

1. Thought Leadership Paper Template

1.1 Purpose

To provide a template to act as a guide in the development of National Road Safety Partnership Program (NRSPP) Thought Leadership Papers.

1.2 Scope

Applies to all thought leadership papers produced by the NRSPP.

1.3 Subject Matter

The Thought Leadership Paper will feature a subject matter expert presenting his/her view on a topic based on available evidence and personal knowledge. The content will be direct and to the point with web-links to key subject material for more information. Subject matter must be evidence based or commentary provided by a recognised industry expert in their sector.

The content of the paper will be peer reviewed before being finalised.

1.4 Core Elements to be Included

All NRSPP Thought Leadership Papers are to have a similar basic structure:

- a. Link to subject matter expert.
- b. Set the scene – what is the topic?
- c. What are the key questions the audience would like to be answered?
 - o the common subject matter myths to debunk
 - o the common misunderstandings requiring clarification
 - o a precise of key stats/evidence
- d. What would you recommend those who manage this risk should do about it or what should the expectations be?
- e. Identify further sources of information.

1.5 Document Length

The paper should be no more than two pages in length. .

1.6 Confidentiality and Approval for Release

Information provided to the NRSP or ARRB GROUP as part of this process will not be used publicly without the express consent of the organisation. The Thought Leadership Paper will be peer reviewed by NRSP staff or another expert in the field if applicable. The paper will only be posted onto the NRSP website once written or electronic approval of the final version has been received from the submitting organisation.

1.7 Incorporating the Safe Systems Model

The Thought Leadership Papers are to be underpinned by the safe systems approach to road safety and shall assist to illustrate its application.

The safe system model involves a systematic approach to road safety recognising the interrelationships between the road and roadsides, vehicles, speed and user characteristics and behaviours. The safe system approach benefits all road users, from pedestrians to heavy vehicles. The model has four main elements, that combined in a systematic way reduces the risks of fatalities and serious injury within the road network.

A safe system approach to road safety can be summarised as:

- the use of safe vehicles;
- by trained users behaving legally and exercising a duty of care;
- travelling at safe speeds;
- on safe roads.

1.8 Benefits of Using a Thought Leadership Paper

The use of Thought Leadership Papers will help NRSP expert champions to provide information in an engaging factual way for industry to absorb. Authors are people renowned in their field. The paper aims to start the conversation on the key topics which, NRSP hopes, will raise awareness of the issue and lead businesses concerned about it to start addressing it from an informed position.

1.9 Webinars

Once a Thought Leadership Paper has been completed and housed on the NRSP website there is the opportunity for it to be expanded upon through a webinar. Webinars have a duration of 30-40 minutes to a maximum of one hour including facilitated questions. The webinar, following organisational approval, would be housed on You Tube and linked to the Thought Leadership Paper.

1.10 Currency of a Thought Leadership Paper

Once completed a Thought Leadership Paper will be reviewed annually to ensure the content and links remain current. If new evidence or methodologies are developed, the Thought Leadership Paper content is reviewed in regards to relevance in the light of the new data.