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High-level Meeting on Transport, Health and Environment

**Steering Committee on Transport, Health and Environment
Pan-European Programme****Eighth session**

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Item 8 (b) of the provisional agenda

Managing THE PEP**Draft communication strategy****Note by the secretariat****I. Introduction**

1. Following the Third High-level Meeting on Transport, Health and Environment THE PEP Bureau at its meeting in Rome in July 2009 agreed that the Steering Committee should develop a communication strategy to enhance the visibility of THE PEP and to raise awareness among policymakers and citizens of its key messages, as enshrined in the Amsterdam Declaration and its four priority goals.

II. Objectives

2. The overall purposes of THE PEP communication strategy are:

(a) to raise awareness of opportunities for and benefits of sustainable and healthy transport at individual, community, national and international level to support healthy transport choices;

(b) to maintain health and environment concerns high on the political, public, and scientific agenda in order to boost governments' commitment for sustainable and healthy transport.

3. In particular the strategy should ensure the following objectives:

- raising and maintaining awareness of the magnitude of existing impacts of transport on the environment and health;

- maintaining and increasing the commitment of member States and of the international community to pursue an integrated policy approach to sustainable and healthy transport in the attainment of the Amsterdam Goals;
- involving a variety of stakeholders such as policy-makers, the scientific community, the media and citizens of the United Nations Economic Commission for Europe (UNECE) and World Health Organization Regional Office for Europe (WHO/Europe) region in supporting sustainable and healthy transport policies;
- positioning THE PEP as the optimal framework for facilitating sustainable and healthy transport through the UNECE and WHO/Europe as the best-placed agencies for coordinating action to this end;

III. Why a communication strategy for THE PEP?

4. THE PEP is a difficult theme to communicate to the media and the public as it includes several and overlapping themes (e.g., sustainable mobility, urban livelihoods, transport safety, children's health, etc.). At the same time it represents an innovative framework in the UNECE-WHO/Europe region to boost health, the environment and the economy through sustainable transport and for this reason should be given greater visibility.

5. A communication strategy is needed to give voice to sustainable and healthy transport making THE PEP recognizable as the instrument providing a policy framework to ensure it. THE PEP should be seen as a tool to address critical and relevant issues, close to governments' priorities and population's concerns.

6. Taking into account the need to tailor communication products/activities to specific target audiences, the key approach of the communication strategy should be to differentiate. This would allow choosing the appropriate tools and channels – such as media, networks, the web, scientific journals, articles, workshops and meetings, books, CDs, videos – to reach the set objectives.

IV. Target groups

7. The communication strategy should address specific interests and concerns of target groups, including policymakers, the media, the general public, the scientific community and other stakeholders. The main focus of the strategy for each target group is as follows:

- Policy makers (primary target audience): raise and increase the commitment of member States, in particular Ministries of Transport, Health and Environment, to sustainable and healthy transport and to THE PEP, with the purpose of protecting the health, the environment and the economy of the population, and support action at national, subnational, local levels, through effective tools. The Eastern part of the Region should be particularly targeted as there is often relatively less awareness of transport, health and environment problems which makes it harder to sell THE PEP and promote its activities;
- Media: involve targeted media in the region to report on sustainable and healthy transport and the importance of THE PEP as an instrument facilitating it, as a channel to reach policymakers and the public. Build capacity of existing media networks (e.g. through the World Health Youth (WHY) Communication Network <http://www.euro.who.int/en/what-we-do/health-topics/environmental-health/world-health-youth-why-environment-and-health-communication-network>) to enhance quantity and quality of coverage on sustainable and healthy transport;

- Public: raise awareness of the region's populations on the need to ensure sustainable and healthy transport and how they can contribute to it through adopting a correct behaviour, including by promoting actions under the framework of THE PEP on the occasion of advocacy and awareness raising initiatives such as Car free days, Green weeks and similar observances;
- Science/implementers: invite research on health effects of transport, effective interventions and policy integration for sustainable transport, help collate and disseminate good practice experience;
- Other stakeholders: such as other sectors – finance, interiors, education; the international community; intergovernmental agencies and international bodies; the civil society. Stimulate multi-sectoral partnership to achieve the essential goals of THE PEP with the aim of ensuring sustainable and healthy transport.

V. Tools, products and services to promote THE PEP

8. Raising awareness through different tools, products and services according to the target audience is especially required given the limited appeal of the topic in communication terms. The following options should be selected on an ad hoc basis, taking into account the objective of maximizing the impact and visibility of products, initiatives and events developed within the framework of THE PEP:

(a) A visual (slogan and design), engaging immediate recognition of the THE PEP, its products and events, and facilitating communication and visibility of related key messages;

(b) Key messages on sustainable and healthy transport and THE PEP¹ targeting specific audiences and presented in a clear-cut attractive way, including: i) quantified health and environment effects (both negative and positive); ii) how the issues affect people and their lives; iii) what can be done (solutions and policy approaches in countries to tackling hazards, particularly highlighting the benefits of sustainable transport); iv) UNECE/WHO's position, role and goal, and v) the active involvement of a variety of stakeholder. Powerful messages should address questions like *What's in THE PEP for you or for me?*

(c) Core advocacy UNECE/WHO kit, including a basic power point presentation, a fact sheet, frequently asked questions (FAQs), leaflet(s), booklet(s) to facilitate participation in relevant fora by experts and stakeholders;

(d) Event mapping and awareness of the activities of other key players, to ensure proper participation in relevant fora and/or visibility in relevant happenings/campaigns at European level. Opportunities should be identified to link THE PEP to relevant events, initiatives and policy frameworks (e.g. WHO Environment and Health Process, UNECE Environment for Europe Process, as well as initiatives promoted by the European Commission, United Nations Environment Programme, International Transport Forum), thereby maximizing the potential positive "rebound" effect of these events for THE PEP. Lobby channels should be established to promote THE PEP at the European Parliament;

¹ Existing tools for sharing best practice under THE PEP include the Toolbox on Transport, Health and Environment, THE PEP Clearing House, and THE PEP workshop series on sustainable urban transport. Following the adoption of the Amsterdam Declaration, three new implementation mechanisms will also be valuable in spreading key messages: The Staffete, or relay race, THE PEP Partnership and the National Transport, Health and Environment Action Plans (NTHEAPs).

(e) Monitoring and awareness of emerging issues on transport hitting the headlines/in discussion in the political/scientific communities (e.g. the importance of physical activity to combat depression). Identify opportunities to join in the debate and make THE PEP visible and recognized, including through messages towards green economy/business and increased visibility of effective products such as health economic assessment tool (HEAT) for cycling), THE PEP Symposium, etc;

(f) A roster of experts, at national and international level, to facilitate expert participation to public and scientific debates and media interviews and to act as Champions in the most active countries to promote the added value of THE PEP;

(g) Media activities, including media briefings/workshops and capacity building (e.g. to the WHY Network – World Health Youth event proposed on the occasion of the eighth Session of THE PEP Steering Committee in December 2010 in Geneva, Switzerland). When appropriate, press releases/backgrounders/fact sheets; press briefing/conferences; articles in expert and electronic journals and proposal of op-eds;

(h) *Regular* updates and maintenance of THE PEP dedicated web site, including links to UNECE and WHO programmes relevant for THE PEP, to relevant sites, and to innovative projects in transport, health and environment; a web map on countries' activities and implementation of goals; illustrative pictures;

(i) Video/photo library, to be used as reference by stakeholders when preparing ad hoc materials and meeting/conference participations; and to facilitate media coverage of the topic;

(j) THE PEP Awards could be an additional channel for awareness raising. A competition could be launched on best videos/pictures or best projects from country perspectives on challenges and opportunities of sustainable and healthy transport.

9. The above tools would be developed on the basis of work already carried out within THE PEP, in particular as part of the development of THE PEP Toolbox, which could be used as the platform through which the tools could be made available.

10. Focal points are encouraged to communicate their needs regarding information and promotion explicitly to THE PEP secretariat.

VI. Timeline, budget and forecast

11. The present strategy includes elements for short, medium and long-term implementation. Core activities/products need to be identified based on priority needs and fund availability also taking staffing costs into consideration.

12. A Task Force should be set up to support the implementation of THE PEP communication strategy, including communication experts from the Steering Committee. The main purpose of this task force will be to guide and support the secretariat in developing the above-mentioned tools.

13. THE PEP focal points are the main channel of communications in countries. They are information multipliers and, via their promotional and communication activities, can reach and motivate important target groups and existing and potential stakeholders to get them interested and involved. Focal points are technical experts and hence are not meant to communicate directly, but – after a proper briefing and using the materials made available – they are encouraged to identify and make use of dissemination and visibility opportunities for THE PEP and its achievements (e.g. at national and international events of relevance) and bring these to the attention of the joint secretariat for coordination, follow-up and support.

14. Steering Committee members as well as WHO/Europe and UNECE will also have an active role in the implementation of the strategy.

VII. Conclusions

15. THE PEP communication strategy should provide:

(a) THE PEP with greater visibility, a clear-cut identity and in turn more support;

(b) Member States and policy makers at subnational and local level with a multi-faceted information service and tools to underpin policymaking and international visibility;

(c) The public with increased awareness of sustainable and healthy transport for informed choices;

(d) UNECE and WHO/Europe with increased visibility of their activities in the field of sustainable and healthy transport.

Annex

Opportunities to promote THE PEP (2010–12)

- 2011 Annual Polis Conference
- World Carfree Day, 22 September
- International Transport Forum (ITF) 2011, 17–26 May 2011
- Seventh “Environment for Europe” Ministerial Conference, October 2011, Astana, Kazakhstan
- HEPA Europe annual meeting and conference 2011
- HEPA Europe annual meeting and conference 2012
- European Mobility Week (annual, end September)
- EU Green Week (annual, June)
- Olympics 2012 in London – suggested theme could be ‘Health through activity’

Networks for potential collaboration and partnership

- Eurocities – <http://www.eurocities.eu/main.php>
 - Polis – <http://www.polis-online.org/>
Polis is a network of European cities and regions from across Europe, which promotes, supports and advocates innovation in local transport, striving to improve transport at local level, especially in relation to the environment & health, mobility & traffic efficiency, the economic & social aspects of transport and safety & security.
 - Women Ministries for the Environment/for Health
<http://www.cwwl.org/environment.html>
http://www.cwwl.org/events/2009-05-19_health-ministers-6th-meeting.html
 - Slocat (Sustainable low-carbon transport) – new partnership including UNEP, ITF, UITP among others
<http://www.slocat.net/>
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