



RESEARCH PAPER

Empowering Communities for Safer Roads: A Study of Road Safety Campaigns in Punjab

¹ Syed Imran Ahmad Shah* ²Dr. Waleed Rasool and ³Shah Asad Khan

1. Ph. D Scholar (Media Studies) Islamia University of Bahawalpur, , Pakistan & Visiting Scholar, Michigan State University USA.
2. Assistant Professor, Riphah International University Islamabad, Pakistan
3. Superintendent of Police, National Highways and Motorway Police, Islamabad, Pakistan

***Corresponding Author:** imranshah537@gmail.com

ABSTRACT

Every year, millions of lives are lost or affected by road accidents, prompting governments, NGOs, and other stakeholders to launch road safety campaigns aimed at raising awareness, educating road users, and promoting safer behaviors. In this context present research article aims to provide a detailed analysis of the impact of road safety campaigns on road users. Therefore, present study used a questionnaire as a data collection tool, random sampling, and a descriptive research design. This study offered important insights on the efficiency of road safety campaigns in encouraging safer behaviors among drivers. On the bases of the findings of the study, using behavioral insights, implementing creative communication techniques, improving stakeholder engagement, and including road safety education into curriculum are a few possible recommendations. Moreover, this research attempted to make a significant and long-lasting contribution to the field of road safety by a thorough analysis of the effects of road safety initiatives on road users.

KEYWORDS Averting Accidents, Efficiency of Road Safety, Road Safety Campaigns

Introduction

Around the world, traffic accidents are still a major source of death and disease. Human mistake continues to be the leading cause of traffic accidents despite improvements in infrastructure and vehicle safety systems (Heydari, 2019). Road user behavior is the major focus of road safety campaigns, which are a proactive way to addressing this problem. The purpose of this article is to examine the multifaceted effects of road safety campaigns on drivers, taking into account a number of variables including campaign design, execution tactics, and efficacy assessment (Stojanová, 2018).

Campaigns for Road Safety and its effectiveness

Impact the efficacy of road safety campaigns can be studied by Numerous aspects, such as message content, distribution strategies, and audience involvement (Kayani, 2022). In order to evaluate the effects of various campaign strategies on the behaviour of road users, this section looks at empirical research and case study conducted by Staton, (2016). It investigates how to induce desirable behavioural changes in drivers through the use of fear arousal tactics, social norms, and emotional appeals (Kithae, 2022).

Obstacles and Restrictions

Campaigns to promote road safety include several obstacles and restrictions, despite their potential advantages. Message weariness, poor targeting, resource scarcity, and challenges assessing sustained behavioural change are a few of them (Shah, 2022). This section addresses these issues and looks at possible solutions, including audience segmentation, customised message, and using technology to assess campaigns (Phillips, 2011).

Due to the fact that millions of lives are lost or impacted by traffic accidents every year, road safety is still an urgent global concern. The success of road safety campaigns in influencing road user behaviour is still up for discussion, despite the fact that governments, non-governmental organisations, and other stakeholders have made considerable attempts to encourage safer behaviours among road users (Shiwakoti, 2020). Although a lot of resources are devoted to creating, putting into practice, and promoting road safety messages, it is unclear how much of an impact these campaigns have on the attitudes, behaviours, and knowledge of drivers. Additionally, the effectiveness of road safety campaigns may be impacted by elements including message content, distribution methodologies, and audience engagement tactics. Consequently, the main issue this study attempts to solve is how to thoroughly evaluate the influence of road safety campaigns on drivers, taking into account their knowledge levels, opinions about how effective the campaigns are, attitudes about safe driving practices, and self-reported behavioural modifications.

Literature Review

To show how road safety programs actually affect people in the real world, this section includes case studies from various nations or regions. Case studies might include both successful programs that resulted in a notable decrease in traffic accidents and unsuccessful campaigns that encountered difficulties or did not provide the intended results (Heydari, et, al, 2019). This section seeks to highlight important takeaways and best practices in the planning and execution of road safety campaigns via the analysis of various situations.

The effectiveness of road safety campaigns in developing nations was investigated in a meta-analysis. The study examined numerous road safety programs that were run in various areas and assessed how they affected a number of outcomes, such as attitudes, behaviors, awareness, and knowledge about road safety (Adamos, 2016). The results indicated that road safety programs can be successful in modifying the behavior of road users and lowering the number of traffic accidents in developing nations, but their efficacy varied according on message content, delivery strategies, and target audience characteristics.

The impact of a community-based road safety campaign in a rural village was examined in a case study (Goel, 2024). The study looked at how local players, including as NGOs, government agencies, and community leaders, worked together to execute road safety measures that were specifically designed to meet the requirements and overcome the obstacles of the village. The results emphasised the value of grassroots efforts, cultural sensitivity, and community involvement in encouraging safer driving practices and lowering the number of traffic accidents in rural areas (Akbari, 2021).

In response to an increase in traffic accidents, a government agency initiated a nationwide road safety campaign, which was evaluated in a study (Bailey, 2019). The study measured the campaign's effect on road user behaviour, attitudes, and awareness using a combination of quantitative questionnaires, focus group talks, and observational data. The campaign's reach, messaging clarity, and perceived credibility were among its strengths and drawbacks, and the findings offered suggestions for enhancing future marketing tactics and focusing on high-risk demographics.

In addition to comparing the efficiency of traditional and digital methods for reaching and involving drivers, this comparative analysis looked at the function of social media in road safety initiatives (Elvik, 2016). The study examined survey data, internet metrics, and content analysis of road safety messages shared on social media sites like Facebook and Twitter as well as traditional media like radio and television. The results indicated that social media can support conventional campaign tactics by enabling interactive communication, focusing on particular demographics, and spreading messages

more widely. However, issues like message credibility and information overload must be resolved (Dwivedi et al., 2021).

These studies offer insightful information about the difficulties, successes, and best practices of road safety campaigns. They also emphasise the significance of creative communication techniques, multi-stakeholder collaboration, and community involvement in promoting safer roads and lowering traffic accidents (Faus, 2024).

Material and Methods

To find out how road safety messages affect drivers, this study uses a descriptive research approach. The goal of descriptive research is to characterize and examine current events without changing any of the variables. Examining how drivers perceive, feel, and act in response to campaigns promoting road safety is a suitable use for this paper.

Population and Sample

Within a particular geographic area or community, road users such as drivers, walkers, cyclists, and passengers make up the population for this study. Using a random sampling technique, a representative sample was obtained. By guaranteeing that every individual in the population has an equal opportunity of being chosen, random sampling improves the generalizability of the results. Additionally, nearly 100 users of the route were chosen through the use of a basic random sample technique. In addition, the sample included a disproportionate share of both male and female drivers.

Data Collection Instrument

The main instrument for gathering data for this study was a questionnaire. The purpose of the questionnaire was to collect data on road users' awareness of road safety campaigns, opinions regarding the efficacy of these campaigns, attitudes regarding safe driving practices, and self-reported behavioural changes brought about by exposure to these ads. In order to collect quantifiable data, the questionnaire featured closed-ended questions. Based on an analysis of pertinent research on road safety initiatives and driver behaviour, the questionnaire was created. A small sample of drivers participated in a pre-test to evaluate its relevance, comprehensibility, and clarity. Before distributing the questionnaire to the intended sample, it was improved based on input from the pre-test.

Data Collection Procedure

Road users in the chosen community or geographic area were given the questionnaire as part of the data collection process. To guarantee a diverse sample, a number of data collection sites will be established, such as community centres, transit hubs, and roadside places. Competent investigators sought possible subjects, elucidated the aim of the investigation, and extended an invitation to partake willingly. Confidentiality and anonymity were guaranteed to participants. Descriptive statistics, frequency distributions, and inferential statistics (where appropriate) were among the statistical techniques used to analyse the quantitative data obtained from the questionnaire. The study employed descriptive statistics to provide an overview of the demographic traits, awareness levels, and attitudes of the participants regarding road safety programs. Frequency, percentage, mean score, and standard deviation are examples of inferential statistics that were used to analyse correlations between variables and evaluate how road safety campaigns affected the behavior of drivers. The rights and welfare of participants were protected throughout the research procedure by adhering to ethical requirements. Prior to their involvement in the study, each subject provided their informed permission. The study's participants were guaranteed the freedom to leave at any moment without facing repercussions, as well as the fact that their participation was entirely voluntary. Information about participants was kept private, and the data was only used for study.

Results and Discussion

Table 1
Effectiveness of road safety campaigns

Statement	Formula	5	4	3	2	1	Mean	Std. deviation
The road safety campaigns are informative	F	18	53	8	9	12	3.800	1.2934
	%	18%	53%	8%	9%	12%		
Road safety campaigns have increased my awareness	F	28	37	25	7	3	3.320	1.3423
	%	28%	37%	25%	7%	3%		
The messages conveyed in road safety campaigns are relevant	F	35	24	21	10	10	3.333	1.3876
	%	35%	24%	21%	10%	10%		
Road safety campaigns have influenced my attitudes	F	36	32	20	8	4	3.730	1.3933
	%	36%	32%	20%	8%	4%		
Road safety campaigns play a significant role in reducing the number of road accidents	F	12	40	20	13	15	2.981	1.1568
	%	12%	40%	20%	13%	15%		

Table 1 presents the statistics gathered from the questionnaire. This section presents the perspective of the participants about the campaigns which were conducted for rising awareness among the road users. The finding revealed that majority of the members are of the view that these campaigns are more informative as the mean score is 3.8, moreover, the members are of the view that these campaigns are also proved to be helpful for the as they increase their awareness. Similarly, the mean score 3.3 shows that majority of members belong to the category of agreeing with the statement that road safety campaigns have influenced my attitudes. Additionally, it is also revealed that road safety campaigns play a significant role in reducing the number of road accidents.

Table 2
Impact of road campaigns

Statement	Formula	5	4	3	2	1	Mean	Std. deviation
I am more likely to wear a seatbelt while driving or riding in a vehicle.	F	13	42	12	23	10	3.134	1.0954
	%	13%	42%	12%	23%	10%		
Influenced my behavior in terms of reducing distracted driving	F	12	39	16	15	18	3.601	1.2715
	%	12%	39%	16%	15%	18%		
I feel more confident in my ability to respond to emergency	F	9	39	25	12	15	2.876	1.1668
	%	9%	39%	25%	12%	15%		
Encouraged me to advocate for safer road behaviors among my friends and family	F	19	41	12	18	10	2.733	1.3869
	%	19%	41%	12%	18%	10%		
Have a positive impact on road users' safety and well-being.	F	16	34	19	17	14	2.9354	1.2458
	%	16%	34%	19%	17%	14%		

Table 2 presents the statistics gathered from the questionnaire. This section presents the perspective of the participants about the impact of road safety campaigns which were conducted for rising awareness among the road users. The finding revealed that majority of the members are of the view that they are more likely to wear a seatbelt while driving or riding in a vehicle as the mean score is 3.13 indicated their positive response, Moreover, the members are of the view that these campaigns influenced their behavior in terms of reducing distracted driving. Similarly, the mean score 2.87 shows that majority of members belong to the category of agreeing with the statement that they feel more confident about their ability to respond to emergency. Additionally, it is also revealed that road safety campaigns play a significant role in encouraging them to advocate for safer road behaviors among their friends and family. Furthermore, 2.9 mean score shows that these road safety campaigns have a positive impact on road users' safety and well-being.

Above mention tables show the findings of the questionnaire. As the study aimed to provide valuable insights on the effectiveness of road safety advertising in motivating drivers to adopt safer driving practices. In order to address this issue and ultimately help reduce the number of traffic accidents and fatalities, our research aims to offer empirical data and insights that can guide the development and execution of more successful road safety measures (Ahmad, 2021).

An overview of road safety campaigns is given in this section, together with information on their goals, target markets, and typical routes of communication. Road safety campaigns spread messages to encourage safer behaviours including wearing seat belts, obeying speed limits, and not driving while distracted. They do this by using a variety of media, including radio, television, social media, billboards, and community events. The significance of this work lies in its ability to enhance academic understanding, empower road users, impact policy and practice, and promote the overarching goals of road safety, accident prevention, and life preservation.

By carefully examining how road safety campaigns affect drivers, this study aims to significantly and sustainably advance the field of road safety. The results of this study can help build evidence-based road safety campaigns that are customised to fit particular behavioural patterns, geographic regions, and demographics. Practitioners can optimise the impact of upcoming initiatives and maximise their efficacy in promoting safer behaviours by determining which message kinds, delivery techniques, and channels resonate most successfully with road users (Akbari, 2021).

Conclusion

To sum up, road safety initiatives are essential for encouraging better driving practices and lowering the number of traffic incidents. However, a number of variables, such as audience involvement, delivery strategies, and message design, affect how effective they are (Hamann, 2021). Road safety campaigns can greatly improve road user behaviour and save lives by targeting these variables and overcoming obstacles.

Implications of the study

The practical ramifications of the study's findings extend to road users. Campaigns for road safety can enable people to make decisions that lower their chance of being involved in accidents by increasing public awareness of issues related to road safety, teaching drivers about dangers and preventive measures, and cultivating positive attitudes towards safer behaviours. Moreover, it is impossible to undervalue the advantages that fewer traffic fatalities and accidents bring to society and the economy. In addition to causing fatalities and serious injuries, traffic accidents place a heavy financial strain on insurance companies, hospital systems, and private enterprises. This study has the potential to improve community quality of life, save costs, and increase productivity by advocating safer driving practices through successful campaigns.

Recommendations

Based on the knowledge gathered in earlier sections, this section makes suggestions for enhancing the efficacy of upcoming road safety initiatives. Using behavioural insights, implementing creative communication techniques, improving stakeholder engagement, and including road safety education into curriculum are a few possible recommendations. This section also suggests areas for further study, like how developing technology affect traffic safety and how successful peer-led interventions are.

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