



**AN EVALUATION OF RTSA'S ROAD SAFETY COMMUNICATIONS
FOR IMPROVING BUS DRIVERS ROAD CRAFT: THE CASE OF
LUSAKA PUBLIC SERVICE VEHICLE BUS DRIVERS**

By

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**A REPORT SUBMITTED TO THE UNIVERSITY OF ZAMBIA IN
PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE DEGREE
OF MASTER IN COMMUNICATION FOR DEVELOPMENT (MCD).**

THE UNIVERSITY OF ZAMBIA

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DECLARATION

I declare that this report has not been submitted for a degree in this university or indeed in any other university in this world.

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CERTIFICATE OF APPROVAL

This report by ALBERT KAOYE MWANZA has been approved as partial fulfilment of the requirement for the award of the Master of Communication for Development (M.C.D) by the University of Zambia, Lusaka.

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ABSTRACT

This report is based on an evaluation of the impact of the Road Transport and Safety Agency's (RTSA) messages on the community to bring about social change. It is an assessment of how effective RTSA's communication have been in making drivers more road craft and thereby help reduce the ever increasing road traffic accidents in the country.

The report was fed by information by a study that was undertaken in Lusaka. The study employed questionnaires, interviews and Focus Group Discussions (FDGs) for data collection. It was undertaken to enlighten the public on the link between communication and development.

Public Service Drivers both local and inter town have in the recent past made headlines in not only causing road traffic accidents but also flouting traffic rules as stipulated by RTSA. This trend has brought untold misery not only to the owners of the motor vehicles for loss of business but also to the passengers because some are left dead and others totally physically crippled and thereby leading them to total dependency on others.

This study is significant in that it has outlined the successes and failures of RTSA in educating people in being road craft and in turn reduces road traffic accidents. It has also brought out issues and challenges associated with communication strategies to Public Service Drivers.

The study was undertaken as a requirement to the partial fulfilment of the Master of Communication for Development (M.C.D) of the Department of Mass Communication of the School of Humanities and Social Sciences at the University of Zambia.

DEDICATION

This work is dedicated to my family; my late father Mr. Teddy Kandundu Mwanza for the confidence he had in me, my mother Mrs. Theresa Chembe Mwanza, for the source of inspiration, my wife Letitia Mapulanga Mwanza, for the support and encouragement, my son Chikondi Mwanza for the motivation and my sisters and brothers, Maureen, Brian, Elifa, Nchele, Nicholas, Lumbiwe and Chipso.

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Lastly my family for all the social and financial support rendered during my study.

I take full responsibility of any error/errors in this report.

ALBERT KAOYE MWANZA

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ACRONYMS USED IN THE PAPER

AIDS	Acquired Immune Deficiency Syndrome
HIV	Human Immune Virus
HMC	Highly Motorised Countries
LMC	Lowly Motorised Countries
RTSA	Road Transport and Safety Agency
WHO	World Health Organisation
VRU	Vulnerable Road Users
MVA	Motor Vehicle Accidents
RTA	Road Traffic Accidents
PSV	Public Service Vehicle
PAPECA	Passengers, Pedestrians and Cyclists Association

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