

National Road Safety Program Communications Strategy

Submitted to:
World Bank Group
Dhaka Mission Bangladesh
Sher-e-Banglanagar, Plot E32
Agargoan, Dhaka-1207.

Submitted by:
Bangladesh Center for Communication Programs (BCCP)
House # 8, Road # 3, Block-A, Section-11, Mirpur, Dhaka-1216, Bangladesh.
Tel: (880-2) 480-36420-23, Fax: (880-2) 58055262
Email: info@bangladesh CCP.org, Website: www.bangladesh CCP.org

Contents

Subject	Page
1. Introduction	01
2. National Road Safety Program in Bangladesh	01
3. Rationale for a Communications Strategy	02
4. Guiding Principles for the Communications Strategy	02
5. Methodology for Developing the Strategy	03-10
5.1 Stakeholder Mapping and Communication Needs Assessment	
5.1.1 Desk Review to internalize the program and challenges	
5.1.2 Stakeholder Mapping and Consultations	
5.1.3 Consultative Meeting through Future Search Conference model to assess communication needs	
5.2 Preparation of Communication Strategy	
5.2.1 Conduct a Strategy Development Workshop	
5.2.2 Vision- What we want to happen?	
5.2.3 Current Situation- What is happening now?	
5.2.4 Key constraints- Why is there a difference?	
5.2.5 Barriers identified through Qualitative Research (KIs, IDIs, FGDs)	
5.2.6 Other Key Constraints and Challenges	
5.2.7 Strategic objectives- What will overcome the key constraints?	
6. Outcome of the strategy development workshop	10-17
6.1 Audience group: Vulnerable Audiences-Road Users	
6.2 Audience group: Law Enforcing Agencies	
6.3 Audience group: Policy Makers	
6.4 Audience group: Supporting Target Audience	
6.5 Audience group: Auxiliary Target Audience	
6.6 Key workshop recommendations	
6.7 Draft the communication strategy	
7. Objectives of the Strategy	17
8. Overall Strategic Approach	18
8.1 Audiences and Communication Priorities	
9. Key moves- How will we achieve the strategic objectives?	20
10. Advocacy at various levels	21
10.1 Policy Advocacy	
10.2 Media Advocacy	
10.3 National level Advocacy	
10.4 Community level Advocacy	

Subject	Page
11. Advocacy Matrix	23
12. Networking and Partnerships	24
12.1 Networking and partnership at various levels	
12.1 Networking and partnership matrix	
13. Awareness and Behavior Change	26
14. Campaign Launch	27
15. Proposed Media Channels, Materials, Messages	27
16. Capacity Strengthening	32
17. Target audiences for the capacity strengthening initiatives	33
18. Communications Pathways Model	34
19. Preparation of Communication Plan	35-37
19.1 Organize a Message Design Workshop	
19.2 Develop the Logo and Tagline through open competition of the creative designers/brand specialist	
19.3 Draft the Communication Plan	
20. Development of Implementation Action Plan	37
21. Monitoring and evaluation (M&E)	37-39
22. Outcome of the Communication Strategy	39

National Road Safety Program Communications Strategy

I. Introduction:

Tragic deaths and injuries caused by road crashes have become public health and development concerns worldwide. The WHO Global Status Report on Road Safety 2018 pointed out that about 1.35 million people perish in road crashes every year and over 90 per cent of all deaths occur in low-and middle-income countries.

The set of universal and transformative Sustainable Development Goals have two goals that are related to road safety.

- SDG Goal 3: Ensure healthy lives and promote well-being for all at all ages.
 - Target 3.6 aims at halving, by 2020, the number of global deaths and injuries from road traffic accidents.
- SDG Goal 11: Make cities and human settlements inclusive, safe, resilient and sustainable.
 - Target 11.2 aims to provide by 2030 access to safe, affordable, accessible and sustainable transport systems for all; and improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and olderpersons.

2. National Road Safety Program in Bangladesh:

Bangladesh has one of the highest rates of road deaths in the region. Global studies have also reported that road injuries are among the top five causes of deaths for children and young working-age adults in Bangladesh.

Based on Government request for financing, the World Bank is preparing a National Road Safety Program to help the Government of Bangladesh to reduce/curb the incidence of road crashes leading to fatalities and grievous injuries.

Broad objectives of the Program:

- (i) Sustained and targeted reductions in fatalities and serious injuries caused by the road crashes in Bangladesh; and
- (ii) To strengthen coordination and road safety management in the country including capacity building of agencies.

Road Transport and Highway Division (RTHD) under the Ministry of Road Transport and Bridges (MoRTB) would be the lead ministry for implementation of the program including its agencies RHD, BRTA, NRSC and DTCA. Other key ministries/agencies include Ministry of Home Affairs (Bangladesh Police, DMP, Highway Police) and Ministry of Health and Family Welfare. Allied Ministries to support the sustained and targeted reductions in fatalities and serious injuries through strengthened coordination and road safety management in the country including capacity building of agencies are the LGED, MoI and MOE.

The areas of prioritized interventions/pillars/components identified for the Bangladesh Road Safety Program are summarized below.

- a) Road Safety Management and Institutional Capacity Building (MoRTAB)
- b) Support for Safer Infrastructure (RHD)

- c) Support for Safer Vehicles (BRTA)
- d) Support for Safer Users and Enforcement (Bangladesh Police)
- e) Support for Improved Post-crash care (NRSC and ADU)
- f) Support for Urban Road Safety (DTCA)
- g) Development of a multi-model safe transport system (BUET-ARI)
- h) Research Training and Consultancy (BRTC)

The Program requires a comprehensive awareness and communication strategy to change users' behaviors and serve as a cross cutting area for each of the above component-pillars of the program.

3. Rationale for a Communications Strategy:

The communication strategy for the National Road Safety Program is aimed at enhancing road safety awareness and motivate behavior changes to adopt safe road use practices among targeted stakeholders.

The Strategy is developed after obtaining clear understanding about the potential obstacles and challenges; conducting media mapping and stocktaking of past and ongoing outreach activities or issues and events; and conducting a communication need based assessment and stakeholders' mapping. The Strategy also includes a Communication Plan, a logo and tagline for the National Road Safety Program and an Implementation Action Plan.

The Bangladesh Center for Communications Programs (BCCP) is providing the service for Development of Communication Strategy for the National Road Safety Program for Bangladesh under selection # 1267177 per the Letter of Invitation dated June 30, 2020 from the World Bank Group, Washington DC, USA.

- A road safety tipping point is reached when governments and the public start to treat road safety as a major priority.

- The World Bank Group (2014)

4. Guiding Principles for the Communications Strategy:

BCCP follows a proven, systematic and participatory approach for developing national communications strategies. This has enabled BCCP to design and implement highly effective communication interventions at national and community/local levels reaching diverse and hard-to-reach audiences. The Green Umbrella campaign – the first of its kind in Bangladesh – resulted in successful branding of the health service systems, creating demand among the population and improving health-seeking behaviors. This was followed by other successful communications such as the Smiling Sun and Rainbow (*Rongdhonu*) health campaigns, as well as communications strategies for HIV/AIDS, non-communicable diseases (NCDs) and for the development sector in Bangladesh like Smart ID cards, e-procurement, climate resilience and reforestation, and others.

The guiding principles used for these successful strategies were adhered to for developing the communication strategy for the National Road Safety Program. These include:

- Follow a process oriented, science-based approach to communication that builds on conceptual models in behavioral sciences, social learning, persuasion theory, and social marketing to achieve strategic objectives.
- Emphasis on stakeholders' involvement and audience participation through all stages of design and development.
- Analysis of the current situation, audience behaviors, barriers and facilitators to identify strategic communication components and key activities.
- Recommend targeted/audience specific messages and optimum media channel mix.
- Provide an implementation plan with timelines, verifiable indicators and expected outcomes.
- Outline the Monitoring and Evaluation plan and activities.
- Ensure dissemination of best practices and lessons learned.

5. Methodology for Developing the Strategy:

Four major tasks were outlined to develop the Communications Strategy. These are as follows:

- Task I – Stakeholder Mapping and Communication Needs Assessment*
- Task II – Preparation of Communication Strategy*
- Task III – Preparation of Communication Plan*
- Task IV – Development of Implementation Action Plan*

5.1. Stakeholder Mapping and Communication Needs Assessment

Stakeholders form the critical component of communication strategies. Their involvement and participation are key to designing meaningful strategies and action plans in the country. They include policy and decision makers at national, divisional and community levels; implementers, organizations and systems; and the beneficiaries representing all road users, especially the vulnerable road users (VRUs) who include the pedestrians, women and children, motorcyclists, cyclists and rickshaw/van pullers. It is important to gather information about their perceptions of the existing challenges regarding road safety measures and document their suggestions of solutions to overcome these challenges from individual and community perspectives.

Primary targeted stakeholders include all road users (with attention to females and vulnerable road users), drivers, transport workers; and all government, non-government and private sector agencies involved in road safety including police, medical staff, engineers, youth, school, academic institutions and civil societies.

BCCP carried out this first task of review and analysis through the following stages:

- (a) Desk Review to internalize the program, issues, objectives and challenges.
- (b) Stakeholder Mapping and Consultations to analyze their perceptions.
- (c) Consultative meeting to assess communication needs.

5.1.1. Desk Review to internalize the program and challenges

Activities included collection and review of relevant documents including policies, national road safety strategy and action plan and other strategies of comparable institutions. BCCP carried out Stocktaking of past and ongoing outreach activities or issues and events that brought the road safety issue in focus. Relevant messages and SBCC materials were collected and reviewed. The communication professionals of BCCP were involved in collecting and

reviewing the documents. BCCP has made a list of the documents collected and reviewed. The findings of the review have been noted for record and future reference.

5.1.2. Stakeholder Mapping and Consultations

Stakeholders' mapping was conducted in consultation with Road Safety professionals. Total 10 Key Informant Interviews (KIs) were conducted with the concerned officials of Road Transport and Highway Division (RTHD) under the Ministry of Road Transport and Bridges (MoRTB) which is the lead ministry for implementation of the program including its agencies RHD, BRTA and DTC; relevant persons from other key ministries /agencies which include Ministry of Home Affairs (Bangladesh Police, DMP, Highway Police), NCDC-DGHS under Ministry of Health and Family Welfare (MoHFW), Ministry of Information (MoI), Ministry of Education (MoE), Ministry of LGRD, Ministry of Women and Children Affairs (MoWCA), Ministry of Youth; development partners such as ADB, JICA, WHO; National Road Safety Council, national NGOs and institutions including BRAC, CIPRB, BUET (ARI); and Transport Federation Leader.

Information was collected on:

- Perceptions of the stakeholders about the road safety program and measures
- The socio-cultural and political context in respect to the road safety issues
- The direct and complementary behavioral and road environment factors contributing to road accidents
- Assessment of potential obstacles and challenges that are not of a technical nature and which could negatively influence the overall effectiveness of the proposed program
- Evaluation of the measures that can be put in place to build support for the national road safety program, diminish opposition and minimize failure risks
- Communication needs at national and local levels

BCCP conducted the Qualitative research through In-Depth interviews and FGDs. Total 19 Individual In-Depth interviews (IDIs) with Local Government persons, City Corporation mayors, UHC medical officer, Divisional head of police, local and national journalists, Highway police, Traffic police/sergeant and other experts from civil society/road safety movement forum at divisional level.

Thirteen Focus Group Discussions (FGDs) were also conducted with audience segments in urban, small town and rural areas. Participants included Passengers-Male/Youth, Road Users-Females/Youth, Engine Van/Nosimon drivers, Truck/Covered van drivers, Bus drivers (city service and inter-city service), Motorcyclists, and Rickshaw pullers.

5.1.3. Consultative Meeting through Future Search Conference model to assess communication needs

BCCP conducted a Consultative Meeting through Future Search Conference (FSC) model in Dhaka with representatives of stakeholders for the National Road Safety Program to analyze current situation and assess communication needs. The Future Search Conference is a workshop designed to create a foundation for the development of coordinated action plans and commitment by involving all the relevant stakeholders. It enabled BCCP to convene diverse stakeholder groups such as the road users, government agencies, NGOs, civil society and others involved with road safety, academic and religious institutions, journalists and media persons, and medical facility staff; all with a stake in road safety have discussed the barriers and how to overcome those with support from behavior change communication (BCC),

outreach and advocacy activities. It gathered a "whole system" into the room to analyze the past situation, review the present, and desired future as a back-drop to action planning.

The stakeholder consultations, consultative meeting and qualitative research collected information on the levels of awareness and knowledge gaps regarding road safety, attitudes and practices of road users including drivers, transport workers, pedestrians, cyclists, motorcycle riders, perceptions of the civil society, NGOs, educational and religious institutes and the media about road accidents and their ideas regarding the causes and suggested solutions. The research also inquired about communications messages, materials and media channels preferred by various segments of population, and media mapping was undertaken to analyze the types of media reporting, communication channels being currently used, audiences being reached, identify black spots and sites of increased accidents.

The findings of the desk review, stakeholder consultations, consultative meeting and qualitative research contributed to the preparation of the communication strategy.

Recommendations of Consultative Meeting Groupwork

The Communications Strategy will also consider the recommendations by Road safety experts and other stakeholders who attended the Consultative meeting organized by BCCP.

- Traffic rules and signal conscious/alert driver, passenger and road user.
- Sufficient numbers of trauma center across the country to reduce mortality.
- Automated signal system and everyone follows the traffic rules with real-time monitoring and surveillance of traffic all over the country.
- Public transportation system to turn into a people oriented modern service sector.
- Tolerable number of road accidents and fatalities.
- Construct long durable roads/highway network with two-way traffic to ply through road dividers.
- Increase of law-abiding people by 40%-50% and 50% reduction in road accidents.
- Increase mass transit with digital app based public transport system.
- Skilled, trained, traffic rule educated and law-abiding drivers for the entire transport sectors.
- Every vehicle is using specific stoppages and abiding the traffic rules.
- No vehicle without fitness to ply in the road.

5.2. Preparation of Communication Strategy

The Communication Strategy for the National Road Safety Program was built upon the review findings and insights received from the stakeholder consultations, consultative meeting and qualitative research. The Strategy outlines the target audiences and their expected behavior, strategic approaches, key messages, dissemination channels, monitoring and evaluation plan, and strategies for knowledge management and dissemination.

Developing the Strategy involved several steps, such as:

- (a) Conduct a Strategy Development Workshop
- (b) Draft the Communication Strategy
- (c) Finalize the Communication Strategy

5.2.1. Conduct a Strategy Development Workshop

BCCP conducted a one-day Strategy Development Workshop with relevant stakeholders and professionals. The findings of the Desk Review, Stakeholder Consultations, Consultative Meeting and Qualitative Research were shared in the workshop and the professionals were

invited to provide input to developing an outline of the Communication Strategy. The outline was developed through a participatory approach and having consensus and buy-in from the key players and stakeholders. The participants were invited to provide their insights based on the following queries within the context of communication:

Vision-	What we want to happen?
Current situation-	What is happening now?
Key constraints-	Why is there a difference?
Strategic objectives-	What will overcome the key constraints?
Key moves-	How will we achieve the strategic objectives?

The valuable insights and information gathered, and the responses received to the above questions constitutes the core of the Communication Strategy for the National Road Safety Program in Bangladesh.

5.2.2. Vision- What we want to happen?

The vision of the National Road Safety Program by the Government of Bangladesh is to reduce/curb the incidence of road crashes leading to fatalities and grievous injuries.

The Communication Strategy will be aligned to the broad objectives of the National Road Safety Program, viz:

- (i) Sustained and targeted reductions in fatalities and serious injuries caused by the road crashes in Bangladesh; and
- (ii) To strengthen coordination and road safety management in the country including capacity building of agencies.

The comprehensive awareness and communications strategy for the Program aims to change users' behaviors and serve as a cross cutting area for each of the components/pillars of the program: a) Road Safety Management and Institutional Capacity Building; b) Support for Safer Infrastructure (RHD); c) Support for Safer Vehicles (BRTA); d) Support for Safer Users and Enforcement; e) Support for Improved Post-crash care; and f) Support for Urban Road Safety (DTCA).

5.2.3. Current Situation- What is happening now?

Estimates of annual deaths in road accidents range from 2,538 to nearly 10 times that—between 20,736 and 21,316 according to the World Health Organization. Between 1990 and 2017, the increase in the road crash fatality rate per capita was three times higher in Bangladesh than that across the South Asia region. For the highest-risk group—males between the ages of 15 and 49—the rate of increase in Bangladesh was 15 times higher than that across the South Asia region. Many road deaths and injuries in Bangladesh have a severe impact on the poor, including pedestrians, cyclists, and motorcyclists. Children are particularly at risk. In 2017, road crashes were the fourth leading cause of death among children⁶.

The National Road Safety Strategic Action Plan 2014-2016 has been updated till 2020 and represents the 8th plan in Bangladesh¹. It has retained nine individual sectors to address the road safety issues in Bangladesh. These are: Planning, Management and Co-Ordination of Road Safety; Road Traffic Accident Data System; Road Safety Engineering; Road and Traffic Legislation; Traffic Enforcement; Driver Training and Testing; Vehicle Safety; Road Safety Education and Publicity and Medical Services for Road Traffic Accident Victims.

- Implementers for road safety education and publicity programs aim to improve the knowledge, attitudes and behavior of all road users, through a combination of formal education, non-formal education, adult programs and mass communication.
- The programs and implementers are: Formal Education (MoE; MoPME, NCTB); Non-Formal Education (BRAC, BNFE; NGOs); Materials (MoE; MoPME, BRTA; ARI, BUET); Community Programs (BNFE; BRAC, NGOs; BRTA; ARI, BUET); Publicity (LGED, MOI; BRTA); Training of BRTA staff (BRTA, ARI, BUET, LGED).

Road Safety Initiatives in Bangladesh³ include:

- The National Road Safety Council (NRSC) was established in 1995 under the Ministry of Communications. The NRSC comprises of representations from all key agencies including transport owners, workers association, professionals in the field, transport regulator, law enforcers and road authorities.
- Besides National Road Safety Council, District Road Safety Committees (DRSCs) at the district and metropolitan levels have been formed by the involvement of DC and SP along with BRTA, road authority and other transport/road user agencies, which implement programs and policies of NRSC and will undertake local road safety programs according to local needs. There is an Executive committee headed by the chairman BRTA to co-ordinate NGO regarding road safety issues⁴.
- The National Road Safety Council (NRSC) has proposed the establishment of a Road Safety Authority to lead the road safety effort and called for improved safety data collection. The NRSC has also proposed the establishment of a Road Safety Fund to ensure adequate resourcing of proposed actions and their monitoring and evaluation⁶.
- RHD prepared different Manual, Hand Book and Guidelines for road safety; Traffic Sign Manual developed by BRTA. Revision of the Traffic Training Syllabus & Curriculum (incorporating road safety related issues and role of Police) Police Department has been approved and adopted.
- Training of Road Safety Professionals underway. Safety awareness campaign and training programs at different levels including professionals, transport owners & workers, students, cadet, BNCC, mass people by different government and non-government organizations under different projects and by individual initiative.
- MAPP5 software accident database system has been developed and data has been being stored in this software since 1998. In addition, under Institutional Development Component (IDC), RHD has conducted road inventory survey and has prepared inventory book to identify the accident locations and find out Black spots on the roads⁴.
- Nongovernmental voluntary and advisory groups in Bangladesh, including BRAC (Building Resources Across Communities), Centre for Rehabilitation of the Paralysed, Nirapad Sarak Chai, Work for Better Bangladesh, Safe Community Foundation, Poribesh Bachao Andolon, and the Safe Road Movement, are very active in road safety at the national level. These groups primarily undertake community road safety programs and training; road safety research, publicity, and awareness campaigns; driver training; and treatment and rehabilitation of paralyzed road crash victims⁶.
- The experience of TraumaLink in providing on-the-spot first aid to crash victims in the past five years is encouraging. TraumaLink is operational over 135 kilometers in different stretches of three major highways across the country, drawing on a network

of volunteers trained in basic trauma first aid. Available ambulance services at best provide limited coverage and do not function effectively⁶.

- A Safe Roads and Transportation Alliance has also been formed to advocate for road safety issues⁶.
- ARI has organized a series of events to provide a platform to share and transfer of knowledge and experiences in road safety developments and good practices that include trainings in different district levels; national and regional workshops, seminars, policy discussion meetings and rallies and established a co-operative linkage network with various departments, institutions and organizations of Bangladesh³.

5.2.4. Key constraints- Why is there a difference?

Barriers identified through Consultative Meeting:

To develop the Communications Strategy for the National Road Safety Program, BCCP organized a Consultative Meeting at Dhaka with stakeholders representing different GoB departments, NGOs, social activist and the civil society organizations on January 27, 2021.

- There is lack of coordination between the transport owners and workers. In some cases, both owner and workers belong to same group as they become truck/bus owner by working as driver or transport worker.
- The physical fitness of the drivers is very important as many of them have lack of nutrition. Regular drug test for the drivers should be enacted as a compulsory arrangement.
- Transport owners and workers are affiliated with political parties and look for party interest rather than members' interest and benefits.
- There is a general tendency to look for drivers' guilty in case of any mishaps or accidents. But the passengers and road users' acts are also to be taken into consideration as they can use foot over bridges and abide by the traffic rules.
- Police departments lack adequate manpower to cover all the traffic points, enact traffic signals/rules and maintain road disciplines.
- Both motorized and non-motorized vehicles are using the same road. Locally manufactured or converted motorized vehicles have technical faults which is an important cause of accidents.
- The number of app-based vehicles specially bike has increased significantly in Dhaka city. Untrained and inexpert drivers are using this cars/bike.
- BRTA don't have the capacity and appropriate manpower to properly conduct fitness check for the vehicles.
- The turning points of the highways are not constructed properly. Speed breakers are inappropriate and invisible sometimes. There is lack of road marking. The large trees are sometimes creating blockages. So, head on collision occurs in highways.
- It is difficult to ban 3-wheeler (Nosimon, korimon) from highway as these are the cheapest and available transport for the general people to use in highways.

5.2.5. Barriers identified through Qualitative Research (KIs, IDIs, FGDs)

- ❖ Low levels of awareness (around 25% only) about Road Safety among general people. It is even lower among rural people, lower socio-economic segment of urban population, rural and marginalized community especially women and children, disabled people compared to the educated and higher income segments of population.

- ❖ Few people know about comprehensive meaning of road safety that includes the role of citizens for road crossing, using foot over bridge, zebra crossing, footpath, traffic signals, highway use, signals for turn, accident prone zone, information for emergency treatment.
- ❖ Pedestrians often cross the road without using foot over bridge, break the traffic signal even jump the road dividers, walking in wrong side of the road.
- ❖ People run to pick the bus and request to drop in a favorable place if there is no bus stoppage, jump from the bus in running condition, sometimes drop in the middle of road during traffic jam or signals.
- ❖ Mobile use is very common among young people; also use of headphones; they are careless about the danger of accident due to phone use.
- ❖ Bus and truck drivers have limited knowledge on traffic rules, different road safety sign and symbols; they drive unfit bus in the road and often without license or with fake license; Trip based payment system and longtime driving without proper rest; Helpers became drivers after a short period without formal driving training.
- ❖ Young motorcyclists run zigzag in the road, speeding and racing competition is very common; and trying to bypass traffic signals.
- ❖ In the rural areas, people drive motorbike without license; Drivers use helmet but most of the passengers are not used to wearing helmet in rural area; overloading of passengers.
- ❖ Rickshaw pullers lack of knowledge on traffic rules, signals, road safety signage; Do not follow traffic signals; Drive rickshaw in main roads breaking traffic instruction.

5.2.6. Other Key Constraints and Challenges

The biggest single constraint to reducing traffic crashes remains a lack of capacity in the entities responsible for road safety. The safety of vehicles is sometimes questionable, and road user discipline may be poor⁷.

Drivers using mobile phones are approximately 4 times more likely to be involved in a crash than drivers not using a mobile phone. On roads, the fatality risk for motorcyclists is 20 times higher than for car occupants, followed by cycling and walking, with 7 to 9 times higher risk than car travel¹⁶.

Causal factors of Road Traffic Accidents (RTAs) seen as contextually relevant for Bangladesh²:

- Reckless driving, speeding, overloading, dangerous overtaking, haphazard bus shelters/stops, failure to obey mandatory traffic regulations.
- Untrained drivers, driver incompetency, excessively overworked, unqualified drivers get licenses through unfair means, sometimes, helpers take over wheels with fake license and little or no training.
- Unfit vehicles, defects in vehicles.
- Simultaneous operation of motorized and non-motorized vehicles without separation and adequate rules, conflicting use of roads
- Vulnerable road-side activities
- Faulty road design, narrow and defective lanes and bridges/bridge approaches, unmarked and inappropriate design of intersections
- Poor traffic enforcement, negligence of traffic police

- Lack of road safety awareness, carelessness of road users
- Culture of impunity and poor legal redress

Providers and regulators of the road traffic system share responsibility with users.

- *Road Safety Strategy 2025 Canada.*

5.2.7. Strategic objectives- What will overcome the key constraints?

The ultimate objective of the strategy is to enhance road safety awareness and motivate behavior changes to adopt safe road use practices among targeted stakeholders. It will support the National Road Safety Program through addressing the barriers and meeting the challenges to promote road safety and thus contribute towards achieving the relevant targets and goals for sustainable development.

6. Outcome of the strategy development workshop:

This workshop on process of the development of a communication strategy for the National Road Safety Program was attended by the stakeholder groups represents different ministry, directorates, NGOs, CSOs, DP and the religious and educational institutes. The ministry includes; MoRTAB, MoHA and MoI while the directorates/departments includes; DGHS, RHD, DTCA, DMP, Highway Police and Fire Service & Civil Defense. The NGO, CSOs and DP includes; Road Safety Foundation, Nirapad Sarak Chai, Jatri Kallyan Samity, Social Impact and WHO. The religious and educational institutes include; ARI-BUET, DU, Madrasha and Bible Society. The day-long workshop followed planned program schedule having a combination of Reflection, Discussion and Synthesis (RDS) methodology and brought a good blending of presentation-cum-discussions, open discussion in the plenary, group discussion with sharing of ideas, group presentation and individual recommendations.

After the presentation-cum-discussions the participants went through an open discussion in the plenary. Participants key points of discussions were;

- In recent times motorcycle accidents has been increased sharply. Need to maintain BSTI standard and quality for motorcycle and also for helmets. BSTI should also strictly maintain regulations and increase monitoring to reduce motorcycle accidents.
- Law enforcement should be implemented through digital system. Hand signal should be replaced with automated signal as hand signal is creating chaos in the road.
- Road safety is a culture and everyone should have to be adoptive to the good culture. Thereby, the road safety will become an issue of model behavior and practice.
- Fine and penalty system is sometime very much effective to instigate behavior change. However, strong political commitment and its proper implementation is needed.
- Behavior change needs time to guide and aware the people properly to abide by the traffic rules. It should be incorporated in the primary education system.
- BCC is needed to change the current mindset while strategic approach for involvement of relevant stakeholders is also needed to bring synergistic result in road safety issue.

A well-devised group work format was followed after the open discussion ended. Participants were divided into five groups following the clustering of the key target audience in five groups. These audience groups are;

- Vulnerable Audiences- Road Users Groups (Pedestrians, passengers, bus/truck/car drivers, transport workers, rickshaw puller, bi-cyclist, motor cyclist, app-based bike rider)
- Law Enforcing Agencies (Police, BRTA)
- Policy Makers (MoHA, MoRTAB, MoHFW, MoE, Mol, RHD, Fire service & Civil Defense)
- Supporting Target Audience (Bus/Truck owners association, bus/truck workers association)
- Auxiliary Target Audience (CSO, social activist, social and religious organizations, educational institutions, media, development partners).

The workshop outcome by audience group processed through communication context were as below:

6.1 Audience group: Vulnerable Audiences-Road Users

Specific Audiences	Current Situation	Communication Needs	Future Scenario
Pedestrians	Unaware/ Careless about Road Safety and Pedestrian rules	<ul style="list-style-type: none"> • Improve General Awareness about Road Safety and Traffic signs, signals and rules • Knowledge and Practice of Pedestrian roadside signs, signals and road crossing rules 	<ul style="list-style-type: none"> • Reduced number of accidents • Pedestrians know and practice roadside signs, signals and road crossing rules
Students & Youth	Unaware/ Careless/ Reckless about Road Safety and Pedestrian rules	<ul style="list-style-type: none"> • Improve General Awareness about Road Safety and Traffic signs, signals and rules • Get knowledge, take action and advocate for Road Safety and prevention of road accidents 	<ul style="list-style-type: none"> • Road safety conscious students and youth • Advocate and mobilize people for road safety
Passengers (public transport)	Unaware/ Careless/Reckless about Road Safety rules	<ul style="list-style-type: none"> • Improve General Awareness about Road Safety and Traffic signs, signals and rules • Knowledge and Practice of Use of bus stops/Avoid getting on or off moving bus 	<ul style="list-style-type: none"> • Conscious passengers and road users • Use of bus stops for getting on or off the bus
Motorcyclists	Not using Helmet Speeding / Reckless driving /Racing	<ul style="list-style-type: none"> • Improve Awareness of Road Safety Rules 	<ul style="list-style-type: none"> • Traffic rules abiding • Wearing of safety

Specific Audiences	Current Situation	Communication Needs	Future Scenario
	Violation of Traffic Rules Distraction (Mobile phone, passengers)	<ul style="list-style-type: none"> Enforcement of Road Safety Rules against: Non-use of helmet; speeding and reckless driving between cars, penalty for violation of traffic rules 	helmets
Rickshaw pullers	Unaware/ Careless about Road Safety rules, road sign, signals and markings, Reckless plying of rickshaws,	<ul style="list-style-type: none"> Improve Awareness, Knowledge and Practice of Road Safety Rules and Traffic signs, signals Increase Knowledge of Road Safety Rules and penalties against: Careless driving; Crossing road without indication; Traffic rules violations Ensure Visibility and lantern at night on roads. 	<ul style="list-style-type: none"> Knowledge and practicing all traffic rules and signals Reduced number of accidents
Cyclists	Unaware/ Careless about Road Safety rules, Reckless cycling, incognizant with road sign, signals and markings, Careless about fitness of cycle	<ul style="list-style-type: none"> Improve General Awareness about Road Safety and Traffic signs, signals and rules Knowledge and Practice of Safety on roads alongside motorized vehicles 	<ul style="list-style-type: none"> Abiding traffic rules and signals
Drivers (cars)	Speeding / Reckless driving/ Racing Violation of Traffic Rules Distraction (Mobile phone, passengers) Not using Seatbelt False or No driver's license/ Novice/inexperienced drivers Influence of drugs, alcohol, medications	<ul style="list-style-type: none"> Improve Awareness of Road Safety Rules Enforcement of Road Safety Rules against: Speeding; Reckless driving; Non-use of seatbelt; Mobile phone distraction; Driving without valid License, Driving without Vehicle fitness, penalty for violation of traffic rules. 	<ul style="list-style-type: none"> Reduced number of accidents Skilled, well educated & law-abiding drivers for all transports Fitness of the vehicle Valid Driving License
Bus drivers	No driver's license/ Untrained Speeding / Reckless driving/ Dangerous overtaking /	<ul style="list-style-type: none"> Improve Awareness of Road Safety Rules Enforcement of Road Safety Rules against: 	<ul style="list-style-type: none"> Reduced number of accidents Skilled, well educated & law-

Specific Audiences	Current Situation	Communication Needs	Future Scenario
	Racing Violation of Traffic Rules Overloading people Fatigue /illness Influence of drugs, alcohol, medications	Speeding; Reckless driving; Dangerous/illegal overtaking; Overstressed duty/No resting; Untrained drivers; Driving without Valid License or Vehicle fitness; Passenger overloading; penalty for violation of traffic rules.	<p>abiding drivers for all transports</p> <ul style="list-style-type: none"> • Conscious driver, passenger and road user • Every vehicle is using specific stoppages and abiding the traffic rules • Valid Driving License • Fitness of the vehicle
Truck drivers	No driver's license/ Untrained Speed / Reckless driving / Dangerous/illegal overtaking Violation of Traffic Rules Over loading goods Fatigue /illness Influence of drugs, alcohol, medications	<ul style="list-style-type: none"> • Improve Awareness of Road Safety Rules • Enforcement of Road Safety Rules against: Speeding; Reckless driving; Dangerous/illegal overtaking; Overstressed duty/No resting; Overloading; Untrained drivers; Driving without Valid License or Vehicle fitness; penalty for violation of traffic rules. 	<ul style="list-style-type: none"> • Reduced number of accidents • Skilled, well educated & law-abiding drivers for all transports • Every vehicle is using specific stoppages and abiding the traffic rules • Valid Driving License • Fitness of the vehicle
Transport workers	Untrained, no/less knowledge on traffic signs/signals and traffic rules, speeding, no support rather ruthless behaviors to the passengers	<p>Improve General Awareness about Road Safety, Traffic signs/signals and Traffic rules and act for advocacy</p> <ul style="list-style-type: none"> • Increase knowledge and training on traffic signs/signals and traffic rules, Road Safety and prevention of road accidents 	<ul style="list-style-type: none"> • Skilled, well educated & law-abiding drivers for all transports • Valid Driving License

6.2 Audience group: Law Enforcing Agencies

Specific Audiences	Current Situation	Communication Needs	Future Scenario
Traffic Police BRTA	No or very less provision of information or campaigning for the general people about the maintenance of traffic rules and penalty for violation Careless/uncaring Attitudes about Road Safety rules Inadequate Enforcement of Road Safety rules, no interest about enforcement of traffic rules, establishing accountability of traffic rules enforcement	<ul style="list-style-type: none"> • Improve Knowledge about Road Safety Rules, Roles & Responsibilities of Traffic Department, Duties to perform and enforcement of road transport law • Make provisions for information or campaigning for the general people about the maintenance of traffic rules and penalty for violation • Ensure Strict Enforcement of Road Safety Rules 	<ul style="list-style-type: none"> • Law should be applied impartially • Strict Enforcement of Road Safety Rules

6.3 Audience group: Policy Makers

Specific Audiences	Current Situation	Communication Needs	Future Scenario
Policymakers and Government agencies (MoHA, MoRTAB, MoHFW, MoE, MoI)	Lack of Ensuring Road Safety, Driver Licensing, Vehicle Fitness and Safety, Adequate Post-crash Care Services. Less effort to Reduce/Prevent/Protect with barriers Roadside markets and homes Need to Address and provide solutions for: Faulty roads/bends/ Unmarked speed breakers/ Lack of Road Signs, Signals and Markings/ Roadside trees obstruction	<ul style="list-style-type: none"> • Commitment for National Road Safety Program priorities • Road Safety Management and Institutional Capacity Building • Support for Safer Infrastructure (RHD) • Support for Safer Vehicles (BRTA) • Support for Safer Users and Enforcement • Support for Improved Post-crash care • Support for Urban Road Safety (DTCA) 	<ul style="list-style-type: none"> • Zero mortality due to road accidents • Coordinated actions by all stakeholders • Safe Road users, Safe Vehicles and Safe Infrastructure ensured
Medical staff at Trauma center	Inadequate Post-crash Care Services Inadequate post-crash	<ul style="list-style-type: none"> • Improve and increase Post-crash Care Services 	<ul style="list-style-type: none"> • Sufficient numbers of trauma center across the country

	<p>care center Lack of Trauma related training</p>	<ul style="list-style-type: none"> • Increase number of trauma center, national and local level promotion of the center's location and available services • Improve Collaboration and Commitment for Road Safety 	<ul style="list-style-type: none"> • Skilled staff at Trauma centers
--	--	--	---

6.4 Audience group: Supporting Target Audience

Specific Audiences	Current Situation	Communication Needs	Future Scenario
Bus and Truck Owners Association	Lack in Maintaining regular fitness of their bus/trucks, check experience and legal license of the drivers before recruitment, not regular orientation of the drivers on road safety issues and lack of provision and penalties of the road transport law	<ul style="list-style-type: none"> • Improve Knowledge that Owners association is responsible for maintenance of their vehicles, driver's ignorance about violation of traffic rules and road accidents due to driver's negligence • Increase Knowledge and Practice, Orientation of: Role to play for maintaining vehicle fitness, orientation on the traffic rules, road safety issues, provide rest for drivers and not make them overstressed with duties 	<ul style="list-style-type: none"> • Every stakeholder's active participation • Orientations on Road Safety • Roles and responsibilities clearly defined and implemented
Bus/truck Workers Association	Lack in Maintaining regular fitness of their bus/trucks, hold legal license, not regular orientation of the drivers/workers on road safety issues and lack of provision and penalties of the road transport law	<ul style="list-style-type: none"> • Improve Knowledge that Workers association is responsible for maintenance of their vehicles, violation of traffic rules and road accident and aftermath becomes a horrific situation even if they could survive. • Increase Knowledge and Practice, Orientation for maintaining vehicle fitness, traffic rules, road safety issues, ensure rest for drivers/workers and not make them overstressed with duties 	<ul style="list-style-type: none"> • Every stakeholder's active participation • Orientations on Road Safety • Rules and responsibilities clearly defined and implemented

6.5 Audience group: Auxiliary Target Audience

(CSO, social activist, social and religious organizations, educational institutions)

Specific Audiences	Current Situation	Communication Needs	Future Scenario
Media and journalists	Less Publicity for Road Safety issues Lack of orientation on Road Safety	<ul style="list-style-type: none"> • Increase Media Publicity and Reporting • Increase Knowledge about Importance on mobilizing people about benefit of maintaining traffic rules, reporting on violations of traffic rules, roles of stakeholders to play and overall the individual, societal and national benefit of a safe road 	<ul style="list-style-type: none"> • Road Safety is considered National priority • Accurate and motivational reporting
NGOs, CSOs	Less Collaboration for Road Safety as a national priority Low levels of General Awareness about Road Safety	<ul style="list-style-type: none"> • Improve Awareness, Knowledge and Practice about Road Safety and Traffic Signs, Signals and Rules • Improve Collaboration and Commitment for Road Safety • Encourage for community/social and resource mobilization • Ensure Strict Enforcement of Road Safety Rules 	<ul style="list-style-type: none"> • Active engagement and collaboration for Road Safety
Academic institutions	Less commitment for coordinated efforts		<ul style="list-style-type: none"> • Mobilizing and advocating for Road Safety and accident prevention
Social and Religious institutions			<ul style="list-style-type: none"> • Mobilizing and advocating for Road Safety and accident prevention
Private sector, Automobile associations, business entities			<ul style="list-style-type: none"> • Commitment, coordination and funding resources
Development Partners	Need for Collaboration and Funding for Road Safety	<ul style="list-style-type: none"> • Provide Technical guidance from regional and international perspectives • Improve Collaboration and Commitment for Road Safety 	<ul style="list-style-type: none"> • Collaborative actions for Road Safety nationally and regionally

6.6 Key workshop recommendations

There was an open recommendation to provide from the individual level was requested at the conclusion part of the workshop. The key recommendations were;

- Safe road is to having proper engineering, vehicle and driver. Also, time-based implementation of all strategies
- Abide road safety law, maintain law abiding culture and display manners
- A well-organized transport system for a safe and user-friendly road transport system to live a healthy life
- Everyone should play role to make the transportation system safe and harassment free.
- Future Bangladesh: everyone is following the traffic rules while driving, using public transport and using road
- There should be a lead agency in implementation of road safety, safe road use education should be incorporated in the school education curriculum.

6.7 Draft the Communication Strategy

The communication strategy is drafted to facilitate the National Road Safety Program to achieve its objectives. For this, the strategy is designed to reach a large audience, including urban and rural communities and uses multiple and suitable communication channels to generate awareness and motivate the stakeholders to engage in behaviors needed to improve road safety.

7. Objective of the Strategy:

In line with the National Road Safety Program goals and objectives, the proposed strategy will be drafted to:

- a. Facilitate two-way communication, engagement and consultations with key stakeholders, including the local communities, civil society, other government agencies.
- b. Help to influence policymakers for greater ownership, implementation and action.
- c. Address potential resistance and mitigate any evolving risk of opposition.
- d. Create broad-based consensus for the project interventions.
- e. Strategize an effective mix of mass communications, advocacy (general and targeted), community-mobilization, policy dialogue and social messaging. The tools will need to range from mass media, social advertising, direct interaction, media engagement and development of platforms and champions, especially at the local and national levels.

➤ Effective traffic law enforcement is essential for road safety in developing countries.
- *The World Bank Group (2014)*

8. Overall Strategic Approach:

Behavior change occurs across a continuum with the individual passing back and forth through stages of awareness, knowledge, intention, adoption, and sustained behavior change. At each stage, the audience requires different types of communication such as information, motivation, ability to act and an enabling environment.

It has been shown that peoples' behaviors are often difficult to change. It is important to ensure that Road Safety interventions are integrated with a number of other efforts such as community involvement, enforcement of traffic rules, infrastructural changes and consistent cues and motivation, so as to nurture and sustain Road Safety behaviors among people.

Behavior Change and Development Model



Figure-1: Strategic Communication Framework for Behavior Change and Development

(Source: *Approaches to Development Communication* by McKee N, Manoncourt E, Chin SY, Carnegie R. (2000)

The Behavior Change and Development model for 'Involving People, Evolving Behavior' consists of concentric circles with the individual or *Self* at the core surrounded by family, peers and the community/society and will include the school and work areas. This level requires timely, accessible and relevant information to create awareness and improve knowledge of positive behaviors and practices. It is within the community that a road safety culture is developed, a social movement is established and positive behaviors are leveraged through peer to peer interactions and modelling behaviors. Effective communication through carefully articulated messages that resonate with the audiences will motivate and persuade them to change their attitude and behavior. The ability to act and adopt the behavior can be achieved through coping strategies and developing their skills to perform the required behavior.

However, even if the behavior is within individual control, there are issues in developing countries like Bangladesh which require social support and structural changes before individual action can succeed. Therefore, positive behavior change will be sustained through the enabling environment where the political, legislative, religious, economic situations and the education, services, physical and organizational systems are conducive to such change. An essential cross-cutting component deals with Values across all levels. The values, beliefs and norms determine the culture of the communities and individuals which, if addressed effectively, will translate into positive Road Safety practices.

The Risk-taking culture of individuals and communities evolves from:

- * Values (Principles to which we aspire and use to define what is important to us),
- * Beliefs (How individuals perceive the way things work and interrelate, including the perceived probability and consequences of our actions),
- * Frames (Tendency to perceive and interpret a situation or information from a certain reference point, expectation, or belief system), and
- * Norms (Perceptions of common behaviors and expectations amongst peer groups).

The inter-relations of these factors and how these result or modify risk taking behaviors can be visualized in the figure below.

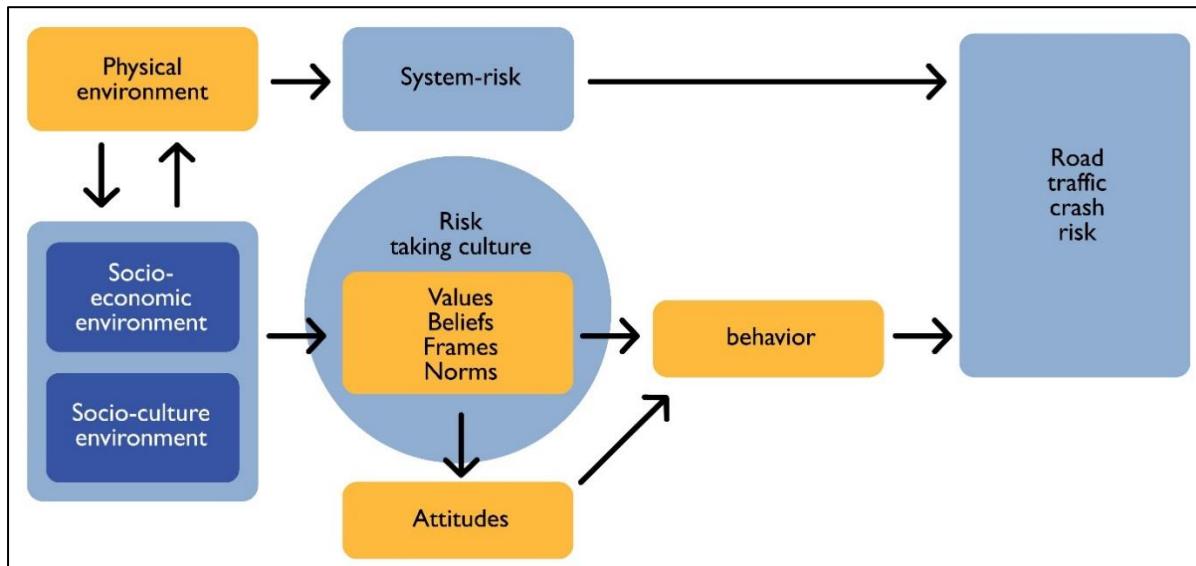


Figure-2. Descriptive and predictive model of key concepts that define traffic safety culture and their relationship with behavior and crash risk.

The Traffic Safety Culture (TSC) model operates by transforming a critical number of these cultural elements of behavioral choice to avert risky behaviors and promote safe behaviors. Rather than produce short-term changes in behavior, it is expected that the TSC transformation model will provide the fundamental and enduring motivation needed to sustain improvements in traffic safety.

The Traffic Safety Culture is based on values to promote behavioral choices by explicitly linking target behaviors and values. “Buckle up for those who love you,” buckling up could save your life so you will be there to take care of your family.

- Toward Zero Deaths. A National Strategy on Highway Safety

Therefore, the overall strategic approach will include:

- Sharing attractive information with ‘personal relevance’ to the specific audiences, and their family, friends and peers to increase awareness and knowledge of safety behaviors and practices related to Road/Traffic use.
- Employing appropriate and effective communication that ‘caters to the heart and head’ and with benefits directly or indirectly related to the target audiences and the community for motivation towards positive Road Safety practices.

- Empowering people with skills and supporting their ‘ability to act’ and adopt beneficial Road Safety related behaviors for themselves and their families.
- Fostering an enabling social/community environment through community/youth engagement and endorsement by the influential community/religious leaders to promote positive values and Traffic Safety culture and stop harmful risky behaviors.
- Ensuring the provision of necessary support and services at all levels for the specific audiences to adopt and sustain positive behaviors related to Road Safety.

8.1. Audiences and Communication Priorities

The audiences have been segmented into groups as shown below:

- ❖ Vulnerable Audiences-Road Users Groups (Pedestrians, passengers, bus/truck/car drivers, Transport Workers - means non-drivers, rickshaw puller, bi-cyclist, motor cyclist)
- ❖ Law Enforcing Agencies (police, BRTA)
- ❖ Policy Makers (MoHA, MoRTAB, MoHFW, MoE, MoI)
- ❖ Supporting Target Audience (Bus/Truck owners association, bus/truck workers association)
- ❖ Auxiliary Target Audience (CSO, social activist, social and religious organizations, educational institutions)

9. Key moves- How will we achieve the strategic objectives?

The key moves or strategic approaches are the core of the Communication strategy and detail out how the strategic behavior change objectives will be achieved. The section includes the specific strategic approaches that will be used for the social and behavior change interventions to improve Road Safety behaviors and practices. These are based on recommendations of the Comprehensive SBCC Strategy for HPN and relate to the National Road Safety Program goals and objectives.

The Desk review, Consultative Meeting and Communication Needs Assessment found important suggestions for Actions and Strategies that have formed the basis of the Key Moves for the National Road Safety Program in Bangladesh.

This strategy aims to change knowledge, attitudes and behavior/practices at various levels: Individual, Family and peers, Community and Social networks, Stakeholder organizational, and Policy levels. Comprehensive and complementary approaches through multiple and reinforcing channels targeted at all these levels will result in positive Road Safety behaviors and sustainable results.

The strategic approaches proposed for the Road Safety Communications Strategy are:

- Advocacy at various levels
- Networking and Partnerships
- Awareness and Behavior Change
- Capacity Strengthening

These approaches will be integrated with each other to form a comprehensive communication program. The activities within these approaches will be implemented at national, district and community levels and will be synchronized to produce a synergistic effect resulting in effective and sustainable outcomes.

10. Advocacy at various levels:

The aim of the Advocacy approach is to highlight the importance of Road Safety in the country, to prevent Road Traffic Accidents (RTAs) and reduce the societal and economic impacts, to implement strict measures for Road Safety, and scale-up a collaborative national response for Road Safety.

Advocacy will be conducted with Policymakers to align with the National Road Safety Program priorities, i.e. to support safer road infrastructure, safer vehicles, safety of all road users especially the vulnerable road users (VRUs) that include pedestrians, women and children, passengers of public transports, motorcyclists, and non-motorized vehicles' drivers and passengers; to ensure Post-Crash Services and Care; and for Urban Road Safety.

The main actions would include:

10.1. Policy Advocacy

- ❖ Develop Policy Brief on situation and consequences of Road Traffic Accidents (RTAs) in Bangladesh. The Brief will highlight the audiences affected, the identified gaps and the recommended actions.
- ❖ Identify Road Safety Focal Persons in all relevant ministries.
- ❖ Promoting efforts of the Safe Roads and Transportation Alliance to advocate for road safety issues.
- ❖ Develop Advocacy Folders on Roles and Responsibilities in consultation with specific ministry and organizations.
- ❖ Organize Policy Dialogues/ Theme-based Workshops with relevant ministries, administrative departments – RHD, LGED, Ministry of Communication, Ministry of Health, local government bodies and other stakeholders in promoting Road Safety measures focusing on the six pillars of the National Road Safety Program, viz; a) Road Safety Management and Institutional Capacity Building; b) Support for Safer Infrastructure (RHD); c) Support for Safer Vehicles (BRTA); d) Support for Safer Users and Enforcement; e) Support for Improved Post-crash care; and f) Support for Urban Road Safety (DTCA).
- ❖ Advocacy for strict enforcement of Traffic rules.
- ❖ Advocacy for Traffic Law against mobile phone use during driving.
- ❖ Advocacy to increase Post-crash trauma treatment facilities and ensure adequate and trained manpower for such facilities on all major highways and major urban centers.
- ❖ Advocacy to promote TraumaLink in providing on-the-spot first aid to crash victims. TraumaLink is operational over 135 kilometers in different stretches of three major highways across the country, drawing on a network of volunteers trained in basic trauma first aid.

10.2. Media Advocacy

- ❖ Involve Media personnel to develop Media Information and Advocacy kit – Infographics, brochures, Factsheets, Take-away materials, etc.
- ❖ Develop Communication Capacity of Media Reporters Unit for publicity and information dissemination of Road Safety messages (*Details under Capacity Strengthening*).

- ❖ Arrange Media Advocacy seminars to ensure responsible, accurate and consistent reporting through newspapers and online news portals.

The visibility of the program in the media and the visibility of the enforcement activities, along with communication of data on the results of the program demonstrate to the public that the program is active and successful.

-Towards Zero Deaths. A National Strategy on Highway Safety

10.3. National level Advocacy

- ❖ Observation of Road Safety Day and Week at national and district levels with support of relevant government ministries and departments, NGOs, development partners, other organizations and associations at national, district and community levels.
- ❖ Design communication materials for Observation of Road Safety Day and Week for use by policy makers and other stakeholders with emphasis on Traffic rules and responsibilities of specific target audiences for road safety.
- ❖ Liaise with National Road Safety Council and Executive committee headed by the chairman BRTA to co-ordinate road safety events.
- ❖ Arrange Workshops, Conferences, seminars and rallies in coordination with NRSC and DRSCs to highlight Road Safety issues at national, divisional, district and sub-district levels with nationwide media reporting.
- ❖ Organize regular Review workshops on progress of various action plans of the National Road Safety Strategic Plan.

10.4. Community level Advocacy

- ❖ Work through DRSCs and MRSCs formed by the involvement of DC and SP along with BRTA, road authority and other transport / road user agencies, which implement programs and policies of NRSC, to undertake local road safety programs according to local needs.
- ❖ Celebrate Road Safety Day and Week with seminars and rallies at district and upazila levels.
- ❖ Work closely with Media reporters at local and community levels to disseminate information about Road Safety and Traffic Rules.

II. Advocacy Matrix:

Level of Advocacy	Issue to Address	Audience to Address	Purpose	Activities
Policy advocacy	Road Safety situation	Policymakers	Highlight Road Safety situation	Develop Policy brief
	Road Safety measures focusing on the six pillars of the National Road Safety Program	Policymakers, relevant ministries, departments - RHD, LGED, Ministry of Communication, Health, Local Government bodies and other stakeholders	Plan and implement activities for Road Safety	Organize policy dialogues/Theme-based workshops
Media advocacy	National Road Safety issues	Media persons, journalists, reporters	Develop Communication capacity	Arrange Orientations of media personnel
			Wide Publicity of National Road Safety and Traffic rules	Develop Media Advocacy kit Arrange Press and Publicity events
			Involve media for publicity	Observation of Road Safety Day and Week at national and district/upazila levels
National level advocacy	National Road Safety	National stakeholders	Wide Publicity of National Road Safety and Traffic rules	Observation of National Road Safety Day and Week Design communication materials Arrange Seminar, rallies
	Coordination	National Road Safety Council and Executive committee	Coordinate road safety events	Arrange Meetings
	National Action Plans	National Implementers	Review progress of activities	Organize Review workshops
Community level advocacy	Implement programs and policies of NRSC according to local needs	DRSCs, MRSCs and URSCs	Coordinate road safety events at community level	Arrange regular Meetings

	Local road safety programs	DRSCs, URSCs, local leaders	Celebrate Road Safety Day and Week	Organize seminars and rallies at district and upazila levels
	Road Safety issues at community level	Elected leaders, opinion leaders, religious leaders, teachers, civil society, local media	Raising awareness about Road Safety at community level	Conduct Orientations Develop BCC Plan for community events
	Local media reporting on Road Safety issues	Local media reporters	Local media publicity on Traffic rules and Safety	Develop communication capacity Involve media for reporting on Road Safety issues

12. Networking and Partnerships:

Partnerships will be established for collective actions and widespread coverage of the National Road Safety Program Communication activities. The National Road Safety Council (NRSC) and the District and Upazila Road Safety Committees (DSRC & URSC) have already been formed with representation of diverse stakeholders. Collaboration of key Ministries and departments, CSOs, Academic and Research Institutions, NGOs, Private Sector, Business entities, Automobile associations, Transport owners and Transport workers' unions, and the Media is required to ensure coordinated efforts towards Road Safety in the country.

12.1. Networking and Partnerships at various levels

- ❖ NRSC to explore partnerships and coalitions with Civil Society, Private sector, Academia and other organizations and associations that can contribute towards the National Road Safety Program in Bangladesh.
- ❖ Foster partnerships, knowledge and best practice sharing, and improve cooperation and collaboration among key road safety stakeholders (e.g., police, health professionals, etc.) through establishment of linkages and networking meetings.
- ❖ Promote partnerships through regular collaboration meetings for awareness-building and community policing programs at identified black spots.
- ❖ Scaling up a national road safety awareness program in partnership with civic platforms such as Nirapad Sarak Chai, Bangladesh Road Safety Coalition Project, Nongovernmental voluntary and advisory groups in Bangladesh, including BRAC (Building Resources Across Communities), Centre for Rehabilitation of the Paralysed, Work for Better Bangladesh, Safe Community Foundation, Poribesh Bachao Andolon, and the Safe Road Movement and other activist organizations targeted to drivers and vulnerable road-users.
- ❖ Coordinate with ARI of BUET for organization of international conference on road safety, national and regional workshops, seminars, policy discussion meetings and rallies and promoting the co-operative linkage network with various departments, institutions and organizations of Bangladesh.
- ❖ Build partnerships to undertake regular awareness-building programs implemented jointly by government and civic platforms targeted to pedestrians and local community.

- ❖ Partnerships with Transport Owners/Workers unions/ associations to undertake regular awareness- building programs targeted to drivers at major bus/truck terminals with a focus on safety issues.
- ❖ Develop TORs with specific Roles and Responsibilities for building Partnerships with Civil Society, Academia, Media, NGOs and Private sectors. These will include Road Safety professionals, engineers, systems providers, researchers; Transport Owners/Workers unions/ associations; Automobile associations; Health professionals and providers for Post-crash Trauma services; and other businesses with a stake in Road Transports.
- ❖ Develop communication guides with Talking Points, Road Safety Facts and Key communication messages targeted to specific audience segments to be used during various meetings, seminars and workshops.
- ❖ Organize orientations for personnel focusing on Road Safety issues (*Details under Capacity Strengthening*).

12.2. Networking and Partnership Matrix

Prospect	Purpose	Stakeholder	Activities
Coordination of Government ministries and department	- Increase collaboration Stimulate dialogue and mobilize government departments for action	MoHA, MoRTAB, MoHFW, MoE, Mol, MoLGRD (e.g., police, BRTA, DTCA, health professionals, etc.)	<ul style="list-style-type: none"> • Coordination meetings • Delegate activities of National Road Safety Strategic Plan • Define Roles and Responsibilities
Liaison with Transport Owners/Workers Unions/associations	- Ensure vehicle safety, driver responsibilities, proper trip scheduling with resting periods	Transport unions; Bus and truck drivers	<ul style="list-style-type: none"> • Orientation of Key persons • Regular awareness-building programs targeted to bus and truck drivers
Partnerships between Government and CSOs, NGOs	- Collaborative and coordinated actions	CIRP, BRAC, Bangladesh Road Safety Coalition Project, others	<ul style="list-style-type: none"> • Develop TORs • Awareness-building targeted to pedestrians, motorcyclists and local community • Community policing programs at identified black spots
Partnerships with activist organizations	- National and community level communication campaigns	Nirapad Sarak Chai, Poribesh Bachao Andolon, Jaago Foundation	<ul style="list-style-type: none"> • Develop TORs • Awareness-building targeted to vulnerable road users and local community • Advocacy for policy formulation

Prospect	Purpose	Stakeholder	Activities
Networking with academic institutions	<ul style="list-style-type: none"> - Increased use of Information Technology - Conduct research; implement monitoring 	IT departments, ARI (BUET), others	<ul style="list-style-type: none"> • Develop TORs • Networking meetings • Develop and maintain Road Safety website • Conduct research on road safety issues • National workshops to disseminate Best Practices
Collaboration with Media	<ul style="list-style-type: none"> - Wide Media coverage - Free airtime 	National and private TV and Radio channels, Community Radio, Media Houses	<ul style="list-style-type: none"> • Orientation of media persons • Broadcast Road Safety issues on regular basis
Partnerships with Private sector, business entities	<ul style="list-style-type: none"> - Enforcement of traffic rules - Text messages through mobile phones - Funding resources - Policy formulation 	Automobile associations, Mobile phone network	<ul style="list-style-type: none"> • Develop TORs • Hold regular meetings • Coordinate activities with government

13. Awareness and Behavior Change:

The aim of the Awareness and Behavior Change approach is to increase awareness and accurate knowledge about Road Safety and related rules and motivate all road users to adopt Road Safety Culture for the benefit of all. Changes in behavior and adoption of beneficial behaviors related to Road Safety require disseminating information to raise awareness and improve knowledge at individual and household levels; and providing motivational support at community and organizational levels to practice the recommended behaviors. This approach focuses on individual and community knowledge, attitudes, motivations, self-efficacy, skills building, and behavior change.

Awareness and Behavior Change will be achieved through Mass Awareness campaigns which will include Mass media (TV and Radio), Social media and Print media. These will be supplemented by Community-based Campaigns and School/College/University- based Campaigns and events. The campaigns will be Category based and phased focusing on specific audiences in order of priority as shown below.

Priority Audience Category for Phased Campaigns

- Bus and truck drivers
- Pedestrians and passengers of public transports
- Motorcyclists
- Car drivers
- Rickshaw pullers

It is proposed that each Category will run for about three months sequentially.

14. Campaign Launch:

The initial pre-campaign activity is to plan and execute the *Awareness and Behavior Change Campaign Launch*. When the Communications Strategy is developed, the Road Safety Campaign logo, theme and key messages will be finalized through the Message Development workshop with relevant stakeholders. The aim is to create a *unifying branding identity and theme* that would be promoted through all the Communication materials and events. Existing IEC materials suitable for the National Road Safety Program will be identified or adapted for use prior to the Campaign Launch.

The Communications Campaign Launch should be a *high visibility* event, involving all the stakeholders and relevant national level officials as well as partners at community levels; and cover all divisions. If possible, the Launch should be organized on the Road Safety Special Day/Week which already draws large participation; with Rallies, Discussion meetings and other events at national, district and community levels such as a Road Safety Fair, and Audiovisual Shows and Musical programs on national TV and Radio channels, etc. There can be Drawing and Art competition at the national level as well as in schools across the country. These events will be synchronized with programs and Talk shows on local radio and TV channels in the area, programs through the social media platforms, and text and voice messages on the mobile phones. This will be a memorable event and create a buzz among the communities. Intensive *Media coverage* of the Communications Campaign Launch and events should be ensured for wide dissemination and publicity.

15. Proposed Media Channels, Materials, Messages:

The following charts describe the BCC materials to be produced and channels to be used:

Material	Key Message	Target Audience	Distribution/ Promotion Plan
BCC Printed materials			
Brochure/Leaflet A brochure or leaflet on National Road Safety Program and its objectives and activities will be developed	The brochure will detail the available data of Road Traffic situation, target audiences at risk, and factors that need to be addressed.	The target audiences are policy makers, transport owners, CSOs, private sector, business entities and the general public.	Through seminars and workshops with the target audiences

Billboard Billboards placed strategically at bus/truck depots and at high visibility places	Short actionable messages to catch the attention of people and motivate them to act.	The target audiences are mainly bus and truck drivers but also the car drivers, motorcyclists, pedestrians and passengers.	Placed where they are clearly visible by people
Poster A poster will be developed on traffic rules and road safety to be posted in schools as part of the school education and college programs.	The poster will promote positive behaviours with an increased emphasis on how students and their families can stay safe on the road.	The primary target audiences are school and college students and their teachers. The secondary target audiences are the parents of the school and college students.	Schools all over Bangladesh

Material	Key Message	Target Audience	Distribution/ Promotion Plan
Mass Media and Social Media			
Mass media and Social Media are effective means to reach the general population. An integrated approach consisting of TV, radio, press, magazines, and social media can bring synergy to a campaign style media approach and achieve the desired results.			
Mass Media			
TV Spots/short videos/animation videos TV is an important channel to attract the attention of the audience. TVCs can be developed with specific messages and targeted to audience groups. It will be possible to reach the audiences from different demographic and socio-economic segments.	TVCs with key messages focusing on two issues- 1. Create awareness about the National Road Safety issue. 2. Popularize Emergency Call number 999. 3. Messages targeted to specific audiences and related risk behaviors. 4. Motivate for prevention of accidents through promoting knowledge and positive practices.	The primary target audience of the TV spots/short videos will be the general people who live in urban and rural areas, and the specific audiences.	TV Channels including BTV and satellite channels, Local Cable Network
TV Talk shows, TV dramas These are interesting, educational and the dramas are entertaining and can promote positive	These will contain messages for prevention of risk behaviors	The primary audience are the general people but will also target the specific audiences	TV Channels including BTV and satellite channels, Local Cable Network

Material	Key Message	Target Audience	Distribution/ Promotion Plan
behaviors through role models.		like VRUs, Policymakers and supporting audiences	
TV Magazine Road Safety program aimed at Adolescents and Youth through TV Channel	Program for adolescents and youth on the value to their future aspirations to achieve Road Safety in Bangladesh	Primary target audience are adolescents and youth	Broadcast weekly through TV Channel
Radio Spots Developed and aired to disseminate messages especially in remote places where other media can't reach. It is a very effective medium to reach the audience of different socioeconomic strata as radio is popular. Through public radio channels and community radio channels it is possible to reach the audience of rural areas. Through FM radio channels it is possible to reach the bus and truck drivers as well as the urban and peri-urban population of different ages and incomes	The key messages will focus on following issues- 1. Create awareness about the Road Safety situation and risk behaviors in Bangladesh. 2. Popularize Emergency Call number 999 3. Motivate for prevention of accidents through promoting knowledge and positive practices. 4. Specific messages can be broadcast e.g. safe speed, observe traffic rules and signs, use of helmets and seatbelts, not using mobile phones.	The primary target audience will be the people of both urban and rural areas.	Public Radio channels (Bangladesh Betar), FM Radio channels, Community radio channels.
Social media			
Facebook page Provide updated information on Facebook page dedicated to Road Safety	1. Popularize Emergency Call number 999 2. Post articles on current trends in road safety and highlight activities for prevention of accidents	A large segment of the target audience is users of Facebook, including the youth, urban population and it is also popular with bus and truck drivers	Adolescents, youth, urban and semi-urban people use Facebook to network with friends and others.
YouTube Channel Bus and truck drivers and the urban people especially youth watch	1. Post videos on current trends in road safety and highlight activities	A large segment of the target audience is users of YouTube, especially the youth, pedestrians,	Urban and semi-urban people watch YouTube on their mobile phones. Car, bus and truck

Material	Key Message	Target Audience	Distribution/ Promotion Plan
YouTube channels, most often on their mobiles. Expand usage of YouTube by uploading relevant and interesting content on the topic areas	for prevention of accidents. 2. Link own channel with relevant regional and international channels	passengers of public transport, motorcyclists, car, bus and truck drivers.	drivers watch videos and popular songs.
Road Safety Website A website on Road Safety to reach people in urban and rural areas with internet services	1. Popularize Emergency Call number 999. 2. Post current situation and accurate information. 3. Post FAQs and access to relevant websites.	Primary audience will be people in urban and rural areas with access to internet services on mobile phone or laptop/computer.	Can be accessed through Internet services on mobile phone and promote discussions with friends and others
Mobile text and Voice messages The use of mobile phones has increased tremendously in Bangladesh and has reached all socioeconomic levels and the majority of rural population. Mobile texts can be sent in Bengali for the literate and as voice messages for the low literate.	1. Short, call for action messages can be sent at regular intervals for prevention of risk behaviors and promotion of road safety. 2. Popularize Emergency Call number 999.	Primary audience will be people in urban and rural areas owning or having access to a mobile phone.	Text or voice messages can be sent through mobile phone network agencies on regular basis.
Print media			
News articles In print and electronic media	1. Informing the public about National Road Safety Program initiatives and actions. 2. Highlight Road Safety issues to stakeholders. 3. Publish Best Practices and Success stories.	The literate and aware persons of the community who read newspapers and watch TV and can also pass the information to their family members, peers, relatives and neighbours. These include the audiences with risk behaviors such as bus, truck and car	Mobilize journalists of print and electronic media to publish /broadcast road safety issues and success stories in the newspapers/TV channels

Material	Key Message	Target Audience	Distribution/ Promotion Plan
		drivers, motorcycle riders, pedestrian and passengers in urban and peri-urban areas.	
Press ads Press ads can be published in the national dailies and local newspapers to reach the educated groups of society.	The key message of the press ad will focus on informing about the existence of National Road Safety Program and highlight the prevention measures being undertaken to build support for the Program.	The primary target audiences are the educated people of lower middle, middle and upper middle-income segments of the society who reside in both urban and semi urban areas. The secondary audience will be students, youth, social/religious leaders and other influential members of the society.	Daily newspapers and local newspapers with high circulation
Community media			
Short videos/ animation videos developed for Mass media Videos on different topics of Road Safety can be shown at local level/ community gatherings to increase knowledge and motivate for positive, risk-free behaviors.	<ol style="list-style-type: none"> 1. Create awareness about the Road Safety situation and risk behaviors in Bangladesh. 2. Popularize Emergency Call number 999. 3. Motivate for prevention of accidents through promoting knowledge and positive practices. 4. Specific messages can be broadcast e.g. safe speed, observe traffic rules and signs, use of helmets and seatbelts, not using mobile phones. 	Primary audience are the community men and women who can attend community meetings and participate actively through Q&A sessions	Community meetings in the courtyards close to their homes for females and in the community and at markets for men. They can be also broadcast over local cable TV channels
Folk media Community folk media events like street dramas, interactive theatre, folk songs by local artistes can	I. Create awareness about the Road Safety situation and risk behaviors in Bangladesh.	Primary audience are the community men and women who can attend.	Folk songs by popular artistes at musical programs or through community TV and Radio

Material	Key Message	Target Audience	Distribution/ Promotion Plan
reach large crowds in semi-urban and rural areas	2. Popularize Emergency Call number 999. 3. Motivate for prevention of accidents through promoting knowledge and positive practices.		channels is entertaining for the community people. Folk theatre by local artistes is well accepted at community levels
Community Fairs These attract the community people and can be organized to promote Road Safety through display of logo, messages, songs, video shows, children's art competition, various games with Road Safety messages.	1. Create awareness about the Road Safety situation and risk behaviors in Bangladesh. 2. Popularize Emergency Call number 999. 3. Motivate for prevention of accidents through promoting knowledge and positive practices.	Primary audience are the community men and women who can attend. Fairs attract people of all ages and even the community leaders.	Community fairs are visited by men, women, youth and children and serve as a good avenue to display road safety messages.

16. Capacity Strengthening:

Capacity strengthening of all the professionals working for the National Road Safety Program is an essential component. As per the National Road Safety Strategic Action Plan, training activities are being carried out by the relevant departments, such as BRTA provides training of BRTA staff and training of local officials to provide MAAP software support, Training on road safety engineering by RHD TC and LGED Training Unit, Awareness training programs for local NGO and professionals by ARI, BUET, Training of Bangladesh Traffic and Highway Patrol Police, Training of Driver Testing inspectors and instructors by BRTA and for BRAC Driver training schools, In service teacher training program regarding road safety by MoE and MoPME, NGO training program for teachers by BNFE, Training for local Community leaders and Volunteers by BRAC Community program, First Aid training for police and commercial vehicle drivers/ conductors and refuelling station staff, RTA casualty training for graduate doctors and paramedics, and Road safety training for motorized drivers by LGED which also works for capacity development of District Road Safety Committee and Upazila Road Safety Committee in all the Districts and Upazilas of Bangladesh.

For Capacity strengthening in the areas of Advocacy and Communications, the following workshops are proposed:

- ❖ Leadership Program focusing on Road Safety Program Priorities, Planning, Advocacy, Social Mobilization and Communications for policymakers and senior officials of the relevant ministries and departments.
- ❖ Strategic Communication workshop for Road Safety stakeholders and activists for effective planning and implementation of Road Safety programs.
- ❖ Advocacy and Social Mobilization Skills development workshop for CSOs, NGOs and other social organizations.

- ❖ Community Mobilization orientations for community leaders and influential persons, Transport owners' and workers' associations, social and religious organizations.
- ❖ Leadership Skills and Peer Education workshops for youth including college and university students.

17. Target audiences for the capacity strengthening initiatives:

Amongst the identified target audiences two stakeholders' groups have been found highly important to strengthen the capacity in respect to understand and play their role and influence over the planning, development and implementation of various measures for the National Road Safety Program.

Target Audience	Current Situation	Training Need
Law Enforcing Agency (BRTA, Traffic Police)	<ul style="list-style-type: none"> • No or very less provision of information or campaigning for the general people about the maintenance of traffic rules and penalty for violation careless/uncaring attitudes about road safety rules • Inadequate enforcement of road safety rules, no interest about enforcement of traffic rules, establishing accountability of traffic rules enforcement 	<ul style="list-style-type: none"> • Improve knowledge about road safety rules, roles & responsibilities of traffic department and enforcement of road transport law • Make provisions for information or campaigning for the general people about the maintenance of traffic rules and penalty for violation
Policymakers and Government agencies (MoHA, MoRTAB, MoHFW, MoE, MoI)	<ul style="list-style-type: none"> • Driver licensing, vehicle fitness and safety, adequate post-crash care services • Less effort to reduce/prevent/protect with barriers roadside markets/homes • Need to address and provide solutions for: faulty roads/bends/unmarked speed breakers/lack of road signs, signals and markings/roadside trees obstruction 	<ul style="list-style-type: none"> • Road Safety management and Institutional Capacity Building • Support for safer infrastructure and safer vehicles, safer users and enforcement and for improved post-crash care
Media persons, journalists, reporters	<ul style="list-style-type: none"> • Reports are published only on the road accidents associated with fatalities and injuries and about the responsible vehicle/driver • News reports brings the sorrow and griefs of the deceased families • News report concentrates over what happened on the road not over the background that may cause the accident • No/less investigative and problem-solving reports brings about the facts that involves program stakeholders' roles and the expected role of VRUs 	<ul style="list-style-type: none"> • Emphasize the facts remains not only with the accidents but also with the background problems and solutions • Informing the public about National Road Safety Program initiatives and actions • Highlight Road Safety issues to stakeholders • Publish Best Practices/Success stories on the NRSP measures

18. Communications Pathways Model:

Based on the consolidated findings of the Desk Review, Stakeholder Consultations, Qualitative Research and the Consultative Meeting with Experts, the following Communication Pathways Model was developed considering the Context, Resources, Strategic Approaches, Initial Results and Sustainable Outcomes. The Pathways Model is adapted from the Effective Framework for HPN discussed in the Comprehensive Social and Behavior Change Communication Strategy for Health, Nutrition, and Population.

It has been adapted to explain the Theory of Change for Road Safety in Bangladesh. The strategic approaches proposed for the National Road Safety Program can be visualized in the Communication Pathways Model which provides the conceptual framework for a comprehensive communication program that works at multiple levels. The Pathways Model is based on the concept of reinforcing effect of communication interventions aimed at different domains or levels. The model supports that the behavior change process is associated with multiple factors and requires coordination of several strategic approaches to attain initial results and sustainable outcomes.

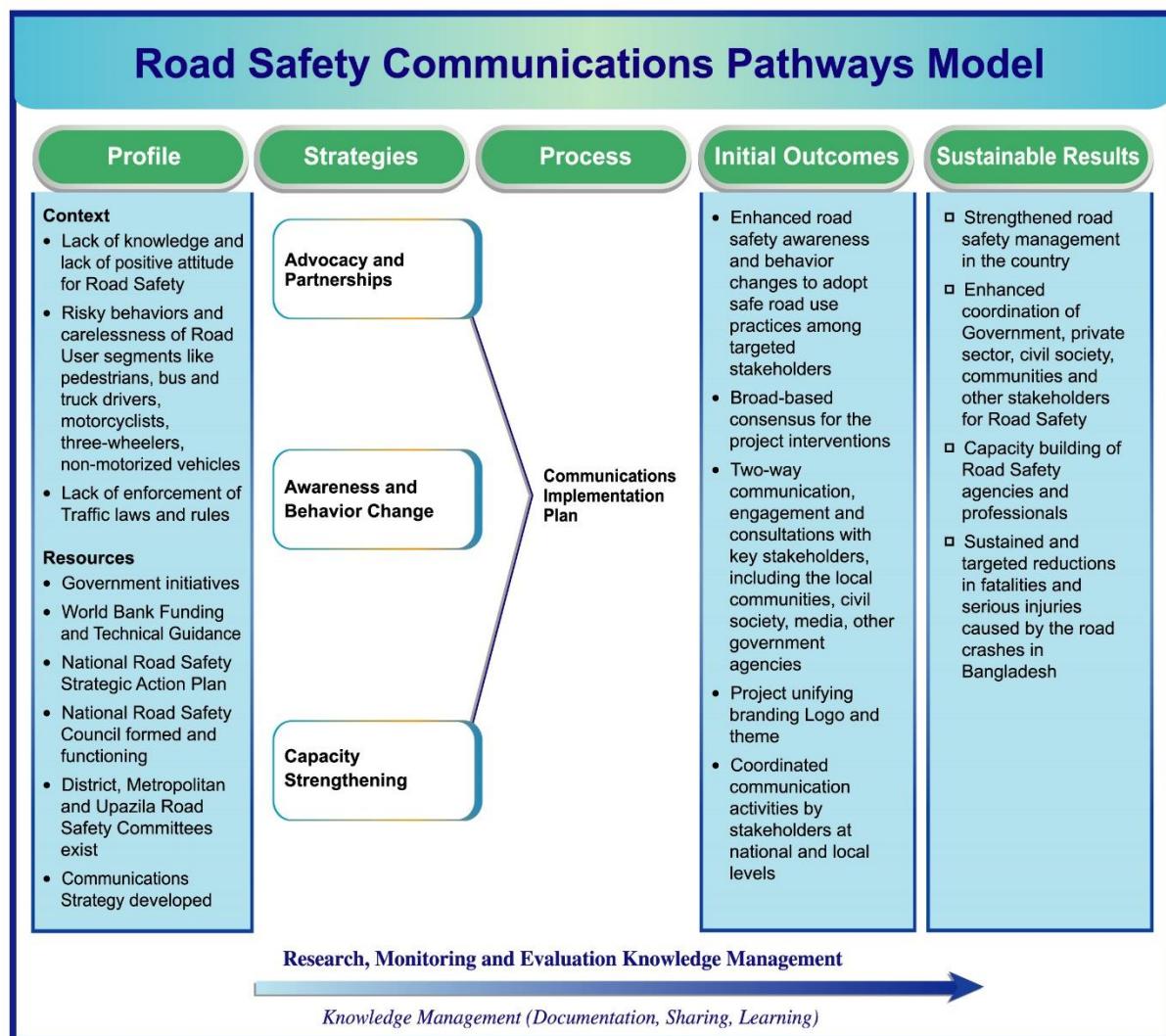


Figure : 3, Road Safety Communications Pathways Model

Source: Johns Hopkins Bloomberg School of Public Health Center for Communication Programs (JHU•CCP)

Along with the three strategic approaches, there is Research to improve availability and use of data for evidence-based policy and program development; Monitoring and Evaluation to identify gaps and challenges in implementing the communications programs and take remedial

actions for effective outcomes; and Knowledge Management that includes information gathering, documentation of Best Practices and Success stories and dissemination that will be used as the cross-cutting components to complement each of the above approaches.

Simple Measures to Save Lives⁷

- ❖ Separate categories of road users where possible, especially in urban areas.
 - ❖ Install central crash barriers at dangerous locations on highways.
 - ❖ Review speed limits on national roads and adjust to the safety standard of the road.
 - ❖ Introduce campaigns to increase use of helmets and seatbelts.
 - ❖ Train professional drivers in first aid.
 - ❖ Enforce speed limits at dangerous locations.
- Making Roads Safer. Learning from the World Bank's Experience. The World Bank Group (2014)

19. Preparation of Communication Plan:

The detailed plan for a comprehensive communication campaign is included in the National Communication Strategy. It includes the different campaign components such as Advocacy at national and local levels to influence policy actions and develop multisectoral coordination and partnerships among the stakeholders; Awareness and Behavior Change campaign targeting different road user groups across the nation; and Capacity Strengthening/Development of concerned officials for successful communication interventions. The plan is designed to achieve behavioral change of targeted user groups/communities in specific behaviors and activities as well as create broad-based public support.

The communication plan will be delivered over 7 years and will clearly identify key messages for different target user groups, different media platforms to be used, duration of initial messaging and repeat of the campaigns/sub-campaigns, geographic area to be covered. The plan will include the branding and launching strategy with an attractive logo and memorable tag line with the unique selling point. The communication activities will be creative and innovative to reach masses with a comprehensive and well-balanced mix of different communication approaches, whether interpersonal communication, community mobilization, or interactive enter-educational programs, using print media, local or mass media and digital technology. All campaign messages will be synergistic and reinforcing to create a greater impact while maintaining consistency.

The following activities were undertaken:

19.1. Organize a Message Design Workshop

BCCP organized a day-long Message Design workshop with the creative professionals from the communication message development field to brainstorm conceptualizing message outline for the program.

The specific objectives of the message design workshop were:

- Identify and develop draft content/messages for stakeholder and road users.
- Identify communications materials/media and taglines.

Following are the sessions covered in the workshop:

- Objective of developing Communications Strategy for NRSP
- Communication barriers and solutions

- Different types of Target Audience for NRSP

The participants were introduced to the idea of developing the worksheet/format which contained target audience, core message, support message, media/channel (print/electronic/social), tagline and idea of a program logo. Each team filled in the format as per target audience they were given.

The participants of the workshop were divided into five groups to address different sets of target audiences and developed draft content/messages, viz,

- Group A: Pedestrians, Students and Youth, Passengers of public transport, Media and journalists.
- Group B: Motorcyclists, Rickshaw pullers, cyclists.
- Group C: Drivers of cars, bus and trucks, transport workers and helpers.
- Group D: Bus and Truck Owners/Workers association, Development partners, Academic institutions, CSOs and NGOs, Private sector.
- Group E: Traffic police and Law enforcement agencies, Policy makers and Government agencies, Medical staff at Trauma Centers.

Each group developed some taglines with some logo idea. At the end of the group work, each group then presented the draft messages in the plenary followed by discussion and Q/A session.

19.2. Develop the Logo and Tagline through open competition of the creative designers/brand specialist

The Logo generally serves as the brand and in the context of strategic communication, raising awareness or behavior change, it means presenting an issue in an appealing and persuasive manner and able to create a perpetual foothold in the minds of the intended audience. It also provides a framework within which a consistent appeal can be developed and publicized.

BCCP carefully reviewed the perceptions of various stakeholders including the general people and arranged for an open competition of the creative designers/brand specialist with provision for cash prizes to design the Logo along with a Tagline suitable to the Road Safety Awareness campaigns.

BCCP team will shortlist these logo and tagline designs to select best three which will be taken out to the field for pretesting with the target audience. The three best logo along with the pretest findings would be shared with the World Bank team to select the best one. The pretesting will ensure:

- Audience perception about its relationship with the Road Safety issue
- Audience comfortability and familiarity with logo image and tagline relating to the Road Safety issue
- Audiences' understandability by the logo image and tagline related to Road Safety issue

After the pretesting, BCCP will prepare a brief report on the finding and share with the World Bank in order to select the best one.

19.3. Draft the Communication Plan

With revisiting of the communication needs assessment report, finalized Communication Strategy, message and concept outline developed in the Message Design workshop BCCP will work in a team to develop the Communication Plan. The team will ensure that the plan includes the branding and launching strategy, an attractive logo and memorable tagline with the unique command attending point. BCCP will ensure to embed creativity and innovation in messaging and message dissemination in order to maximize the reach and attain synergistic and reinforcing nature to create a greater impact. Once the draft is ready, BCCP will share the Plan with World Bank for comments and finalization.

20. Development of Implementation Action Plan:

As per requirements, BCCP will develop a detailed action plan to implement the communication plan, including detailed budget estimates; procurement strategy; institutional arrangements; timeline; M&E Framework and preparation of all required terms of references for agencies to implement the plan including production agencies (for developing campaign materials), media houses, NGOs, and for agencies to monitor and evaluate the effectiveness of the campaign. The Implementation Plan will in particular be a guide for implementing the strategy. The plan will be shared with the concerned authorities and finalized after incorporating the comments and feedback.

21. Monitoring and evaluation (M&E):

Monitoring and evaluation (M&E) is an essential component of the National Road Safety Communications program and will help to compare the progress and outcomes of the communication activities implemented with the identified strategic objectives.

The purpose of Monitoring and Evaluation is Reporting and Accountability; Program Improvement; Identifying Lessons Learned and Data Sharing with Stakeholders.

Monitoring activity will document communications inputs and outputs and will track changes over time in the knowledge and behaviors/practices of the target audiences as well as the existing/persisting road safety related risky and harmful behaviors and the peoples' changes in perceptions (if any) related to acceptance or rejection towards these behaviors. Monitoring will also determine the coverage of interventions, recall of key messages and actions taken by the intended audiences.

Monitoring of the interventions under this strategy will involve routine data collection through both quantitative and qualitative methods, and analysis to check process and outputs and provide timely answers such as:

- Are the communication activities being implemented consistently as planned?
- Is the quality of implementation good (as perceived by implementation supervisors and audiences)?
- Are the materials, channels and events used to communicate messages socially and culturally acceptable and effective in different regions and administrative levels of the country?
- Are the materials and messages understood and liked by the audiences?
- Are the messages and materials reaching the intended audiences (priority groups and influencers)?

- Can the audience recall key messages and the actions required to be taken?
- Are the levels of knowledge about traffic rules and signs improving due to communication messages?
- Are there changes in perceptions and attitudes towards road safety and accident prevention issues?
- Are there any positive changes over time, during project duration (even slow or partial) in the behaviors of the selected audiences?

Input/ Process indicators are the number and quality of Communication materials and messages developed, number of communication and life skills related trainings planned and conducted, number of Awareness and Behavior Change Communication events planned.

Output/Product indicators are quantitative or qualitative measurements by which the performance, efficiency and achievement of the communication activity can be assessed. They represent the services, events, and products that reach the target audience e.g. percentage of audience that recall seeing or hearing the messages and relate to placement, distribution and coverage of BCC materials such as posters, billboards, music videos, text messages, radio/TV drama/ talk shows.

Behaviour Change/ Outcome indicators are designed to measure the outcomes that the Communications program hopes to achieve (e.g. changes in knowledge, attitudes, interpersonal communication and behaviors related to road safety in the country. Examples: % of target audience who know of a specific traffic rule (such as use of helmets by motorcycle riders and passengers) or knowledge of recommended behavior (not speeding or not overtaking dangerously); % of audience with changed perceptions (that pedestrians using zebra crossing or overbridge is essential or that it is unsafe to use mobile phone while driving or crossing the road); % of audience who have adopted the promoted behavior (like paying attention to and obeying traffic signs and rules).

Media monitoring will be carried out to track the media reporting and coverage of road safety issues, coverage of campaign activities, and to detect any reporting that can be detrimental to campaign. Monitoring of both traditional media (radio, television and newspapers) and new media sources (social media e.g. Facebook and Youtube, Online news websites, etc.) will be done.

An important component of M&E is effective Knowledge Management, which includes the documentation and dissemination of results, products, challenges, successes, and lessons learned. Program monitoring findings will be shared at regular intervals among the stakeholders to discuss and obtain feedback for any changes in communication interventions to align them to the road safety situation.

Monitoring will be done internally by the project implementers or monitoring staff identified/recruited for the Communications program. Monitoring of communication activities will be conducted through Informal interviews with program personnel and other stakeholders; Focus Group Discussions (FGDs) with the general people, and collection of case studies. Monitoring tools will be developed such as Activity and Observation checklists and semi-structured questionnaires to gather information related to the number of events held, stakeholder/audience participation (number and whether interactive), recall of messages, and other reactions. Monitoring will also document changes in knowledge, attitudes and behaviors over the duration of the Communication Program.

The Communication and Implementation plan of Activities will include M&E with verifiable indicators consisting of Process indicators (inputs); Product indicators (outputs) and social

and behavior change (SBC) indicators (outcomes). Evaluation of outcomes and communication impact (to achieve the sustainable communication goals) will also be included in the Implementation Plan to be conducted preferably by an external agency at mid-term and after completion of the Communication program.

22. Outcome of the Communication Strategy:

It is envisaged that the Communication Strategy for the National Road Safety Program will be effective at enhancing road safety awareness and motivate behavior changes to adopt safe road use practices among targeted stakeholders. It will promote multisectoral coordination among the key players and serve as a cross-cutting component for the prioritized pillars of the Road Safety Program that include Road Safety Management and Institutional Capacity Building and Support for Safer Infrastructure (RHD), Safer Vehicles (BRTA), Safer Users and Enforcement, Improved Post-crash care and Support for Urban Road Safety (DTCA).

Through these inputs and outcomes, the Communication Strategy will serve to reduce fatalities and disabilities caused by accidents, and thereby help Bangladesh to achieve SDGs related to Road Safety.

