



KWARA STATE MINISTRY OF WORKS AND TRANSPORT
FHJ8+VR9, Ilorin 240101, Kwara
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**MANDATORY ADVANCE COMMUNICATION RULES OF
UPCOMING CHANGES**

**IN LINE WITH
EXECUTIVE ORDER ON THE PROMOTION OF
TRANSPARENCY AND EFFICIENCY IN THE BUSINESS ENVIRONMENT**

December 2023

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LEGAL REFERENCE

“National Road Traffic Act part XII, 142 (1) regulatory Law No.2 of 2015

VISION

To serve the people of Kwara State by delivering efficient and automated service that would ensure state road transportation that meets global standard.

MISSION AND MANDATE

- To formulate and implement policies for a Sustainable Motor Vehicle Administration system in the state in line with social and economic objectives of Government.
- To ensure safety on State roads by equipping officers in the service with requisite skill to scientifically test and certified prospective drivers
- To automate Road Worthiness Certificate processing and organize regular road safety campaign to create awareness to the public through a seamless working synergy with other broad traffic agencies.

COMMUNICATION STRATEGY FOR BOTH INTERNAL AND EXTERNAL PUBLIC WITH TIMELINES AND MILESTONES

A. CURRENT SITUATION/BACKGROUND

This communication strategy shows how effective communications can:

- Help us achieve our overall organizational objectives
- Engage effectively with stakeholders
- Demonstrate the success of our work
- Ensure people understand what we do
- Change behavior and perceptions where necessary.

B. OUR CURRENT SITUATION

We shall keep to this provision of the Executive Order to promote efficiency and transparency of official fees, levies for all users of Permit for unpainted taxi companies/services, issuance of driver licenses and permits, in Kwara state, including users of driver License, Issuance of Road Construction Permits, Transport Operators and Services, Supervision, and Certification of Public Infrastructure Projects, Vehicle Inspection and Roadworthiness Certification, Regulation of Transport Safety and Compliance Standards, Approval of Private Sector Involvement in Public Infrastructure Development.

C. OBJECTIVES OF THE COMMUNICATION STRATEGY:

- i. Increased and sustained awareness on the activities and mandate of the Office
- ii. Improve on the message approach to the beneficiaries
- iii. Maintain a good working environment
- iv. Build awareness of a service among a wide but defined group of audiences and user groups.
- v. Secure the commitment of a defined group of stakeholders.
- vi. Influence specific policies or policymakers around key aspects.
- vii. Encourage participation among researchers or partner bodies.

D. GOALS

- i. Reputation Management Goals: We aim to improve stakeholders/vehicle owner's opinions of our office significantly on annual basis.
- ii. Relationship Management Goals: We aim to improve communication with our stakeholders yearly.
- iii. Task management Goals: Our goal is to increase participation of our staff in meetings.

E. TARGET AUDIENCE

- General public through the media: electronic and manual process
- Community members at the grassroots by means of town hall meetings, advocacies with pamphlets and flyers
- Staff of the office in all the Local Government Areas

F. KEY MESSAGE PER TARGET AUDIENCE

Target audience is external or internal:

- i. To gather support from the public on activities of the Office and disseminate it to members of the public.
- ii. To get stakeholders to change their perception towards Vehicle Inspection Office administration and conducts.
- iii. To let other related organizations and government establishments know that they are needed as partners in ensuring Safety of lives and orderliness.
- v. To get the general public and staff motivated on the issue of Grievance Redress Mechanism.

G. COMMUNICATIONS MIX

External Communications Mix:

- Press, Press release, Radio, Opinion editorial, Features, Features advisories, Documentaries and TV series

Online:

- Other related websites

Multimedia:

- video, slideshows, E-mail newsletter and Social media,

Advertising:

- Print, Radio and Television

Print:

- Brochures, Posters, Letters, Leaflets, Scientific reports and Billboards

Public Relations:

- Stakeholders forum, workshops, Telephone calls and Conferences (Media and stakeholders)

Internal Communications Mix:

Workshops / Seminars, Face-to-face meetings of the Chief Vehicle Inspection officer with staffs, Internal memos/circulars, Minutes etc.

H. Promotion

- Promotion for the various messages and medium will be through press conferences, jingles on the electronic and print media and short advertisements on the social media platform.

Internally, there will be messages on the notice boards, circulars and notices.

I. TIMELINE

S/N	ITEMS	MODALITIES	REMARKS
1	Meeting with heads of relevant stakeholders (CRBC, ETC)	Letters should be written soliciting for audience with the relevant Chief Executives	It will create partnerships between the office and a platform for sensitization of BENEFICIARIES
2	Monthly meeting with journalist	To bring them abreast monthly with the activities for the month which will help in their coverage of VIO	This will help give feedback on how we have been perceived and new ways to chart
3	Appearance on various radio stations	The HEAD OF VIO to appear at least on 3 radio stations in a month	Radio has a large audience of listeners as well as the groups of consumers VIO targets.

J. Evaluating Success

To evaluate our success, below is the performance indicators and evaluating measures we will use. This is important so that we can effect changes where necessary in the future:

External

- i. Have we achieved our objectives in creating sustained awareness and good public image?
- ii. Did we reach the right audience?
- iii. Did we use the right tools?
- iv. Were decisions taken as a result?
- v. Did we come in on budget? If we didn't, why not?

Internal

- i. Did our message reach the staff within the organization?
- ii. Did they understand what the message was- did they do what had to be done?
- iii. Did we use the right tools in the dissemination of the messages?

For more information, Please, contact:

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