Road Safety Coalition Building and Stakeholder Engagement 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 is a critical public health and societal issue that demands collaborative action across sectors, communities, and stakeholders. In an era of rapid urbanization and increasing vehicular traffic, the need for effective coalition building and strategic stakeholder engagement has never been greater. Road Safety Coalition Building and Stakeholder Engagement Training Course equips participants with the knowledge, skills, and practical tools to foster multi-sector partnerships, implement evidence-based interventions, and drive sustainable road safety initiatives. By integrating real-world case studies, participatory methodologies, and interactive discussions, participants will gain actionable insights to influence policy, enhance community engagement, and reduce road traffic injuries.

Through this course, participants will develop advanced competencies in advocacy, partnership management, and strategic communication while exploring innovative approaches to road safety. The curriculum emphasizes data-driven decision-making, leadership in coalition building, and collaborative problem-solving. Participants will learn how to align diverse stakeholder priorities, mobilize resources, and create measurable impact, ensuring that road safety initiatives are not only implemented but sustained over time. This training is designed for professionals, policymakers, and community leaders seeking to champion road safety as a shared responsibility and public health imperative.

Programme Curriculum

Road Safety Coalition Building and Stakeholder Engagement Training Course

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Course Duration

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Course Objectives

1. Develop strategic skills in road safety coalition building and stakeholder alignment.
2. Enhance advocacy and policy influence for sustainable road safety initiatives.
3. Strengthen multi-sector collaboration for traffic injury prevention.
4. Apply evidence-based practices to community road safety programs.
5. Utilize data analytics and traffic risk assessment for informed decision-making.
6. Build leadership capacity in managing road safety partnerships.
7. Design effective communication strategies for diverse stakeholders.
8. Foster public-private partnerships for resource mobilization.
9. Implement community engagement frameworks to drive behavioral change.
10. Develop monitoring and evaluation tools to measure coalition impact.
11. Identify and mitigate barriers to stakeholder collaboration.
12. Promote innovative and sustainable solutions for traffic injury reduction.
13. Integrate case study learnings to enhance practical skills in real-world contexts.

Target Audience

1. Road safety professionals and coordinators
2. Policymakers and government officials
3. Urban planners and transport engineers
4. Community leaders and advocates
5. NGOs and civil society organizations
6. Health and public safety practitioners
7. Corporate social responsibility (CSR) managers
8. Researchers and academicians in transport and public health

Course Modules

Module 1: Introduction to Road Safety and Coalition Building

- Overview of global and local road safety challenges

- Principles of coalition building for social change
- Stakeholder mapping and analysis techniques
- Identifying common goals and shared values
- Case Study: Successful city-wide road safety coalitions

Module 2: Stakeholder Engagement Strategies

- Effective communication methods for diverse stakeholders
- Building trust and credibility within partnerships
- Collaborative decision-making frameworks
- Managing conflicting interests and expectations
- Case Study: Multi-sector engagement in highway safety campaigns

Module 3: Advocacy and Policy Influence

- Understanding the policy landscape in road safety
- Developing persuasive advocacy campaigns
- Lobbying techniques and government engagement
- Integrating research evidence into policy recommendations
- Case Study: Legislative changes driven by road safety advocacy

Module 4: Leadership in Road Safety Initiatives

- Leadership styles for coalition management
- Conflict resolution and negotiation strategies
- Mobilizing and motivating stakeholders
- Strategic planning and goal setting
- Case Study: Leading national road safety task forces

Module 5: Community Engagement and Behavioural Change

- Participatory approaches to community road safety
- Designing public awareness campaigns
- Using social media and digital tools for engagement
- Monitoring community impact and feedback loops
- Case Study: Behaviour change campaigns in urban communities

Module 6: Data-Driven Road Safety Interventions

- Traffic data collection and analysis techniques
- Risk assessment and hotspot identification
- Using data to inform coalition priorities
- Performance measurement and reporting
- Case Study: Data-driven accident reduction programs

Module 7: Public-Private Partnerships for Road Safety

- Identifying and engaging corporate stakeholders
- Funding and resource mobilization strategies
- Shared responsibility models for road safety
- Integrating CSR initiatives into coalition plans
- Case Study: Private sector partnerships reducing road fatalities

Module 8: Monitoring, Evaluation, and Sustainability

- Developing KPIs for coalition performance
- Continuous improvement through feedback and evaluation
- Scaling successful interventions to new regions
- Sustainability planning for long-term impact
- Case Study: Long-term evaluation of a national road safety coalition

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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