

ASSESSING THE NATURE AND EFFECTIVENESS OF COMMUNICATION  
STRATEGY USED BY RTSA TO IMPROVE ROAD SAFETY BEHAVIOUR  
AMONG PEDESTRIANS AND MOTORISTS:  
A CASE OF LUSAKA

By

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## **DECLARATION**

I, Munguya Juliet Shindano, do solemnly declare that this report:

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## **APPROVAL**

This report of Munguya Juliet Shindano is approved as fulfilling the partial requirements for the award of the degree of Master of Communication for Development by the University of Zambia.

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**Date:** \_\_\_\_\_

## DEDICATION

This report is dedicated to my dear husband, Dr John Shindano and my dear kids (Mbayo, Tabita and Lusa). You deserve my deepest and heartfelt gratitude bearing with me for many hours I spent on this work starving you of my attention and nice food. However, you still encouraged me to complete, and now I say you will always be my pillars.

I also dedicate this work to my beloved late dad Mr Anthony Munguya and my surviving Mum Anna Maswahili who laid a strong foundation for my education and life in general. I will always be thankful for you.

*I Love you all and God bless our family*

## ABSTRACT

The number of road traffic accidents (RTAs) have been on the increase in Zambia due to various factors. Pedestrians in residential areas in Lusaka at high risk of RTAs include University of Zambia (UNZA), Misisi-John Laing and Mandevu due to their proximity to busy highways. The Road Transport and Safety Agency (RTSA) is a government agency responsible for the road safety matters, in particular, sensitization and education of all road users.

This study was aimed at assessing the nature and effectiveness of RTSA's communication strategy in enhancing awareness, knowledge, attitudes and practices/behaviour (AKAP) on road safety to bring about behavioural change among pedestrians and motorists. The study used qualitative methods by conducting desk reviews, one-to-one interviews and focus group discussions with selected RTSA officers. The study also utilized quantitative methods through a survey of 150 pedestrians and motorists sampled from the three residential areas.

The survey found that there are fewer pedestrians and motorists who are aware that RTSA is responsible for road safety education and sensitization functions in comparison to the licensing functions. The study found that RTSA uses annual communication plans as the major strategy in the communication of road safety matters to pedestrians and motorists. RTSA's communication plans use the multi-channel approach, using three major communication channels, mass media, group and interpersonal. The study has shown that MUVI TV, ZNBC TV 2, ZNBC TV 1, ZNBC Radio 4, ZNBC Radio 2 and ZNBC Radio 1, Daily mail, Post Newspaper and Times of Zambia, were found to be most popular communication channel in the order given. The study further found that songs/ jingles, branded materials, drama, press statements, brochures, roadshows, internet, newsletters, press circular, workshop and press conference found to be most useful methods of communication by pedestrians and motorists, in the order of importance as given.

A high proportion of pedestrians and motorists considered crossing traffic highways as being a risky behaviour. Despite this perception, the proportion of residents who use the footbridges regularly was found to be low. The reasons advanced by the residents included, cumbersomeness, fear of heights, fear of being attacked and bad position of the footbridges.

The survey also found that the proportion of pedestrians and motorists who use RTSA sources of information on road safety was generally lower than the proportion who are aware of the sources. A small proportion of pedestrians and motorists mentioned having used RTSA sources of information for obtaining knowledge on road safety purposes as compared to licensing use. The results have also shown that pedestrians and motorists are reasonably knowledgeable on how to use the road. However, a large proportion of pedestrians/motorists are not knowledgeable on the correct cyclist behaviour as stipulated in the road safety regulations.

There was a small proportion of pedestrians and motorists who perceive that RTSA is doing enough to minimize the number of pedestrians being hit on the traffic highways. The study found that the barriers to communication by RTSA to pedestrians, motorists and cyclists include: Lack of a comprehensive communication strategy by RTSA; Language of communication barrier, which is normally English; Lack of availability and accessibility to road safety education materials; Communication is biased towards motorists; and Poor attitude and perceptions of the public towards road safety matters.

A number of interventions to minimize pedestrians being hit on traffic highways next to residential areas were proposed by the pedestrians and motorists such as increased sensitization of communities (pedestrian and motorists) on road safety matters, including use of local languages, use of multi-channel communication mix: road shows, music, advertising on billboards, press conferences etc among others.

**KEY WORDS:** Channels of Communication, Communication Strategy, Group Communication, Interpersonal Communication, Mass Media Communication, Road Safety.

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## ACRONYMS

CEO	Chief Executive Officer
AKAP	Awareness, Knowledge, Attitude and Practices/Perceptions
FGD	Focus Group Discussion
GDP	Gross Domestic Product
GRZ	Government of the Republic of Zambia
IPC	Inter-Personal Communication
MoCT	Ministry of Communications and Transport
NGO	Non-Governmental Organization
PAPECA	Passenger, Pedestrian and Cyclist Association of Zambia
PRCA	Participatory Rural Communication Appraisal
RDA	Road Development Agency
RTA	Road Traffic Accident
RTSA	Road Transport and Safety Agency
SPSS	Statistical Package for Social Scientists
TV	Television
UNICEF	United Nations Children Emergency Fund

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## CHAPTER 1: INTRODUCTION

### 1.1. INTRODUCTION

#### 1.1.1. Road Safety Policy in Zambia

The transport policy of 2002 under the Ministry of Transport and Communication of the Republic of Zambia has outlined the goals, policy objectives and strategies of road safety in Zambia. The goal of the policy is to protect the lives of road users and property through the introduction of appropriate road safety measures and enforcement of regulations. The policy has outlined three major policy objectives to achieve the policy goal:

- (a) Ensure road safety engineering aspects are compulsory in the construction, rehabilitation and maintenance of roads;
- (b) Improve the awareness of the need for better road safety behaviour among the road users through publicity and training; and
- (c) Improve the enforcement of traffic laws and regulations.

Policy objective (b) is of concern in this proposal as it relates to communication strategy.

The policy has also outlined six major strategies to meet the road safety objectives, namely:

- (a) Institute safety engineering within the present and future institutional arrangements in the road sector;
- (b) Improve the reporting and analysis of road accident data in order to better target actions towards priority road safety measures;
- (c) Ensure that the lives of all road users are protected through the introduction of appropriate road safety measures with strict enforcement of road traffic laws and regulations;
- (d) Improve the co-ordination between institutions involved in road safety activities at national and regional level;
- (e) Institute arrangements for a more efficient and effective enforcement of traffic regulations; and
- (f) Introduce an insurance safety levy to finance road safety programmes (MoCT, 2002: 26-27).

### **1.1.2. Institutional Framework**

The Ministry of Communications and Transport is responsible for the overall policy formulation and monitoring of the transport sector. Among the five departments of the Ministry is the Department of Road Transport, which is charged with the responsibility of road transport and safety. In addition, the Ministry oversees the operations of corporate bodies and institutions on behalf of the Government including the National Roads Board and National Road Safety Council among others (MoCT, 2002: 40).

#### **1.1.2.1. Coordination of the Road Sector Programmes**

In order to introduce a co-ordinated approach to development of roads, road transport and safety in the country, Government established the Road Transport and Safety Agency (RTSA) (MoCT, 2002: 42).

#### **1.1.2.2. Road Transport and Safety**

The Department of Road Transport and National Road Safety Council was merged to constitute the Road Transport and Safety Agency (RTSA). RTSA under the Ministry of Communications and Transport is responsible for implementation of the policy on road transport and traffic management, road safety and enforcement of laws regulating road transport and safety in the country. In addition RTSA is responsible for programming, procurement, monitoring and evaluation of road transport regulations and safety programmes (MoCT, 2002: 42).

### **1.2. BACKGROUND INFORMATION ON RTSA**

#### **1.2.1. Historical Perspectives of RTSA**

The Road Transport and Safety Agency (RTSA) was established under Section 3 of the Road Traffic Act No.11 of 2002. The Road Traffic Act No.11 of 2002 was enacted by the Parliament of Zambia on 31st December 2002. The Road Traffic Act No. 11 of 2002 repealed the National Road Safety Council Act CAP 471 of the Laws of Zambia and parts V to XIV of the Road and Road Traffic Act CAP 464 of the laws of Zambia. The Road Traffic Act vested all the affairs of the National Road safety Council created by CAP 471 and the affairs of the Road Traffic Commission under CAP 464 onto the Road Transport and Safety Agency. The appointed date for the commencement of operations of the Agency was pronounced by the

Minister of Transport and Communication under Statutory Instrument No.61 of 2004 on 14th May 2004 (RTSA, 2013a).

### **1.2.2. Functions of RTSA**

The main functions of the RTSA are: 1) To implement policy on road transport, traffic management and road safety; 2) To register motor vehicles; 3) To issue licenses and permits; 4) To pay out such percentages of monies into the Road Fund in respect of fees for licenses, permits and concessions granted and registration fees; 5) To conduct Road safety education and through publicity campaigns undertake and assist in the dissemination of information on road safety for the benefit of the community; 6) To coordinate Road safety programmes; 8) To approve road safety programmes undertaken by anybody, person or institution, and to formulate and develop programmes designed to promote road safety in conjunction with local Authorities; 9) To make contributions to the cost of road safety programmes undertaken by other Authorities or bodies; and, 10) To carry out such other activities as are conducive to the performance of RTSA functions (RTSA, 2013a). Function number (5) is the concern for this proposal. If RTSA is to effectively perform this particular function, it needs a well developed, functional and well implemented communication strategy on road safety matters.

### **1.2.3. Governance Structures of RTSA**

RTSA comprises members drawn from a wide sector of stakeholders. Members of the Agency's board include: A representative of the Pensions and Insurance Authority; A representative of the Passengers Pedestrians and Cyclists; A representative of the persons with disabilities recommended by the Ministry of Community Development; A representative of the Chartered Institute of Transport; A representative of the Passenger Transport Association; A representative of the truckers association; A representative of the Medical Council of Zambia; A representative of the Attorney General; A representative of the Ministry of Transport and Communication; A representative of the Ministry of Home Affairs; Director of the Road Development Agency; Director of the National Road Fund; and One other person.

The Chief Executive Officer of the RTSA is in charge of the day-to-day running of the Agency and is appointed by the Board in consultation with the Minister of Communication and Transport. The CEO of the Agency is also the secretary to the Board. The CEO is assisted by two Deputy Directors, the Director for Transport and the Director for Safety. The two Deputy Directors are appointed by the Board. The Board also appoints, with the approval



of the Minister of Transport and Communication, such other staff as it considers necessary for the performance of its functions under the Road Traffic Act. RTSA has five directorates or departments, namely, finance and administration, road transport, road safety, information technology and internal audit (RTSA, 2013a). The Road Safety Department is responsible matters related to communication of road safety issues with stakeholders.

#### **1.2.4. Road Safety Department of RTSA**

The Road Safety Department of RTSA is mandated to raise the road safety profile of the country. The department has four units, namely, Education, Engineering, Examinations, and Publicity. The primary objective of road safety is to protect the lives of all road users and their property through the appropriate screening of drivers and vehicles going on public roads, the introduction of road safety engineering measures, road safety education, publicity and enforcement of road traffic regulations (RTSA, 2011a). The Publicity and Education units of the Department of Road Safety are specifically responsible for the communication of road safety matters to the stakeholders.

#### **1.2.5. Functions of the Publicity and Education Units of RTSA**

The role of the Publicity and Education Units are to promote and publicize road safety in order to raise awareness and improve road safety behaviour by the different road users with the intention of reducing road traffic incidents in the country. The two units achieve this through a number of activities which include road safety promotion (through procurement of road safety materials, production of documentaries on road safety, production of television adverts etc.), undertaking educational campaigns (production of radio programmes, production of brochures and other road safety print materials, production radio adverts), observing the Road Safety Week annually, undertaking Media Publicity Campaigns (through participating in events that enhance road safety education, participating in the Decade of Action, educating road safety clubs and communities on road safety issues, conducting road safety programmes in designated communities, advertising road safety in print media, advertising road safety on television) and building capacity within the Units (through participating in Regional Road Safety Programmes) (RTSA, 2011a).

#### **1.2.6. Road Safety in Lusaka**

In June 2007, RTSA carried out a road safety inspection of the section of the T2 Road between Kafue roundabout and Linda Junction. One of the recommendations from this

inspection (which was submitted to the RDA and the Lusaka City Council) was the management of traffic conflicts between pedestrians and motor vehicles between Kafue Roundabout/ traffic circle and Chawama Turnoff. The Lusaka City Council has since 2009 constructed two pedestrian Crossings (pedestrian footbridges) near Down Town Shopping centre and Metropolitan School (RTSA, 2011a). After many pedestrians, particularly students, have been victims of road accidents on Great East Road (GER), it was decided to erect a footbridge across to allow students to cross the road freely. In addition, the metal barrier has been erected on GER to reinforce that aim. However, the utilization of these pedestrian footbridges by pedestrians from the adjacent residential areas does not seem to be impressive. No comprehensive study has been conducted to understand why pedestrians do not use these facilities built at great cost.

RTSA in collaboration with the Passenger, Pedestrian and Cyclist Association of Zambia (PAPECA) conducted a community sensitization programme in John Laing and Misisi compounds of Lusaka in 2013. Those areas were targeted because most accidents recorded along the stretch between Kafue Roundabout to Makeni Intersections involved residents from the same compounds. The programme ran for 24 consecutive days from 7<sup>th</sup> to 30<sup>th</sup> May, 2013. Messages focused on Walking, Crossing, and Cycling Safety. The Awareness Campaign took the form of road shows, drama and door-to-door sensitization. Print materials such as posters and highway codes were distributed to the target group (RTSA, 2013b). This goes to show that despite the two foot bridges recently erected on this particular road and other measures, the number of pedestrian victims of road traffic accidents on this section of the road has not drastically reduced.

### **1.3. STATEMENT OF THE PROBLEM**

Literature review of the 2007 Annual Road Traffic Accident Statistics Report (ZP, 2007) with available aggregated statistics has revealed that Lusaka is a hot spot with regard to road traffic accidents involving motorists and pedestrians. The number of road traffic accidents in Lusaka has not reduced significantly in the last five years. The number of accidents in 2007 was 10,889, in 2009 was 11,430, in 2010 was 11,055 and in 2011 was 11,428 (RTSA, 2011b). This literature shows that the problem of road traffic accidents among the motorists

and pedestrians in Lusaka is not only big but keeps growing. The question is, what is the role of RTSA in minimizing this trend?

Residents/Pedestrians of Residential areas in Lusaka prone to or at high risk to road traffic accidents include University of Zambia, John Laing and Mandevu due to their proximity to highways or busy residential roads. The residents have to cross from one end of their residential areas to the other end of commercial district areas on a daily basis. The John Laing inhabitants are exposed to crossing the Kafue Road, Mandevu residents are exposed to crossing the Great North Road and the University of Zambia Residents are exposed to crossing the Great North Road. This predisposes the inhabitants of these residential areas to road traffic accidents as the three mentioned roads are some of the busiest roads in Lusaka. The level of awareness, knowledge, attitude and practices/perceptions (AKAP) of these residents on the road safety issues may be some of the major determinants of the rate of road traffic accidents in these localities. On the other hand, the AKAP of the motorists who use the highways and roads in these localities are also a major determinant on the rate of road traffic accidents.

Off-course, there are other determinants of the rate of accidents on these highways apart from the AKAP of pedestrians and motorists. For instance, the nature of the highways and roads, the roadworthiness of the motor vehicles, the availability of clearly labelled road signs, availability of suitable foot bridges, clearly labelled road markings, and how good the highways and roads in question are. Unfortunately there has been no study to determine the AKAP of road users in Lusaka as well as the efficacy of current RTSA communication strategy to reduce road traffic accidents.

Therefore, this research proposal endeavors to give answers to questions on the RTSA's communication strategy in dealing with the identified problem. The research questions at stake are outlined in section 2.1 below.

#### **1.4. RATIONALE**

The information that may be generated from this research may be helpful to the Publicity and Education Units in-charge of implementing the communications strategy in RTSA as it may reveal the current extent of awareness, knowledge, attitudes and practices/perceptions that the

pedestrians and motorists have towards the road safety issues. The research may also bring out the possible barriers to communication that RTSA is facing in its communication strategy, which if minimized may contribute to the effective implementation of the strategy. In addition, this study may serve as baseline information on which the performance of the RTSA's communication strategies may be benchmarked against in future evaluations. The communication strategy as well as the study will benefit the community in the sense that, they will be able to follow the events in order to learn from the agency and be able to contribute positively on issues that affect them in their daily use of the roads

## **1.5. RESEARCH OBJECTIVE**

To assess the nature and effectiveness of the Road Transport and Safety Agency's (RTSA's) communication strategies in enhancing awareness, knowledge, attitudes and practices/behaviour (AKAP) on road safety to bring about behavioural change among pedestrians and motorists.

### **1.5.1. Specific objectives**

The specific objectives were as follows:

- i. Examine the nature of RTSA's communication strategy on road safety for pedestrians and motorists;
- ii. Identify the channels of communication used in RTSA's communication strategy on road safety to enhance AKAP among pedestrians and motorists in residential areas;
- iii. Assess the effectiveness of RTSA's communication strategies in enhancing AKAP among pedestrians and motorists in the University of Zambia, Mandevu and John Laing residential areas on road safety;
- iv. Establish the barriers to RTSA's communication strategy towards pedestrians and motorists; and
- v. Determine the best interventions and education methods from a pedestrian and motorist perspective on road safety?

## 1.6 RESEARCH QUESTIONS

There are five research questions which this research proposal seeks to have answers to and these questions are:

1. What is the nature of RTSA's communication strategy on road safety?
2. What channels of communication are used by RTSA to enhance AKAP on road safety among pedestrians and motorists in residential areas of Lusaka?
3. How effective is RTSA's communication strategies in enhancing AKAP among the pedestrians and motorists in Mandevu, John Laing and University of Zambia residential areas?
4. What are the barriers in implementing the RTSA's communication strategy towards pedestrians and motorists?
5. What are the best interventions and education methods on road safety from the pedestrians' and motorists' perspective?

## **CHAPTER 2: LITERATURE REVIEW**

### **2.0. INTRODUCTION**

This chapter gives the literature found on the current issues concerning the status of road safety at the global level and in Zambia. The chapter has also given literature on communication and behavioural change as it relates to pedestrians and motorists.

### **2.1. GLOBAL STATISTICS ON ROAD TRAFFIC ACCIDENTS**

The global status report on road safety by WHO (2015) has identified that the sustainable development goals (SDGs) include a target of 50 percent reduction in road traffic deaths and injuries by 2020. A number of African countries, Zambia included, have ratified the ‘United Nations Decade of Action for Road Safety 2011 to 2020, which was launched on 11<sup>th</sup> May 2011.

Despite the above, road traffic accidents rank as one of the major problems globally, ending lives of many innocent people. According to McKay (2009), road traffic accidents are the leading cause of deaths by injury and the tenth leading cause of all deaths globally. It makes up a significant portion of world-wide burden of ill-health after heart disease, respiratory infections, HIV/AIDS and other conditions. The World Health Organization has warned that if current trends continue, about 2.4million people could be killed each year on the road by the year 2030.

The global status report on road safety by WHO (2015) shows that the world road fatalities per 1000 inhabitants per year stood at 17.4, while Africa topped the continents at 26.6, Eastern Mediterranean at 19.9, Western Pacific at 17.3, South-east Asia at 17, Americas at 15.9 and Europe at 9.3. The report further states that Africa has the highest risk of road traffic deaths.

An estimated 1.3 million people are killed in road crashes each year world-wide, and as many as 50 million people are injured occupying 30 percent of orthopedic beds in developing countries’ hospitals. In addition, developing countries bear a large share of the burden

accounting for 85 percent of disability adjusted life years lost because of road traffic injuries. Research reveals that road traffic injuries affect mainly males (73 percent of deaths) and those between 15 and 44 years old. This burden is creating enormous economic hardship due to loss of bread winners (Heidi Worley, 2006). Not only that, research further shows that road safety is a particularly acute problem in developing countries where pedestrians and cyclists populate the sides of the road that are increasingly crowded with sleek new cars purchased by the newly rich and emerging middle classes (Mckay Betsy, 2009). The WHO (2015) reports that 40 percent of vehicle occupants, 39 percent of pedestrians, 7 percent of motorized 2-3 wheelers and 4 percent of cyclists account for the road traffic accidents in Africa.

While road traffic death rates in many developed countries have stabilized or declined in recent years, they are rising in many other parts of the world. The World Health Organization reports that, more than 90 percent of traffic deaths occur in developing countries, even though those countries have fewer than half of the worlds' vehicles. In some Southeast Asian countries, about 80 percent of those killed are walking, bicycles or motorized two-wheel vehicles. Around the world 584,000 pedestrians and cyclists are killed in traffic accidents (Mckay Betsy, 2009).

WHO reports that the highest death rates from traffic accidents are in Eastern Mediterranean and African countries. The lowest rates were found in Netherlands, Sweden, the U.K. and other developed countries (Mckay Betsy, 2009). The decline in road traffic accidents are attributed to successful interventions such as seatbelt, safety laws, enforcement of speed limits warnings about dangers of mixing alcohol consumption with driving safer design use of roads and vehicles has been put in place (Worly Heidi, 2006). According to ASIRT (2002-2016), road crashes cost US\$518 billion globally, costing individual countries from 1 to 2 percent of their annual growth domestic product (GDP).

## **2.2. ROAD TRAFFIC ACCIDENTS IN ZAMBIA**

### **2.2.1. Past Research Work on RTAs in Lusaka**

The situation in Zambia is not different from the global scenario. RTSA (2010) reports that 1200 people die and 50,000 are left hand-capped or permanently injured as a result of traffic

accidents every year. This is a huge figure considering that Zambia's population is small about 15 million now, and the mushrooming of second hand Japanese cars on the roads. There are various other important causes which include driving at excess speeds, driving while under the influence of alcohol or drugs, driving while sleepy or tired, driving when visibility is compromised or without protective gears resulting into deaths and serious injuries.

Literature on research work on road traffic accidents along the risky highways in Zambia is either scarce or non-existent. Currently, RTSA in conjunction with the Zambia Centre for Applied Health Research and Development (ZCAHRD) are conducting research on 'Zambia Road Safety Study' focusing on evaluating the legislative and policy framework for road safety in Zambia and strategies to reduce road traffic accidents and the morbidity and mortality attributable to road traffic accidents. The study also intends to identify gaps in the provision and implementation of the policies, statutory provisions and strategies to reduce RTAs and their impact on public health and safety (RTSA, 2013c).

### **2.2.2. Zambia – National Road Traffic Accident Statistics**

In the last five years, the number of registered vehicles in Zambia has increased every year ranging between 227, 950 in 2007 and 381, 948 in 2011 (RTSA, 2013a), giving an average of 303,446 registered vehicles per year during the period. The number of road traffic accidents has averaged 21,509 and ranged between 19,727 and 22,978 with a fluctuating trend over the period. The fatalities from these accidents averaged 1,397 persons per year and ranged between 1,238 and 1,670 persons. These statistics translate into an average of 73 accidents per 1000 vehicles and an average of 65 fatalities per 1000 accidents per year. This shows that, while there are a number of stakeholders with different interventions aimed at improving road safety in Zambia, the road traffic accidents and the resulting fatality statistics are not reducing at an acceptable rate (RTSA, 2011b).

### **2.2.3. Lusaka – Road Traffic Accident Statistics**

The available Zambia Police Annual road traffic accidents statistics report of 2007, reveals even a gloomier picture than anticipated (ZP, 2007). The national total number of reported road traffic casualties was 10,524 in 2007 alone. The report also shows that, there were higher proportions of road traffic accidents in the urban areas at 77 percent than rural areas at 23 percent. The report further reveals that the mean number of road traffic casualties in the



provinces was 1,169 casualties per province, with a range between 295 for Luapula province and 3,486 for Lusaka. In proportional terms, Luapula represented 3 percent and Lusaka 33 percent of road traffic casualties nation-wide. The report reveals that based on nation-wide road traffic casualties (10,524), fatalities represented 12 percent (1,266) persons, while the seriously injured persons represented 40 percent (4,181) and the slightly injured persons represented 48 percent (5,077).

The available aggregated prevalence of road traffic accidents in 2007 in the nine province of Zambia then, ranged between 190 and 10,889 road traffic accidents, with Lusaka topping at 50 percent and Luapula having the least prevalence of 1 percent based on the number of nation-wide accidents reported at 21,690 (ZP, 2007). The mean number of road traffic accidents in the nine provinces was 2,410. The mean number of fatalities was 141, with a range of 26 fatalities (2 percent) in Western province to 413 (33 percent) in Lusaka based on nation-wide fatalities of 1,266. The number of seriously injured persons from the road traffic accidents ranged between 129 in Eastern province (3 percent) and 1,300 on the Copperbelt province (31 percent) with a provincial prevalence mean of 465 persons. The slightly injured casualties ranged between 41 in Luapula province (1 percent) and 2,158 in Lusaka (43 percent), with national provincial mean of 564 casualties per province.

Categorization of the road traffic accident fatalities in 2007 reveals that the highest fatalities were among the pedestrians at 50 percent of the 1,266 persons who died. The second highest fatalities were among vehicle passengers at 25 percent, followed by vehicle drivers (11 percent), pedal cyclists (10 percent), motor cycle passengers (3 percent), motor cycle riders (1 percent) and the least being pedal cycle passengers (0.2 percent).

Children under 16 years of age constituted 12 percent of the 10,524 road traffic accident casualties in 2007. The highest proportion among the 1,293 children casualties constituted pedestrians at 40 percent, followed by motor vehicle passengers and cycle passengers at 21 percent each, children playing on the road at 10 percent and the least being cyclists at 8 percent. The proportions of fatalities, seriously injured and slightly injured among the children were all highest among the pedestrians at 54 percent, 33 percent and 41 percent, respectively, in comparison to motor vehicle passengers, cyclists, cyclist passengers and children playing on the road.

The classification of causes of the 21,690 accidents in 2007, reveals that the highest proportion of causes of accidents was driver/pedal cyclists at 32 percent, seconded by drivers 29 percent, third highest was pedestrians (11 percent), mechanical failure at 6 percent and the rest (passengers, obstruction, road defects, pedal cyclists, animals, whether and other causes) being less than 3 percent.

## **CHAPTER 3. CONCEPTUAL AND THEORETICAL FRAMEWORK**

### **3.1. CONCEPTUAL AND OPERATIONAL DEFINITIONS**

This chapter presents the conceptual and operational definitions and relevant theories that have helped in understanding and interpretation of this study. The conceptual and operational terms defined in this chapter include communication, communication channels and communication strategy, being the key concepts utilized in this research. The theoretical framework in this study has utilized the theory on design of a communication strategy by (Mefalopous and Kamlongera, 2004). In this framework, they have argued that in communication design strategy, communication objectives directly address awareness, knowledge, attitude, practice, behaviour and participation as the main stages of the process of effecting positive behaviour change through communication. This study is premised on assessing the RTSA's communication strategies in effecting behaviour change on road safety by sampling pedestrians, drivers and assessing RTSA's strategy in relation to the awareness, knowledge, attitudes and practices/behaviour (AKAP) of the road users (pedestrians and drivers).

#### **3.1.1. Communication**

According to Mefalopulos (2008:3) communication refers to the process of transmitting and receiving information, and the related methods, techniques and media to achieve it. In this proposal, communication refers to the use of different types and media in the context of development, and sharing of information and experience to accelerate (Choudhury, 2011:2) the behavioural and social change towards road safety practices.

#### **3.1.2. Communication Channels**

According to Rodgers (1983), a communication channel is the means by which messages get from one individual to another. Rodgers has identified two major categories of communication channels, namely, Mass media and Interpersonal channels. Mass media channels are defined as all those means of transmitting messages that involve a mass medium, such as radio, television, newspapers, etc, which enable a source of one or a few individuals to reach an audience of many.

Interpersonal channels have been defined as those which involve a face-to-face exchange of information between two or more individuals. This describes participants who are dependent upon one another, that is, sender and receiver that engage with one another so as to gain information about each other for effective interaction. This is through verbal channels that rely on words as in written or spoken communication, or non-verbal channels that include facial expressions, controlled body movements, and sound. Interpersonal channels are considered to be effective in persuading an individual to adopt a new idea.

Utilization of mass media strategies, as far as they aim at social and behaviour change, are mainly effective in the field of awareness raising. According to (Servaes, 2008), the mass media approach is concerned with the process of diffusion and adoption of innovations in a more systematic and planned way. There are five phases in the diffusion process: awareness, interest, evaluation, trial and adoption. The role of the mass media is concentrated on the first stage of the process, whereas ‘personal sources are most important at the evaluation stage in the adoption process’.

The multi-channel communication campaigns are seen as an effective strategy in the arsenal of development communication mechanisms, as they spur action in areas of high development priority (Servaes, 2008). The RTSA communication strategy seems to be utilizing this approach as it appears to use multi-channel communication approach.

### **3.1.3. Communication Strategy**

Communication strategy is defined as a well-planned series of actions aimed at achieving certain objectives through the use of communication methods, techniques and approaches. In the strategy, communication objectives directly address issues such as awareness, knowledge, attitude, practice, behaviour and participation (Mefalopous and Kamlongera, 2004). This concept is the focus of this proposal, as it is intend to study the aspects of RTSA’s Communication Strategy on road safety.

## **3.2. THEORETICAL FRAMEWORK**

### **3.2.1. Diffusion of Innovation**

Diffusion of innovation theory expounds diffusion as a process by which an innovation (new ideas) is communicated through certain channels over time among the members of a social system (Rodgers, 1983). An innovation is an idea, behaviour, or object that is perceived as new by its audience (Robinson, 2009). The diffusion of innovation model is based on an assumption that information put into a system would naturally diffuse among the people. The ideas would ‘trickle down.’ This rationale presumed that the progressive sectors of society would embrace new ideas and pass them on to their friends and neighbours. Eventually the ideas would be adopted (Nair and White, 2004:158). According to UNICEF (2005), diffusion theory informs us that many people tend to rely on mass media to learn about new ideas but they use interpersonal networks to move from knowledge to trial and continued practice of a new behaviour. The objectives of interpersonal communication are to share information, respond to questions and doubts, convince or motivate the listener to adopt certain behavioural practices.

The diffusion perspective of development communication is linked to the monologic mode of communication – a one-way flow of information for the purpose of disseminating information and messages to induce change. The diffusion model is characterized by the intent to use communication media and methods to persuade people to change specific behaviours (Mefalopulos, 2008:21-86). According to Rodgers himself, diffusion is a kind of social change, defined as the process by which alteration occurs in the structure and function of a social system (Rodgers, 1983).

### **3.2.2. Social and Behaviour Change**

Behaviour change is commonly defined as a research-based consultative process for addressing knowledge, attitudes, perceptions and practices. Behaviour change strategies tend to focus on the individual as a locus of change (UNICEF, 2011). Social change is defined as a process of transformation in the way society is organised, within institutions, and in the distribution of power within various social and political institutions (UNICEF, 2005). For behaviours to change on a large scale or at societal level, certain harmful cultural practices, societal norms and structural inequalities have to be taken into consideration (UNICEF, 2011). In the road safety concept, it will require the behaviour change of the pedestrians and

motorists and social change (institutional cultural change) in the the affected communities and in RTSA to have positive attitudes, perceptions and practices towards the road safety concept.

Behaviour and social change requires providing participants with relevant information and motivation through well-defined strategies, using an audience-appropriate mix of interpersonal, group and mass-media channels and participatory methods (UNICEF, 2011) through social and behaviour change communications.

### **3.2.2.1. Behaviour Change Communication**

Behaviour change communication draws on socio-psychological approaches and persuasive communication theory and aims at individual behaviour change. This approach is also based on diffusion theory which utilizes mass media campaigning (Servaes, 2008). According to Mefalopulos (2008:78-79), behaviour change communication's conception and applications are considered to promote voluntary change in attitudes and behaviours of stakeholders based on informed choices. In order to achieve the individual based behaviour change, the RTSA staff, pedestrians and motorists need to be targeted through behaviour change communication.

### **3.2.2.2 Social Change Communication**

Social change communication also referred to as *communication for sustainable social change and development*, involves the use of variety of communication techniques to address inefficient systems, processes, or modes of production within a specific location. It emphasizes the importance of two-way communication and the need to facilitate stakeholders' participation and empowerment, that is, the participatory communication perspective (Mefalopulos, 2008:78-79). It is also defined as a process of public and private dialogue through which people (UNICEF, 2005) change the society towards desired social norms. It draws on development theory and utilizes conscientisation, dialogical communication and empowerment approaches. It focuses on communication rights, social groups, institutional, community and cultural-orientations (Servaes, 2008). Proper dialogue between RTSA, pedestrians and motorists in Zambia will not take place unless there is adequate use of social change communication techniques.

### 3.2.3. Advocacy Communication

Advocacy involves organized attempts to influence the political climate, policy and programme decisions, public perceptions of social norms, funding decisions and community support and empowerment towards specific issues. Advocacy also involves *Social mobilization* which is a process of bringing together all feasible and practical *inter-sectoral* social partners and allies to determine felt-needs and to raise awareness of, and demand for, a particular development objective (Servaes, 2008). It appears that the road safety area has not attracted the civil society to advocate for it. It is also clear that the efforts of RTSA alone will not bring about improvements in road safety at a fast rate, unless more stakeholders begin to take interest in it. RTSA's communication strategy should also aim at attracting the role of civil society in road safety.

### 3.2.4. Design of a Communication Strategy

In communication design strategy, communication objectives directly address issues such as awareness, knowledge, attitude, practice, behaviour and participation. Each of these represents a communication level which needs to be dealt with separately. The *Adoption Ladder* can help better understand change process through the sequence of adoption of innovation and the various communication levels. This adoption ladder facilitates the identification of communication entry points, that is, awareness raising, knowledge, changing attitudes and certain practice usage. You can therefore select the most appropriate communication approaches according to the level targeted by your communication objectives (Mefalopous and Kamlongera, 2004).

There are three communication modes in the design of a communication strategy, namely, *Participatory Discussion Theme/Message Design* which is most widely used in communication campaigns; *Instructional Design* useful for providing knowledge and skills needed to use new techniques or adopt innovations; and *Group Mobilization* which aims at forming and mobilizing groups of people to be more effective in addressing a particular issue.

#### 3.2.4.1. Participation Discussion Theme/Message Design Mode

Participation discussion theme involves information, persuasion, promotion and advocacy. *Information* is the treatment and the transmission of data meant to provide objective facts on specific issues. *Persuasion* is a communication process aimed at influencing others. A persuasive message has a point of view or desired behaviour that the recipient is supposed to

adopt to in a voluntary, even if rather passive fashion. *Promotion* is informing to make people aware and familiar, or even accept ideas, concepts or behaviour. *Advocacy* is seeking to generate support of decision-makers, both within and outside the community. It aims at influencing the development policy, obtaining financial support and legitimization (Mefalopous and Kamlongera, 2004).

#### **3.2.4.2. Instructional Design Mode**

Instructional Design Mode involves education and training. *Education* aims to increase knowledge, comprehension and change attitudes, usually through a formal learning environment. *Training* aims to impart or increase skills and give opportunity for trail. The training approach is similar to the educational one, but it focuses on practical skills rather than theoretical knowledge (Mefalopous and Kamlongera, 2004).

#### **3.2.4.3. Group Mobilization Activities Design Mode**

Group mobilization Activities Design mode involves networking or partnerships, group formation and community mobilization. *Networking or Partnership* attempts to have different groups or associations, within or from outside the community to join and work together to address, more effectively, specific issues or problems. *Group Formation* consists of encouraging and facilitating the formation of groups of people, usually within the community, having a specific set of tasks aimed at addressing a specific issue. *Community Mobilization* is the systematic effort to the community in actively taking part in the resolution of a specific developmental issue, through communication means and methods. This approach aims at bringing together all the community in order to work together to achieve something beneficial for all (Mefalopous and Kamlongera, 2004).



## **CHAPTER 4: RESEARCH METHODOLOGY**

### **4.1. INTRODUCTION**

This chapter outlines the methodology used in designing this study, the collection of data and the data analysis techniques utilized to assess the nature and effectiveness of communication strategies used by RTSA in enhancing awareness, knowledge, attitudes and practices/behaviour (AKAP) on road safety to bring about behavioural change among pedestrians and motorists. The study used a combined exploratory and descriptive research design. The main instruments used were desk reviews, administration of questionnaire to pedestrians and motorist, FGDs with RTSA officers and one-to-one interviews with selected RTSA officers.

### **4.2. RESEARCH DESIGN**

This study followed an approach combining exploratory and descriptive research designs.

### **4.3. SCOPE OF THE STUDY AND LIMITATIONS**

The research was targeted and restricted to sampling from among three major selected audiences, namely, pedestrians from at-risk residential areas, motorists on risky highways and RTSA as the agency that is responsible for communicating the road safety messages to improve road safety behaviours among pedestrians and motorists.

The study was carried out in Misisi-John Laing, Mandevu and University of Zambia (UNZA) residential areas of Lusaka city. Pedestrians and drivers were sampled along Kafue road, Great North Road and Great East Road highways representing Misisi-John Laing, Mandevu and University of Zambia (UNZA) residential areas, respectively. Lusaka city was purposively chosen because of its proximity to the researcher. In addition, road traffic accident (RTA) statistics from RTSA reveals that RTAs are high in Lusaka city and in particular in residential areas with close proximity to busy highways and roads.

### **4.3. RESEARCH METHODS**

The study used both qualitative and quantitative survey research methods to collect sufficient data representative of the situation being studied. The research methodology involved conducting a survey on pedestrians in the residential areas with close proximity to a busy highway and motorists who drive on the same highway. The survey also involved interviews with officials from the Publicity and Education Units of the RTSA's Road Safety Department who are responsible for developing and implementing RTSA's communications strategy. The data collection techniques included the use of desktop research, quantitative survey using questionnaires, in-depth interviews and focus group discussions.

#### **4.3.1. Desktop Research**

The desktop research reviewed records concerning the communications strategy that were accessible at RTSA in order to provide answers to some of the research questions in this research. The desktop research was able to answer two major research questions:

1. What is the nature of RTSA's communication strategies?
2. What channels of communication are used by RTSA to enhance awareness, knowledge, attitude and perceptions (AKAP) on road safety among pedestrians and motorists in residential areas?

The desktop research studied RTSA reports on communication activities by the Publicity and Education Units of the Road Safety Department of RTSA. The desktop research thus, established if the communications strategy for RTSA has been comprehensively documented. The desktop research enlisted communication activities on road safety conducted by RTSA in the past few years. The enlisted communication activities in the past few years were used to identify the communication channels used by RTSA on road safety.

#### **4.3.2. In-Depth Interviews**

In-depth interviews (see Appendix 2 for the guide) were utilized to collect data from among the RTSA officials responsible for the communications strategy. The RTSA's Public Relations Officer and the Principal Education Officer were interviewed because they are knowledgeable in the communication strategies of RTSA. These were purposively selected, making this a non-probability sampling method – purposive sampling technique, which is

based on the researcher's knowledge about the population. The researcher had to set the criteria for selecting who constitutes being part of the sample. The sample was assumed to be particularly knowledgeable about the issue under study. The interview was recorded on a tape recorder after verbal consent of the interviewee. The in-depth interviewed were used to established the:

- Nature of RTSA's communication strategies
- Communication channels used by RTSA
- Barriers to RTSA's communication strategies

#### **4.3.4. Focus Group Discussion (FGD)**

A focus group discussion (see Appendix 3 for the guide) involved participants who were selected for their knowledge of the issue under study. Six (6) Road Traffic Inspectors (RTIs) from the Enforcement unit consisting of two females and four males were involved in the FGD as they also deal with the implementation of the communication strategy and were thus knowledgeable in this matter to discuss it. The FGD also helped in finding out the:

- Nature of RTSA's communication strategies
- Communication channels used by RTSA
- Barriers to RTSA's communication strategies

The FGD was also tape recorded after verbal consent from the respondents.

#### **4.3.4. Quantitative Survey**

A quantitative survey was conducted by administering of a questionnaire to a sample of pedestrians and motorists from University of Zambia, Mandevu and Misisi-John Laing residential areas. The pedestrians and motorists were sampled from among those who frequently cross the Great East Road, Great North road and Kafue roads from University of Zambia, Mandevu and Misisi-John Laing residential areas, respectively. The quantitative survey sought answers to two major research questions:

1. What channels of communication are used by RTSA to enhance road safety?
2. What is the effectiveness of RTSA's communication strategies in enhancing the AKAP among the pedestrians and motorists in Mandevu, Misisi-John Laing and University of Zambia residential areas?

#### **4.3.4.1. Sampling Procedure**

Three clusters were sampled purposively, namely, a sample of pedestrians and motorists from Misisi-John Laing Compounds along the Kafue highway, Mandevu Compound along Great North Road and University of Zambia along Great East Road. A total of one hundred and fifty (150) pedestrians and motorists were sampled from John Laing/Misisi Compounds (60 respondents) along Kafue road, Mandevu compounds (41 respondents) along Great North Road and University of Zambia residential (49 respondents) along Great East Road. A sample of a minimum of 41 sampling units per residential area was deemed adequate for statistical inferences as it is above 30 which is the minimum number of sampling units for statistical analyses. The pedestrians from the three residential areas were purposively chosen due to proximity of the sampling areas to the researcher. A convenient sampling method was used because it was going to be difficult to have a sampling framework for this kind of research in order to perform a probability sampling.

The pedestrians from Misisi-John Laing, Mandevu and University of Zambia residential areas are a good sample representing the population along the highways who have a high likelihood of crossing the highways on a daily basis, thereby also having a high risk of being involved in RTAs. For a sample of motorists, convenient sampling was conducted in such a way that only those drivers who were willing to answer the questionnaire while found using the highway constituted the sampling unit. However, motorists (drivers) were also found among the pedestrian sample.

#### **4.3.2.2. Methods of Data Collection: Questionnaire**

A semi-structured questionnaire (See Appendix 1) was used to collect data from a sample of pedestrians and motorists. A self-administered questionnaire was used to collect data from the pedestrians and motorists who were willing to do so. On the other hand, the same questionnaire was researcher-administered for the pedestrian and motorist respondents who needed assistance of the researcher in understanding the questionnaire. Questionnaires allow for the collection of data which can be used to measure attitudes, opinions and beliefs. Questionnaires also allow for a variety of questions including open and closed questions.

#### **4.4. DATA ANALYSIS**

The in-depth interview and focus group discussion data on the tape recorder was transcribed and main themes of discussions were recorded as part of the results. The quantitative survey data was entered in the SPSS statistical package. The data was cleaned and analyzed using frequencies. The analyzed data was presented in form of tables and graphs.

## **CHAPTER 5: PRESENTATION OF FINDINGS**

### **5.1. INTRODUCTION**

The research assessed the nature and effectiveness of communication strategies used by The Road Transport and Safety Agency (RTSA) in improving road safety behaviour among pedestrians and motorists with high exposure to risk of road traffic accidents (RTAs) along busy highways in three residential areas of Lusaka city, Misisi-John Laing, Mandevu and University of Zambia (UNZA). The residents of these three residential areas are highly exposed to crossing the Kafue road, Great North road and Great East road, as some of the busy and risky highways to cross.

This chapter presents the findings of this research which constituted five research areas, namely, (a) determining the nature of RTSA's communication strategies on road safety, (b) establishing the channels of communication used by RTSA to enhance Awareness, Knowledge, Attitudes and Perceptions (AKAP) on road safety among pedestrians and motorists in the three residential areas of Lusaka, (c) determining the effectiveness of RTSA's communication strategies in enhancing AKAP among the pedestrians and motorists in the three residential areas, (d) determining the barriers in implementing the RTSA's communication strategies towards pedestrians and motorists, and (e) determining the interventions and methods of education from the pedestrians' and motorists' perspective.

The research involved in-depth interviews with selected RTSA officers from the Education office and Public Relations office. Data was also collected through a Focus Group Discussion (FGD) with officers from the Road Safety Enforcement office. This was followed administration of a researcher-administered questionnaire to residents of Misisi-John Laing (60), Mandevu (41) and UNZA (49) residential areas.

### **5.2. RESPONDENTS FOR THE IN-DEPTH INTERVIEWS**

The in-depth was conducted with the Senior Public Relations and Education Officers based at Dedan Kimathi Road office of RTSA. The Senior Public Relations officer is the head of the

public relations unit while the Education Officer is the head of the Road Safety Education unit of the Department of Road Safety. The Road Safety Education unit is responsible for all community education matters and the Public Relations unit is in-charge of all public relations matters on road safety nation-wide. The interview focused on the existence of the RTSA's communication strategies, perception of RTSA on the level of community awareness, knowledge and attitudes on road safety issues, monitoring and evaluation by RTSA on road safety issues and the communication channels used by RTSA. The in-depth interviews were also utilized to obtain literature from RTSA as part of the desk top literature analysis. This was to assist in shading more light on the nature of RTSA's communication strategies.

### **5.3. RESPONDENTS IN THE FOCUS GROUP DISCUSSIONS**

A Focus Group Discussions (FGD) was held with six (6) Road Traffic Inspectors (RTIs) from the Enforcement office. The RTIs are responsible for enforcing the Road Safety Act and its regulations. They are also responsible for education of road users, especially the road users who are found breaking the road safety laws. The FGD focused on ascertaining the levels of awareness, knowledge, attitude and behaviour of the public to road safety. Further, the focus group discussion tried to find out which communication channels have contributed in disseminating information to the public concerning road safety.

### **5.4. RESPONDENTS IN THE SURVEY**

#### **5.4.1. Sample Size**

The sample population for the participant target group was made up of one hundred and fifty (150) respondents (table 5.1).

Table 5.1. Residential areas of respondents

<b>Residential Area</b>	<b>No. of Respondents</b>	<b>Percentage of Respondents</b>
Misisi-John Laing	60	40
Mandevu	41	27.3
UNZA	49	32.7
Total	150	100

Out of these, 60 respondents (40 percent) represented Misisi and John Laing compounds, 41 (27.3 percent) were drawn from Mandevu compound and 49 (32.2 percent) were from the University of Zambia residential area. The respondents were picked from these residential areas simply because they are prone to crossing the high risk roads on a daily basis.

### 5.4.2. Gender

Table 5.2 shows the distribution of respondents by sex and it shows that 59.3 percent of the total respondents for the study were male while 40.7 percent were female. The proportions of males in the three residential areas ranged between 56.1 and 61.2 percent with Mandevu having the lowest and UNZA having the highest, while that of females ranged between 38.8 percent in UNZA and 43.9 percent in Mandevu compounds, respectively.

Table 5.2. Sex of respondents

Residential Area	Gender			
	Male		Female	
	No. Respondent	% Respondent	No. Respondent	% Respondent
Misisi-John Laing	36	60	24	40
Mandevu	23	56.1	18	43.9
UNZA	30	61.2	19	38.8
Total	89	59.3	61	40.7

### 5.4.3. Age

Table 5.3 shows the distribution of respondents by age. Overall, the majority of the respondents were in the age group 18 to 30 years representing 40.7 percent of the sample.

Table 5.3. Age of respondents

Age	No. of Respondents	percent of Respondents (N=150)	Misisi-John Laing % Respondents (N=60)	Mandevu % Respondents (N=41)	UNZA % Respondents (N=49)
10 – 17 years	19	12.7	15	12.2	10.2
18 – 30 years	61	40.7	31.7	46.3	46.9
31 – 40 years	49	32.7	36.7	29.3	30.6
41- 50 years	17	11.3	11.7	9.8	12.2
50 – 60 years	4	2.7	5.0	2.4	0
Total	150	100	100	100	100



This was followed by the age group 31 to 40 years representing 32.7 percent, 10-17yrs age group came next representing 12.7 percent, then 41 to 50 years representing 11.3 percent, and the age group 50-60yrs had 2.7 percent of respondents. A similar trend in age was seen in the three residential areas with 18 to 30 years having the largest proportions ranging between 31.7 percent in Misisi-John Laing and 46.9 percent in UNZA, while the least proportions were among the age group of 50 to 60 years.

#### 5.4.4. Marital Status

Table 5.4 reveals that among the respondents who took part in the study, the majority of the respondents were single representing 45.3 percent of the sample. Another 41.3 percent of the respondents were married, 6.7 were divorced and another 6.7 percent each were widowed. The proportions in the residential areas also shows that the single were the majority ranging between 38.3 percent in Misisi-John Laing and 51.2 percent in Mandevu, with the widowed being the least in Misisi-John Laing and UNZA, while divorced/separated were the least in Mandevu, respectively.

Table 5.4. Marital status of respondents

Marital Status	No. of Respondents	percent of Respondents (N=150)	Misisi-John Laing % Respondents (N=60)	Mandevu % Respondents (N=41)	UNZA % Respondents (N=49)
Single	68	45.3	38.3	51.2	49.0
Married	62	41.3	46.7	34.1	40.8
Divorced/Separated	10	6.7	8.3	4.9	6.1
Widowed	10	6.7	6.7	9.8	4.1
Total	150	100	100	100	100

#### 5.4.5. Education

Table 5.5 shows that 28.7 percent of the respondents had attained upper secondary school education, followed by college and university education at 18.7 percent each, 10percent had attained junior secondary education, 7.3 percent had attained lower and upper primary education each, while 9.3 percent had never been to school.

The proportions from residential areas shows that Misisi-John Laing compound had the highest proportion of respondents who have not been to school (16.7 percent), while UNZA had the least with 2 percent. Generally, all the three residential areas had high proportions of respondents who have attained a minimum of junior secondary school education. UNZA residential had the highest proportion of respondents (40.8 percent) who have attained University education, while Misisi-John Laing had the least at 1.7 percent.

Table 5.5. Level of education attained by respondents

Level of Education	No. of Respondents	% of Respondents (N=150)	Misisi-John Laing % Respondents (N=60)	Mandevu % Respondents (N=41)	UNZA % Respondents (N=49)
Not been to School	14	9.3	16.7	7.3	2.0
Lower primary School	11	7.3	13.3	2.4	4.1
Upper primary School	11	7.3	11.7	2.4	6.1
Junior Secondary School	15	10	10.0	14.6	6.1
Upper Secondary School	43	28.7	23.3	39.0	26.5
College	28	18.7	23.3	17.1	14.3
University	28	18.7	1.7	17.1	40.8
Total	150	100	100	100	100

#### 5.4.6. Driving Abilities

In order to determine the driving abilities of the respondents, three questions were asked, that is, if the respondents were able to drive, if they had valid drivers' licenses and if they had ever possessed a driving license (Table 5.6). The data shows that out of the 150 respondents in the survey, 40.7 percent of the respondents were able to drive. In terms of residential areas, there were no significant differences in proportions which ranged between 40 percent for Misisi-John Laing and 41.5 percent for Mandevu.

The proportions of respondents for the last two questions were recalculated based on the number of respondents who were able to drive. The data shows that out of the 61 respondents who were able to drive, 75.4 percent had valid licenses, while 83.6 percent reported to have had possessed a driving license before. In terms of percentages of residential areas, Misisi-John Laing had the lowest proportion (50 percent) of respondents with valid drivers' licenses, while UNZA had the highest with 80 percent. When asked about possession of drivers'

license before, Mandevu had the least proportion of respondents (76.5 percent) while UNZA had the highest with 85 percent.

Table 5.6. Proportion of respondents who drive and possess valid driving licences

Question	No. of Respondents (Yes)	% of Respondents (N=150)	% of Respondents (N=61 Who drive)	Misisi-John* Laing % Respondents (N=60)	% Respondents (N=24 who drive in Misisi-John Laing)	Mandevu* % Respondents (N=41)	% Respondents (N=17 Who drive in Mandevu)	UNZA* % Respondents (N=49)	% Respondents (N=20 Who drive in UZA)
Do you drive?	61	40.7	-	40 (24)		41.5 (17)		40.8 (20)	
Do you have a valid driving license?	46	-	75.4	(12)	50.0	(12)	70.5	(16)	80
Have you ever possessed a driving license?	51	-	83.6	(21)	87.5	(13)	76.5	(17)	85

\*Numbers outside brackets are percentages of respondents who said 'yes' to the questions, while numbers in the bracket represent number of respondents

The respondents were asked how long they have been driving. Table 5.7 reveals that 59.3percent of the 150 respondents were unable to drive, which means 40.7percent (61 respondents) were able to drive. When calculated on the respondents who drive, the data shows that the highest proportion (32.8percent) of those who drive had been driving for more than 4 years, followed by those who have driven for less than 1 year (26.2percent) and the least being those who have driven between 3 to 4 years at 3.3percent.

Table 5.7. How long have you been driving?

How long have you been driving?	No. of Respondents	% of Respondents (N=150)	% of Respondents (N=61)
Do not drive	89	59.3	-
Less than 1 year	16	-	26.2
1 to 2 years	12	-	19.7
2 to 3 years	11	-	18.0
3 to 4 years	2	-	3.3
More than 4 years	20	-	32.8
<b>Total</b>	<b>150</b>	<b>100</b>	<b>100</b>

### 5.4.7. Language Spoken, Reading and Writing

The FGDs and in-depth interviews with RTSA officers indicated that in terms of language, RTSA uses the official language which is English to communicate to the public, making it easy for motorists to understand and interpret road safety matters correctly. It was indicated that this is so, because the majority of the motorists are at least able speak English or they are at least educated to appreciable levels. In addition, it was pointed out that it has been easy to access and understand road safety messages used in communication especially on local radio stations, where programmes are conducted in local languages depending on the area and language spoken.

Table 5.8 below shows the distribution of respondents in the survey according to the language frequently spoken. The table shows that 34percent of the respondents were able to speak Nyanja frequently, 27.3percent of the respondents were able to speak English, followed by 24.7percent of the respondents were able to speak Bemba, 4.7percent of the respondents were able to speak at least three languages namely Bemba, Nyanja and English.

Table 5.8. Language frequently spoken

Language	Overall		Misisi-John Laing % (N=60)	Residential Area	
	No. Respondents	% Respondents		Mandevu % (N=41)	UNZA % (N=49)
English	41	27.3	10	24.4	51
Nyanja	51	34	46.7	31.7	20.4
Bemba	37	24.7	30	26.8	16.3
Tonga	6	4	5	4.9	2
Lozi	3	2	1.7	2.4	2
Kaonde	2	1.3	0	2.4	2
Bemba, Nyanja, English	7	4.7	5	4.9	4.1
Bemba, English, Lozi	2	1.3	1.7	0	2.0
English, Bemba	1	0.7	0	2.4	0
<b>Total</b>	<b>150</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Four percent (4percent) of the respondents were able to speak Tonga, 1.3percent were able to speak Kaonde, another 1.3percent of the respondents were able to speak English Bemba and Lozi, 2percent of the respondents were able to speak Lozi and 0.7percent of the respondents

were able to speak English and Bemba. In residential areas, there were more respondents who can speak English in UNZA (51percent) than in Misisi-John Laing (10percent) and Mandevu at (24.4percent). A comparison of the three residential areas shows that there were more people who speak local languages in Misisi-John Laing and Mandevu than in UNZA.

The respondents were asked to state the language they can read and write. Table 5.9 shows that 58 percent of the respondent were able to read and write in English, followed by 14.7 percent in Nyanja , 6.7 percent in Bemba, 6 percent in English and Bemba, 5.3 percent in Bemba, English and Lozi, 1.3 percent in Lozi, 2 percent in Nyanja and English, 0.7 percent in Lozi, Bemba and English, another 2 percent in Tonga, while 3.3 percent of the respondents were unable to read and write. In residential areas, there were more respondents who can read and write English in UNZA (69.4 percent) than in Misisi-John Laing (48.3 percent) and Mandevu at (58.5 percent). Generally, there were more people who can read and write in local languages in Misisi-John Laing and Mandevu than in UNZA. There was a large proportion of respondents who cannot read and write in Misisi-John Laing (8.3 percent), whereas Mandevu and UNZA recorded zero each.

Table 5.9. Language in which the respondents can read and write

Language	Overall		Residential Area		
	No. Respondents	% Respondents	Misisi-John Laing % (N=60)	Mandevu % (N=41)	UNZA % (N=49)
English	87	58	48.3	58.5	69.4
Nyanja	22	14.7	18.3	17.1	8.2
Bemba	10	6.7	8.3	7.3	4.1
Tonga	3	2	1.7	2.4	2.0
Lozi	2	1.3	1.7	0	2.0
Kaonde	0	0	0	0	0
Bemba, Nyanja, English	1	0.7	0	0	2.0
Bemba, English, Lozi	8	5.3	5.0	7.3	4.1
English, Bemba	9	6	5.0	4.9	8.2
Nyanja, English	3	2	3.3	2.4	0
Cannot Read and Write	5	3.3	8.3	0	0
<b>Total</b>	<b>150</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

## 5.5. NATURE OF RTSA'S COMMUNICATION STRATEGIES

The desktop research, in-depth interviews and FGDs revealed that the function of communication of road safety matters in RTSA is the responsibility of the two units of the organization, namely, the Public Relations and Publicity & Education units. Publicity and Education units are there to make sure that the general public are sensitized on road safety issues. The desktop research, in-depth interviews and FGDs further revealed that RTSA does not have a communication strategy documented in a single document. In ensuring that matters of road safety are followed, annual Public Relations plans have been used in the past to conduct all duties and activities related to road safety issues. The three sources of information further revealed that there are various components of the RTSA's communications strategy. The components revealed during the study include:

- **Awareness campaign activities by the Publicity & Education unit:** These are conducted through education in schools, road shows in the peri-urban and rural areas, awareness and education during ceremonies especially traditional ceremonies and distribution of branded materials aimed at increasing public awareness of road safety issues.
- **Advertisements:** The Public Relations unit advertises road safety messages on radio, television, billboards, use of celebrities and branded materials.
- **Press Releases:** The Public Relation unit also issues press statements, announcements, press conferences, press interviews and educational radio programs on road safety matters.

An in-depth interview with the Senior Public Relations officer revealed that RTSA is developing a three year Road Safety Strategy which will run from 2016-2018. It is envisaged that the Road Safety Strategy would also be used to develop a comprehensive national communications strategy on road safety. The communication strategy is expected to target cyclists, pedestrians and motorists (especially PSV and PVT, PSV operators). The strategy will utilize various strategies including Media campaigns using the electronic and print media through TV and radio programmes, mainstream newspapers and selected magazines. The strategy will also use stakeholder management strategy targeting ceremonies like the Zambia Trade Fair, stakeholder conferences, engaging traditional leaders so that they can as well go

educate their people in the rural areas, road shows, corporate support services through media briefings, use of branded materials, use of brochures etc.

## **5.6. COMMUNICATION CHANNELS USED BY RTSA TO ENHANCE AWARENESS, KNOWLEDGE, ATTITUDES AND PERCEPTIONS (AKAP) ON ROAD SAFETY AMONG MOTORISTS AND PEDESTRIANS**

### **5.6.1. RTSA's View on Communication Channels Used**

In-depth interviews with RTSA officers revealed that, from RTSA's point of view, the most successful communication channels have been the radio and TV programmes run in the provinces and feedback has been given on such programmes. At the time of this research, RTSA had plans to conduct 13 episodes on ZNBC TV1 and MUVI TV every quarter, including use of newspapers. There were also plans to utilize 10 radio stations in different provinces and 4 radio stations in Lusaka where most of the pedestrians and motorists are found.

The Education Officer revealed that among many communication channels utilized by RTSA, the direct contact with road users contributed positively in terms of awareness, knowledge, attitude and behaviour of road users because they are able to get immediate feedback from the road users. The direct contact is in form of information kiosks, and safety talks conducted at gatherings of public functions.

The FGDs indicated that music, road shows, radio, highway-code and television communication channels and methods have contributed the most toward awareness, knowledge, attitude and behaviour of pedestrians and motorists in Zambia. Nonetheless, radio phoenix came out top due to the fact that there is always a program on traffic watch and people listen to it every time in their cars and even on phones, which is very easy to access as compared to television. The other method of communication mentioned to have contributed more was the highway-code though sometimes it is not available for the public to use. Road shows have also played a significant role in awareness especially in the communities through the education unit because it is mostly conducted where there is a multitude of people and information is widely spread. Television was said to have contributed to awareness, knowledge, attitude and behaviour because of its wide coverage especially during road shows, the campaigns are filmed and shown on television.

### 5.6.2. Respondents' Perception of Usefulness and Preference of the Communication Channels and methods for Road Safety Messages

The figure 5.1a shows the respondents' perceptions from the survey on the usefulness of different communication channels in disseminating road safety messages. The communication channels included television, radio and newspapers. The majority of the respondents (81.3 percent) indicated that MUVI TV was the most useful channel for communicating road safety, followed by 74 percent of the respondents who chose ZNBC TV2 and 71.4 percent indicated ZNBC TV1 to be useful. A further 64 percent indicated ZNBC Radio 4, 45.3 percent indicated ZNBC Radio 2, 40.7 percent indicated ZNBC Radio 1, with 40 percent indicating Daily Mail and Post Newspaper each. The other channels fell below 40 percent as indicated in the figure.

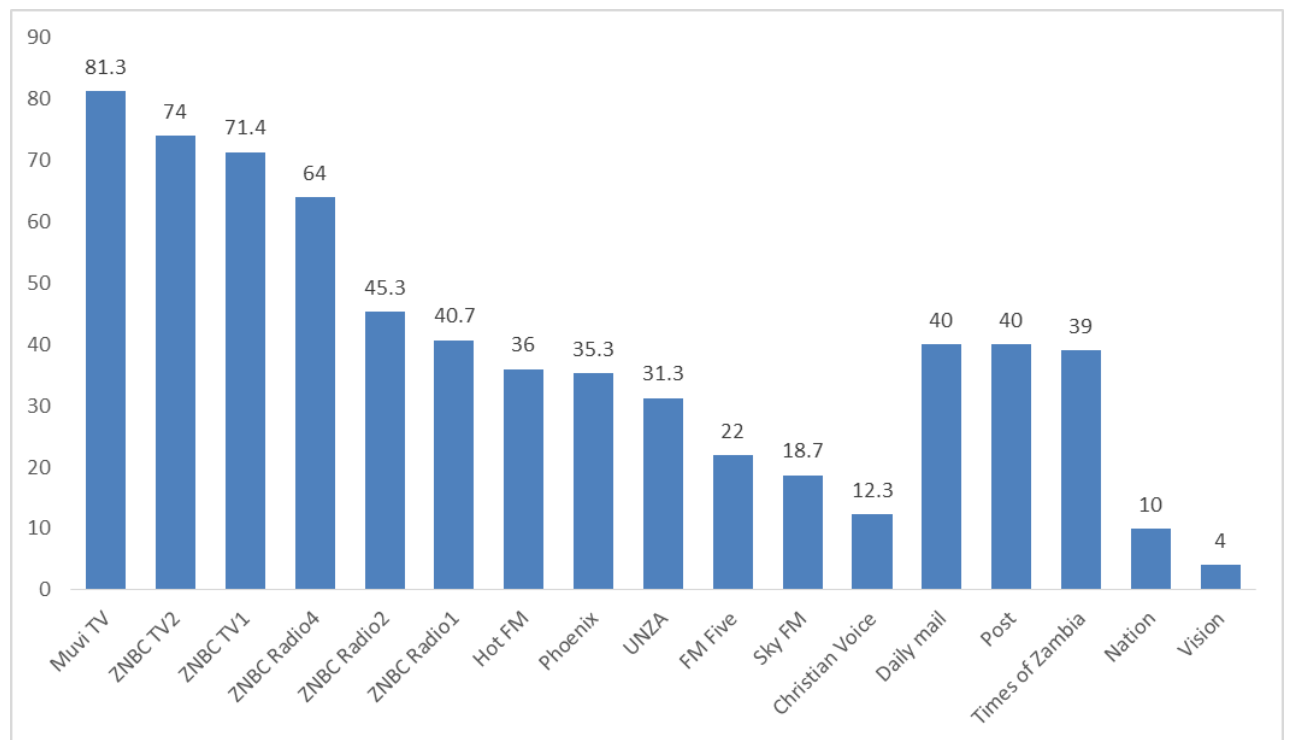


Figure 5.1a. Graph of percentage of respondents who reported the channels to be useful for communication of road safety messages

With regard to the genre or methods of communication, figure 5.1b shows that the majority of the respondents (82 percent) indicated that songs and jingles were the most useful method for communicating road safety, followed by 75 percent of the respondents who chose branded



materials, 48 percent indicated Drama, 46.6 percent indicated press statement, while the other methods of communication fell below 36 percent.

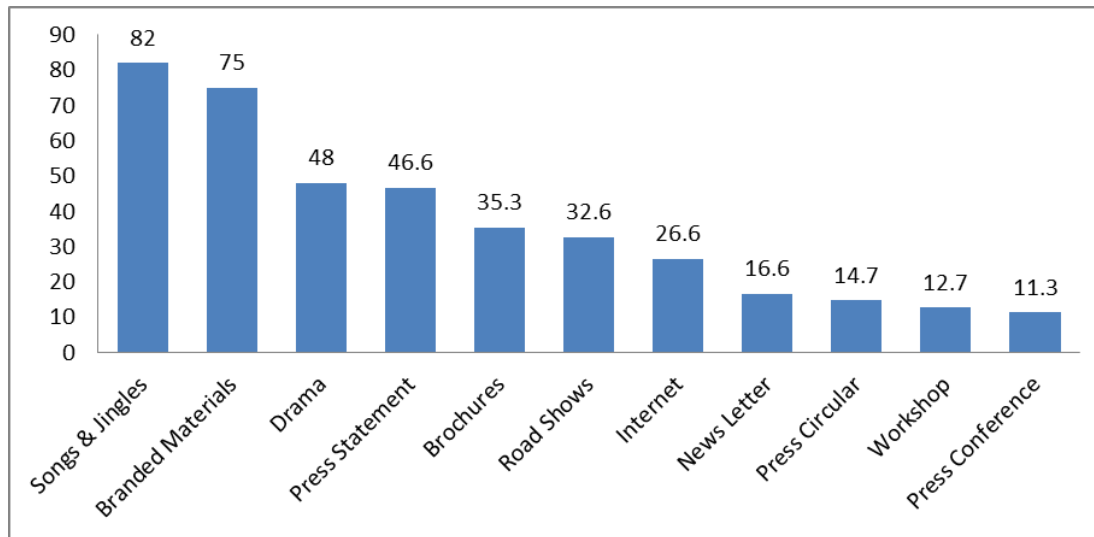


Figure 5.2b. Graph of percentage of respondents who reported the methods of communication to be useful for road safety messages

Figure 5.2a shows that when disaggregated to residential areas, generally there were more residents in Madevu who found television channels to be more useful, whereas UNZA residents found radio more useful especially UNZA radio. The proportion of residents who found Komboni radio to be useful was higher in Misisi-John Laing and Mandevu than UNZA. Generally, there was a higher proportion of residents in UNZA than in Misisi-John Laing and Mandevu who found newspapers.

On the other hand with regards to the methods of communication, Figure 5.2b generally shows that there was a higher proportion of residents in UNZA than in Misisi-John Laing and Mandevu who found internet, press releases, news letters, brochures and workshops more useful. There were more residents who found drama to be useful in Misisi-John Laing and Mandevu than in UNZA. There was no significant difference in the perception of usefulness of branded materials and songs/jingles, as there were high proportions of residents who liked both in all the three residential areas.

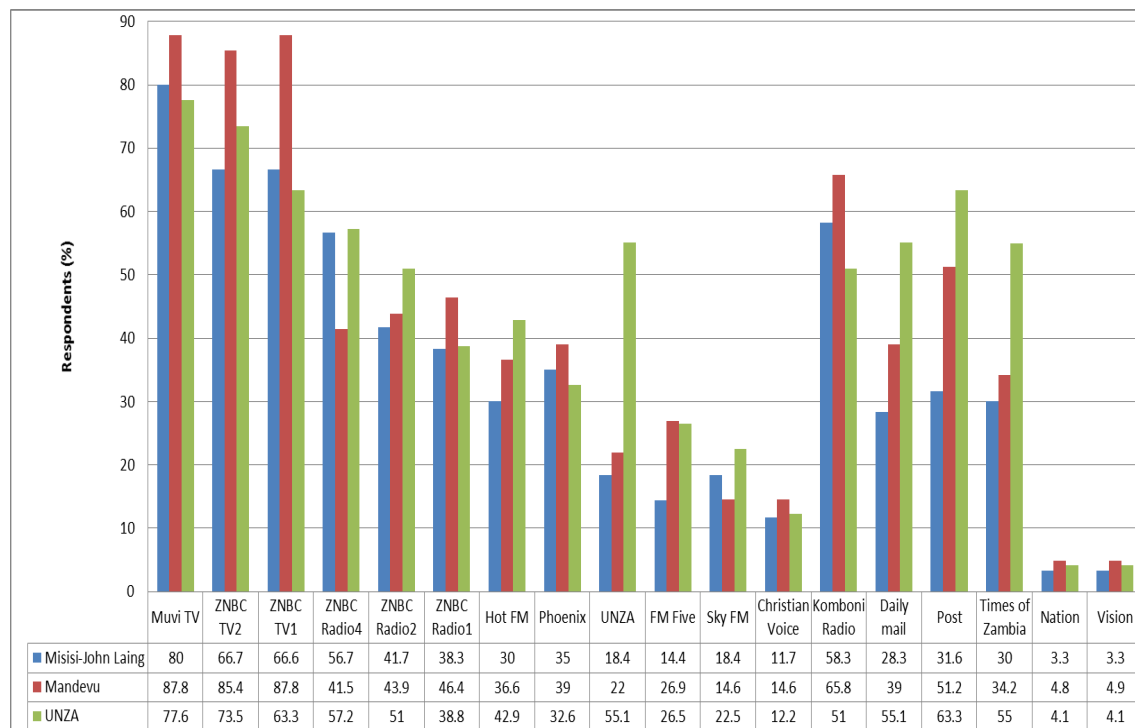


Figure 5.3a. Graph of percentage of respondents who reported the channels to be useful for communication of road safety messages disaggregated according to residential areas

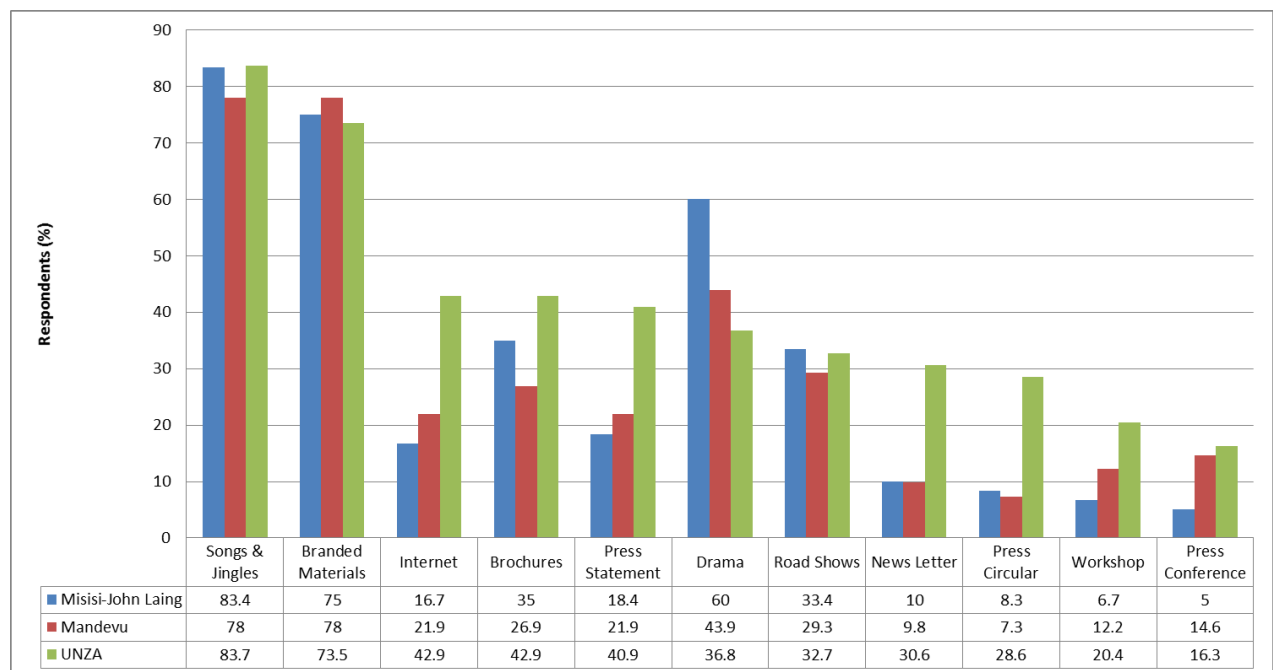


Figure 5.4b. Graph of percentage of respondents who reported the methods of communication to be useful for road safety messages disaggregated according to residential areas

However, when the respondents were asked about which communication channels they preferred to be used for communicating road safety messages, figure 5.3 below shows that all the channels fell below 50 percent preference, with the highest preferred being ZNBC TV 1 (42.7) percent, followed by MUVI TV (38 percent), Komboni radio (34 percent), ZNBC TV 2 (28.7 percent), post newspaper (16.7 percent), ZNBC radio 4 (10.7 percent) and rest ranged between 8 percent for ZNBC radio 2 and Hot FM radio at 5.3 percent.

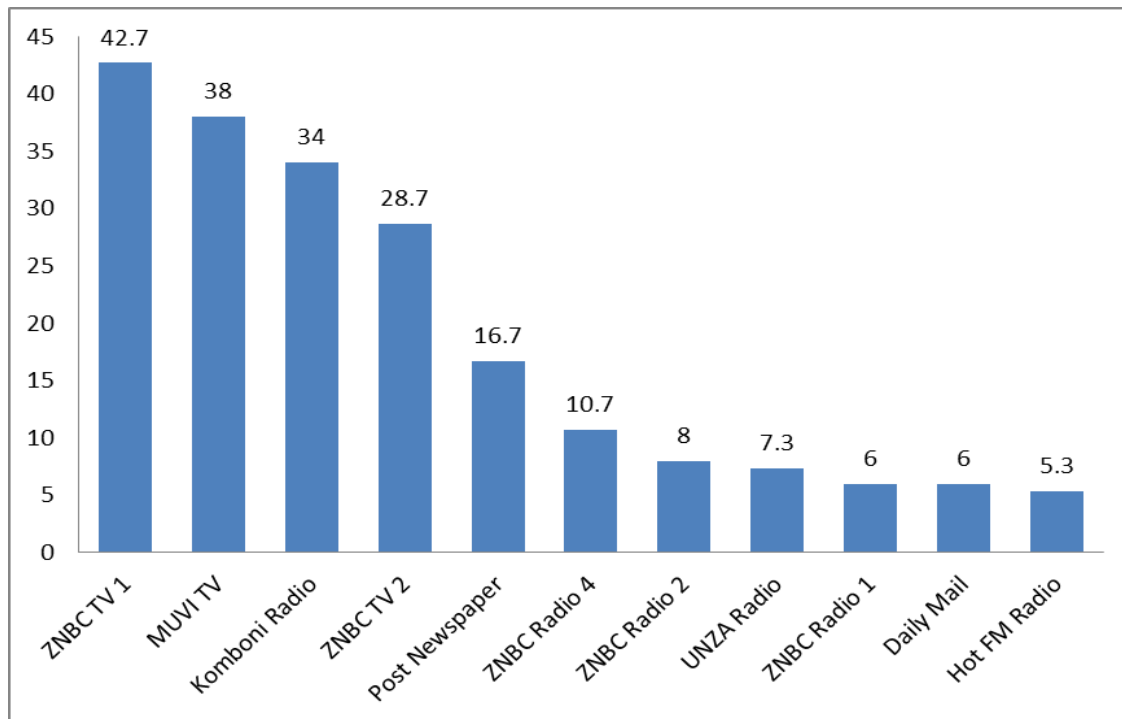


Figure 5.5a. Graph of percentage of respondents who preferred the communication channels for communication of road safety messages

For the preferred communication methods for road safety messages, figure 5.3b shows that the most preferred method was songs/jingles/music (44.7 percent) followed by drama (41.3 percent), road shows (25.3 percent), branded materials (20 percent) and rest ranged between 11.3 percent for internet and press statements at 2.7 percent.

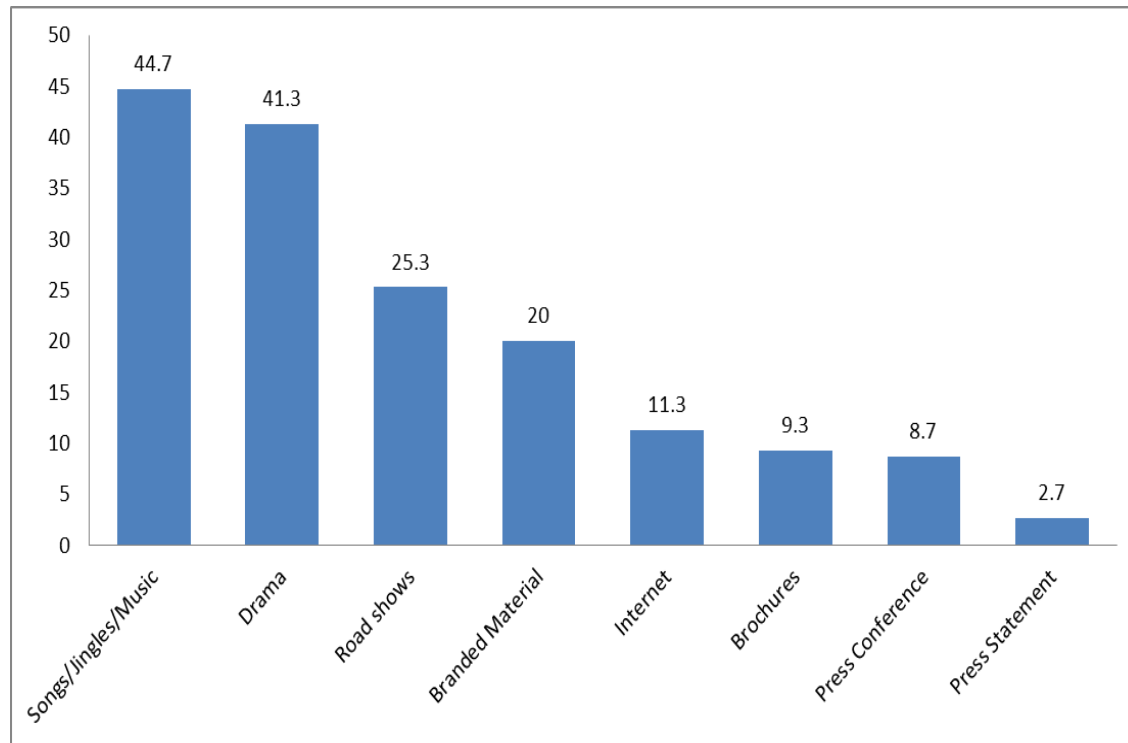


Figure 5.6b. Graph of percentage of respondents who preferred the method of communication for road safety messages

The respondents were asked about the communication equipment they own in order to have an idea on the extent of availability of or accessibility to communication equipment by the respondents. Table 5.10 shows that, a large proportion of respondents 89.3 percent reported owning television, while 88.7 percent revealed that they owned mobile phones, 86.7 percent of the respondents owned radios, followed by 49.3 percent of the respondents who own internet and 40.7 percent own a computer. The distribution in the residential areas showed that TV, Radio and mobile ownership was high in all the three residential areas with a minimum of 83.7 percent for radio in UNZA and a maximum of 95.9 percent in UNZA for mobile phones. Internet and computers ownership was the lowest with a minimum of 23.3 percent for computers in Misisi-John Laing and maximum of 65.3 percent for internet in UNZA.

Table 5.10. Communication equipment owned by respondents

Communication Equipment	Overall Who own		Residential Area		
	No. Respondents	% Respondents	Misisi-John Laing % (N=60)	Mandevu % (N=41)	UNZA % (N=49)
TV	134	89.3	85	95.1	89.3
Radio	130	86.7	90	85.4	83.7
Computer	61	40.7	23.3	46.3	57.1
Internet	74	49.3	30	58.5	65.3
Mobile phone	133	88.7	85	85.4	95.9
<b>Total</b>	<b>150</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

## 5.7. ASSESSMENT OF THE EFFECTIVENESS OF RTSA'S COMMUNICATION STRATEGIES IN ENHANCING AWARENESS, KNOWLEDGE, ATTITUDES AND PERCEPTIONS (AKAP) AMONG PEDESTRIANS AND MOTORISTS ON ROAD SAFETY

### 5.7.1. RTSA's View of the Level of AKAP on Road Safety Among the Public

The in-depth interviews conducted with the education officer revealed that the levels of awareness in urban areas are higher than in the rural area set up. The FGDs attributed this to the fact that traffic is very heavy in urban areas and low in the rural areas. Respondents in the FGD were of the opinion that motorists have the knowledge on road safety but have bad attitude towards road safety rules. However, it was emphasized that pedestrians and cyclists have very little knowledge on road safety, hence need more education on road safety as compared to motorists. In-depth interview with the Education Officer also revealed that most vulnerable road users (pedestrians and cyclists) lack knowledge on road rules or road safety. Not only that, it was noted that most road users display negative attitudes towards road safety, and that they only want to behave on the road when they see law enforcers.

In terms of levels of inquiry and the common nature of inquiries by the public to RTSA, the Education officer indicated that the inquiry levels has been high especially during sensitization activities and mostly, the inquiries are about general RTSA functions, for example procedures of motor vehicle registration and driving licenses. The in-depth interviews revealed that most of the inquiries by the public to RTSA are with regard to procedures of accessing services and how to access information on road safety.

### 5.7.2. Awareness of the Functions of RTSA by the Public

The respondents were asked if they were aware of RTSA's functions. Table 5.11 shows that the majority of the respondent representing 86 percent indicated that, they were aware of RTSA's function of arresting motorists who contravene traffic rules, 88 percent were aware of the RTSA's function of registering motor vehicles, 74 percent were aware of RTSA's function conducting road safety education, 87.4 percent indicated being aware of RTSA's function of issuing drivers licenses and permits, and 68.6 percent of the respondents indicated being aware of RTSA's function of conducting sensitization campaigns.

Table 5.11. Awareness of the functions of RTSA by respondents

The Degree to Which respondent agrees with the stated function	Extent of Awareness of the Respondents (Percentage of Respondents) of the Functions of RTSA+				
	Arresting Motorists contravening Traffic Rules	Registering Motor Vehicles	Conducting Road Safety Education	Issuing Licenses/ Permits	Conducting Publicity Campaigns on Road Safety
Strongly disagree	6	2.7	3.3	1.3	2
Disagree	3.3	0	6.7	1.3	5.3
Uncertain	4.7	9.3	16	10	24
Agree	32.7	28	22.7	26.7	19.3
Strongly Agree	53.3	60	51.3	60.7	49.3

N = 150 for each of the functions of RTSA

### 5.7.3. Awareness of Communication Activities Conducted by RTSA in the Respondents' Community

The respondents were asked if they were aware of the communication activities conducted by RTSA in their communities. In the first question, they were asked if RTSA conducts road safety week from the 15<sup>th</sup> to 21<sup>st</sup> December every year. Table 5.12 indicates that 47.4 percent of the respondents were in the affirmative, 41.3 percent were uncertain and 11.3 percent strongly disagreed. The last three questions were specific to RTSA's sensitization campaigns in Misisi-John Laing and UNZA. The respondents in Misisi-John Laing were asked about the

sensitization campaigns that were held in May 2013 and in 2010 in that residential area. The results shows that only 10 percent were aware of the May 2013 event, while 65 percent were uncertain and 25 percent of the respondents disagreed with the statement. Similarly, only 11.7 percent were aware of the 2010 event, while 66.7 percent were uncertain and 21.7 percent of the respondents disagreed. In the case of UNZA, data shows that, 12.4 percent of the respondents agreed with the statement, while 61.2 percent were uncertain and 26.5 percent disagreed to this communication activity being conducted by RTSA in their communities.

Table 5.12. Awareness of the communication activities conducted by RTSA in the respondents' communities

The Degree to Which the respondent Agrees with the stated function	Extent of Awareness (% of Respondents) of Communication Activities Conducted by RTSA in the Respondents' Community			
	RTSA Conducts Road Safety Week from 15 <sup>th</sup> to 21 <sup>st</sup> December Every Year (N=150)	RTSA Conducted Sensitization Campaigns in Misisi and John Laing Compounds from 7 <sup>th</sup> to 30 <sup>th</sup> May 2013 (N=60)	RTSA Conducted Sensitization Campaigns in Misisi and John Laing Compounds in 2010 (N=60)	RTSA Conducted Sensitization Campaigns in UNZA before (N=49)
Strongly disagree	4	10	10	12.2
Disagree	7.3	15	11.7	14.3
Uncertain	41.3	65	66.7	61.2
Agree	20.7	8.3	10	8.2
Strongly Agree	26.7	1.7	1.7	4.1

#### 5.7.4. Perceptions of the Level of Risk in Crossing the Highways

The respondents were asked how much risk they perceive for crossing Great East, Great north and Kafue roads. Table 5.13 indicates that 39.3 percent of the total number of respondents (150) perceived crossing these highways to be a high risk, followed by 32 percent of the respondents who said it was extremely high risk. On the other hand, 20.7 percent of the respondents were uncertain, 4.7 percent of the respondents said they perceived it to be of absolutely no risk and 3.3 percent of the respondents perceived crossing these

roads a low risk. When this question is calculated on residential areas show that respondents who considered this to be of high risk ranged from 19.5 percent in Mandevu to 38.3 percent in Misisi-John Laing, while those who considered it to be of high risk ranged from 33.3 percent in Misisi-John Laing to 51.2 percent in Mandevu. Those who were uncertain ranged between 14.6 percent in Mandevu to 25 percent in Misisi-John Laing. Those who considered this behaviour to be of low risk ranged from zero percent in Misisi-John Laing to 7.3 percent in Mandevu. The proportion of those who considered this behaviour to be absolutely of no risk ranged from 3.3 percent in Misisi-John Laing to 7.3 percent in Mandevu.

Table 5.13. Perception of the respondents regarding crossing the Kafue, Great East and Great North Roads

Degree of Risk	Overall		Misisi-John Laing % (N=60)	Residential Area	
	No. Respondents	% Respondents		Mandevu % (N=41)	UNZA % (N=49)
Absolutely no risk	7	4.7	3.3	7.3	4.1
Low risk	5	3.3	0	7.3	4.1
Uncertain	31	20.7	25	14.6	20.4
High risk	59	39.3	33.3	51.2	36.7
Extremely high risk	48	32	38.3	19.5	34.7
<b>Total</b>	<b>150</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

### 5.7.5. Level of Utilization of the Footbridges Across Highways

Table 5.14 below shows that 36.7 percent of the total number of respondents (150) use the footbridges sometimes, 24 percent of the respondents indicated that they always use the footbridge when crossing, 33 percent of the respondents have never used the footbridge, 16 percent indicated using the foot bridges regularly and 1.3 percent of the respondents were uncertain. While this question is really only valid for respondents in Misisi-John Laing and UNZA, because there is no footbridge in Mandevu on Great North road, the respondents in Mandevu also responded to this question. In residential areas, the results show that 35 percent in Misisi-John Laing and 57.1 percent in UNZA used the footbridge regularly-to-always, while respondents from Mandevu constituted 26.9 percent. The proportion of respondents who reported to use the footbridges ‘sometimes’ constituted 32.7 percent in UNZA and 50



percent in Misisi-John Laing, while there was only 22 percent in Mandevu. The biggest proportion of respondents who reported to never use the footbridges was in Mandevu (51.2 percent), while Misisi-John Laing reported 13.3 percent and UNZA 8.2 percent.

Table 5.14. Respondents' degree of usage of the Metropolitan/Downtown and UNZA footbridges on the Kafue and Great East Roads

Degree of Usage of the Footbridges	Overall		Residential Area		
	No. Respondents	% Respondents	Misisi-John Laing % (N=60)	Mandevu % (N=41)	UNZA % (N=49)
Never used	33	22	13.3	51.2	8.2
Used sometimes	55	36.7	50	22	32.7
Uncertain	2	1.3	1.7	0	2.0
Used regularly	24	16	18.3	4.9	22.4
Always used	36	24	16.7	22.0	34.7
<b>Total</b>	<b>150</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

The respondents were asked to state reasons why they do not use the footbridges. On the overall, table 5.15 reveals that 84.7 percent of the respondents were unable to use the foot bridges when crossing because they find it cumbersome, 68.7 percent of the respondents indicated fear of heights, 61.3 percent of the respondents revealed that they fear to be attacked and 42.7 percent indicated that the position of the footbridges were bad, hence making it difficult for pedestrians to use the footbridges. This trend of reasons was similar in the three residential areas although the percentages of respondents citing the reasons were higher in Misisi-John Laing and UNZA than in Mandevu.

Table 5.15. Respondents' reasons for not using the footbridges on the Kafue and Great East Roads

Reasons	Overall		Residential Area		
	No. Respondents (N=150 for each)	percent Respondents	Misisi-John Laing % (N=60)	Mandevu % (N=41)	UNZA % (N=49)
Cumbersome	127	84.7	90	75.6	85.7
Fear of Heights	103	68.7	76.7	56.1	69.4
Bad Position of the Bridge	64	42.7	36.7	31.7	59.2
Fear of Being Attacked	92	61.3	58.3	56.1	69.4

### 5.7.6. Awareness of Sources and Level of Usage of Information or Knowledge from RTSA

The respondents were asked to indicate if they were aware of selected sources of information or knowledge on road safety from RTSA. According to figure 5.4 below, the respondents 54 percent indicated being aware of the highway code, 52.7 percent of the respondents indicated that they were aware of the Ridgeway offices, 49.3 percent indicated being aware of RTSA officers in patrol vehicles, 46 percent indicated being aware of Mimosa offices, 42 percent of the respondents were aware of RTSA brochure and 40 percent of the respondents were aware of Lumumba offices. In addition, 31.3 percent indicated being aware of Dedan kimathi offices, 30.7 percent of the respondents were aware of road safety school manuals, 29 percent indicated being aware of the RTSA Toll Free number (while only 24 percent could recall the actual RTSA Toll free number), 16 percent were aware of RTSA Call Centre, 14.7 percent indicated being aware of RTSA website and 10 percent were aware of RTSA Phone number.

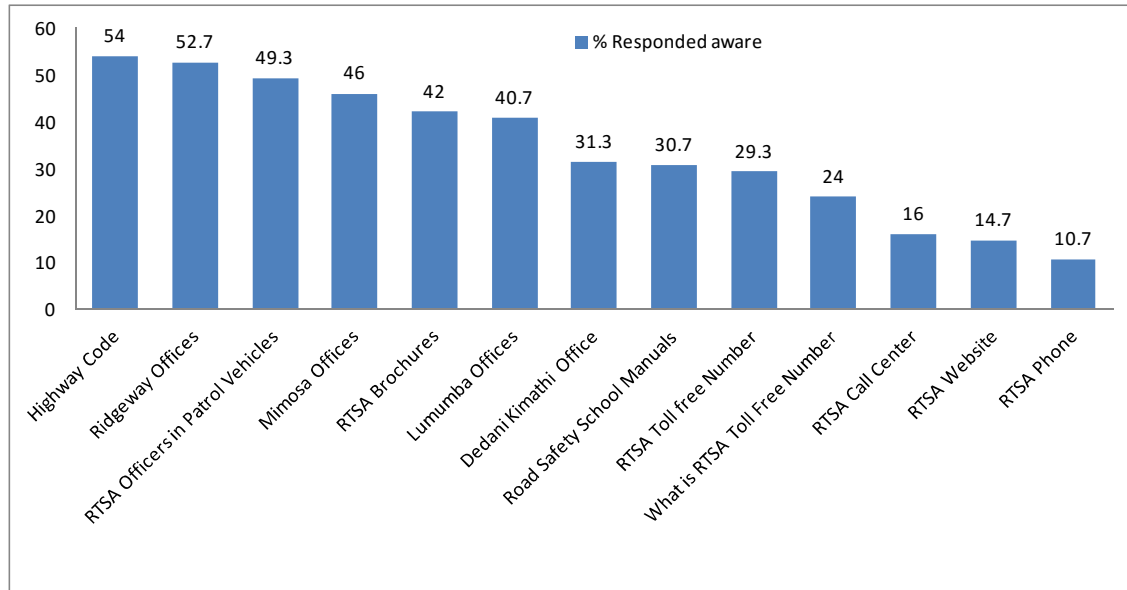


Figure 5.7. Graph of the percentage of respondents who are aware of the specific sources of information from RTSA on road safety

Figure 5.5 below shows the proportion of respondents who are aware of specific sources of information from RTSA disaggregated according to residential areas. The figure shows that generally, there was a higher proportion of residents in UNZA who are of the highway code, Ridgeway offices, RTSA officers in patrol vehicles, Mimosa offices, RTSA brochures, Lumumba offices, road safety school manuals, RTSA toll free number, RTSA call centre and RTSA website. In fact, there were more residents (32.7 percent) who could recall the RTSA toll free number compared to Misisi-John Laing (23.3 percent) and Mandevu (14.6 percent) residents.

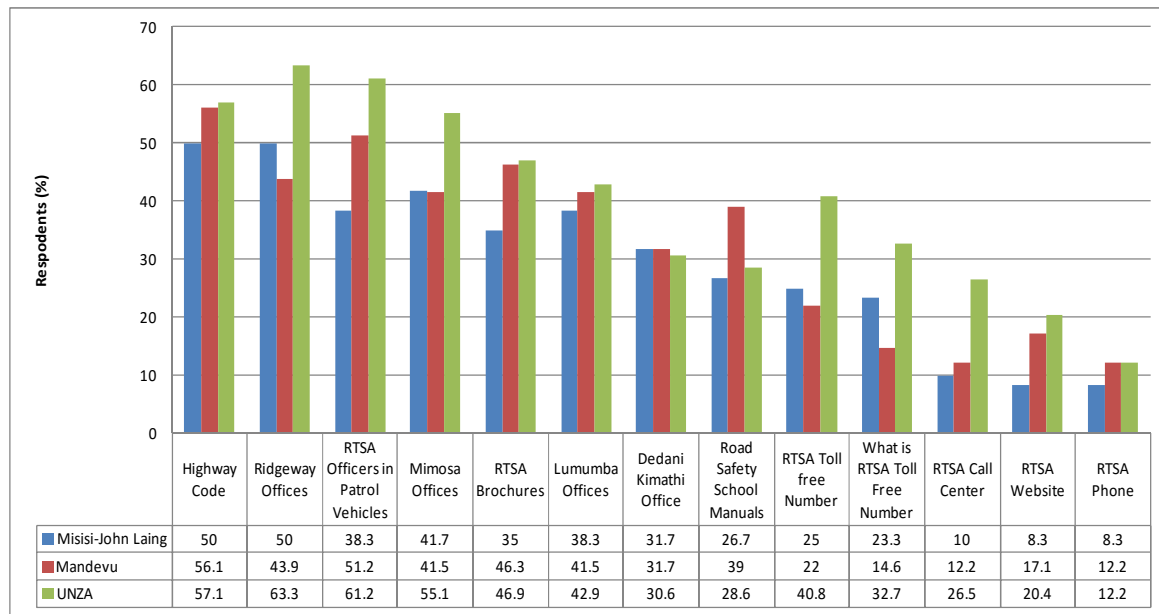


Figure 5.8. Percentage of respondents who are aware of the specific sources of information from RTSA on road safety disaggregated according to residential areas

On the other hand, the respondents were asked about whether they had used the source of information or knowledge from RTSA. The data in figure 5.6 shows that 32.7 percent of the respondents had used Ridgeway offices as a source of information, 27.3 percent of the respondent had used Mimosa offices, 26 percent indicated having used RSTA brochures, 25.3 percent used the Highway Code and 24 percent of the respondents used Lumumba offices to obtain information or knowledge on road safety. The other sources of information or knowledge indicated by respondents included Lumumba offices (18 percent), Dedani Kimithi offices (16 percent), road safety school manuals (11.3 percent), RTSA Toll free number (11.3 percent), RTSA officers in patrol vehicles (10.7 percent), RTSA phone at 4 percent and RTSA Call Center (3.3 percent), while the website had zero respondents. The figure further shows that none of the respondents has ever used the RTSA website.

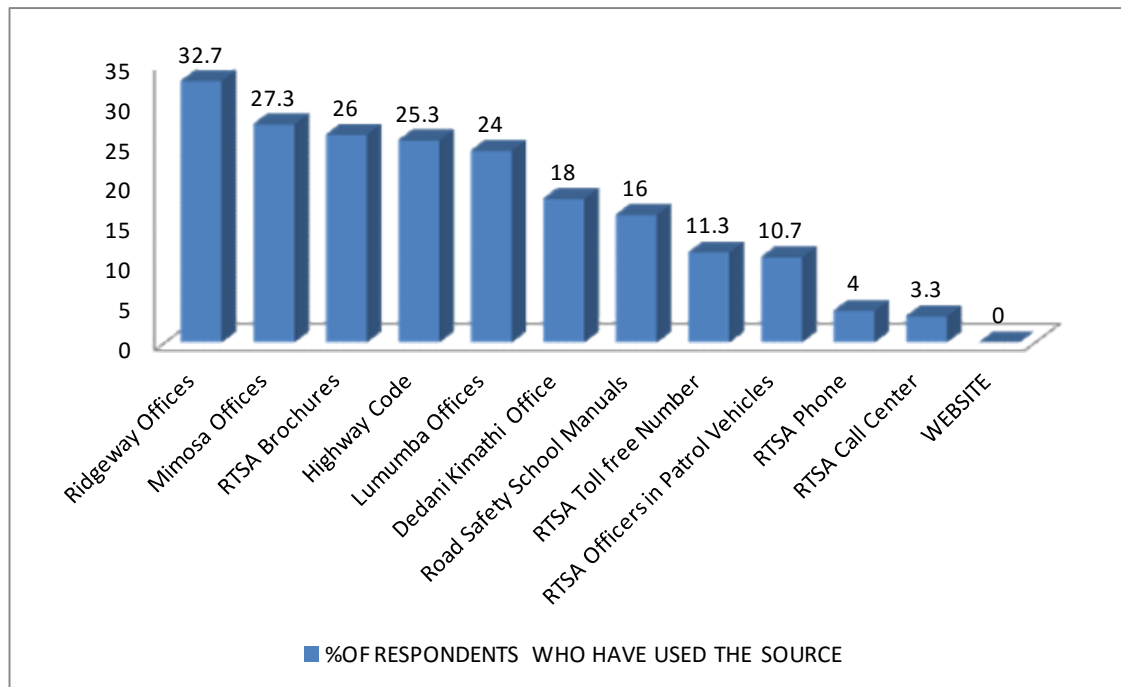


Figure 5.9. Proportion (%) of respondents who have used the sources of information from RTSA

The figure 5.7 below shows that when the usage is disaggregated according to residential area, there was a higher proportion of residents who have used the sources of information from RTSA in UNZA than in Misisi-John Laing and Mandevu, although the usage was below 40 percent in all the three residential areas.



Figure 5.10. Proportion (%) of respondents who have used the sources of information from RTSA disaggregated according to residential areas

The respondents were asked what they used the information or knowledge they obtained for. According to figure 5.8 the data shows that 46.7 percent of the respondents had used it to get licenses and fitness for their vehicles, 10 percent indicated using the information during interviews/testing for driving, 10.7 percent indicated using the knowledge for a combination of driving, fitness, registration of motor vehicles and getting licenses. Another 10.7 percent of the respondents used the information to obtain knowledge on road safety and how to cross the road, 6 percent used it to learn road safety rules and getting license, 8 percent used the knowledge to for driving interviews, 1.3 percent used it to find the procedure to get a license and 2.7 percent used the information to find out the functions of RTSA.

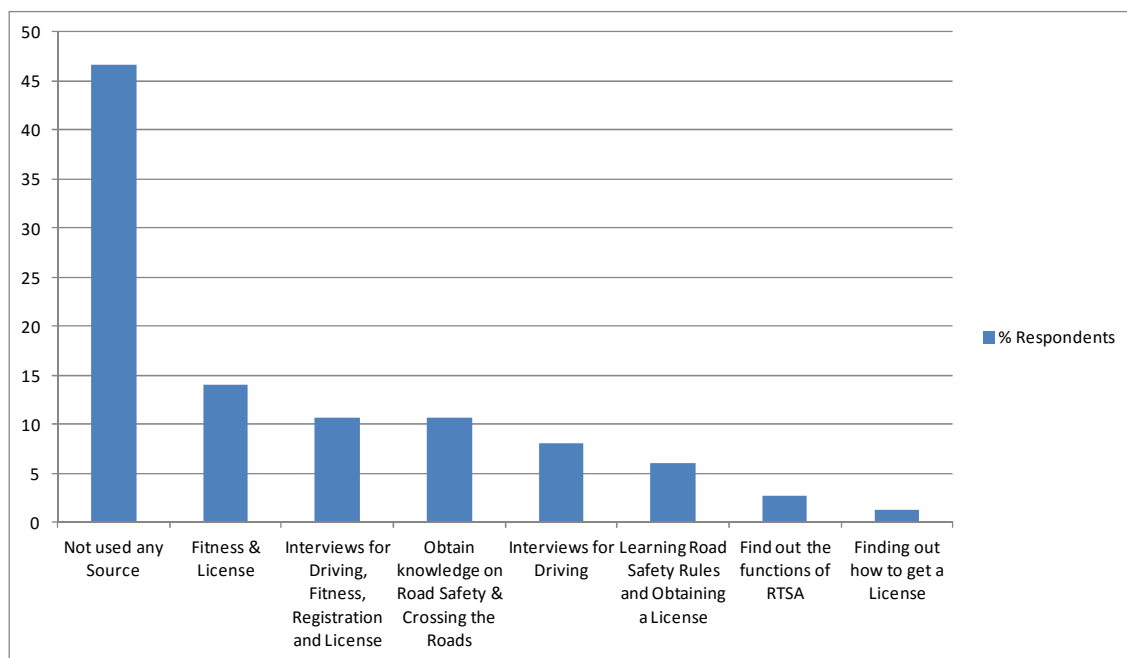


Figure 5.11. Proportion (%) of respondents who indicated the purpose of using the sources of information from RTSA

The general trend observed in the figure 5.8 above, is the same for residential areas with UNZA residents generally topping in the usage for all the purposes as shown in figure 5.9 below.

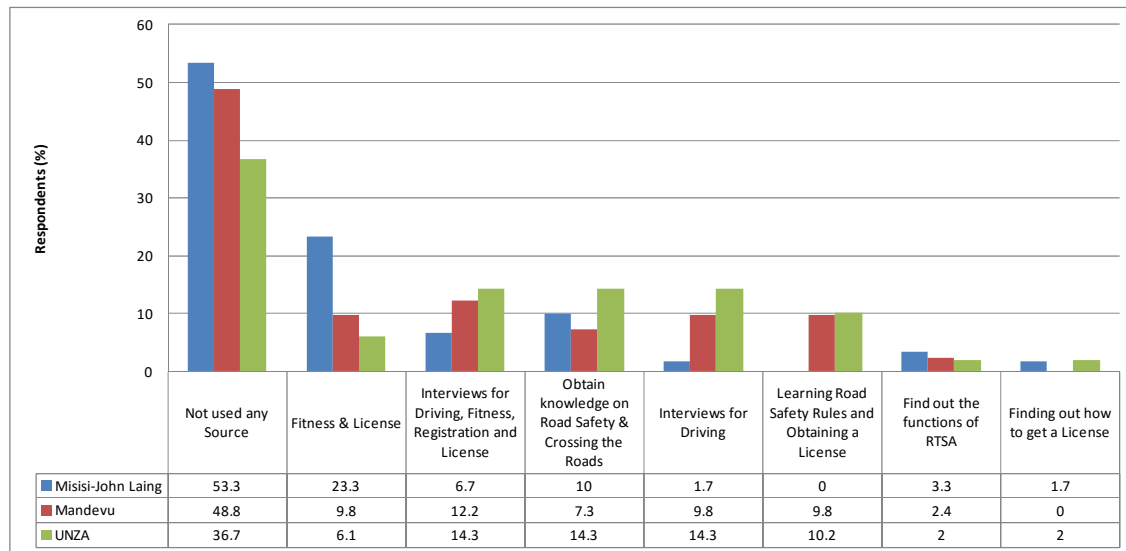


Figure 5.12. Proportion (%) of respondents who indicated the purpose of using the sources of information from RTSA disaggregated according to residential areas

### 5.7.7. Assessing Respondents' Knowledge, Attitudes and Perceptions on Road Safety

The respondents were asked ten (10) questions in form positive and negative statements, which were used to assess the respondents' attitudes, perceptions and level knowledge on road safety. The questions in table 5.16 below could be categorized into 4 groups: Category 1 - pedestrian/motorist knowledge on road safety, represented by questions 1, 3 and 8; Category 2 – cyclist knowledge on road safety, represented by questions 2 and 5; Category 3 – attitudes of motorists on road safety, represented by question 4, 6 and 7; and Category 4 – perceptions of motorists/pedestrians on road safety issues, represented by questions 9 and 10.

The results for Category 1 statements on pedestrian/motorist knowledge on road safety, show that in question 1, 67.3 percent of the respondents disagreed to the statement that, a pedestrian should walk with my back to the traffic, 10 percent of the respondents agreed and 22.7 percent were uncertain. In question 3, 68 percent of the respondents disagreed to the statement that at the Zebra crossing the motorists have more right of way than pedestrians, 19.3 percent of the respondents agreed to the statement which is not correct 12.7 percent of the respondents were uncertain. In addition, in question 8, 71.3 percent of the respondents disagreed to the statement that, a motorist has more preference rights on the road than

pedestrians, 16 percent of the respondents agreed and 12.7 percent of the respondents were uncertain.

Category 2 statements on cyclists' knowledge on road safety revealed that, in question 2, 74.6 percent of the respondents agreed with the statement that, a cyclist should always wear reflective clothing and the bicycle should have working head lamps when riding at night, 10.7 percent of the respondents disagreed and 14 percent of the respondents were uncertain. In question 5, 41.3 percent of the respondents agreed to the statement that a cyclist must ride facing on-coming traffic, which is not correct, 22.7 percent of the respondent of the disagreed and 36 percent of the respondents were uncertain.

Category 3 statements assessing the attitudes of motorists on road safety, showed that in question 4, 72.7 percent of the respondents disagreed to the statement that as a motorists, if there is no other vehicle at the traffic lights, he is free to go ahead when they are red, 10.7 percent of the respondents agreed and 16 percent of the respondents were uncertain. When asked question 6, 74.6 percent of the respondents disagreed with the statement that, if there is no vehicle, but only pedestrians, the motorist does not need to signal with indicator, which way the vehicle is going, 12 percent of the respondents agreed and 31.3 percent of the respondents were uncertain. For question 7, 61.4 percent of the respondents disagreed to the statement that if a motorist is in high speed approaching a Zebra crossing, pedestrian should fear, 24.7 percent of the respondents agreed, while 14 percent were uncertain.

Category 4 statements on perceptions of motorists/pedestrians on road safety issues, shows that with question 9, 63.3 percent of the respondents agreed to the statement that the fatalities among road traffic accidents victims is higher among traffic passengers than pedestrians, which is not correct, 21.3 percent of the respondents disagreed, 21.3 percent were uncertain. When asked question 10, 72.7 percent of the respondents agreed to the statement that motorist and drivers cause more traffic accidents than pedestrians, 12 percent of the respondents disagreed and 15.3 percent of the respondents were uncertain.



Table 5.16. Proportion of respondents who agree or disagree with the knowledge, attitudes and perception statements on road safety

Question No.	Knowledge Statement and residential areas	Degree to which the respondent agrees with the knowledge statement (% Respondents)				
		Strongly disagree	Disagree	Uncertain	Agree	Strongly Agree
1	As a Pedestrian, I should walk with my back to the traffic (N=150)	45.3	22	22.7	7.3	2.7
	Misisi-John Laing (N=60)	41.7	25	21.7	6.7	5.0
	Mandevu (N=41)	41.5	29.3	19.5	9.8	0.0
	UNZA (N=49)	53.1	12.2	26.5	6.1	2.0
2	As a cyclist I should always wear reflective clothing and my bicycle should have working head lamps when I am riding it at night (N=150)	2.7	8	14.7	39.3	35.3
	Misisi-John Laing (N=60)	1.7	1.7	10	50	36.7
	Mandevu (N=41)	4.9	7.3	4.9	36.6	46.3
	UNZA (N=49)	8.2	4.1	18.4	14.3	55.1
3	At the Zebra crossing the motorists have more right of way than pedestrians (N=150)	50	18	12.7	10	9.3
	Misisi-John Laing (N=60)	38.3	26.7	18.3	5	11.7
	Mandevu (N=41)	58.5	12.2	4.9	17.1	7.3
	UNZA (N=49)	57.1	12.2	12.2	10.2	8.2
4	If there is no vehicle, but only pedestrians, the motorist does not need to signal with indicator which way the way the vehicle is going (N=150)	51.3	23.3	13.3	6.7	5.3
	Misisi-John Laing (N=60)	43.3	30	18.3	3.3	5
	Mandevu (N=41)	56.1	24.4	2.4	12.2	4.9
	UNZA (N=49)	57.1	14.3	16.3	6.1	6.1
5	Cyclists (bicycle) must ride facing on-coming traffic (N=150)	12.7	10	36	24	17.3
	Misisi-John Laing (N=60)	11.7	6.7	40	26.7	15
	Mandevu (N=41)	14.6	19.5	19.5	29.3	17.1
	UNZA (N=49)	12.2	6.1	44.9	16.3	20.4
6	As a motorist, if there is no other vehicle at traffic lights, I am free to go ahead when they are red (N=150)	52	20.7	16	8	2.7
	Misisi-John Laing (N=60)	46.7	28.3	18.3	6.7	0
	Mandevu (N=41)	40	20	15	17.5	7.5
	UNZA (N=49)	69.4	12.2	14.3	2	2

7	As a motorist, if I am in high speed approaching a Zebra crossing, pedestrians should fear (N=150)	48.7	12.7	14	18.7	6
	Misisi-John Laing (N=60)	45	13.3	18.3	21.7	1.7
	Mandevu (N=41)	41.5	14.6	12.2	24.4	7.3
	UNZA (N=49)	59.2	10.2	10.2	10.2	10.2
8	Motorist have more and preference rights on the road than pedestrians (N=150)	55.3	16	12.7	10.7	5.3
	Misisi-John Laing (N=60)	50	16.7	20	5	8.3
	Mandevu (N=41)	46.3	24.4	7.3	19.5	2.4
	UNZA (N=49)	69.4	8.2	8.2	10.2	4.1
9	The fatalities among road traffic accident victims is higher among traffic passengers than pedestrians (N=150)	13.3	8	15.3	47.3	16
	Misisi-John Laing (N=60)	16.7	6.7	13.3	50	13.3
	Mandevu (N=41)	7.3	7.3	9.8	58.5	17.1
	UNZA (N=49)	14.3	10.2	22.4	34.7	18.4
10	The motorists/drivers cause more traffic accidents than pedestrians (N=150)	6	6	15.3	38	34.7
	Misisi-John Laing (N=60)	5	10	18.3	43.3	23.3
	Mandevu (N=41)	7.3	4.9	9.8	43.9	34.1
	UNZA (N=49)	6.1	2	16.3	26.5	49.0

### 5.7.8. Ability of Respondents to Remember the Road Safety Advertisement Messages

Five (5) advertisement messages on road safety, produced by RTSA in the past few years, where split into two categories and placed randomly. The respondents were asked to match the statements in accordance with the advertisements they heard, seen or read about advertised by RTSA through various communication channels. According to table 5.17 below, 86 percent of the respondents were able to match advertisement messages ‘Don’t drink’ to ‘Don’t drive’ correctly’, 71.3 percent of the respondents were able to match advertisement message ‘Be road smart’ to ‘Life is precious’ correctly. In addition, 56 percent of the respondents matched ‘RTSA Call Center number’ to ‘983’, 52 percent of the respondents were able to match the advertisement message, ‘Without seat belt’ to ‘Life can be ugly’ and another 52 percent of the respondents were able to match ‘Speed is thrilling’ to ‘But it kills’ correctly. In terms of residential areas, UNZA had the highest proportions of respondents who correctly matched the advertisement statements, except for the ‘Don’t drive’ statement where it had the lowest but generally high.

Table 5.17. Proportion of the respondents who correctly matched the advertisement messages on road safety

Matched Advertisement Messages	Overall Respondents Who Matched		Respondents Who Matched in Residential Areas		
	No. Respondents (N=150 for each)	% Respondents	Misisi-John Laing % (N=60)	Mandevu % (N=41)	UNZA % (N=49)
Life is Precious (Be Road Smart)	107	71.3	71.7	63.4	77.6
Don't Drive (Don't Drink)	129	86	86.7	87.8	83.7
RTSA Call 983	85	56.7	53.3	48.8	67.3
Life Can Be Ugly	78	52	50.0	43.9	61.2
Speed Kills	78	52	48.3	41.5	65.3

The respondents were asked to further indicate which advertisement message has left a lasting impression on them. The question was asked with the half statements in the matching question. The data in table 5.18 below reveals that the advertisement message with the highest proportion respondents was the 'Don't drive' (49 percent) and the corresponding half message having 46 percent 'Don't drink'. This was followed by 'Be road smart' (43 percent) and the corresponding half message 'Life is precious' (38 percent). The 'Speed kills' was indicated by 20 percent of the respondents with its other half statement 'Speed is thrilling' having 12.7 percent, which was followed by 'Life can be ugly' and its half statement 'Without seat belt' each scoring 8.7 percent. The statement with the least proportion of respondents was 'RTSA call centre' indicated by 5.3 percent respondents and its half statement 'RTSA call 983' scoring 3.3 percent respondents. For the residential areas, generally, UNZA had higher proportions of respondents indicating lasting impressing for most advertisement messages.

Table 5.18. Proportion of the respondents indicating advertisement messages with a lasting impression

Half of the Advertisement Messages	Overall Respondents Who Indicated Lasting Impression		Respondents Who indicated lasting impression in Residential Areas		
	No. Respondents (N=150 for each)	% Respondents	Misisi-John Laing % (N=60)*	Mandevu % (N=41)*	UNZA % (N=49)*
Be Road Smart	65	43.3	31.7 (19)	43.9 (18)	57.1 (28)
Life is Precious	57	38	26.7 (16)	43.9 (18)	46.9 (23)
If You Drink	70	46.7	45.0 (27)	43.9 (18)	51.0 (25)
Don't Drive	74	49.3	55.0 (33)	48.8 (20)	42.8 (21)
RTSA Call Center	8	5.3	6.7 (4)	2.4 (1)	6.1 (3)
RTSA Call 983	5	3.3	1.7 (1)	2.4 (1)	6.1 (3)
Without Seat Belt	13	8.7	6.7 (4)	12.2 (5)	6.7 (4)
Life Can Be Ugly	13	8.7	6.7 (4)	12.2 (5)	6.7 (4)
Speed is Thrilling	19	12.7	3.3 (2)	19.5 (8)	18.4 (9)
Speed Kills	30	20	23.3 (14)	19.5 (8)	16.3 (8)

\*Numbers outside brackets are percentages of respondents who indicated that the advertisement statement had a lasting impression, while numbers in the bracket represent number of respondents

### 5.7.9. Perception of Respondents on RTSA'S Performance

The FGDs indicated that RTSA can do more to enhance road safety to minimize RTAs. The respondents from the survey were asked if RTSA was doing enough to minimise the number of pedestrians being hit by vehicles on the main high ways. The data in table 5.19 shows that 65.3 percent of the respondents was of the view that RTSA is not doing enough and 34.7 percent of the respondents said RTSA was doing enough. In the residential areas, UNZA had the highest proportion of respondents who indicated that RTSA was doing enough (40 percent), with Mandevu having the least at 29.3 percent.

Table 5.19. Proportion of the respondents on the perception of RTSA's performance on minimizing RTAs on highways next to residential areas

Do You Think RTSA is Doing Enough to Minimize the Number of Pedestrians Being Hit by Vehicles on the Highways?	Overall responses from Respondents		Responses from Respondents in Residential Areas		
	No. Respondents (N=150 for each)	% Respondents	Misisi-John Laing % (N=60)	Mandevu % (N=41)	UNZA % (N=49)
No	98	65.3	66.7 (40)	70.7 (29)	59.2 (29)
Yes	52	34.7	33.3 (20)	29.3 (12)	40.8 (20)
<b>Total</b>	<b>150</b>	<b>100</b>	<b>100 (60)</b>	<b>100 (41)</b>	<b>100 (49)</b>

\*Numbers outside brackets are percentages of respondents who said 'yes' or 'No' to the questions, while numbers in the bracket represent number of respondents

### 5.8. BARRIERS TO RTSA'S COMMUNICATION STRATEGIES

The in-depth interviews and FGDs revealed that a number of barriers to communication on road safety matters by RTSA to the public. The first and foremost barrier to communication for RTSA has been the lack of a comprehensive communication strategy by RTSA. This has led to inconsistency in the implementation of the communication plans. Most of the communication programmes conducted are of the nature of one-off activity. The second barrier identified was that, the messages used to communicate road safety were not easy to access and understand especially for pedestrians because most of them are not educated and do not own motor vehicles, hence making it difficult to interpret road signs. Apart from that, the messages used to communicate are not easily accessed and understood because of language barriers, for example the highway-code is written in English and most the people are not able read in English hence making it very difficult to understand. Not only that but for those who are able to read and understand, the highway-code is not readily available all the time. In a number of instances, the highway-code is found being sold on the roadside when it is supposed to be obtained for free from RTSA.

RTSA views that the current communications plan is well balanced in terms the use of multi-communication channels. However, it has been seen to be unbalanced in terms of the target audience, thereby bringing us to another barrier of communication, in that the messages are biased towards motorists, neglecting the most vulnerable audience, the pedestrians and cyclists, who need adequate information as they are the ones hit the most on the roads.

Secondly, dissemination of information has been difficult to measure and analyze because there is no consistent monitoring and evaluation. The other issue is that there is minimal information or knowledge disseminated to the public on issues such as on procedures how to access services from RTSA.

The other barrier of communication is the poor attitude and perceptions of the public towards road safety matters. The FGDs and in-depth interviews indicated that there is still lawless behaviour especially among motorists even after so much education and publicity on road safety matters by RTSA. However, RTSA intends to deal with this through enhancement of enforcement, and there are plans to increase the numbers of enforcement officers so that offenders do not flaunt any regulations. The aim is to work with enhance education and sensitization through enforcement.

## **5.9. INTERVENTIONS AND METHODS OF EDUCATION ON ROAD SAFETY FROM THE RESPONDENTS' PERSPECTIVE**

### **5.9.1. Respondents' Proposed Interventions to Minimize Number of Pedestrians Being Hit on Highways Passing through Residential Areas**

The FGDs and in-depth interviews with RTSA officers indicated that RTSA is working hard to educate both pedestrians and motorists and that about 40 percent of the motorists are adhering to road safety rules and have more knowledge as compared to pedestrians. It was also noted that more education and awareness campaigns be conducted for pedestrians by RTSA. In addition, it was indicated that, pedestrian tend to take it for granted because they are not punished by the law enforcers whenever they make a mistake. Pedestrians should be made aware that they have a role to play and that they are also supposed to be punished whenever they contribute to an accident and not only the motorists. RTSA's communication plans have contributed to the overall goals of road safety in Zambia to a larger extent, in the sense that a lot of communication materials are produced and given to the public, for example brochures showing various activities performed by RTSA. Apart from that, there are a number of programs being aired on radio where a representative from RTSA tries to explain various issues concerning road safety and other functions of RTSA in local languages. For example road safety issues have been on several occasions been discussed on Radio Breeze in Chipata and people phone in to ask for clarifications in the local language for this particular

area. In addition, RTSA through the Education department has introduced road safety curriculum in all the schools and they have introduced patrons and matrons who teach pupils on road safety. Not only that, RTSA has contributed to road safety through traditional ceremonies which take place every year in different provinces to reach out to multitudes of people in the rural areas through the public relations, education and enforcement units.

The respondents in the survey were asked to propose interventions to minimize a number of pedestrians being hit on Kafue, Great North and Great East Roads. The suggested interventions are shown in table 5.20 below.

Table 5.20. Proposals by respondents on what RTSA should do to minimize RTAs

Response	What Should RTSA do to Minimize the Number of Pedestrians Being Hit on Kafue, GNR and GER?	
	No. Respondents (N=150 for each)	% Respondents
Hold More Press Conferences	3	2
Put humps or Zebra Crossings on the Roads	37	24.7
Ensure drivers have valid licenses	7	4.7
Educate drivers to be sober when driving	7	4.7
Advertise more on billboard	3	2
Take measures to avoid corruption	5	3.3
Sensitize people in all local languages	13	8.7
Conduct more road shows and music	4	2.7
Construct manageable foot bridges	10	6.7
Sensitize people on need to use foot bridges and zebra crossing	19	12.7
Stiffen punishment of drivers who drink and drive	5	3.3
Increase patrols on accident prone areas	11	7.3
Put stone pavements for pedestrians where motorists are not allowed to drive	2	1.3
Remove street kids from foot bridges so that pedestrians are not afraid to use them	5	3.3
No suggestions	19	12.7
Total	150	100

The data in table 5.20 above shows that 24.7 percent of the respondents suggested that humps and zebra crossing should be put on the roads, 12.7 percent of the respondents indicated that people be sensitized on the need to use foot bridges and zebra crossings, another 12.7 percent of the respondents did not suggest any intervention. 8.7 percent indicated that people be sensitized in all the local languages, 7.3 percent of the respondents indicated that more patrols be increased in accident-prone areas. However, the other respondents ranging from 6.7 percent to the smallest of 1.3 percent suggested that manageable footbridges be constructed, educate drivers to be sober when driving and that measures should be taken to avoid corruption, punishment for drivers who drink and drive be stiffened. Further, they suggested that more road shows and music be conducted, advertising on billboards, holding more press conferences and that stone pavements be constructed for pedestrians, where motorists will not be allowed to drive, and street kids be removed from the footbridges so that pedestrians are not afraid to use the footbridges.

### **5.9.2. Respondents' Proposals on Best Methods to Use to Educate the Communities**

The respondents were asked to propose the best methods to be used to educate their communities in order to minimise pedestrians being hit by motor vehicles. The data in table 5.21 below shows that 18.7 percent of the respondents indicated drama, 16.7 percent of the respondents indicated road shows and drama, 13.3 percent indicated Television, Radio and brochures, another 13.3 percent of the respondents indicated Music, 10 percent of the respondents indicated television, while 8 percent of the respondents did not suggest any methods. However, the other respondents in the range of 6 percent to 1.3 percent, proposed that the local people be incorporated in road safety campaigns, where local language will be used. In addition, they suggested that football tournaments be organised to attract members of the community, more adverts, campaigns on drunk driving and publish more news. Metalopousand Kamlongera (2004) also emphasizes the need to conduct group mobilization activities where the communities actively participate in resolutions of specific issues through communication means and methods. This approach aims to bring together all communities in order to achieve something beneficial.



Table 5.21. Respondents' proposed methods for RTSA to educate communities in order to minimize RTAs

Response	What are best methods you would propose for RTSA to use to educate the community in order to minimize pedestrians being hit?	
	No. Respondents (N=150 for each)	% Respondents
Drama	28	18.7
Advertising	9	6
Hold public meetings	5	3.3
Television, radio, brochure	20	13.3
Television	15	10
Music	20	13.3
Awareness campaigns on drunk driving	2	1.3
Conduct more road shows and drama	25	16.7
Publish more newsletters and create animations on public television on road safety	4	2.7
Incorporate the local people in the campaign and use local languages	7	4.7
Organize functions such as football tournament to attract members of the community	3	2
No suggestions	12	8
<b>Total</b>	<b>150</b>	<b>100</b>

## **CHAPTER 6: DISCUSSION OF THE FINDINGS**

### **6.1. INTRODUCTION**

This chapter presents a discussion of findings that were presented in chapter 5 on the nature and effectiveness of communication strategies used by Road Transport and Safety Agency (RTSA) in improving road safety behaviour among pedestrians and motorists with high exposure to risk of road traffic accidents along busy highways. The findings are answering five broad research questions, namely: (1) What is the nature of RTSA's communication strategies on road safety; (2) What channels of communication are used by RTSA to enhance AKAP on road safety among pedestrians and motorists in residential areas of Lusaka; (3) How effective is RTSA's communication strategies in enhancing the level of AKAP among the pedestrians and motorists in Mandevu, Misisi-John Laing and the University of Zambia residential areas; (4) What are the barriers in implementing the RTSA's communication strategy towards pedestrian and motorists?, and (5) What are the best interventions and methods of education in road safety, from the pedestrians' and motorists' perspective?.

### **6.2. WHAT IS THE NATURE OF RTSA'S COMMUNICATION STRATEGY ON ROAD SAFETY?**

Communication strategy is defined as a well-planned series of actions aimed at achieving certain objectives through the use of communication methods, techniques and approaches. In the strategy, communication objectives directly address issues such as awareness, knowledge, attitude, practice, behaviour and participation (Mefalopous and Kamlongera, 2004). The research study established through desk study, in-depth interviews and FGDs that RTSA does not have a communication strategy documented in a single document. However, in implementing the road safety Act, RTSA has depended on annual public relation and education activity plans which have been used in the past to implement communication activities on road safety.

When one consolidates the activities in the public relations communication and education annual activity plans, it may be taken as the communication strategy that RTSA has been pursuing. There are various components of the annual plans, which include awareness

campaigns, advertisements and press releases, which are carried out by Publicity and Education units. However, it is clear and it is acknowledged by the RTSA, that lack of a comprehensive documented communication strategy has led to inconsistency in the implementation of communication activities.

According to Mefalopous and Kamlongera (2004), a communication strategy could have some or all of the three components, namely, *Participatory Discussion Theme or Message Design*, which is most widely used in communication campaigns; *Instructional Design*, useful for providing knowledge and skills needed to use new techniques or adopt innovations; and *Group Mobilization*, which aims at forming and mobilizing groups of people to be more effective in addressing a particular issue. The annual communication plans of RTSA already contain the first two components, which can be consolidated and improved upon to develop the communication strategy for the organization.

What is missing in the annual communication plans of RTSA is the third component of the strategy, that is, group mobilization. RTSA needs to incorporate this component in its communication strategy in order to mobilize other stakeholders, especially, non-governmental organizations, who can help further push the agenda on road safety matters in the country. Advocacy involves organized attempts to influence the political climate, policy and programme decisions, public perceptions of social norms, funding decisions and community support and empowerment towards specific issues. Advocacy also involves *Social mobilization* which is a process of bringing together all feasible and practical *inter-sectoral* social partners and allies to determine felt-needs and to raise awareness of, and demand for, a particular development objective (Servaes, 2008). It appears that the road safety area has not attracted the civil society to advocate for it. It is also clear that the efforts of RTSA alone will not bring about improvements in road safety at a fast rate, unless more stakeholders begin to take interest in it.

It is important to note that in-depth interviews revealed that RTSA is in the process of developing a three year road safety strategy which will run from 2016 to 2018 and it will be used to develop a comprehensive communication strategy on road safety. This shows that the organization has long realized the need and importance of developing a communication strategy on road safety to effectively contribute to minimizing RTAs.

### **6.3. WHAT ARE THE COMMUNICATION CHANNELS USED BY RTSA TO ENHANCE AWARENESS, KNOWLEDGE, ATTITUDES AND PERCEPTIONS (AKAP) ON ROAD SAFETY AMONG MOTORISTS AND PEDESTRIANS?**

A communication channel is the means by which messages get from one individual to another. Communication channels used by RTSA can also be categorized in the two major categories identified by Rodgers (1983), namely mass media and interpersonal channels. According to RTSA officers, the most commonly used communications channels are mass media channels which include radio and TV, especially ZNBC TV 1 and MUVI TV. Among radio channels, radio phoenix was thought to top due to the fact that there is always a program on traffic watch. The interpersonal communication channel (direct contact) was found to be more effective to awareness, knowledge, attitude and behaviour of pedestrians and motorists in Zambia, as there was immediate feedback from the pedestrians and motorists. The communication methods mostly used by RTSA for road safety education were said to be music, road shows and the highway code.

It is also clear that RTSA is using a multi-channel communication approach in their annual communication plans. This is important to note because the multi-channel communication approach is seen as an effective strategy in the arsenal of communication mechanisms (Servaes, 2008). The use of a combination of mass media and interpersonal channels is important, because according to UNICEF (2005), diffusion theory informs us that many people tend to rely on mass media to learn about new ideas but they use interpersonal networks to move from knowledge to trial and continued practice of a new behaviour.

The perceptions of RTSA on the communication channels was confirmed by the survey which has shown that MUVI TV, ZNBC TV 2 and ZNBC TV 1 were the communication channels found to be most useful by the pedestrians and motorists. This was followed by radio. A study conducted by NRSC (2006) in collaboration with Namibia Economic policy Research Unit (NEPRU) had a similar finding in which they reported that the main media through which the public in Namibia received the messages in all road safety campaigns was TV and was followed by radio. In terms of radio communication channels, ZNBC Radio 4, ZNBC Radio 2 and ZNBC Radio 1 topped the radio channels, which is contrary to expectations of RTSA. ZNBC channels are also important because of their national wide

spread. Among the print media channels, Daily mail, Post Newspaper and Times of Zambia were found to be the most useful and were in the same range of radio channel in terms of usefulness but far much below the television channels.

Songs and jingles topped all the methods of communication as they were found to be most useful by the highest proportion of pedestrians and motorists (82 percent), and this was followed by Branded materials. Branded materials may be viewed to be more useful as they constitute tangible 'gifts' that people may remain with and use in their everyday life. Drama and press statements were also found to be useful methods of communication. Press statements could have stood out due to the fact that most people consider that press statements are usually given when an organization wants to issue a very important message.

Disaggregation of communication channels according to residential areas indicates that Mandevu and Misisi-John Laing residents considered Komboni radio to be more useful in disseminating road safety messages whereas UNZA residents considered UNZA radio to be more useful. This shows that pedestrians and motorists mostly associate themselves with communication channels that are within their locality, the so called, community radio stations. This means that the community radio stations could play a very significant role in disseminating road safety messages.

Generally, there was a higher proportion of residents in UNZA than in Misisi-John Laing and Mandevu who found newspapers, internet, press releases, newsletters, brochures and workshops to be more useful. This could be because UNZA residents had a higher proportion of residents with college and university education than the other two residential areas, meaning that the level of education plays a significant role on the choice of channels used for communication. All those communication channels and methods require reading to understand the message. A similar observation was found for communication through drama, in that, there were more residents who found drama to be useful in Misisi-John Laing and Mandevu than in UNZA. However, there was no significant difference in the perception of usefulness of branded materials and songs/jingles, as there were high proportions of residents who liked both in all the three residential areas. This means that the perception of 'gifts' is the same by all residents regardless of the level of education.

#### **6.4. HOW EFFECTIVE IS RTSA'S COMMUNICATION STRATEGIES IN ENHANCING THE AWARENESS, KNOWLEDGE, ATTITUDES AND PERCEPTIONS (AKAP) AMONG PEDESTRIANS AND MOTORISTS ON ROAD SAFETY?**

##### **6.4.1. Functions of RTSA by Pedestrians**

RTSA officers were of the view that the levels of awareness on road safety issues in urban areas are higher than in the rural areas. They were also of the view that motorists have the knowledge on road safety but have bad attitude towards road safety rules. On the other hand, they opined that pedestrians and cyclists have very little knowledge on road safety, hence need more education on road safety as compared to motorists. RTSA officers also revealed that the inquiry levels at RTSA by the public was high especially during sensitization activities. The inquiries were mostly about general RTSA functions, especially on procedures of motor vehicle registration and driving licenses.

The survey confirmed that pedestrians and motorists are aware of the functions of RTSA, although the proportion of those who were aware of the road safety education and sensitization functions were the lowest (ranging between 68 and 74 percent) compared to those who were aware of registration functions (ranging between 86 to 88 percent). This shows that there are fewer pedestrians and motorists who are aware that RTSA is responsible for road safety education and sensitization functions in comparison to other obvious RTSA functions. According to Social Mobilisation theory, more would need to be done to engage the audiences to ensure that the prominence and salience of RTSA programmes is raised in order to reach as many people as possible. RTSA needs to increase the visibility of the function of education and sensitization on road safety.

##### **6.4.2. What is the Level of Awareness of Communication Activities Conducted by RTSA in the Respondents Communities?**

Less than 50 percent pedestrians and motorists were aware that RTSA conducts road safety week from the 15<sup>th</sup> to 21<sup>st</sup> December every year, while less than 12 percent in Misisi-John Laing residents were aware of the sensitization campaigns that RTSA held in May 2013 and in 2010 in their residential areas. This is similar to the findings in a study in Namibia, where low percentage of pedestrians were found to be aware of the road safety campaigns and programmes conducted by their National Road Safety Council (Ipinge and Owusu-Afriyie, 2014). For the Zambian case, this could be due to the fact that these activities are one-off

activity and are conducted after a long period of time. This implies that people can easily forget because of lack of consistency. In the case of Misisi-John Laing, most people might have relocated to other areas and respondents might not have been there when the sensitization campaigns were conducted. For people to acquire knowledge and change their attitudes on road safety matters, there is need for the communities to be provided with exposure to ideas over a long period of time, and repeatedly so that they do not forget easily.

#### **6.4.3. What is the Level of Risk Perception Among Pedestrians and Motorists in Crossing Traffic Highways?**

A high proportion of pedestrians and motorists (71.3 percent) considered crossing traffic highways as being risk-to-extremely risk behaviour. This perception was not different in the three residential areas, Misisi-John Laing, Mandevu and UNZA. This means that, this perception was not influenced by the educational level, as UNZA had more residents at college to university level than the other two residential areas. Despite the high risk perception of crossing the highways, only 35 percent in Misisi-John Laing and 57.1 percent in UNZA used the footbridge regularly-to-always. This shows that perceptions do not always translate into positive behaviour. However, UNZA had a higher proportion than Misisi-John Laing probably because of higher education levels among UNZA residents. The other reason is that there is a reinforcement strategy in form of a metal steel barrier erected along GER on the UNZA footbridge. This forces the UNZA residents to use the footbridge.

The reasons advanced by the residents for not using the footbridges included; crossing on footbridges was cumbersome (85 percent), fear of heights (69 percent), fear of being attacked (61 percent) and bad position of the footbridges (43 percent). The first reason is an attitude reason, the second is biological/psychological reason and, the last two reasons are security (resource) and engineering related reasons, respectively. This underscores the fact that road safety matters are multi-disciplinary and requires multi-stakeholder solutions. The proportions of residents citing these reasons did not differ among the three residential areas, meaning that education levels did not influence the reasons leading to the poor behaviour.

#### **6.4.4. What are the Levels of Awareness of Sources and Usage of Information from RTSA?**

The sources of information that the pedestrians and motorists were aware of, in order of proportions of respondents, include highway-code, Ridgeway offices, RTSA officers in patrol vehicles, Mimosa offices, RTSA brochures, Lumumba offices, Dedan Kimathi offices, Road safety school manuals, RTSA toll free number, RTSA call center, RTSA website and RTSA phone. This entails that a reasonable proportion of pedestrians and motorists are aware of the different sources of information from RTSA on road safety matters. On the other hand, 29 percent were aware of the RTSA toll free number while only 24 percent could recall what the toll free number was. This again entails that being aware does not entail knowledge, and hence awareness does not always translate into behaviour. RTSA website was not well known because very few residents own or have access to internet facilities. The data shows that there were more residents who were aware of these sources of information in UNZA than in Misisi-John Laing and Mandevu. This could be because of the high level of education and UNZA tended to have more residents who own communication equipment.

The proportion of pedestrians and motorists who use these sources of information was generally lower than the awareness proportions. This reveals the fact that awareness does not always translate into behaviour (usage). Generally, the sources of information, which had lower proportions of pedestrians and motorists being aware of them, also had lower proportions of respondents who have used them. These included RTSA phone, RTSA call center and RTSA website (which had zero usage). This shows that the activity of awareness is a very important first step towards initiating behaviour. According to Servaes (2008), there are five phases in the diffusion process: awareness, interest (knowledge), evaluation, trial and adoption. Therefore, for people to have a positive behaviour, they need to go through stages in the diffusion process. The data further shows that there were more residents who have used the sources of information in UNZA than Misisi-John Laing and Mandevu, although the usage levels were low (below 40 percent) in all the residential areas for all sources of information. This entails that RTSA still has a lot of work to increase the usage of sources of information to enhance positive road safety behaviour by pedestrians and motorists.

The majority of the pedestrians and motorists interviewed had used the sources of information for registration and licensing purposes. A small proportion of them (about 17



percent) mentioned having used it for obtaining knowledge on road safety purposes. This entails that RTSA still has a lot of work on sensitizing people on sources of information for road safety, especially that, it has also been shown that fewer pedestrians and motorists are aware that one of RTSA's functions is educating and sensitizing the public on road safety. Again, UNZA topped on all the uses of information on road safety when compared to Misisi-John Laing and Mandevu residents.

#### **6.4.5. What are the Respondents' levels of Knowledge, Attitudes and Perceptions on Road Safety?**

The results for Category 1 statements on pedestrian/motorist knowledge on road safety showed that pedestrians and motorists are reasonably knowledgeable on road safety matters, as the majority (ranging between 67 and 71 percent) were able to correctly interpret questions posed on behaviour of pedestrians when crossing the road, and motorist and pedestrians rights on the road. This entails that knowledge on road behaviour by pedestrians and motorists is not lacking. Similarly, a study conducted among public service vehicle drivers in Kenya by Moraam (2006), found that a high percentage (93.8 percentage) of drivers were knowledgeable on road safety matters.

Category 2 statements on pedestrian/motorist knowledge on road safety of cyclist revealed that pedestrians/motorists are knowledgeable (75 percent) on cyclist attire on the road and motor cycle or bicycle condition on the road. However, a large proportion of pedestrians/motorists (77.3 percent) are not knowledgeable on cyclist behaviour and rights on the road. This means that RTSA needs to intensify cyclist awareness and sensitization campaigns as the number of cyclists on the road is on the increase, and equally the number of cyclists hit on the road is on the increase, especially in peri-urban areas.

Category 3 statements assessing the attitudes of motorists on road safety revealed that the attitudes are good as a large proportion of respondents (61 to 75 percent) responded for good attitude. However, 61 percent of those who represented good attitude, entails that 39 percent had either bad attitude or were uncertain. This means that attitude is still a bigger issue to deal with, and usually attitude is dealt with by enforcement. On the other hand, simply asking questions was not a good way of assessing attitude. The best method would have been by observation on the road.

Category 4 statements on perceptions of motorists/pedestrians on road safety issues revealed that pedestrians and motorists had wrong perceptions on road safety. For instance, a high proportion of pedestrians and motorists (63 percent plus 21 percent who are uncertain) believe that fatalities among road traffic accident (RTA) victims was higher among traffic passengers than pedestrians. The reality is that, statistics show that there are more pedestrians who are killed on the road than passengers in RTAs. This perception comes from the fact that when there is a RTA, the victims and numbers of victims killed in such RTAs are broadcasted in the media, while lone pedestrians killed on the road are killed without any media publicity. But cumulatively, the statistics of pedestrians killed in RTAs surpass those of passengers killed in RTAs given the same period. These perceptions contribute to shaping the behaviour of both pedestrians and motorists on the road and their behaviour towards road safety matters.

#### **6.4.6. What is the proportion of Respondents Remembering the Road Safety Advertisement Messages?**

The pedestrians and motorists showed that they were able to recall five road safety advertisements issued by RTSA in the past. The proportion of the pedestrians and motorists who were able to recall the advertisement messages was high ranging between 52 percent and 86 percent. This shows that the pedestrians and motorists pay attention to the road safety advertisements. The differences in the proportion of pedestrians' and motorists' interest in the advertisements were influenced by the nature of the message and how often the advertisements were repeated. For instance, the 'Don't Drink and Drive' had the highest score of 86 percent and the lowest score of 52 percent was for the message 'Without seat belt, Life can be Ugly'. The first advertisement statement is much more advertised than the second statement. In addition, most people associate drunken drivers with RTAs, than the intensity of injuries that goes with flouting the second statement. Among the three residential areas, UNZA had the highest proportion of residents who scored the matches correctly, may be because of the high level of education, the high number of residents who read/write in English and own communication equipment. In any case, most of the time these road safety advertisement statements are in English. In a study by Ipinge and Owusu-Afriyie (2014) on the effectiveness of road safety campaigns in Namibia, the pedestrians also raised a concern over the use of English language for advertisements as opposed to use of their local languages in road safety messages.

However, the advertisement that left an impression on the pedestrians and motorists corresponded with the proportions of recalling the statements. The advertisement statement with the highest proportion of pedestrians and motorists (about 49 percent) who perceived it to have left a lasting impression was the ‘Don’t Drink and Drive’ statement, and the lowest (5.3 percent) was ‘RTSA call center, 983’ statement. The nature of the statement and consistency of the advertisements determines what kind of impression and how long the impression lasts in the intended target audiences’ minds. Level of education seems to determine this factor as well, as the data shows that UNZA had the highest proportion of residents citing a number of advertisement statements as leaving a lasting impression.

#### **6.4.7. Is RTSA is Doing Enough to Minimize the Number of Pedestrians Being Hit on the Highways?**

There was a small proportion of pedestrians and motorists (34.7 percent) who perceive that RTSA is doing enough to minimize the number of pedestrians being hit on the traffic highways. This entails that RTSA needs to do more to show the strategies they are implementing on road safety and the poor attitudes of road users. This is the more reason why RTSA needs to develop and implement the communication strategy. The perception of what RTSA is doing depended on the demographic factors of the residential areas. The data revealed that UNZA had the highest proportion of respondents who indicated that RTSA was doing enough (40 percent) and Mandevu the least proportion at 29.3 percent. This entails that the communication activities being done by RTSA are probably appealing more to the educated, those who read and write in English and those with access to communication equipment. Therefore, the communication strategy to be developed by RTSA needs to take such factors into account.

### **6.5. WHAT ARE THE BARRIERS TO RTSA’S COMMUNICATION STRATEGIES?**

Interviews and FGDs revealed that RTSA does not have one comprehensive communication strategy documented in a single document, but utilizes the annual communication plans to conduct its communication functions on road safety. The annual communication activities

conducted by RTSA have revealed a number of barriers in delivering road safety solutions through communication. The barriers could be summarized as follows:

- 1) Lack of a comprehensive communication strategy by RTSA;
- 2) Language of communication barrier, which is normally English;
- 3) Lack of availability and accessibility to road safety education materials;
- 4) Communication is biased towards motorists
- 5) Lack of monitoring and evaluation of the impact of road safety communication activities
- 6) Poor attitude and perceptions of the public towards road safety matters

#### **6.6. INTERVENTIONS AND METHODS OF EDUCATION FROM THE PEDESTRIANS' AND MOTORISTS' PERSPECTIVE.**

##### **6.6.1. Respondents' Proposed Interventions to Minimize Number of Pedestrians Being Hit on Highways**

A number of interventions to minimize pedestrians being hit on traffic highways next to residential areas were proposed by the pedestrians and motorists. The interventions can be summarized as:

- 1) Sensitization of communities (pedestrian and motorists) on road safety matters, including in local languages
- 2) Use of multi-channel communication mix: road shows, music, advertising on billboards, press conferences etc.
- 3) Increasing patrols in RTA prone areas
- 4) Stiffening punishment for motorists who cause RTAs
- 5) Improving security at the footbridges
- 6) Re-designing roads to include pedestrian walk ways
- 7) Redesigning the footbridges to make them more user friendly

A number of these proposals by the pedestrians and motorists are already being implemented by RTSA. Proposals number 1 to 4 are already being implemented by RTSA, except the scale of their implementation may not be at a level that may have an immediate grand impact on

the problem. This is due to limited resources at the disposal of government and indeed, RTSA. The proposals 1 to 4 are also within the domain of RTSA's functions. On the other hand, proposals number 5 to 7 are not directly in the domain of RTSA's functions, but other government agencies. This also shows that road safety matters require multi-stakeholder and multi-disciplinary approach. In fact, interviews and FGDs with RTSA officers revealed that RTSA is already implementing a number of activities that are aimed at minimizing RTA to reduce pedestrian morbidities and fatalities.

### **6.6.2. Pedestrians' and Motorists' Proposals on Best Methods to Use to Educate the Communities on Road Safety**

The pedestrians and motorists proposed a number of methods or ways and/or communication channels to educate them on road safety to minimize RTA on the traffic highways next to their communities. These proposed could summarized as:

- 1) Mass media Communication channels – Electronic and Print Media: Television, radio, and newspapers
- 2) Methods of communication – songs and jingles, drama, road shows, music, sports tournaments and others.

It is important to note that pedestrians and motorists behaviour on the road is a matter that requires behaviour and social change. Behaviour and social change requires providing participants with relevant information and motivation through well-defined strategies, using an audience-appropriate mix of interpersonal, group and mass-media channels and participatory methods (UNICEF, 2011) through social and behaviour change communications. On the overall, pedestrians and motorists also proposed that the local people be incorporated in road safety campaigns and that local languages should be used. In addition, they proposed the use of sports tournaments, especially football tournaments, to attract the communities to road safety issues.

## CHAPTER 7: CONCLUSIONS AND RECOMMENDATIONS

### 7.1. CONCLUSIONS

The research study established through desk study, in-depth interviews and FGDs that RTSA does not have a consolidated communication strategy that is, documented in a single document. However, in implementing the road safety Act, RTSA has depended on annual public relation and education activity plans which have been used in the past to implement communication activities on road safety.

The study has found that the annual communication plans of RTSA contains two of the three components of a communication design strategy, that is, participatory discussion theme or message design and the instructional design. The former involves communication campaigns and the latter involves education and training. The annual communication plans of RTSA are inadequate in the third component, group mobilization, which aims at forming and mobilizing groups to deal with road safety in this case, especially networking with the non-governmental organizations.

The study has found that communication channels used by RTSA can be placed into three major categories, namely mass media, group and interpersonal communication channels. The most commonly used communications channels are mass media channels which include television, radio and print media. The group communication channels or methods include songs and jingles, drama, workshops, community discussions, debates, school talks, road shows etc. Interpersonal communication channels include one-to-one communication with road users during traditional ceremonies, agricultural shows, trade fairs, counselling traffic offenders, etc.

The research has found that MUVI TV, ZNBC TV 2, ZNBC TV 1 were the communication channels found to be most useful by the pedestrians and motorists in the order of appearance. In terms of radio communication channels, ZNBC Radio 4, ZNBC Radio 2 and ZNBC Radio 1 topped the radio channels. Among the print media channels, Daily mail, Post Newspaper

and Times of Zambia where found to be the most useful and where in the same range of radio channel in terms of usefulness but far much below the television channels.

The study found that songs and jingles topped all the communication methods as they were found to be most useful by the highest proportion of pedestrians and motorists. Branded materials, drama and press statement were also found to be the useful among the communication methods.

The study has further found that pedestrians and motorists mostly associate themselves with communication channels that are within their locality, a very good example is that of community radio stations. The study found that the level of education influenced the choice of communication channel preferred by pedestrians and motorists. For instance, communities characterized by higher education found print media to be more useful for dissemination of road safety information, while the communities with lower levels of education found drama to be more useful communication methods.

In assessing the effectiveness of RTSA's communication strategies, the study has found that there is a high proportion of pedestrians and motorists who consider crossing traffic highways as being a risky behaviour. This perception did not translate into the positive behaviour of using footbridges on a regularly basis. The reason for irregular use of the footbridges to cross the highways ranged from attitude reasons (cumbersome), biological/psychological reasons (fear of heights), security reasons (fear of being attacked) to engineering related reasons (bad position of the footbridge). This underscores the fact that road safety matters are multi-disciplinary and requires multi-stakeholder solutions.

The study has also found that there a fewer pedestrians and motorists who aware of RTSA's function of sensitization and education on road safety matters than those who are aware of the licensing function. Further a reasonable proportion of pedestrians and motorists are aware of the different sources of information or knowledge from RTSA on road safety. There were more pedestrians and motorists who were aware of the sources of information from communities with a high level of education and who own communication equipment. The proportion of pedestrians and motorists who use the identified sources of information was generally lower than those who were aware. It was found that more pedestrians and motorists

used the sources of information for licensing purposes than those who used it for obtaining knowledge on road safety purposes.

The study has found that knowledge of pedestrians and motorists on road behaviour was high. However, a large proportion of pedestrians/motorists are not knowledgeable on cyclist behaviour and rights on the road. Further, a high proportion of pedestrians and motorists had wrong perceptions on road safety matters.

The study has shown that the pedestrians and motorists pay attention to the road safety advertisements as a high proportion were able to recall five road safety advertisements issued by RTSA in the past. The ability to remember the advertisements was influenced by the nature of the message, how often the advertisements was repeated, level of education, language used in the advertisement and ownership of communication equipment.

Findings from the research have also revealed that a small proportion of pedestrians and motorists perceive that RTSA is doing enough to minimize the number of pedestrians being hit on the traffic highways. This perception was influenced by the level of education, ability to speak and write in English and accessibility to communication equipment.

The study has identified six important barriers to communication efforts by RTSA in reaching the pedestrians and motorists: (1) Lack of a comprehensive communication strategy by RTSA; (2) Language of communication barrier, which is normally English; (3) Lack of availability and accessibility to road safety education materials; (4) Communication is biased towards motorists; (5) Lack of monitoring and evaluation of the impact of road safety communication activities; and (6) Poor attitude and perceptions of the public towards road safety matters.

The pedestrians and motorists proposed three major methods or communication channels to educate them on road safety to minimize RTA on the traffic highways next to their communities: (1) Mass media communication channels – Electronic and Print Media: television, radio, brochures, newspapers, press releases; (2) Group communication channels – drama, road shows, music, sports tournaments, workshops, etc.; and (3) Interpersonal communication channels – one-to-one through explanation of road safety printed materials.



The pedestrians and motorists identified seven interventions to minimize pedestrians being hit on traffic highways next to their residential areas: (1) Sensitization of communities (pedestrian and motorists) on road safety matters, including in local languages; (2) Use of multi-channel communication mix: road shows, music, advertising on billboards, press conferences etc; (3) Increasing patrols in RTA prone areas; (4) Stiffening punishment for motorists who cause RTAs; (5) Improving security at the footbridges; (6) Re-designing roads to include pedestrian walk ways; and (7) Redesigning the footbridges to make them more user friendly. The first four interventions are within the domain of RTSA's functions, while the last three requires other stakeholders to implement them.

## **7.2. RECOMMENDATIONS**

The research findings have highlighted some gaps in the communication strategies used by the Road Transport and Safety Agency (RTSA) in improving road safety behaviour among pedestrians and motorists with high exposure to risk of road traffic accidents along busy highways. It is against this background that the following recommendations are proposed to enhance RTSA's communication strategy:

1. RTSA should review its annual publicity and education plans and consolidate them into a communication strategy that both the publicity and education units can utilize for long term planning and implementation of communication activities. The review and consolidation process can be utilized to enhance the participatory discussion theme or message design (campaigns) and the instructional design (education and training) components of the communication strategies while improving the group mobilization (advocacy) component of the strategy. RTSA should also re-orient its focus of communication messages from motorists only to include communication messages to other road users especially pedestrians and cyclists.
2. RTSA should consider scaling up the use of community radio stations in its road safety communication programmes in order to diversify the use of local languages to reach more road users who cannot speak and write in English language.

3. RTSA should improve the availability of the highway code and hasten its translation into local languages because most pedestrians and especially those who must use it are either not fluent or cannot read English language.
4. RTSA should consider facilitating the other stakeholders responsible for erecting steel or concrete traffic highway barriers, to erect one such barrier along the Kafue road so that pedestrians are forced to use the erected footbridge on that road as the case is with Great East Road at UNZA. Equally, a footbridge and a steel or concrete highway barrier is required for Mandevu residents who are at risk on the Great North Road.
5. RTSA should consider conducting research to ascertain the statistics of cyclists on Lusaka roads and, consider rolling out the cyclist sensitization and education programmes to cyclists and potential cyclists in Lusaka especially among the peri-urban residential areas because the number of cyclists on the road is on the increase.

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## CHAPTER 9: APPENDICES

### APPENDIX 1: QUESTIONNAIRE

#### **COMMUNICATION STRATEGY USED BY THE ROAD TRANSPORT AND SAFETY AGENCY IN IMPROVING ROAD SAFETY BEHAVIOUR AMONG PEDESTRIANS AND MOTORISTS WITH HIGH EXPOSURE TO RISK OF ROAD TRAFFIC ACCIDENTS ALONG BUSY HIGHWAYS: A CASE OF THREE RESIDENTIAL AREAS IN LUSAKA**

A questionnaire has been prepared, to be administered to both the pedestrians and motorists. The questionnaire shall be self-administered and researcher-administered as explained in the methodology. The self-administered questionnaires shall be served with a covering letter giving a brief background of the study to the respondents and how the respondents will be selected for this study. The cover letter will assure the respondents of confidentiality.

The questionnaire prepared for this proposal is as given in Appendix 1 below. The questionnaire is structured into three (3) major sets of questions. The sets of questions are meant to provide data on the following aspects:

1. **First Set of Questions:** Respondent's details
3. **Second Set of Questions:** Assessment of the extent of utilization of RTSA's Communication Strategy. This section has five questions addressing the following:
  - 3.1. Awareness of the functions of RTSA by respondents
  - 3.2. Awareness of communication activities conducted by RTSA in the respondents' community in the past
  - 3.3. Awareness of the respondents of the communication channels used by RTSA
  - 3.4. Finding out the preferred communication channel(s) by the respondents
4. **Third Set of Questions:** Assessment of the extent of AKAP among Pedestrians and Motorists. This section has seven questions addressing the following:
  - 4.1. Finding out the perception of respondents on the level of risk for crossing highways

- 4.2. Finding out the sources of knowledge or information on road safety and levels of utilization of the sources by the respondents
- 4.3. Finding out the level of utilization and why some people from John Laing/Misisi compounds and University of Zambia students do not use the footbridges in preference for risky highways?
- 4.4. Finding out the level of road safety knowledge by the respondents
- 4.5. Finding out the practices, perceptions and attitudes of the respondents on road safety issues
- 4.6. Finding out how well the adverts and their corresponding messages on road safety can be remembered by the respondents
- 4.7. Finding out the adverts and messages that have left a good and lasting impression on respondents with regard to road safety.

## QUESTIONNAIRE

### 1. GENERAL INSTRUCTIONS

For the questions whose responses have been indicated with numbers, just indicate the number of your response in the box provided at the end of each question. Other questions simply require you to tick appropriate answers in the box provided at the end of each option. For the questions where line space has been provided, you should write the appropriate response in the line space.

### 2. FIRST SET OF QUESTIONS (RESPONDENT'S DETAILS)

2.1. Residential area of respondent (1=Misisi, 2=John Laing, 3=Mandevu, 4=UNZA)

2.2. Sex: (1=Male, 2= female)

2.3. Age: (1= 10-17years, 2=18-30years, 3=31-40years, 4=41-50years, 5=50-60years, 6=above 60years)

2.4. Marital status: (1=Single, 2=married, 3=Divorced/ separated, 4=Widowed)

2.5. Highest level of Education attained: (1=Not been to school, 2=Lower primary, 3=Upper primary, 4=Junior Secondary, 5=Senior Secondary, 6=College, 7=University)

2.6. Do you drive vehicles? If the answer is 'No', then proceed to 2.8 (1=No, 2=Yes)

2.7. If yes to 2.5, currently, do you have a valid driving license (1=No, 2=Yes)

2.8. If 'Yes' to 2.5 and 'No' to 2.6, have you ever possessed a driving license before? (1=No, 2=Yes)

2.9. What is your main occupation? \_\_\_\_\_

2.10. What language do you speak frequently? \_\_\_\_\_

2.11. What language do you read and write? \_\_\_\_\_

### 3. SECOND SET OF QUESTIONS

3.1. To what degree do you agree to the following as the **functions of RTSA**. Indicate your response using the following scale? (1=strongly disagree, 2=disagree, 3=uncertain, 4=agree, 5=strongly agree)

- |  |                      |
|--|----------------------|
| 3.1.1. To arrest motorists who contravene traffic rules  | <input type="text"/> |
| 3.1.2. To register motor vehicles  | <input type="text"/> |
| 3.1.3. To conduct Road safety education for the benefit of the community   | <input type="text"/> |
| 3.1.4. To issue licenses and permits for the transport sector  | <input type="text"/> |
| 3.1.5. To conduct publicity campaigns for the dissemination of information on road safety for the benefit of the community | <input type="text"/> |

3.2. To what degree do you agree to the following as the **communication activities conducted by RTSA**. Indicate your response using the following scale? (1=strongly disagree, 2=disagree, 3=uncertain, 4=agree, 5=strongly agree)

- |  |                      |
|--|----------------------|
| 3.2.1. RTSA conducts the Road safety week from 15 <sup>th</sup> and 21 <sup>st</sup> December every year   | <input type="text"/> |
| 3.2.2. RTSA in conjunction with Passenger, Pedestrian and Cyclist Association of Zambia (PAPECA) conducted sensitization campaigns on road safety in Misisi and John Laing compounds from 7 <sup>th</sup> to 30 <sup>th</sup> May 2013 | <input type="text"/> |
| 3.2.3. RTSA conducted sensitization campaigns on road safety in Misisi and John Laing compounds in 2010  | <input type="text"/> |
| 3.2.4. RTSA Conducted sensitization campaigns on road safety in UNZA before  | <input type="text"/> |

3.3. Which of the following **communication equipment** do you and your households own?

Indicate your response by ticking in the box provided:

- |                        |                      |
|------------------------|----------------------|
| 3.3.1. Television      | <input type="text"/> |
| 3.3.2. Radio           | <input type="text"/> |
| 3.3.3. Computer        | <input type="text"/> |
| 3.3.4. Internet access | <input type="text"/> |
| 3.3.5. Mobile phone    | <input type="text"/> |



3.4. To what degree have the following **communication channels** been useful to you to obtain information about road safety from RTSA. Indicate your response using the following scale? **(1=extremely not useful, 2=not useful, 3=uncertain, 4=useful, 5=extremely useful)**

<b>3.4.1. Television</b>	<input type="text"/>	<b>3.4.20. Nation newspaper</b>	<input type="text"/>
<b>3.4.2. ZNBC TV1</b>	<input type="text"/>	<b>3.4.21. Vision news paper</b>	<input type="text"/>
<b>3.4.3. ZNBC TV2</b>	<input type="text"/>	<b>3.4.22. Internet</b>	<input type="text"/>
<b>3.4.4. MUVI TV</b>	<input type="text"/>	<b>3.4.23. Press conference</b>	<input type="text"/>
<b>3.4.5. Radio</b>	<input type="text"/>	<b>3.4.24. Press statement</b>	<input type="text"/>
<b>3.4.6. ZNBC Radio 1</b>	<input type="text"/>	<b>3.4.25. Press circulars</b>	<input type="text"/>
<b>3.4.7. ZNBC Radio 2</b>	<input type="text"/>	<b>3.4.26. Newsletters</b>	<input type="text"/>
<b>3.4.8. ZNBC Radio 4</b>	<input type="text"/>	<b>3.4.27. Brochures</b>	<input type="text"/>
<b>3.4.9. Radio phoenix</b>	<input type="text"/>	<b>3.4.28. Workshops</b>	<input type="text"/>
<b>3.4.10. Hot FM Radio</b>	<input type="text"/>	<b>3.4.29. Road shows</b>	<input type="text"/>
<b>3.4.11. Radio Five FM</b>	<input type="text"/>	<b>3.4.30. Drama</b>	<input type="text"/>
<b>3.4.12. Radio Christian Voice</b>	<input type="text"/>	<b>3.4.31. Branded materials (eg., T-shirts, cups, cups, car stickers etc)</b>	<input type="text"/>
<b>3.4.13. Sky FM radio</b>	<input type="text"/>	<b>3.4.32. Songs and jingles</b>	<input type="text"/>
<b>3.4.14. UNZA Radio</b>	<input type="text"/>	<b>3.4.33. Others:.....</b>	
<b>3.4.15. Komboni Radio</b>	<input type="text"/>	.....	
<b>3.4.16. Newspapers</b>	<input type="text"/>	.....	
<b>3.4.17. Times of Zambia</b>	<input type="text"/>	.....	
<b>3.4.18. Daily mail</b>	<input type="text"/>		
<b>3.4.19. Post News paper</b>	<input type="text"/>		

3.5. From the communication channels enlisted above, in the order of preference, **state five (5) channels you would prefer** RTSA to use to communicate road safety matters to you. Specify the channels if necessary.

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

4) \_\_\_\_\_

5) \_\_\_\_\_

#### 4. THIRD SET OF QUESTIONS

4.1. How much risk do you perceive for crossing the Kafue/Great North/Great East Road every day. Indicate your response using the following scale? (1=absolutely no risk, 2=low risk, 3=uncertain, 4=high risk, 5=extremely high risk).

4.2. Which of the following **sources of information or knowledge on road safety from RTSA** are you aware of?

	<u>Aware of</u>
4.2.1. RTSA website	<input type="text"/>
4.2.2. RTSA offices	<input type="text"/>
4.2.2.1. Dedan kimath offices	<input type="text"/>
4.2.2.2. Lumumba offices	<input type="text"/>
4.2.2.3. Ridgeway offices	<input type="text"/>
4.2.2.4. Mimosa offices	<input type="text"/>
4.2.3. RTSA public phone line(s)/landline	<input type="text"/>
4.2.4. RTSA Call centre	<input type="text"/>
4.2.5. RTSA Officer in a RTSA Vehicle	<input type="text"/>
4.2.6. RTSA toll free telephone number	<input type="text"/>
4.2.6.1. What is the RTSA toll free telephone number? _____	
4.2.7. School manuals on road safety	<input type="text"/>
4.2.8. Highway code	<input type="text"/>
4.2.9. Brochures on Road Safety by RTSA	<input type="text"/>
4.2.10. Others (Specify)_____	

4.3. Which of the following **sources of information or knowledge on road safety from RTSA** have you **used before**?

**Used before**

- 1) too busy to crossover the long route of the footbridges ☐
- 4.2.11. It is safe to cross the RTSA website ☐
- 4.2.12. RTSA offices ☐
- 4.2.12.1. Dedan kimathi offices ☐
- 4.2.12.2. Lumumba offices ☐
- 4.2.12.3. Ridgeway offices ☐
- 4.2.12.4. Mimosa offices ☐
- 4.2.13. RTSA public phone line(s)/landline ☐
- 4.2.14. RTSA Call centre ☐
- 4.2.15. RTSA Officer in a RTSA Vehicle ☐
- 4.2.16. RTSA toll free telephone number ☐
- 4.2.17. School manuals on road safety ☐
- 4.2.18. Highway code ☐
- 4.2.19. Brochures on Road Safety by RTSA ☐
- 4.2.20. Others (specify) \_\_\_\_\_

4.4. For the sources of information/knowledge mentioned in 4.3 above, what did you use them for? \_\_\_\_\_

4.5. What is your level of utilization of the pedestrian Metropolitan school and Downtown/UNZA footbridges? Indicate your response using the following scale?  
(1=Never used, 2=used sometimes, 3=uncertain, 4=Used regularly, 5=Always used when crossing Kafue/Great East road) ☐

4.6. **Why** do some people of John Laing/Misisi compounds/UNZA Students **do not use** the Metropolitan School and Downtown/UNZA **footbridges in preference for crossing a risky Kafue/Great East road**? Tick your reason(s) for this and give any other reasons you may have.

- 1) Its cumbersome to walk over the stairs of the footbridges ☐

- 2) Pedestrians are usually Kafue/Great East road ☐
- 3) Fear of heights on the footbridge ☐
- 4) Not conveniently positioned for crossing (poor accessibility) ☐
- 5) Fear of being attacked ☐
- 6) Any other reason(s):.....  
.....  
.....  
.....

4.7. To what degree do you agree with the following statements? Indicate your response using the following scale? **(1=strongly disagree, 2=disagree, 3=uncertain, 4=agree, 5=strongly agree).**

- 1) On the road, as a pedestrian, I should walk with my back to the traffic ☐
- 2) As a cyclist (bicycle), I should always wear reflective clothing and my bicycle should have working head lamps when I am riding it at night ☐
- 3) I should always use the pedestrian foot bridge, the traffic light points and zebra crossings when crossing highways next to residential areas ☐
- 4) At zebra crossings, the motorists have the right of way more than pedestrians ☐
- 5) If there is no other vehicle but only pedestrians, the motorist does not need to signal with light indicators which way the vehicle is going ☐
- 6) Cyclists (bicycle) must ride facing on-coming traffic ☐

4.8. To what degree do you agree with the following statements?. Indicate your response using the following scale? **(1=strongly disagree, 2=disagree, 3=uncertain, 4=agree, 5=strongly agree).**

- 1) As a motorist, if there is no any other vehicle at the traffic lights, I am free to go ahead when the traffic lights are red on my side ☐
- 2) As a motorist, if I am in high speed approaching a zebra crossing, the pedestrians should fear for their lives by waiting for my vehicle to pass ☐
- 3) Motorists have more and preference rights on the road than the pedestrians ☐
- 4) The fatalities among the Road Traffic Accident victims is higher among the traffic passengers than pedestrians ☐
- 5) The motorists/drivers cause more Road Traffic Accidents than pedestrians ☐

4.9. I would like to have an idea of which 10 basic rules of driving are commonly known by drivers. So, what are the Ten basic rules of driving or at least those that you know?

- |  |                      |
|--|----------------------|
| 1. Know the high way code very well and put it into practice                         | <input type="text"/> |
| 2. Concentrate all the time on your driving to avoid accidents                       | <input type="text"/> |
| 3. Interpret the traffic situation correctly before you act                          | <input type="text"/> |
| 4. Exercise patience and hang back when necessary                                    | <input type="text"/> |
| 5. Drive with care and give courtesy to others road users                            | <input type="text"/> |
| 6. Never exceed the speed limit  | <input type="text"/> |
| 7. Develop your car sense and reduce wear and tear                                   | <input type="text"/> |
| 8. Use your horn considerably and give proper signals                                | <input type="text"/> |
| 9. Be sure your car is roadworthy and know its limitations                           | <input type="text"/> |
| 10. Perfect your driving and acknowledge courtesies shown to you by other road users | <input type="text"/> |

4.10. Could you match the following messages on road safety as you have heard or seen them in advertisements before.

**Part of Advert Message**

- 1) Be Road smart .....
- 2) If you drink .....
- 3) RTSA Call Center.....
- 4) Without Seat belt.....
- 5) Speeding is thrilling .....

**The other part of the Advert Message to be matched with the above messages**

- 6) Speed kills
- 7) RTSA call 983
- 8) Life can be ugly
- 9) Don't drive
- 10) Life is precious

4.11. Which of those adverts/messages above have left you with a lasting impression on you with regard to road safety?

.....  
 .....

.....  
.....  
.....

4.12. Do you think RTSA is doing enough to minimize the number pedestrians being hit by vehicles on Kafue road/Great North Road/Great East Road?  
(1=No, 2=Yes) ☐

4.13. In your opinion, what should RTSA do to minimize the number of pedestrians being hit by vehicles on Kafue Road/Great North Road/Great North Road?

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4.14. In your opinion, what are the best methods you would propose for RTSA to use in educating the people in your community on road safety issues in order to minimize pedestrians being hit by vehicles on Kafue Road/Great East Road/Great North Road?

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***Thank you for taking your precious time to respond to this questionnaire***



## APPENDIX 2: GUIDE TO THE IN-DEPTH INTERVIEW

### QUESTIONNAIRE GUIDE FOR IN-DEPTH INTERVIEWS FOR PUBLIC RELATIONS AND EDUCATION OFFICERS OR EQUIVALENT POSITIONS IN RTSA

Date: \_\_\_\_\_

Start time: \_\_\_\_\_ End time: \_\_\_\_\_

Position of Officer Interviewed (Name of Officer Optional): \_\_\_\_\_

1. Does RTSA have a written document detailing "Road Safety Communication Strategy?" If available, ask for the document. If the document is not available, probe on how the Road Safety Communication Strategy in RTSA is organized, what constitutes "Road Safety Communication Strategy of RTSA?"
2. In your opinion, has the Road Safety Communication Strategy of RTSA been implemented? If it is implemented, probe on the activities that relate to the Road Safety Communication Strategy.
3. What is your perception about the public on road safety (a) Awareness, (b) Knowledge, (c) Attitude, and (d) Behaviour. Also give reasons for your perception. [Probe and ask for any monitoring and evaluations conducted on such matters by RTSA or any other individuals or organizations]
4. Which communication channels would you say has contributed more positive target outcomes (in terms of awareness, knowledge, attitude and behaviours of the public) to the Road Safety Communication Strategy by RTSA?
5. From your experience in the implementation of the RTSA Communication Strategy, what has been the challenges and barriers to implementation of the strategy and its activities?
6. Among the challenges and barriers you have identified, which ones would you consider to be most critical and why?
7. To what extent has the RTSA Management (Publicity and Education Units) been utilizing the communication strategy as designed in the Road Safety Communication Strategy document, if available?
8. In your opinion, is the Road Safety Communication Strategy well balanced to utilize the multi-communications channels? Give reasons for your answer.
9. To what extent are the interpersonal and mass media communications utilized in the communication activities of road safety, and what has been the outcome?
10. What has been the inquiry level by the public to RTSA, and what is the common nature of inquiry (ies) by those who make the inquiries?

**END OF GUIDE**



**APPENDIX 3: GUIDE TO THE FOCUS GROUP DISCUSSION****Date:** \_\_\_\_\_**Start time:** \_\_\_\_\_ **End time:** \_\_\_\_\_**List of Focus Group Members:** \_\_\_\_\_**Facilitator:** \_\_\_\_\_**Facilitator's comment on purpose, guidelines to the discussion and assurance of confidentiality**

The Facilitator will begin by thanking the participants for accepting to be part of the Focus Group Discussion, bearing in mind that they probably have other important duties they would have spared for the discussion. The Facilitator will then outline the purpose of the discussion, which is to discuss aspects of the Road Safety Communication Strategy in enabling awareness, knowledge, good attitudes and countering perceptions to improve the road safety behaviour of pedestrians and motorists exposed to high risk of RTAs on highways/roads. The Facilitator should thereafter assure the members of the discussion group of their freedom to discuss on this topic and assurance of the confidentiality of the whole discussion process by the researcher. The Facilitator should however, outline the ground rules of discussions such as avoiding private conversations during discussion and allowing only one person to talk at a time. The Facilitator should disclose to the members that the discussion will be tape recorded and ask for their consent to do so. The Facilitator will be there to moderate the discussion. The Facilitator must thank the members of the group at the end of the discussion.

1. What are your perceptions about the level of awareness, knowledge, attitudes and behaviour of the public to road safety?
2. From your perception, which communication channel has contributed the most towards the awareness, knowledge, attitudes and behaviour of the pedestrians and motorists in Zambia, and why?
3. Have the messages used in communicating awareness of road safety been easy for the public to access and understand? Discuss your perceptions.
4. What roles should the pedestrians, motorists and RTSA play in order to enhance awareness, knowledge, attitudes and behaviour of road safety in Zambia?
5. To what extent has the RTSA's Road Safety Communication Strategy been used to contribute to the overall goals of road safety in Zambia?
6. In your opinion, is the RTSA's Road Safety Communication Strategy well balanced to utilize the multi-channel communication technique? Give reasons for your answer.
7. What should be done to strengthen the RTSA's Road Safety Communication Strategy that is currently being used, if considered weak?

**END OF GUIDE**

**How Long Have Been Driving?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Do not drive	89	59.3	59.3	59.3
0 - 1 year	16	10.7	10.7	70.0
2 years	12	8.0	8.0	78.0
3 Years	11	7.3	7.3	85.3
4 Years	2	1.3	1.3	86.7
5 Years	5	3.3	3.3	90.0
6 years	4	2.7	2.7	92.7
Valid 7 years	3	2.0	2.0	94.7
8 years	3	2.0	2.0	96.7
9	1	.7	.7	97.3
> years	1	.7	.7	98.0
13 Years	1	.7	.7	98.7
14	1	.7	.7	99.3
27	1	.7	.7	100.0
Total	150	100.0	100.0	

The Degree to Which the respondent Agrees with the stated function	Extent of Awareness of the Respondents (Percentage of Respondents) of the Functions of RTSA									
	Arresting Motorists contravening Traffic Rules		Registering Motor Vehicles		Conducting Road Safety Education		Issuing Licenses and Permits		Conducting Publicity Campaigns on Road Safety	
Strongly disagreed	6	9.3	2.7	2.7	3.3	10	1.3	2.6	2	7.3
Disagree	3.3		0		6.7		1.3		5.3	
Uncertain	4.7	4.7	9.3	9.3	16	16	10	10	24	24
Agree	32.7	86	28	88	22.7	74	26.7	87.4	19.3	68
Strongly Agree	53.3		60		51.3		60.7		49.3	

Communication Channel	The Degree to Which the respondent Agrees with the Usefulness of the Communication Channel				
	Extent of Usefulness (% of Respondents) of Communication Channels to the Respondents on Road Safety				
	Extremely not useful	Not useful	Uncertain	Useful	Extremely Useful
<b>TELEVISION</b>					
ZNBC TV1	6	8.7	14	42.7	28.7
ZNBC TV2	6	7.3	12.7	46.7	27.3
Muvi TV	5.3	4.7	8.7	49.3	32
<b>RADIO</b>					
ZNBC Radio 1	17.3	12.7	29.3	30	10.7
ZNBC Radio 2	16	15.3	23.3	36	9.3
ZNBC Radio 4	16.7	9.3	21.3	42.7	10
Radio Pheonix	16.7	14	34	25.3	10
Hot FM	15.3	15.3	33.3	22	14
Radio Five FM	20.7	16.7	40.7	17.3	4.7
Christian Voice	19.3	20.7	47.3	11.3	1.3
Sky FM	17.3	20.7	43.3	14.7	4
UNZA Radio	14	13.3	41.3	23.3	8
Komboni Radio	10	9.3	22.7	36.7	21.3
<b>NEWS PAPERS</b>					
Times of Zambia	12.7	14	34	27.3	12
Daily Mail	13.3	16	30.7	28.7	11.3
Post News Paper	11.3	12.7	28.7	28	19.3
Nation Newspaper	12	20.7	63.3	3.3	7
Vision Newspaper	24.7	20.7	50.7	2.7	1.3
INTERNET	22	15.3	36	17.3	9.3
PRESS CONFERENCE	28	19.3	41.3	7.3	4
PRESS STATEMENT	24.7	18	30.7	21.3	25.3
PRESS CIRCULARS	25.3	21.3	38.7	10	4.7
NEWS LETTERS	25.3	16.7	41.3	15.3	1.3
BROCHURES	24	13.3	27.3	29.3	6
WORKSHOPS	26	18	43.3	10	2.7
ROAD SHOWS	22	12	34	27.3	4.7
DRAMA	19.3	8	24.7	40.7	7.3

BRANDED MATERIALS	6.7	10	8	42	33.3
SONGS & JINGLES	6	1.3	10.7	36	46

N = 150 for each of the functions of RTSA

Communication Channel	The Degree to Which the respondent Preferred the the Communication Channel Extent (% of Respondents) to which the Respondents Preferred the Communication Channel						
	1 <sup>st</sup> Choice	2 <sup>nd</sup> Choice	3 <sup>rd</sup> Choice	4 <sup>th</sup> Choice	5 <sup>th</sup> Choice	% Total Preferred	% Respondents who did not prefer
Road shows	5.3	2.7	6	3.3	8	25.3	74.7
Press Conference	2.7	2	1.3	1.3	1.3	8.7	91.3
Internet	2	0	5.3	2.7	1.3	11.3	88.7
Songs/Jingles/Music	12	6.7	8.7	5.3	12	44.7	55.3
ZNBC TV 1	22	8	4	4.7	4	42.7	57.3
Komboni Radio	7.3	4	8	9.3	5.3	34	66
Post Newspaper	1.3	2	5.3	4.7	3.3	16.7	83.3
ZNBC Radio 1	1.3	4	0	0.7	0	6	94
ZNBC Radio 2	0.7	4	0	0.7	2.7	8	92
UNZA Radio	0.7	2.7	2.0	0.7	1.3	7.3	92.7
Drama	5.3	8.7	6.7	12.7	8	41.3	58.7
ZNBC TV 2	5.3	13.3	6	1.3	2.7	28.7	71.3
ZNBC Radio 4	1.3	1.3	0	6	2	10.7	89.3
Daily Mail	1.3	0	2.7	1.3	0.7	6	94
MUVI TV	8.7	7.3	12.7	5.3	4	38	62
Branded Material	0	0.7	2.7	7.3	9.3	20	80
Brochures	0.7	0	0.7	4	4	9.3	90.7
Press Statement	0	0	0	2	0.7	2.7	97.3
Hot FM Radio	1.3	1.3	1.3	1.3	0	5.3	94.7

N = 150 for each of the functions of RTSA

Sources of Information or Knowledge on Road Safety from RTSA	Number and Percentage of Respondents who are aware of the RTSA source	Number and Percentage of Respondents who have used the RTSA Source
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	No. of Respondents	Percentage of Respondents	No. of Respondents	Percentage of Respondents
RTSA Website	22	14.7		
Dedani Kimathi Office	47	31.3	27	18
Lumumba Offices	61	40.7	36	24
Ridgeway Offices	79	52.7	49	32.7
Mimosa Offices	69	46	41	27.3
RTSA Phone	16	10.7	6	4
RTSA Call Center	24	16	5	3.3
RTSA Officers in Patrol Vehicles	74	49.3	16	10.7
RTSA Toll free Number	44	29.3	17	11.3
Road Safety School Manuals	46	30.7	24	16
Highway Code	81	54	38	25.3
RTSA Brochures	63	42	39	26

N=150 Respondents

#### Usage of Information or Knowledge from RTSA

PURPOSE OF USE OF THE SOURCES OF INFORMATION OR KNOWLEDGE FROM RTSA	Number and Percentage of Respondents	
	No. of Respondents	Percentage of Respondents
Not used any Source	70	46.7
Fitness & License	21	14
Interviews for Driving	12	8
Interviews for Driving, Fitness, Registration and License	16	10.7
Obtain knowledge on Road Safety & Crossing the Roads	16	10.7
Finding out how to get a License	2	1.3
Find out the functions of RTSA	4	2.7
Learning Road Safety Rules and Obtaining a License	9	6
<b>Total</b>	<b>150</b>	<b>100</b>