

Terms of reference N°7: Technical assistance for publicity & awareness campaigns supporting general deterrence-based safety enforcement programs

PHASE III–DETAILED PROJECT SPECIFICATION	[STEPS 9, TASK 9.2]
PHASE IV–PROJECT IMPLEMENTATION	[STEPS 10, TASKS 10.3 & 10.4]

CORRIDOR ROAD SAFETY INTERVENTION PRIORITIES

Background

Provide description of proposed project.

Objectives

The objectives of the required technical assistance services are as follows:

- Support the introduction and evaluation of publicity and awareness campaigns that support police enforcement programs targeting unsafe behaviors in the project RTRC.
- Train designated road safety agency staff, police staff, and associated regional and national consultants in the implementation and management of publicity and awareness campaigns that support police enforcement programs targeting unsafe behaviors in the project RTRC.
- Support the preparation of a post-project publicity and awareness campaign that supports police enforcement programs targeting unsafe behaviors throughout the RTRC, based on successful experience in the project RTRC.

Outputs

The outputs of the required technical assistance services are as follows:

- 1 *Prepare annual publicity and awareness campaigns to support police enforcement programs targeting unsafe behaviors in the project RTRC.*
 - 1.1 Identification and prioritization of high-risk behaviors to be targeted through publicity and awareness campaigns.
 - 1.2 Identification of road user groups demonstrating the identified high-risk behaviors and their extended social and business networks in the project RTRC.
 - 1.3 Development of key road safety messages to high-risk road user groups and their extended social and business networks.

- 1.4 Identification of electronic, print media, and billboard services reaching high-risk road user groups and their extended social and business networks in the project.
- 1.5 Annual program of scheduled publicity and awareness campaigns, coordinated with police enforcement programs, targeting high-risk road user groups and their extended social and business networks in the project RTRC.
- 1.6 Monitoring and evaluation systems for annual publicity and awareness campaigns to track message recall and relevance (coordinated with monitoring and evaluation component).
- 1.7 Identification of suppliers of market research, public relations, and advertising services with sufficient capacity to produce, implement, and monitor specified publicity and awareness campaigns.
- 1.8 Draft bidding documents for the procurement of the required research, production, and media services.
- 1.9 Assistance with the evaluation of bids for research, production, and media services.
- 1.10 On-the-job support for the implementation of publicity and awareness campaigns.
- 2 *Train designated road safety agency and police staff in the design and implementation of annual publicity and awareness campaigns in the project RTRC.*
- 2.1 Preparation and delivery of training programs addressing the principles and practices of effective publicity and awareness campaigns for road safety, and related monitoring and evaluation procedures.
- 3 *Evaluate the efficiency and effectiveness of publicity and awareness campaigns that support police enforcement targeting unsafe behaviors in the project RTRC.*
- 3.1 Design and conduct of evaluations of publicity and awareness campaigns in the project RTRC (coordinated with the monitoring and evaluation component).
- 3.2 Recommended improvements to publicity and awareness campaigns that support police enforcement programs targeting unsafe behaviors (to be fed back into programs developed in output 1.5), based on the evaluation findings in the project.
- 4 *Prepare a post-project publicity and awareness campaign and guidelines to support police enforcement programs targeting unsafe behaviors throughout the RTRC.*
- 4.1 Post-project RTRC publicity and awareness campaigns, including campaign cost estimates and implementation schedule.
- 4.2 Guidelines detailing requirements for publicity and awareness campaigns that support police enforcement programs targeting unsafe behaviors throughout the RTRC.

Scheduling of tasks

The scheduling of the required technical assistance services is as follows:

- *Duration of project.* Support the preparation, implementation, and evaluation of publicity and awareness campaigns that support police enforcement programs in the project RTRC and related staff training.
- *Final year of project.* Support the preparation of a post-project publicity and awareness campaign and guidelines to support police enforcement programs throughout the RTRC.

Professional skills and experience required

Communications specialist

A specialist with more than 10 years of experience in managing research-based advertising and public relations in road safety or a similar field. Previous account management experience in an advertising agency or public relations firm is desirable. Experience with successful social marketing campaigns is essential.

Community survey specialist

A specialist with more than 10 years of market research experience in quantitative and qualitative community attitude surveys. Experience in conducting community attitude surveys in developing and transitional countries is desirable.

Road safety analysis specialist

An internationally recognized specialist with more than 10 years of experience in conducting scientific analyses of the road environment, vehicle, and human factors contributing to road crashes and injuries. Hands-on experience in quantitative evaluations of safety interventions and outcomes is essential. Experience in road safety analyses in developing and transitional countries is desirable.

For all team members, a demonstrated ability to work with and gain the trust of senior government officials and professional peers is essential.