Enhancing visibility of THE PEP - implementing the communication strategy

Documentation: Informal document No 6
Mandate

As part of the implementation of the Amsterdam declaration and its goals, the mandate of the Third HLM includes to:

• enhance the visibility of THE PEP
• promote THE PEP key messages among policy-makers and citizens for them to buy in
Expected results

For THE PEP:
Greater visibility and clear identity - and in turn, more support

For Member States and policy makers:
A multi-faceted information service and tools to underpin policymaking and international visibility

For the public:
Increased awareness of sustainable and healthy transport for informed choices

For UNECE and WHO/Europe:
Increased visibility of their activities in the field of sustainable and healthy transport.
Communication approaches

- Focus on THE PEP themes and products
- Tailored communication for each of the target audiences
- Use of different tools and channels
Target groups

- Policy makers (primary target audience), with a focus on EECCA and SEE
- Media
- Public
- Scientific community
- Other stakeholders
Implementers

- **THE PEP focal points** - main channel of communications in countries
  - Focal points are information multipliers
  - They can identify and make use of dissemination and visibility opportunities for THE PEP and its achievements

- *The Bureau and secretariat support the implementation of the communication strategy for THE PEP*
Possible tools and channels

- Visual (slogan and design)
- Key messages on sustainable and healthy transport and THE PEP for each target group
- **Advocacy materials**
- Event mapping (including lobbying with EC)
- Monitoring and awareness of emerging issues on transport
- **A roster of experts, “champions”**
- Media activities
- **Dedicated, up-to-date web site**
- **Video/photo library**
- **THE PEP Awards**
What’s new?

- Visual (slogan and design)
- Key messages on sustainable and healthy transport and THE PEP for each target group
- Advocacy materials
  - Event mapping (including lobbying with EC)
  - Monitoring and awareness of emerging issues on transport
- A roster of experts, “champions”
- Media activities
- Dedicated, up-to-date web site
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- THE PEP Awards

= Advocacy kit
THE PEP Advocacy kit

- Handy collection of materials and references
- Mostly meant to support focal points
- Addressing the following topic areas:
  - safe and healthy walking and cycling in urban areas
  - policy integration
  - economic benefits of sustainable transport
- Endorsed by the Bureau in June 2011
THE PEP Advocacy kit (ctd)

- Including (as of today):
  - General material on THE PEP (e.g. .ppt, brochure)
  - Printed and electronic advocacy materials per product
  - Multimedia (video, photos, images)
  - Press materials
  - Roster of experts
  - Upcoming events

- To be reviewed regularly and upon request

- Focal points are:
  - invited to submit new materials for possible inclusion
  - encouraged to communicate their needs regarding information and promotion explicitly to the secretariat
Progress

- www.thepep.org revamped
- Advocacy materials being developed
- Side events at ITF 2011 and EfE Astana conference with press releases
- Case study on inter-sectoral collaboration for new European health policy “Health 2020”
- Products launched (e.g. HEAT)
  - Visits to WHO/Europe HEAT page more than doubled (+133%, before vs after launch)
Lessons learnt

Launch of HEAT – what worked

- Planned well in advance
- Good presentation to important target group
- Good timing
- Examples available
- Social media

-> Successful web results

Launch of HEAT – what did not work

- Not related to a breaking news/problem
- Not affecting laymen directly
- Strong evidence (data) but old

-> Little echo on media

Interviews or PSAs might work better at public/decision-makers level
The committee may wish to

- Adopt the Advocacy Kit for electronic distribution to Focal Points
- Discuss communication opportunities in 2012