Media Relations for Road Safety Practitioners Training Course

Professional Development Training Course Outline

Category	Traffic Management & Road Safety	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In the fast-evolving landscape of road safety, effective communication is critical to saving lives and influencing public behavior. Media Relations for Road Safety Practitioners Training Course equips professionals with advanced strategies to engage the media, craft compelling narratives, and amplify road safety campaigns. Leveraging digital media trends, crisis communication, and evidence-based storytelling, this course empowers participants to maximize their outreach impact and foster public awareness and behavioral change.

Participants will gain hands-on experience in managing media relations, press releases, and social media campaigns while learning how to navigate high-pressure scenarios such as road accident crises and policy advocacy. By integrating real-world case studies, interactive exercises, and contemporary communication tools, this course ensures practitioners are not only media-ready but also capable of leading impactful road safety advocacy campaigns.

Programme Curriculum

Media Relations for Road Safety Practitioners Training Course

Introduction

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Course Duration

5 days

Course Objectives

1. Develop strategic media engagement plans for road safety campaigns.
2. Master crisis communication for road traffic incidents.
3. Enhance skills in press release writing and media kit creation.
4. Utilize digital media platforms to amplify road safety messages.
5. Build stakeholder relationships with journalists and media houses.
6. Implement data-driven storytelling for impactful campaigns.
7. Leverage social media analytics to measure campaign effectiveness.
8. Apply reputation management techniques in road safety advocacy.
9. Train in interview techniques for TV, radio, and online media.
10. Design multimedia content including videos, infographics, and podcasts.
11. Develop policy advocacy communication strategies.
12. Integrate behavioral insights into public safety campaigns.
13. Monitor and evaluate media impact and public engagement metrics.

Target Audience

1. Road Safety Officers
2. Traffic Enforcement Officials
3. Road Safety Advocates and NGO Staff
4. Transport Policy Makers
5. Public Relations Professionals in Transportation
6. Communication Specialists
7. Journalists covering Road Safety and Transport
8. Crisis Management Professionals

Course Modules

Module 1: Introduction to Media Relations in Road Safety

- Understanding media landscape trends
- Role of media in behavioral change
- Key road safety communication principles
- Identifying target media channels
- Case Study: Successful national road safety campaigns

Module 2: Strategic Media Planning

- Developing media engagement strategies
- Audience segmentation and messaging
- Setting measurable communication goals

- Integration with road safety campaigns
- Case Study: Strategic media planning for Vision Zero

Module 3: Crisis Communication Management

- Principles of crisis communication
- Media response during road accidents
- Crafting timely and transparent messages
- Managing negative publicity
- Case Study: Effective crisis response during major traffic incidents

Module 4: Press Releases and Media Kits

- Writing compelling press releases
- Designing comprehensive media kits
- Crafting headlines and key messages
- Distribution strategies for maximum coverage
- Case Study: Press kit design for road safety initiatives

Module 5: Social Media and Digital Engagement

- Using social media for advocacy
- Social listening and trend analysis
- Engagement strategies for public safety campaigns
- Measuring social media impact
- Case Study: Viral social media campaigns for pedestrian safety

Module 6: Stakeholder and Journalist Engagement

- Building journalist relationships
- Hosting media briefings and press conferences
- Networking with industry influencers
- Collaborative storytelling techniques
- Case Study: Partnerships with media for road safety awareness

Module 7: Multimedia Content Creation

- Video storytelling for road safety
- Infographics and interactive content
- Podcasting for advocacy
- Multimedia dissemination strategies
- Case Study: Road safety awareness campaigns using multimedia

Module 8: Monitoring, Evaluation, and Reporting

- Tracking media coverage and public engagement
- Analyzing communication effectiveness
- Reporting ROI for media campaigns
- Feedback loops for continuous improvement
- Case Study: Impact evaluation of a national road safety campaign

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

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