

The Psychology of Road Safety Communication and Implications For Road Users: An African Context With A Focus on Nigeria

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Highlights

- Road safety communication has the capacity to positively influence the behaviour of road users
- Beyond the legislation and enforcement of road safety regulations, effective communication campaigns are crucial for reducing traffic crashes, injuries, and deaths.
- Consistent road safety communication increases and sustains the vigilance of road users, particularly the motoring public.
- Road safety communication invariably promotes the well-being and economy of road users and the national economy.

Abstract: Road safety communication is a novel domain because of its peculiarity and diverse audience in terms of literacy level and cultural differences. The main aim of road safety communication is to positively influence the behaviour of road users. The design of road safety communication for road users determines the results of road safety campaigns. Therefore, it should be objective, persuasive, and motivating in both content and context. The objective of this study was to examine the psychology of road safety communication and its implications for road users behaviour in the African context, with a focus on Nigeria. The study adopted documentary and observational methods of research and Pillar 4 of the United Nations Decade of Action for Road Safety 2011-2020 as the theoretical foundation. The findings indicate that road safety communication invariably promotes the well-being and economy of road users and the national economy. The study recommended adequate funding for road safety communication campaigns by the government, among others. The study concluded that governments around the world must view road crashes, injuries, and deaths as another global pandemic.

Keywords: Road safety, Communication, Psychology, Road users, Behaviour.

1.1 INTRODUCTION

Road safety is a critical issue that affects millions of lives, and in some instances, deemed as life and death subjects. Every 30 second, someone; somewhere in the world is killed in a road crash (Brake, 2022). As acknowledged by the World Health Organization (WHO) in 2021, more than 50 million people have died on the world's roads since the invention of automobiles. This is more than the number of deaths in World War 1, or some of the worst epidemics. Globally, over 3500 people die every day on roads, which amounts to nearly 1.3 million preventable deaths and an estimated 50 million injuries each year – making it the leading killer of children and young people worldwide. During the kickoff of the second Decade of Action for Road Safety 2021-2030, the WHO also forecasted that if measures are not taken to address road crashes, it will cause an estimated 13 million deaths and 500 million injuries during the next decade, particularly in low- and middle-income countries.

In 2022, the WHO, declared that the young are particularly vulnerable on the world's roads, and road traffic injuries are the leading cause of death for children and young adults aged 5–29. Young males under 25 years of age are more likely to be involved in road traffic crashes than females, with 73% of all road traffic deaths occurring among young males at that age. Developing economies record higher rates of road traffic injuries, with 93% of fatalities coming from low-income and middle-income countries. The cause of these deaths; as noted by the Apolitical Group (2019), includes speeding, not wearing a seatbelt, drink driving, and texting at the wheel, these are behaviours which are common yet avoidable factors in crashes. This is why public awareness campaigns have the power to transform behaviour and, in turn, save lives.

In Nigeria for instance; “the majority of the Road Traffic Crashes (RTCs) are attributed to road user behaviour exhibited by the drivers” (Uhegbu & Tight, 2021: 1). The Nigerian Federal Road Safety Corps (FRSC) in May 2017 stated that there were 33.7% deaths per 100,000 people in Nigeria every year, making Nigeria one of the countries with the highest number of road accident fatalities in Africa. The world average is 17.4%; while that of Africa is 26.6% (Ndujihe, 2021). The World Health Organization

states that road traffic accidents cost low- and middle-income countries between 1.0 and 2.0 per cent of their Gross National Product annually, more than the development aid they receive. In light of this fact, the Nigerian Federal Road Safety Corps, in the first three quarters of 2018, put economic losses to road traffic crashes at 9.8 billion naira (Punch Editorial Board, 2021).

To reduce traffic crashes on roads, the full use of social media platforms to reach the motoring public has become fundamental. This is in accordance with the prevailing perception that penal populism, that is, fines and prison sentences, as a measure for dealing with bad road behavior that leads to traffic crashes and deaths, is no longer sufficient as an approach. For instance; Boateng (2021:1), “stressed that the policy of hunting for rogue drivers to make roads safer in Africa is as ineffective as killing mosquitoes one by one to control malaria”. Referring to Nigeria, the menace of road traffic crashes and deaths has become more potent than that of COVID-19 and malaria. For instance; PremiumTimes (2021), reported that the number of people who died from road crashes in January 2021 compared to the same period in 2018, 2019, and 2020 exceeded the combined number of people who died from malaria and COVID-19. Better put, Mullin (2020); stressed that:

Across the globe, road crashes cause premature death and disability, with 1.35 million people dying each year with up to 50 million more left injured—more people are dying from road traffic crashes than HIV/AIDS, tuberculosis or diarrheal diseases. Road crashes can increase poverty, as a loss of income can be especially devastating to low-income households, and stunt economies.

Hence, the need to communicate with road users in a manner that will appeal to their conscience and motivate them to indulge in personal road safety behaviour will reduce the rate of road traffic crashes and deaths. In light of this, Delhomme et.al (2009:18) posits:

Road safety communication campaign is therefore, the 'purposeful attempt to inform, persuade, or motivate people in view of changing their beliefs and/or behaviour in order to improve road safety as a whole or in a specific, well-defined large audience, typically within a given time period by means of organized communication activities involving specific media channels often combined with inter personal support and/or other supportive actions such as enforcement, education, legislation, enhancing personal commitment, rewards, etc.

Communication will bring understanding, while the laws will enforce proper road behaviour. Consequently, the United Nations Economic Commission for Europe (UNECE) in 2016 declared that drastically reducing road fatalities and serious injuries on a global (or national) scale will require more than increasing efforts to implement traditional road safety measures. Road safety communication in this regard is crucial, and how it is effectively passed on to the target audience is paramount in achieving the objective of traffic crashes and casualty reduction. According to Helman and Norman (2021), one of the keys to traffic crashes and deaths reduction is how safety measures are communicated to road users, particularly the content and context of the information being communicated. Therefore, how an agency/organization communicates road safety to its target audience has a direct impact on their road safety behavior because “what is communicated have an impact on mindset, which is the key to evoke behavioural change and consequently improve safety” (Helman & Norman, 2021:3). Accordingly, the Vision Zero Network (2022) noted that developing catchy slogans and engaging visuals can be relatively easy; however, designing an effective communications campaign that leads to real behavior change is far more complicated.

Effective communication of behavioral changes to road users requires appropriate information and data on road users' behavioral problems. This will inform the communication strategies employed to address the particular behavioral problem of the target road users. In Nigeria, for instance; the following were identified as major road users' behaviour problems: speed violation, wrongful overtaking, use of mobile/smart phones while driving, and dangerous overtaking. Speed violations account for 47 per cent of the total road crashes reported in Nigeria (Ndujihe, 2021). In light of that, the objectives of road safety communication include, but are not limited to: a decrease in the rate of road crashes and deaths; discouraging negative road user behavior; encouraging road users to always maintain safety-conscious behaviours; generating awareness about new or modified road safety laws; and educating the motoring public about innovations in new vehicles and associated risks to ensure safe usage. Hence, this study examined how the psychology of road safety communication can enhance the safety behaviour of road users.

2.1 Conceptual Clarification of Terms

Communication is the transmission of a message via a channel by a sender to a receiver who understands the message. In this study, it is used interchangeably with a campaign.

Psychology of road safety Communication is about raising the awareness of road users, particularly the motoring public, about safe driving as an appropriate method of traffic crashes and injury prevention.

2.2 Method of Study

Documentary and observational research methods were used. This study synthesized documents from the World Health Organization, Vision Zero Network, Vision Zero Canada, United Nations Economic Commission for Europe, Global Alliance of NGOs for Road Safety, Nigeria National Bureau of Statistics, Nigeria Federal Road Safety Corps (FRSC), journals, and electronic and social media publications based on road safety communication and management. They were content analyzed and facts and generalizations were drawn using an inductive approach. There were no specific criteria in the selection of the documents; however, attention was paid to the period from 1999 to date, which represents the beginning of the current uninterrupted civilian administration in Nigeria, which gave more vitality to the Nigeria Road Safety Agency.

2.3 Theoretical Foundation

The building block of interpretation for this study was based on Pillar 4 of the United Nations Decade of Action for Road Safety 2011-2020. Global statistics on road traffic crashes and deaths indicate that the scourge poses public health and economic challenges, especially in low- and middle-income countries. Following the resolution, A/RES/64/255 of May 10, 2010, the UN General Assembly proclaimed the period 2011–2020 as the Decade of Action for Road Safety, with the goal of stabilizing and reducing the forecast level of road traffic fatalities around the world by increasing activities conducted at the national, regional, and global levels (United Nations Economic Commission for Europe, 2022). Consequently, the Global Plan for the Decade of Action was organized around a five-pillar approach to improve road safety; and includes targets and indicators for each pillar, in addition to global targets (World Health Organization, 2011). The five pillars are:

- i. Road safety management
- ii. Infrastructure
- iii. Safe vehicles
- iv. Road user behavior
- v. Post-crash response

While the five pillars of the Decade of Action for Road Safety 2011-2020 apply to this study, pillar four is very central to the purpose of this study, which is an attempt to examine how the psychology of road safety communication can enhance the safety behaviour of road users. Below are the targets and activities of Pillar 4 according to World Health Organization (2011):

Pillar 4: Safer Road Users

Develop comprehensive programmes to improve road user behaviour. Sustained or increased enforcement of laws and standards, combined with public awareness/education to increase seat-belt and helmet wearing rates, and to reduce drink-driving, speed, and other risk factors.

Activity 1: Increase awareness of road safety risk factors and prevention measures, and implement social marketing campaigns to help influence attitudes and opinions on the need for road traffic safety programmes.

Activity 2: Set and seek compliance with speed limits and evidence-based standards and rules to reduce speed-related crashes and injuries.

Activity 3: Set and seek compliance with drinking-driving laws and evidence-based standards and rules to reduce alcohol-related crashes and injuries.

Activity 4: Set and seek compliance with laws and evidence-based standards and rules for motorcycle helmets to reduce head - injuries.

Activity 5: Set and seek compliance with laws and evidence-based standards and rules for seat-belts and child restraints to reduce crash injuries.

Activity 6: Set and seek compliance with transport, occupational health and safety laws, standards, and rules for the safe operation of commercial freight and transport vehicles, passenger road transport services, and other public and private vehicle fleets to reduce crash injuries.

Activity 7: Research, development and promotion of comprehensive policies and practices to reduce work-related road traffic injuries in the public, private, and informal sectors, in support of internationally recognized standards for road safety management systems and occupational health and safety.

Activity 8: Promote establishment of Graduated Driver Licensing systems for novice drivers.

Be the above activities as good as they may, Nigeria have implemented many, if not all of them but that is yet to reflect a reduction in the crash statistics. However, Pillar 4 envisages that, despite enforcement, sustainable road users' behavior change may not be attainable without the combination of public awareness/education to increase road safety compliance. When the purpose is unknown, abuse/failure is inevitable. This is in view of the level of illiteracy in sub-Saharan Africa. Therefore, road safety communication campaigns designed to reflect the peculiarities of Nigerian socio-political, cultural, and economic realities, both in content and context, are sure paths to road safety awareness, compliance behavior, and crash reduction in Nigeria and, by extension, Africa in general.

3.1 EFFECTIVE ROAD SAFETY COMMUNICATIONS

Effective (communication) campaigns are more frequently built upon recognized psycho-social and educational theoretical foundations that are used to guide program development and increase understanding of the factors that contribute to the issue at hand (Robertson & Pashley, 2015). Communicating effectively, as remarked by Laurie (2022), means that your ideas and concepts are

being heard, and people are acting upon them. It also means that one is able to listen, understand, and take action on what other people say. Mass media and effective communication also contribute to reducing road crashes. For instance; by implementing a multi-sectoral speed reduction strategy, including several mass media campaigns on the enforcement of speed limits, Colombian capital saved approximately 46 lives between October 2018 and December 2019, translating to an economic advantage of savings of 12.6 million dollars. This marked a significant return on investment and should serve as an example for governments worldwide, particularly in Africa (Mullin, 2020). Therefore, effective road safety communication implies the transmission of understandable, receivable, and applicable safety messages from a road safety authority to road users; capable of producing economic and health benefits.

3.1.1 TIPS FOR EFFECTIVE ROAD SAFETY MESSAGES

- **Acquire data about the target audience:** The first step towards effective road safety communication is to acquire data about the road users' behaviour problem; the audience involved, and design the road safety campaign message in such a way as to reach the audience and impact positive behaviour change.
- **Consistency of safety communication campaigns:** Communication in road safety should be viewed from a long-term perspective. It has an impact only in the long term and by the dint of perseverance (European Conference of Ministers of Transport, 1997).
- **Sustained enforcement and monitoring:** For instance,; it is a common experience in Nigeria that enforcement is usually strong when rules are new but wane over time, especially with the introduction of another new regulation.
- **Motivation:** The framing of campaign messages should motivate road users to exhibit self-protective actions.
- **Engagement of social influencers and community stakeholders:** This would enable the campaign to get to the grass-roots usually populated by motorcyclists, tricyclists, and would-be motorists.
- **Delivery:** Road safety message is expected to be delivered when it is properly phrased in the right language and tone; transmitted by the sender; and understood by the receiver. Road safety messages should be phrased in such a way as to encourage people to listen to and engage with the safety campaign, and adhere to safety messages by using inclusive, positive, empowering, and simple language devoid of jargon or language that sounds like you are telling off, lecturing, or attacking anyone. This is because asking people to make a positive commitment to safer road use is usually more effective than saying, 'do not do this and do not do that'. People usually find it easier to believe in doing something positive than to believe that something awful could happen.

4.1 Gap

The gap identified by this study; centres on the fact that fear is not usually the best form of deterrence; persuasive appeal is equally potent when properly laced into road safety campaign messages. Just as Boateng (2021), earlier on stressed, that as futile as it is to control malaria in Africa by killing mosquitoes one by one, so it is by trying to keep African roads safer by going after rogue drivers. Such approach overtime had been counter-productive, especially in Nigeria. As equally, observed by these authors, road safety officers sometimes in the course of enforcing road safety compliance by going after rogue drivers cause fatal crashes and loss of lives. It equally encourages corruption, as road safety officers on enforcement sometimes allow commercial drivers to overload/over speed due to bribes given to them by the drivers. In this instance; a well-communicated road safety message laced with a persuasive appeal can cause drivers to refrain from risky driving and prevent their exploitation by corrupt road safety officers.

5.1 How to design road safety messages to enhance the safety behaviour of road users

1. Emotion

Emotion is one of the key motivators for actions that maximize the impact of communication campaign messages. This makes it a powerful tool for any project looking to inspire behavioural change (Apolitical Group, 2019). Changing the behaviour is difficult. As such, combined emotional/rational messages have a stronger influence than purely rational messages; accompanied by enforcement and, combined with mass media (Phillips et al, 2011). For instance, in a bid to dissuade young people from texting while driving, the UK's Northumbria Safer Roads Initiative collected final texts sent by drivers who died while texting and displayed them across the region. The 2018 "Last Text" campaign featured giant mobile phones, each with a driver's last message on their screen and a plaque on the back explaining how they crashed, who they were texting and why. The texts were featured on billboards, posters and beer mats, pubs, petrol stations, and bars. One victim's last message was "driving and Facebooking isn't safe! Haha.." while another's was "This happy song makes me HAPPY." They were mundane yet heart-wrenching. Their emotional impact meant that the campaign had spread quickly. It took social media, with people sharing texts on Twitter, along with the hash tag #LastText (Apolitical Group, 2019).

2. The science of human behaviour

The design of road safety campaign messages should be based on the background knowledge of the science of human behavior, particularly the target audience of the message. Human beings behave differently based on basic factors; such as gender, age, and education. Hence, people drive differently, depending on who is in the car. In this regard, the Scottish government drew on behavioural science to reduce reckless behaviour among young male drivers, the group most at risk of death from road accidents. In addition, the government used the 2019 "Drive Smart" campaign with a series of humour video clips to convey impactful road safety messages, with scenes of grandmas telling off grandsons in comical ways including popping up through the toilet in a club bathroom where the boys are taking drugs (Apolitical Group, 2019). However, it is important to note that due to cultural diversity, countries and agencies should design their road safety communication campaigns in such a way that culturally and persuasively communicate road safety behaviour changes to their target audience.

3. Ghastly Imagery

The idea behind this approach is based on the common saying that 'seeing is believing'. However, this is more applicable to less developed countries, where infrastructural deficiencies inhibit quality access to information. Until this research, these authors could not have claimed to be abreast of the menace of road crashes and deaths due to a lack of information/poor information dissemination by the government. Road safety communication campaigns will be more powerful if the messages convey the devastation caused by road crashes and emphasize the importance of preventing them. Due to lack of information, people can easily under-estimate the dangers on roads and believe they are safe, and drivers in particular can become overconfident. Therefore, road safety messages need to clarify what you are asking people to do and that it applies to everyone. In this circumstance; adding gruesome imagery to safety messages can be very effective. For instance, if gory pictures of daily crashes are brought to the view of road users, it will certainly emotionally curtail the road behaviour excesses of road users.

4. Choice of Target Audience

Drivers are not the only targets for road safety campaign messages. Road safety campaigns focused on the homes, friends, and families of drivers proved to be a successful indirect target of drivers. For instance, in Bangalore, the Traffic Police chose to focus their campaign on the families and friends of drivers, rather than the drivers themselves. The aim was to dissuade people from talking to their loved ones on their phones while driving. Images of friends and relatives holding blood-spurting phones were accompanied by the slogan "talk them dead, girlfriend", "talk them dead, housewife" or "talk them dead, friend". The shocking graphics emphasized the message that road safety is everyone's responsibility, not just the drivers (Apolitical Group, 2019). Similarly, the Federal Road Safety Corps (FRSC) of Nigeria engaged in massive advocacy reach-outs to mothers within Enugu State, Nigeria, during the 2019 annual August meeting designed to drive the road safety message home. It was also necessary to make mothers the vanguard of road safety campaigns at homes (Agency Report, 2019).

5. Scientific evidence interpreted through art

Road safety campaigns designed based on scientific input and data on road crashes can positively impact road users' behavior and convince target audiences to prioritize road safety behavior. A typical example is "Graham — a 3D human-size model of what a man would have to look like to survive a high-speed accident, built by Victoria's Transport Accident Commission of Australia. It was a combined effort of a trauma surgeon, an artist and an engineer. Graham is a powerful reminder of how fragile human bodies are. Project Graham featured video interviews with scientists and a "3D interactive online simulation of Graham; including biological information on each body part to educate users about driving risks. Its creativity earned it a prize in the "2017 Design and Art Direction Awards" (Apolitical Group, 2019).

6.1 ROAD SAFETY COMMUNICATION A COLLECTIVE RESPONSIBILITY

Road safety communication is beyond the responsibility of a singular agency giving its economic and health significance to an economy. For instance; the pioneer Chairman of the Nigerian FRSC Board saw road safety campaigns as a shared responsibility that no single person or organization can handle while maintaining the superiority of civility over coercion (Kazeem, 2021). In this light; the European Conference of Ministers of Transport (1997), declared that Policy-makers (senior civil servants, members of Parliament) and journalists (who can reach a large public through the mass media) are a major target group. One objective of communicating with policy-makers is to increase their awareness of the importance of road safety in the social context and encourage them to take steps to improve it through appropriate regulations and legislation. Greater awareness of road safety issues should also be an objective of communicating with journalists, so that they will be willing and able to inform the public through mass media and in this way influence appropriate social groups and public opinion. Public opinion can also have a significant influence on policymakers' decisions.

Therefore, Road safety communication is both horizontal and vertical. It is horizontal when communication is from road safety agencies to other agencies, government bodies or branches of government while vertical if communication is from road safety authority, government institutions or other stakeholders to road users. The current data on road crashes and deaths globally and locally demands that Stakeholder-ship in road safety communication be unlimited, that is everybody should acquire road safety education and be part of road safety information dissemination. According to the European Conference of Ministers of Transport (1997), road crashes affect society as a whole, and it is time to examine how each member of society can play an active part in communication. Not only does communication reflect policy, it is also an indispensable tool for raising awareness of a social problem in which everyone -- every single member of society -- must become involved in an on-going and responsible manner.

7.1 Psychology of Road Safety Communication and Implications for Road Users

- i. Road safety communication has the capacity to positively influence the behaviour of road users and safety messages and advocacy are expected to make road users embrace attitudinal and behavioural changes which will reduce traffic crashes and deaths. Thereby, enable road safety authorities, for instance; Nigeria FRSC fulfill its dream of reducing traffic crashes to 15% (Todo, 2022) and vision zero death by 2030, which aligns with the second UN Decade of Action for Road Safety:2021-2030.
- ii. Reduction of traffic crashes, injuries and deaths: Beyond the legislation and enforcement of road safety regulations, effective communication campaigns are crucial for reducing traffic crashes, injuries, and deaths. This is more so; when the message of the campaign is well received by road users, thereby spurring them into taking personal road safety action without compulsion or fear of penalization.
- iii. Sustained Vigilance: Consistent road safety communication increases and sustains the vigilance of road users, especially the motoring public. According to the Facebook post of Traffic Desk on April 15, 2022, at 10:11 am, "simply because you are in your lane should not make you feel too comfortable, because encroachers can kill you. Be alert and defensive in driving.

- iv. Promotes the wellbeing and economy of road users and invariably the national economy. For instance; when a bread winner is incapacitated or dies through a road crash, the dependents of such bread winners are usually thrown into economic crisis with consequences for the broader economy.

8.1 GENERAL CHALLENGES TO ROAD SAFETY COMMUNICATIONS

- One of the major challenges in road safety communication is determining the most appropriate communication tool to reach a particular audience due to differing levels of literacy.
- Cost of communication: In road safety communication, one communication tool is usually not sufficient to address a given road behavior problem owing to the diversity of the audience. For effective communication over diverse locations and to maximize reach and penetration and; impact positive behavior change, a broad spectrum of communication tools is usually deployed, and funding is always a determinant factor.
- Timing problem: The duration of a particular communication campaign is linked to its effectiveness. For instance; positive outcomes can be achieved with campaigns delivered for fairly short periods of just one month, and it is not necessary to sustain such campaigns over a longer period if it is neither practical nor feasible to do so. It is also possible to utilize a campaign over a much longer period of a few years by intermittently refreshing it with new messages, but using the same theme and topic, to reinforce behaviour change on a larger scale. This can help to keep the issue 'top of mind' without expending significant resources, and serves the larger purpose of re-shaping attitudes and social norms related to road safety behavior" (Robertson & Pashley, 2015). Therefore, timing will depend on the experiment, feedback, or experience, and all that is premised on affordability by the government.
- Social norms. It varies across road safety issues owing to diverse audiences and should be factored into the development or planning of road safety communication campaigns for effective communication and positive road user behaviour outcomes.
- Evaluation problem: The timeframe and choice of appropriate technique for evaluating the impact of a particular road safety communication campaign on road users' behaviour change is not common and involves costs that may not be captured in the original communication campaign plan. According to Robertson and Pashley (2015), while important lessons have been learned from previous campaign evaluations, there is still a considerable need to develop and adopt better and more rigorous approaches to evaluations. In particular, evaluations based on observational or crash report data could provide greater insight into the impact campaigns have on overall road safety and behaviours.
- Delivery: Although there have been many successful national and provincial road safety campaigns have been implemented over the past several decades, these initiatives have been more limited and challenging to deliver in a local context. This may be due to the fact that national and provincial campaigns can be difficult to adapt at a community level (Robertson & Pashley, 2015), especially in the case of low level of literacy.
- The last but not the least is that bad news circulates faster: When the recorded undisciplined behaviour of road safety officers by road users is uploaded online via social media, it makes light the enormity of road safety job, economic and health implications to the nation's economy and above all demeans safety communication campaign. Thus, how to make the Corps to achieve its goals of creating safer roads through the use of public enlightenment and enforcement strategies has always been the challenge (kazeem, 2021).

Conclusion

The Psychology of road safety communication concern informing, convincing, and influencing road users to willingly maintain road safety behaviour for personal and public interest, using multiple communication channels and information platforms. This is a complex process because human behavior change is neither easy nor instant, and for road safety, it requires a multi-sectorial approach. Hence, the current global and national trend regarding road crashes and deaths demands urgent and sustainable road safety communication programmes that will reverse the high rate of road crashes and deaths and the consequent huge health and economic costs. Governments in Africa and around the world must see road crashes, injuries, and deaths as another global pandemic, thereby prioritizing effective communication strategies and deploying resources for actualization of the second road safety decade of action – 2021-2030 and Vision-Zero crashes on our roads by 2050.

Recommendations

In view of the identified challenges of road safety communication, the following recommendations are made:

- i. **Adequate funding of road safety communication campaign by the government:** Current road safety realities indicate that anything else will cost the government more. Therefore, how the government is disposed in the funding of road safety communication campaigns have a direct impact on road safety outcomes.
- ii. **Discipline of erring road safety officers as a road safety communication measure:** Most often, the misconduct of road safety officers goes viral on social media and demeans safety campaigns. Their discipline should be widely publicized to demonstrate the government's unwavering commitment to the safety of road users.
- iii. **As a matter of policy and a panacea to illiteracy as a cause factor of road crashes, road safety basic education should be introduced in all levels of formal learning, especially in low- and middle-income countries:** Given the number of road crashes and deaths in these countries, it has become imperative to introduce road safety education at all levels of learning for public and personal health, right from the cradle. This will make road safety communication easy for both road safety agencies and road users, and result in an increase in road safety consciousness.

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