Road Safety Advocacy and Policy Influence Skills Training Course

Professional Development Training Course Outline

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

Course Introduction

Road safety has emerged as one of the most critical public health and policy challenges globally. With increasing urbanization, motorization, and rapid infrastructural development, road traffic injuries have become a leading cause of mortality and disability. Effective advocacy and policy influence are indispensable for creating safer roads, enforcing traffic laws, and promoting sustainable transportation systems. Road Safety Advocacy and Policy Influence Skills Training Course equips participants with advanced skills in evidence-based advocacy, strategic communication, and policy analysis to drive measurable changes in road safety outcomes. Participants will gain practical tools to engage policymakers, stakeholders, and communities, translating research and data into actionable policies that save lives.

In an era dominated by data-driven decision-making and digital advocacy platforms, professionals need robust knowledge of legislative processes, stakeholder engagement, and media strategies to advance road safety agendas. This program blends theoretical frameworks with hands-on practical exercises, ensuring participants not only understand policy environments but can also design, implement, and evaluate advocacy campaigns effectively. By leveraging case studies, scenario simulations, and collaborative learning techniques, participants will be empowered to influence policy reforms, champion road safety initiatives, and foster multi-sectoral partnerships that deliver sustainable impact.

Programme Curriculum

Road Safety Advocacy and Policy Influence Skills Training Course

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Course Duration

5 days

Course Objectives

1. Develop evidence-based advocacy strategies for road safety policy reform.
2. Enhance stakeholder engagement and coalition-building skills.
3. Apply data analytics and research findings to influence road safety policy decisions.
4. Strengthen knowledge of legislative processes and regulatory frameworks.
5. Promote effective communication and media strategies for road safety campaigns.
6. Build capacity for multi-sectoral collaboration in transport safety initiatives.
7. Identify and mitigate key barriers to road safety advocacy at local and national levels.
8. Foster digital advocacy skills using social media and online platforms.
9. Evaluate the impact of advocacy interventions on policy and public behavior.
10. Integrate global best practices and WHO road safety guidelines into local contexts.
11. Enhance risk assessment and management competencies in road safety projects.
12. Develop sustainable funding and resource mobilization strategies for advocacy campaigns.
13. Cultivate leadership and negotiation skills for influencing high-level policy decisions.

Target Audience

1. Road safety advocates and campaigners
2. Transport and traffic policy professionals
3. Public health practitioners
4. Non-governmental organizations (NGOs) working on mobility and safety
5. Government policymakers and legislators
6. Urban planners and traffic engineers
7. Media and communication specialists
8. Researchers and data analysts in transport safety

Course Modules

Module 1: Introduction to Road Safety Advocacy

- Global road safety trends and statistics

- Key principles of effective advocacy
- Understanding policy environments
- Stakeholder mapping techniques
- Case study: Successful national road safety campaigns

Module 2: Policy Frameworks and Legislative Processes

- Overview of national and international road safety policies
- Legislative advocacy strategies
- Understanding regulatory frameworks
- Policy gap analysis methods
- Case study: Road traffic law reforms in developing countries

Module 3: Strategic Communication and Media Engagement

- Crafting persuasive messages for policymakers
- Social media and digital advocacy tools
- Public awareness campaigns
- Crisis communication and road safety messaging
- Case study: Media-led advocacy reducing drunk driving

Module 4: Data-Driven Advocacy and Research

- Using road crash data to influence policy
- Evidence synthesis for decision-making
- Research methods in transport safety
- Visualizing data for policymakers
- Case study: Data-led city traffic reform

Module 5: Stakeholder Engagement and Coalition Building

- Identifying and engaging key stakeholders
- Building multi-sectoral alliances
- Negotiation and consensus-building
- Mobilizing community support
- Case study: Multi-agency partnership for pedestrian safety

Module 6: Campaign Planning and Project Management

- Designing advocacy campaigns
- Monitoring and evaluation frameworks
- Resource mobilization strategies
- Risk management in advocacy projects
- Case study: Road safety campaign lifecycle

Module 7: Digital and Social Media Advocacy

- Online advocacy tools and platforms
- Content creation and viral messaging
- Social media metrics and evaluation
- Engaging influencers and opinion leaders
- Case study: Social media campaign reducing distracted driving

Module 8: Leadership and Negotiation Skills

- Influencing policy at national and local levels
- Conflict resolution and negotiation techniques
- Public speaking and presentation skills
- Leadership in multi-stakeholder initiatives
- Case study: Advocating for road safety in high-risk regions

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

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Register Online Now

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