour Change Communication for Road Safety Training Course

Professional Development Training Course Outline

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|---|---|---|---|
| **Category** | Traffic Management & Road Safety | **Duration** | 5 Days |
| **Base Fee** | $1,500 USD | **Delivery Mode** | Online / On-site Hybrid |

## Course Introduction

Road traffic injuries remain a major public health challenge, demanding strategic behaviour change communication (BCC) approaches to reduce risk and promote safer mobility. Behaviour Change Communication for Road Safety Training Course integrates evidence-based communication strategies, human-centred design, and behavioural insights to influence safer road user behaviour. With rising urban mobility, distracted driving, overspeeding, and poor pedestrian practices, empowering stakeholders with communication skills, safety advocacy, and risk-reduction techniques is more critical than ever.

This programme equips participants to design and implement high-impact road safety campaigns, apply behavioural science frameworks, and collaborate with communities and institutions for measurable outcomes. Through interactive learning tools, real-world case studies, and practical assignments, participants will strengthen their ability to drive behaviour transformation, encourage safety compliance, and create sustainable road safety communication systems that save lives.

## Programme Curriculum

**Behaviour Change Communication for Road Safety Training Course**

**Introduction**

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**Course Duration**

5 days

**Course Objectives**

1. Apply behavioural science to road safety intervention design.
2. Develop data-driven communication strategies for safer roads.
3. Understand risk perception psychology and its influence on road behaviour.
4. Create impactful multimedia safety campaigns for diverse audiences.
5. Use digital storytelling and social media advocacy for road safety.
6. Implement community engagement models for behaviour change.
7. Conduct road safety needs assessments using behavioural indicators.
8. Integrate human-centred design in communication planning.
9. Strengthen stakeholder coordination for multisectoral road safety.
10. Monitor and evaluate behaviour change outcomes using modern tools.
11. Apply nudging techniques to encourage safe road practices.
12. Enhance policy communication for road safety legislation.
13. Build capacity to manage crisis communication during road safety emergencies.

**Target Audience**

1. Road safety officers
2. Communication and media professionals
3. Transport and traffic police
4. NGO and community mobilizers
5. Public health professionals
6. Urban planners and mobility experts
7. Teachers and youth engagement facilitators
8. Corporate fleet safety managers

**Course Modules**

**Module 1: Foundations of Behaviour Change Communication**

- Principles of BCC for road safety
- Behavioural drivers and barriers on roads
- Behavioural models (COM-B, Health Belief Model, Transtheoretical Model)
- Identifying high-risk behaviours
- Cultural and contextual communication factors
  **Case Study:** Global “Vision Zero” campaigns and behaviour-focused interventions.

**Module 2: Understanding Road User Psychology**

- Risk perception and decision-making
- Cognitive biases affecting road safety

- Emotional triggers and message framing
- Motivation and habit formation
- Vulnerable road user behaviour patterns

  **Case Study:** Sweden’s pedestrian behaviour modification project.

**Module 3: Designing High-Impact Road Safety Messages**

- Crafting persuasive safety messages
- Use of narratives, visuals, and emotional cues
- Developing evidence-based message frameworks
- Combatting misinformation and unsafe norms
- Testing message effectiveness

  **Case Study:** “It Can Wait” anti-distracted driving campaign.

**Module 4: Digital & Social Media for Road Safety Behaviour Change**

- Social media targeting and segmentation
- Influencer collaboration for safety awareness
- Designing viral safety content
- Mobile-first communication strategies
- Monitoring digital engagement

  **Case Study:** India’s viral “Helmet Saves Lives” influencer campaign.

**Module 5: Community Engagement & Participatory Approaches**

- Mobilizing community leaders
- School-based road safety programmes
- Volunteer networks and citizen reporting
- Youth-led communication initiatives
- Gender-sensitive safety communication

  **Case Study:** Kenya’s Boda Boda community training model.

**Module 6: Advocacy, Policy & Stakeholder Collaboration**

- Government and institutional coordination
- Crafting policy briefs and advocacy messages
- Engaging private sector and transport unions
- Road safety legislation communication
- Public-private partnership models

  **Case Study:** Australia’s multi-stakeholder “Towards Zero” framework.

**Module 7: Monitoring, Evaluation & Learning (MEL)**

- Setting behavioural indicators
- Tools for measuring communication impact
- Data visualization and reporting
- Continuous improvement systems
- Ethical considerations in behavioural research

  **Case Study:** UN Road Safety Week MEL system for campaign assessment.

**Module 8: Crisis & Risk Communication for Road Safety**

- Communicating during traffic emergencies
- Media handling and spokesperson skills
- Rapid response and misinformation control
- Building public trust during crises
- Post-crisis communication and recovery

  **Case Study:** Singapore's timely risk communication after highway incidents.

### Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

**Register as a group from 3 participants for a Discount**

**Send us an email: info@fineskilltrainingcenter.org or call** +254769199797

**Certification**

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

**Tailor-Made Course**

We also offer tailor-made courses based on your needs.

**Key Notes**

**a.** The participant must be conversant with English.

**b.** Upon completion of training the participant will be issued with an Authorized Training Certificate

**c.** Course duration is flexible and the contents can be modified to fit any number of days.

**d.** The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

**e.** One-year post-training support Consultation and Coaching provided after the course.

**f.** Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

## Upcoming Scheduled Sessions

| Start Date | End Date | Location | Price |
|---|---|---|---|
| **23 Nov 2026** | 27 Nov 2026 | Online | $1,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $1,500 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $3,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $3,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $6,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $4,500 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $6,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $6,000 |

Ready to enroll or request a customized program? Book online or contact us:

**Register Online Now**

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com