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for

### **Road Safety Technical Assistance**

# **On-the-job training on the implementation of publicity and awareness campaign**

D-4.6 Appendix 2

Version Preliminary

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## DOCUMENT CONTROL

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## **EXECUTIVE SUMMARY**

This document constitutes the Appendix 2 of the Deliverable 4.6 “Interim Progress Report n°6” of Component 4 of the Road Safety Technical Assistance (TA) under the Results-Based Road Maintenance and Safety Project (RRMSP).

Component 4 includes four main activities which, in turn, include various sub-activities - Prepare annual publicity and awareness campaigns to support IMRSC including traffic police enforcement programs targeting unsafe behaviors in the high-risk corridors and areas; Train Ministry of Infrastructure and Energy, ARA, traffic police staff and other government authority or NGO’s in the design and implementation of annual publicity and awareness campaigns in the high-risk corridors and areas; Evaluate the efficiency and effectiveness of publicity and awareness campaigns; Prepare a (national) post-project publicity and awareness campaign and guidelines to support traffic police enforcement programs targeting unsafe behaviors network-wide.

Improving road user behavior is fundamental to reducing road traffic fatalities and injuries. In Albania, road user behavior can be improved by road safety campaigns, which in combination with law enforcement, education, training, can become a powerful tool. Implementation of effective road safety measures on the ground requires a certain degree of knowledge on the part of people on the front line, and a willingness to be proactive and to cooperate with other agencies.

Therefore, we have to ensure that all road stakeholders, including central and local government representatives have the knowledge and proper skills to be able to perform their work and cooperate effectively when they are conducting publicity and awareness increase campaigns. It is essential, that government and leaders of key agencies are committed to road safety, but translation of this commitment into reality requires the knowledge and commitment of officers further down the chain.

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## LIST OF ABBREVIATIONS AND ACRONYMS

|        |  |
|--------|--|
| AADT   | Average Annual Daily Traffic                                   |
| ADF    | Albanian Development Fund                                      |
| ANPR   | Automated Number Plate Recognition                             |
| ARA    | Albanian Road Authority  |
| ARC    | Albanian Road Code   |
| ARDCS  | Albania Road Design and Construction Standards                 |
| ARDM   | Albanian Road Design Manual                                    |
| ASP    | Albanian State Police  |
| ATC    | Automatic Traffic Counts                                       |
| ATP    | Albanian Traffic Police  |
| BSM    | Blackspot management   |
| CBMIE  | Controlling Body in Ministry of Infrastructures and Energy     |
| CSG    | Central Steering Group   |
| DRST   | Directorate of Road Safety and Traffic                         |
| DRST   | Directorate of Road Safety and Traffic                         |
| EC     | European Commission  |
| EG     | Expert Group at the local level                                |
| ERA    | Emergency Response Albania                                     |
| EU     | European Union   |
| GDRTS  | General Directorate of Road Transport Services                 |
| GoA    | Government of Albania  |
| GRD    | General Roads Directorate                                      |
| IMRSC  | Inter-ministerial Road Safety Committee                        |
| INSTAT | Institute of Statistics  |
| IoT    | Institute of Transports  |
| IPA    | Instrument for Pre-Accession Assistance                        |
| iRAP   | International Road Assessment Program                          |
| ITS    | Intelligent Traffic System                                     |
| JV     | Joint Venture  |
| M&E    | Monitoring and Evaluation                                      |
| MI     | Ministry of Interior   |
| MIE    | Ministry of Infrastructure and Energy                          |
| NGO    | Non-Governmental Organization                                  |
| NSM    | Network Safety Management                                      |
| PAMECA | Police Assistance Mission of the European Community to Albania |
| PIARC  | World Road Association   |
| QKUM   | National Emergency Medical Center                              |
| RRMSP  | Results-based Road Maintenance and Safety Project              |
| RSA    | Road Safety Audit  |
| RSAIU  | Road Safety Audit and Inspection Unit                          |
| RSI    | Road Safety Inspection   |
| RSIA   | Road Safety Impact Assessment                                  |
| RSM    | Road Safety Management   |
| RSS    | Road Safety Sector   |

|       |   |
|-------|---|
| SEETO | South-East Europe Transport Observatory |
| TA    | Technical Assistance                    |
| TERN  | Trans European Road network             |
| ToR   | Terms of Reference                      |
| TS    | Technical Secretariat                   |
| WB    | World Bank                              |
| WHO   | World Health Organization               |

## 1. Introduction

The objectives of Publicity and Awareness Campaigns Targeting Unsafe Behaviours are the following:

- Support the introduction and evaluation of publicity and awareness campaigns supporting IMRSC activities and traffic police enforcement programs targeting unsafe behaviors in high-risk corridors and areas.
- Train MoIE (Lead Office), ARA and traffic police staff, and other government organization (Ministry of Health, Health Institute and Ministry of Education) as well as associated national consultants (which can include representatives of private sectors), journalists in the implementation and management of publicity and awareness campaigns supporting traffic police enforcement programs targeting unsafe behaviors in high-risk corridors and areas. Involving private sector can benefit in the sustainability after the project in the way that private sector can participate in financing of campaigns (i.e. insurance companies, Automobile Club Albania, oil companies, etc.).
- Prepare and advise (providing on-job training) in implementation of the campaigns targeted on road users, covering strategy development, message creation, campaign materials production, and media planning and buying, aimed to change destructive behaviours of road users including through actions which are expected.
- Evaluate the efficiency and effectiveness of publicity and awareness campaigns supporting traffic police enforcement targeting unsafe behaviors in the high-risk corridors and areas.
- Support the preparation of a (national) post-project publicity and awareness campaign supporting traffic police enforcement programs targeting unsafe behaviors network-wide, based on successful experience in the high-risk corridors and areas.

This report aims to describe the trainings conducted for MoIE, ARA and traffic police staff, and other government organizations as well as associated national consultants, journalists on the implementation and management of publicity and awareness campaigns supporting traffic police enforcement programs targeting unsafe behaviors in high-risk corridors and areas.

## 2. Activity and Task objectives

The main objective of the Activity 4.2 was to train Ministry of Infrastructure and Energy, ARA, traffic police staff and other government authority (Health, Education, etc.) or NGO's in the design and implementation of annual publicity and awareness campaigns in the high-risk corridors and areas. The figure below presents the capacity building processes involved.



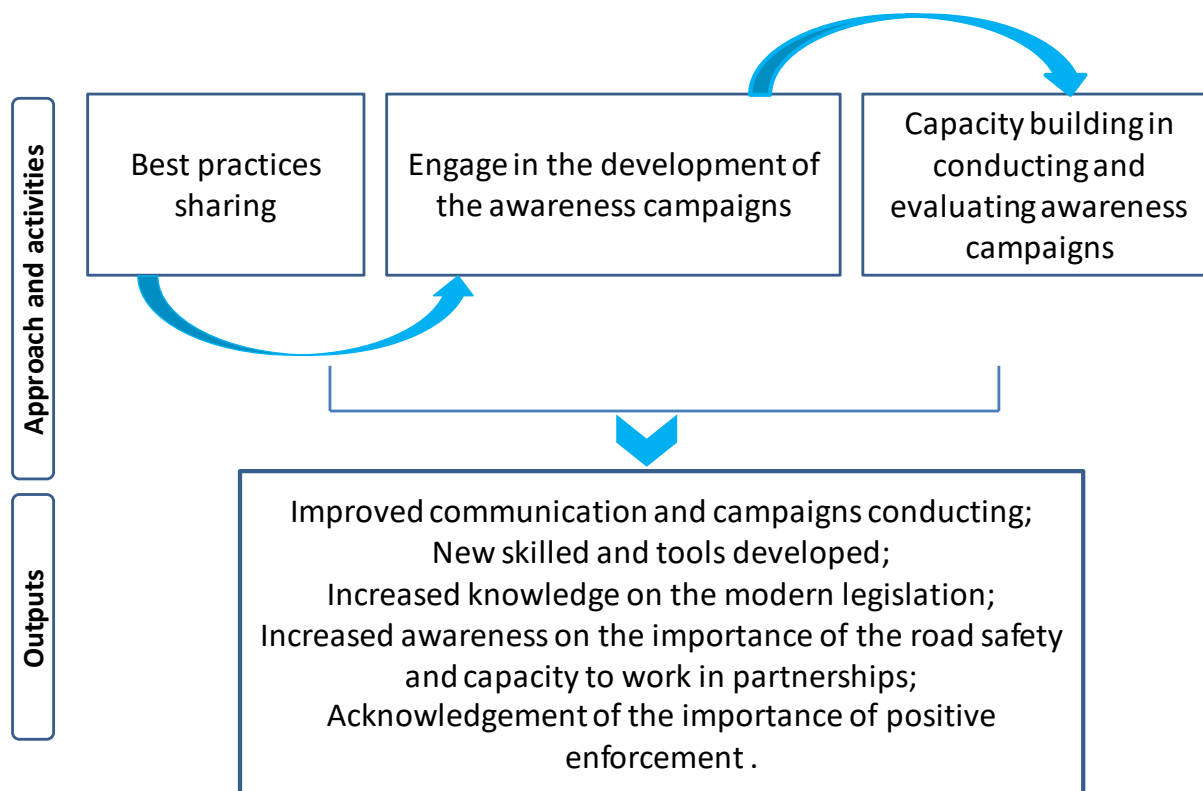


Figure 1. Capacity building processes

The Activity 4.2 from Component 4 under the Results-Based Road Maintenance and Safety Project (RRMSP) covers the following tasks:

- Task 4.2.1: Prepare and deliver training programs addressing the principles and practices of effective publicity and awareness campaigns
- Task 4.2.2: On-the-job training on the implementation of publicity and awareness campaign

This document contains the results related to Task 4.2.2 with engagement of external consultants and international experts.

### 3. Training methodology

As the novel Coronavirus spreads globally, planned face-to-face training were converted into an online format.

The training was divided into three sessions:

- ✓ Session 1: Conducting surveys for identifying road users’ high-risk behaviours and evaluating the efficiency of an awareness campaign
- ✓ Session 2: Designing Road Safety Publicity and Awareness Campaign
- ✓ Session 3: Best practices from other countries regarding publicity and awareness campaigns

The project gathered relevant stakeholders and prepared them on the design and implementation of annual publicity and awareness campaigns in the high-risk corridors and areas.

The representatives of following organizations concerned in road safety matters in Albania were involved in the trainings on the design and implementation of annual publicity and awareness campaigns in the high-risk corridors and areas:

- Ministry of Infrastructure and Energy / Directorate for Transport Services;

- Albanian Road Authority;
- Ministry of Interior / Directorate for Local Authorities (incl. relevant municipalities, e.g. Municipality of Tirana);
- Albanian Traffic Police;
- Institute of Transport;
- Ministry of Education;
- Albanian Emergency Service;
- Ministry of Health;
- Journalists.

It is important that all stakeholders acting for road safety in Albania possess a high level of ownership of the road safety issues. The training materials was prepared based on national situation analysis and stakeholder's needs, qualitative and quantitative researches findings and best international experience.

## **4. Conducting surveys for identifying road users' high-risk behaviours and evaluating the efficiency of an awareness campaign**

The training sessions under the Component 4 started on March the 8<sup>th</sup> with the first training session regarding surveys, namely "Conducting surveys for identifying road users' high-risk behaviours and evaluating the efficiency of an awareness campaign". The training session started at 9:30 am, lasted 2.5 hours (as per invitation appended to this Report) and 39 participants attended the training.

The training session contained two components: one regarding the survey in general and the other referred to the specificity of the evaluation surveys.

Acknowledging that most of the participants will not be engaging in conducting surveys start to finish, the aim of the training session was to provide the participants with basic knowledge on:

- ✓ how to read surveys data – based on the sample size, confidence interval and margin of error what conclusions to make about the figures resulted,
- ✓ how to analyze the data – what analysis packaging could be used and what can be done with the help of more available analysis resources, e.g. MS Excel,
- ✓ how to choose the sampling design and the sample size,
- ✓ how to develop a road safety questionnaire to identify misbehaviours
- ✓ and, ultimately, to have the knowledge to develop a survey request brief, when needed.

In the first component of the training session, information about the importance of the surveys/community consultations, main elements of a survey (i.e. sampling design techniques, samples types and sizes and questionnaire) and the steps of the whole process of carrying out of a survey were provided. In the second component the most relevant distinguish elements of an evaluation survey were presented, illustrating an example of the pilot evaluation exercise conducted under the Component 4 of the Project.

In addition, taking into account that one of the main goals was to capacitate the participants in writing a survey request brief, information about the average budget and timing for conducting a survey were also provided.

The presentation used in the training session is appended to this report.

## 5. Designing Road Safety Publicity and Awareness Campaign

The second training session regarding publicity and awareness campaign under the Component 4 was conducted on March the 11th, namely “Designing Road Safety Publicity and Awareness Campaign”. The training session started at 9:30 am, lasted 3.0 hours and 39 participants attended the training.

The training session contained following components:

- ✓ Global Road Safety Problem
- ✓ Nature of Road Safety Risk Factors
- ✓ Road Safety Figures in Albania
- ✓ Designing of Road Safety Awareness Campaigns

At the initial stage it was important to define some of the basic concepts. The training provided an introduction to road safety, impacts caused by injuries and deaths, global data on mobility, and the global plan of action for safety improvement, the scope of the global road safety problem and a new global target to reduce road traffic deaths and injuries by 50% by 2030.

Training materials helped participants to understand basic risk factors (speed, physical vulnerability, and mass/protection) and risk increasing factors (drinking and driving, speeding, inexperience, inattention, etc.), dangers or hazards facing Albanians and a specific group of road users.

The session aimed at building capacity to design and implement effective road safety publicity and awareness campaign. Participants were trained to analyse road safety problems and how to come to effective and efficient solutions. This includes the development and implementation of road safety awareness campaigns adapted to local conditions. Training materials helped participants to understand road safety campaign design process, how to identify primary, secondary audience during the planning stage, how to set the objectives and goals, how to engage and community, business and NGO sector and other stakeholders in the campaign, how to communicate with media and implement evidence based campaigns. A special focus was dedicated on instructing training beneficiaries on how to exploit in maximum the publicity and awareness campaigns.

The presentation used in the training session is appended to this report.

## 6. Best practices from other countries regarding publicity and awareness campaigns

The third training session was conducted on March the 19<sup>th</sup>, namely “Best practices from other countries regarding publicity and awareness campaigns”. The training session started at 9:30 am, lasted 3.0 hours and 39 participants attended the training

The training session presented:

- ✓ Important lessons that can be drawn from campaigns evaluations
- ✓ Best practices from other countries
- ✓ Media As A Stakeholder For Road Safety Campaign
- ✓ Safe System Approach to Road Safety
- ✓ Campaign Communications Program Checklist

- ✓ Case study 1 – Seat Belt Promotion
- ✓ Case study 2 – Awareness and education road safety campaigns on E-60 Tbilisi-Poti Corridor and in Settlements along this highway Corridor

The third session's main focus was to introduce best practices from other countries road safety publicity and awareness campaigns, improve knowledge on underlying factors that influence road user's behaviour.

The training provided participants with the information to effectively organize and articulate general knowledge of road safety campaign development theory and practice. It looked at methods of road safety publicity and awareness campaign implementation and examples of worldwide successful case studies.

It was described the pros and cons of some of the more common campaign strategies. In terms of road safety campaign design, factors that can improve campaign effectiveness were identified such as integrating advertising with other activities (e.g. enforcement), tailoring message content and means of communication to the characteristics of the target audience, and using new technology and multiple forms of media to reach the target audience. In addition, the effects of different levels of advertising exposure were considered and the efficacy of threat appeals and alternatives (i.e. positive emotional appeals) were discussed. The training focused on what elements of road safety advertising are more effective and for whom.

The session highlighted the difficulties in establishing the effectiveness of a publicity and awareness campaign, considered different evaluation methods and discussed the value of different campaign evaluation measures.

Campaign communications program checklist was presented to participants to help them to clearly define and effectively manage the process of the development and implementation of the road safety publicity and awareness campaign.

The presentation used in the training session is uploaded at the project's web site ([www.roadsafety.al](http://www.roadsafety.al)) and annexed to this report.

## **Annex A – Training Slides**