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ADDIS ABABA UNIVERSITY

SCHOOL OF JOURNALISM AND COMMUNICATION

**MEDIA CAMPAIGN STRATEGIES FOR AWARENESS
CREATION: FOCUS ON SOME ORGANIZATIONS WORKING
ON ROAD SAFETY IN ETHIOPIA**

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**Media Campaign Strategies for Awareness Creation: focus on some
organizations working on Road Safety in Ethiopia**

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May, 2024



APPROVAL

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**Media Campaign Strategies for Awareness Creation: focus on some
Organizations Working on Road Safety in Ethiopia**

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This is certify that thesis prepared by **Yamrot Nigussie**; entitled ‘Media campaign strategies for Awareness Creation: focus on some organizations working on Road Safety in Ethiopia in focus’; submitted in partial fulfillment of the requirement for the degree of master of Journalism and Communication. And complies with regulations of the university and meets the accepted standards with respect to originality and quality.

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List of Abbreviation

ARS	Amhara Regional State
BIGRS	Bloomberg Philanthropies Initiative for Global Road Safety
FTA	Federal Transport Authority
GDP	Gross Domestic Product
ORS	Oromia Regional State
SNNP	South Nations Nationality People
TMA	Addis Ababa City Administration Traffic Management Agency
UN	United Nations
WHO	World Health Organization

Abstracts

The study aimed to investigate media campaign strategies for awareness creation: at Federal Transport Authority (FTA), Traffic Management Agency (TMA) and Bloomberg Philanthropies Initiative for Global Road Safety (BIGRS) organizations working on Road Safety in Ethiopia, thus, examine the awareness creation activities, identify media utilization performance, describe strategic media campaign practice & identify the challenges in strategic mass media campaign practices of the three. . The study employed descriptive research design and mixed research approach along with primary source of data and questionnaire and key informant interview as data collection instruments. These data were analyzed using descriptive statistics which is significantly supported by evidence in the form of tables, frequency and narrative forms. The total of 60 employees from the study organizations were participated using census method. The findings of the study reveals, road traffic crash conditions in Ethiopia require change, but, there is no use of adequate road safety awareness creation activities. The study also has found that face to face, mass media, internet & social media are used by all three organizations with varying degrees. In a view of print media, however TMA has a good trend of practical use that reach a specific target. The study has found that BIGRS have the strongest overall media campaign strategy compared to FTA and TMA. The study also assured that, the strategic media campaign practices were the use of data to design media campaign. However, budget constraint, lack of coordination and planning and knowledge of how to manage a successful media campaign were challenges of strategic mass media campaign in Ethiopia on the Road Safety. Thus, allocate sufficient budget for awareness-raising initiatives, provide capacity-building trainings, and conduct impact assessment on the respective media campaign programs & making the best and most accurate media selection were the forwarded recommendations by the researcher.

Keywords: Media Campaign, Awareness Creation, FTA, TMA and BIGR

CHAPTER ONE

INTRODUCTION

1.1. Background of The Study

According to WHO (2018) report every day about 3700 people die from preventable road traffic crashes worldwide or nearly 1.35 million people yearly. In addition, the report states that 20 to 50 million people experience non-fatal injuries, many of which lead to disability.

Recent report WHO, (2023) also indicated that road traffic injuries are the leading causes of deaths among young people aged 5-29 years

Furthermore, as reported by the World Health Organization cited on Federal Transport Authority, (2019), road accidents cost countries 3% of their yearly GDP and are expected to affect about 2.4 million people globally by 2030.

The expenses associated with traffic accidents don't stop at the roadside; their actions have an impact on the entire economy. According to the Global Road Safety Facility report, (2022), road traffic crashes can actually cost low- and middle-income countries (LMICs) as much as 6% of their annual GDP overall. These costs can be caused by a variety of factors, including lost income and productivity, property damage, higher insurance premiums, lower tax revenues, and higher demand on health care system

Therefore we can consider road safety issues among the major economic, social and health problems, especially in emerging nations like Ethiopia. Similarly, World Health Organization report mentioned in Awtachew et al. (2020) explains, in Ethiopia seventh deadliest health issue is road crashes.

This shows that, Ethiopia is one of the nations that are most vulnerable to traffic crash. Ethiopia Federal Transport Authority (2021) report assured that, 13 people will lose their lives due to traffic collisions in Ethiopia per day.

There are a number of factors as to why Ethiopia has higher rates of car crashes. As to the report of Ethiopia Federal Police Commission (2021) risky road users behaviors account for 80 percent of all accidents when taken exclusively into account. Similarly Addis Ababa Road Safety Report,(2024) mentioned that risky road users behaviors in the city are drink driving, over

speeding, non-use of helmet and seat belt. Therefore, efforts to avoid road traffic fatalities may aim to alleviate or balance these hazards.

WHO, (2023) report shows that, the number of annual road traffic deaths has dropped slightly to 1.19 million. The report additionally stresses the significance of initiatives to improve road safety and the possibility of a large decrease in traffic fatalities with the implementation of tried-and-true strategies

One of the strategies that has proven well in numerous nations, including the UK and Australia have incorporated mass media in their road safety policies and successfully reduced the number of injuries and fatalities(WHO, 2016). By encouraging safe behaviors, Kaiser & Aigner-Breuss (2017) describe mass media efforts for road safety contribute significantly to increased road safety. As such, the media may be utilized to achieve a number of goals, including raising awareness, encouraging people to adopt safer practices, and teaching the public about new traffic rules.

Likewise, Ethiopia has taken a lot of steps, such running media campaigns to promote road safety, but a UNECA (2021) research revealed that communities still don't see safe driving habits favorably. Additionally, the report further describes ineffective messaging design and testing for media campaigns might be the cause of this.

On the contrary, the other study conducted by Negie & Schmidt found that following the media campaign, participants felt unsafe about driving after drinking and there was a significant increase better knowledge and attitudes about this topic (Negie & Schmidt ,2020)

We may infer from the above two paragraphs effective usage of media varies among the organizations. This might be influenced by various factors.

Therefore investigating media campaign execution process is a necessity: how they utilize media, what looks strategic media campaign practice and what challenges they have faced are among the issues that require a close look.

So as to investigate media campaign strategies used for creating road safety awareness, the researcher has chosen three organizations: the Federal Transport Authority (FTA), the Addis Ababa City Administration Traffic Management Agency (TMA), and the Bloomberg Philanthropies Initiative for Global Road Safety (BIGRS), an international organization that organized the not “drink and drive” media campaign.

Daily sacrifice of lives and resources is still common despite efforts to address issues; however, there are limited studies on topics investigating the road safety media campaign strategies of organizations working on road safety in Ethiopia in general and Addis Ababa in particular. Therefore, this particular study consequently addresses the road safety media campaign execution process in the three organizations to create awareness about road safety. The experience could provide valuable insights into road safety media campaigns that could be effective interventions in Ethiopia.

1.2.Organizational back ground

According to UNECA (2020) in Ethiopia the annual count of fatalities and serious injuries resulting from traffic accidents has been rising recently. The report also added that according to the trends, the nation is now facing an economic, social, and health crisis as a result of traffic accidents. In order to address the problem, the country has designed a 10-year action plan .To achieve the goal requires collaboration among various actors including government agencies, non-governmental organizations (NGOs), civil society organizations, international organizations, and the private sector.

Three Organizations that work on Road safety two Government organizations, FTA, TMA and One of the international partners with National Road safety council is BIGRS were chosen as research cases because of how their different organizational structures allow for an accurate assessment of various strategies for road safety awareness creation .

FTA is a government organization that is one of the main road safety actors in Ethiopia. It is responsible for road safety activities of each region. To adjust the poor or harmful road users' behavior as FTA annual report; (2019) Authority uses variety of mediums. “Endersalen” is among the media campaign, which is organized by FTA at the month of August. The authority created posters and belabored to raise road safety awareness among celebrities, In addition to the outdoor media it produces Spots and transmitted using radio and television channels. The media advertisement campaigns highlight the severe consequence of Drink and Driving, over speeding and not using seat belt while driving along with their devastating effect.

The road safety media campaign movement under the coordination of the TMA has been producing Television and Radio Advertisements targeted Addis Ababa road users. The well-known media campaign, which is organized by TMA, is the outcome of driving on over speeding

message from Atelate Derartu Tulu, Her message were on the air via radio and TV-ፍጥነት ይገድላል! በኃላፊነት ያሽከርካሩ!”-equivalent with ‘*over speeding driving kills, drive responsibly*’.

The third one is (BIGRS) which combines international organizations with expertise in road safety and public health to collaborate and provide technical assistance for enhancing their efforts. Since 2015, BIGRS has been providing technical support to ten cities in five countries, including Addis Ababa, Ethiopia.

It is one of the international partners with National Road Safety Council which is designing and implementing road safety media campaign that could raise public awareness against road traffic crashes. Testimonial, a PSA, depicts a devastated mother whose intelligent daughter died in a drunk driver's vehicle accident is organized by BIGRS.

1.3. Statement of the problem

Road traffic injuries are recognized as a major public health concern and a major cause of death, injury, and disability globally (UN, 2009).

In our case, because of car crashes, one person per day, or 480 people per year, dies on Addis Ababa roads (Addis Ababa Annual Road Safety Report, 2021). The report also emphasizes the fact that road crashes are especially affecting young people aged 15–29 years, which means that road traffic deaths and injuries eliminate a valuable segment of the work force. This describes how road traffic accidents are becoming significant social and economic issues.

The Ethiopian Federal Police Commission (2021) highlighted human factors such as drinking and driving, over speeding, and not wearing a helmet and seat belt account for 80 percent of the causes of all accidents. Therefore, improving road user behavior is essential to lowering the number of traffic-related injuries and fatalities.

In an effort to reduce the effect of road traffic crashes, media campaigns have been conducted in the country with the goal of educating people about the dangers of accidents, preventive strategies, how to avoid risky behaviors, and how to maintain positive ones.

Aspects of campaign programs and strategies in Ethiopia have been investigated by UNECA and revealed that, in order to have a successful mass media campaign, the message should be developed using in-depth research and evaluated for efficacy. In that sense, only a very small amount of work has been done so far in Ethiopia (UNECA, 2021)

From this perspective, this study looks at the three organizations strategic media campaigns and practices, which were evidence-based and evaluated for efficacy. Despite the fact that it is common knowledge that evidence base and media campaign evaluation are the basis for conducting effective mass media campaigns,

Many studies have been done on ways of reporting road safety in the media and the impact of the media on the target audience. Studies that are crucial for preventing road traffic accidents, which are analyses of media campaign execution processes in various organizations, are very limited in the academic literature.

This study aims to address these gaps by examining road safety media campaign strategies in the three organizations. The media campaign for road safety is a complex process, and in order to affect the future and even learn from the past, we have to fully understand the past.

1.4. Objectives of the study

1.4.1. General Objective of the study

The general objective of this study is to investigate media campaign strategies for awareness creation: at FTA, TMA and BIGRS organizations working on Road Safety in Ethiopia.

1.4.2. Specific Objectives of the study

Specific Objectives of the study were:

1. To examine the awareness creation activities at FTA, TMA and BIGRS
2. To identify media utilization performance of FTA, TMA and BIGRS
3. To describe strategic media campaign practice at FTA, TMA and BIGRS
4. To identify the challenges in strategic mass media campaign practices of FTA, TMA and BIGRS

1.5. Research Questions

In this study, attempts made to answer the following questions:

1. What are the awareness creation activities at FTA, TMA and BIGRS?
2. How is the media utilization performance at FTA, TMA and BIGRS?
3. What are strategic media campaign practice at FTA, TMA and BIGRS?
4. What are the challenges in strategic media campaign practices of FTA, TMA and BIGRS?

1.6. Significance of the Study

Road traffic crashes have become a public health concern over the past decades. As per UNECA (2020), Ethiopia has not achieved the target of the United Nations Decade of Action for Road Safety 2011–2020 to reduce road fatalities and injuries by 50 percent. Therefore, it is important to realize that Ethiopia faces a significant national problem with road traffic crashes, which, if not addressed, will worsen due to a lack of significant action.

Therefore, this research would be able to motivate responsible organizations to take into account road traffic accidents by recognizing the seriousness of injuries caused by them both locally and worldwide.

Moreover, it will contribute to a better understanding of the road safety strategic media campaign practices in Ethiopia. It is hoped that it urges the practitioners to consider whether their media campaign strategies are efficient or should demand further efforts and may find ways of sharing knowledge and experience for improving road traffic safety in general and the most possible key elements to be made in the media campaign execution process so as to change risky behavior in particular.

On top of these, substantial data regarding the practices and challenges in the road safety media campaign is relevant for policymakers and the concerned authorities to make decisions on the subject.

While there is research on road safety media communication, there is a limitation that puts in-depth focus on the media campaign execution process in various organizations. Therefore, this thesis will add valuable knowledge for media campaigners and serve as an additional reference for future studies.

1.7. Scope of the study

Thematic Scope of the study: This study exclusively concentrates on the analysis of Road safety media campaign practice in the selected organizations. The study examines the awareness creation activities, media utilization performance, strategic media campaign practice and the challenges in strategic mass media campaign practices. The influence of the campaign on the audience is not examined in the study

Spatial scope of the study: For the study, three organizations such as Federal Transport Authority (FTA); Traffic Management Agency (TMA) and Bloomberg Philanthropies Initiative for Global Road Safety (BIGRS) are taken. The Federal Transport Authority (FTA) is a key government organization in Ethiopia responsible for promoting road safety. It is responsible for road safety activities nationally. Addis Ababa City Administration Traffic Management Agency (TMA) is also Government organization working on road safety activities targeting Addis Ababa city. The third one is one of the international partners with National Road safety council, Bloomberg Philanthropies Initiative for Global Road Safety (BIGRS).

Methodological scope of the study: Methodologically the study applied methods of gathering data from the primary and secondary sources. These are, Key-informants in depth interviews and questioners. Due to time and financial constraints for gathering data the study was delimited within the organizations head offices based in Addis Ababa. Therefor the sample might not be fully representative of Ethiopia as the rural population largely doesn't take part in this survey.

Generally, the study mainly focused on the road safety media campaign practice in the organizations from 2020 to 2023

In addition, the target populations of the study were the organizations employees particularly all practitioners in road safety education and capacity building department. The road safety campaign formation process is examined from a practitioner's perspective.

1.8. Organization of the study

The thesis has five chapters. The first chapter describes a general background of the study, statement of the problem, objectives of the study, research questions, and significance of the study, scope and limitation of the study. Lastly comes this part, organization of the thesis.

Chapter Two reviews related literatures. In this chapter, different issues that have direct or indirect relations with the study are reviewed. It assesses with the incidence of road traffic injuries worldwide and in Ethiopia, ways of controlling the problem. As the interest of the thesis is finding out the role of the media in such an intervention, the P- process model are discussed

The next is chapter Three. It discusses the research design and methodology and gives justifications for the selection of mixed approach over one of them. The main reasons to using each tool, quantitative survey, in-depth interview are also explained.

Chapter Four is where the collected data is analyzed and presented. In this section, analysis of both the qualitative and quantitative data has presented.

Finally, chapter five is provides a conclusion and recommendation with particular reference to the research questions of the study and on the finding.

CHAPTER TWO

REVIEW OF THE RELATED LITERATURE

2.1 The concept of Road safety media campaigns

According to Robertson, (2009) Road safety media campaigns may be tailored to address a variety of concerns and are adaptable tools that communities can use to raise awareness and understanding about specific road safety issues in their local community.

This product can be designed to target a variety of audiences, It is easily adaptable to diverse media, and can deliver for a range of durations (Robertson, 2009).

2.2 The Road Traffic Environment in Ethiopia

Millions of individuals worldwide suffer fatalities, severe injuries, minor injuries, and property damage caused by traffic accidents. Even though most people consider road safety to be a worldwide concern, most of these incidents happened in underdeveloped countries (WHO, 2018). For instance, the WHO lists Ethiopia as one of the nations with the highest rate of traffic accidents.

The following are the results of collisions that occurred all throughout the country between 2016 and 2018: There were 14,194 fatalities, 22,647 serious injuries, and 21,159 minor injuries (Ethiopia Federal Police Commission, 2019). As reported by UNECA (2020), Oromia Regional State (ORS), Amhara Regional State (ARS), South Nations Nationality People (SNNP), and Addis Ababa City Government accounted for around 85% of the nation's deaths on a regional level. This implies that there may be a greater chance of traffic accidents as a result of the increased traffic congestion and the increasing number of people and cars on the roads

As per the Addis Ababa Road Safety Annual magazine, (2020) there is no single day that is free from a serious road traffic crash - with approximately one death in the City. This illustrates the serious issues Ethiopia confronts in maintaining the safety of its road users given its fast urbanization, rising motorization, and infrastructure

Road traffic injuries in Ethiopia, mostly affect passengers, and pedestrians, particularly the age group between 18 and 30 has exposed for the highest accidental rate (Misaganaw, 2011). This entails, death due to car crash is seriously affecting the economy as it keeps killing the counties

most productive people. The statement includes the burden of non-fatal injury, material damage, and incurred costs.

According to the Addis Ababa Road Traffic Management Agency (2016), the majority of survivors were breadwinners who are now incapacitated and unable to fulfill their duties as family providers. Thus, the country as a whole, as well as the community, is all severely impacted. Traffic accidents in Ethiopia cause socioeconomic and psychological complications for victims, their families, and society as a whole.

In Ethiopia, several factors have been proposed as contributing to higher rates of car accidents. According to Ethiopia Federal Police Commission, (2019) Human factors such as drivers mistake including, drunk driving, illness or fatigue ,carelessness, lack of experience, lack of knowledge and attention, over- exhaustion or fatigue. With similar note about 81% of the road traffic crashes in Ethiopia are due to driver errors such as: speeding, poor driving skills and undisciplined driver behavior (Tesema et.al. 2005)

Speeding: As WHO (2023) the speed at which a vehicle travels directly affects the likelihood of an accident, the seriousness of the injuries received, and the possibility that crash will result in death. The speed limit for drivers varies from country to country, and the legal speed limit is set by the authorized body. In Ethiopia, the regulated speed limit for drivers is: in urban area: 30 km/hr. for collector roads; 50 km/hr. for arterial roads; 70 km/hr. for ring roads; rural highway: 100 km/hr.; and motorway: 120 km/hr (UNECA, 2020)

A study conducted by Johns Hopkins University and Addis Ababa University found that speed limits are not respected by many drivers; in Addis Ababa, 59% of vehicles were travelling above the speed limit (UNECA 2020) . Consequently as per Debela,(2019. P.50) “speedy driving accounted for 13–50% of Road traffic causes in Ethiopia”

Drink Driving: Studies demonstrate that drinking alcohol impairs judgment, reaction time, attentiveness, and visual acuity, as a result driving under the influence of alcohol drivers at higher risk of being involved in traffic crashes. Although in Ethiopia there is a drink-driving law, there are serious shortcomings in its implementation. According to UNECA report (2020) In Addis Ababa and, to a limited extent, in the Oromia Regional State, drink-driving enforcement is implemented. However, due to a lack of breath analyzers and financial support, there is no enforcement for drunk-driving in other areas or in the city administration.

Helmet wearing: According to WHO (2016) wearing a motorcycle helmet can reduce the risk of death by almost 40% and the risk of severe injury by approximately 70%. In Ethiopia's rural and urban areas, the motorbike taxi has recently become a popular form of public transportation. But as per UNECA, (2020) report the majority of cyclists doesn't wear helmets. The report also highlighted that nearly all passengers and two-thirds of drivers in the Southern Nations Nationalities and Peoples Regional State (SNNPR) do not wear protective helmets, which increase the risk of traumatic brain injury accordingly; the report also reveals that the motor bike taxi contributes to more than 50 percent of fatalities and serious injuries. To the contrary, in Addis Ababa, the proportion of helmet using among both drivers and passengers improved in 2020 by 90% and 78%, respectively (Addis Ababa road safety report, 2021).

Child restraints: The purpose of kid restraints in cars as per Rune Elvik, Alena .H (2009) to keep the child seated in the seat so that they are not thrown against the inside or out of the vehicle in the situation of an unexpected braking or accident. In Ethiopia, child restraint utilization is low, with a roadside survey conducted by Johns Hopkins International, displaying proper child seat use in Addis Ababa city at only 3 percent (Addis Ababa road safety report, 2021)

Although the above are the main causes of traffic accidents in Ethiopia, as per UNECA (2020) report there are other causes such as road design, vehicle factors, road worthiness, access to education and awareness programs, cultural attitudes towards risk and safety, poor traffic management, government initiatives, and policy frameworks.

So as to address the above causes of road traffic crashes, since reducing harmful behaviors is the ultimate aim, road safety efforts should focus on the levels that impact the behavior of road users.

2.3 Prevention and Safety Strategies to Control Traffic Accident

Daniel Carte (2017) describes Road safety as a vital part of everyday life since, to travel to work, school, shops, and home, people use roads and walkways, regard to this public organizations make efforts to guarantee that travelers reach their destination safely.

The system approach for road safety improvement adapted by the UN for the decade of action for road safety, has five pillars: Road safety management, safer roads and mobility, safer

vehicles, safer road users and Post-crash response. Therefore to insure road safety, there is a need to work comprehensive approach to all traffic system components.

Countries adopted a number of measures in this regard to lessen road accidents and the consequences that follow. Among these strategies enforcement strategies, enhance enforcement of traffic laws, including seat belt usage, driving under the influence, and use of mobile phones while driving. Exemplary nations such as Singapore and the Netherlands have successfully reduced traffic accidents through the widespread use of automated traffic enforcement. Singapore has included world class traffic legislations, regulating and monitoring systems into the transport network, and the Traffic Police are highly efficient and have non-corruptible violation enforcement on the roads (Haque,M, 2011). Similarly as per International Transport forum road safety data the nezerland (N.d) to influence the Netherlands' road safety performance the underlying road network's design was enhanced, and risk-taking behaviors—such as speeding, drunk driving, and disregarding the need for seat belts and helmets were more strictly enforced

On the other hand, comprehensive road safety education programs have been introduced in schools in nations like the United States and the United Kingdom to instill safe driving habits in young learners. As a result, the number of accidents involving children between the ages of five and nine has decreased by about 10% in both countries (Elvik.R, 2009).

Since, road safety education is designed to reduce road traffic crashes, injuries, and deaths, awareness-raising is one of the road safety actions that help change or influence the attitudes and behaviors of road users, in this case actors in road transport i.e., road users that include drivers, passengers and pedestrians. According to Cardinal,(n.d),the practice of educating and informing people about a subject or issue with the aim of changing their attitudes, behaviors, and beliefs in the direction of achieving a specific objective or goal is known as awareness-raising.

Therefore, awareness-raising campaigns can be utilized to encourage the knowledge of and implementation of current traffic laws as well as the rights to use the roads. Additionally, there are several awareness-raising strategies that can be employed to disseminate messages Sayers (2006, p. 43–58) grouped into five main categories and discussed each of them. He says:

Personal communication is defined as person-to-person or small group interaction and exchange. It is the most effective means of selling a good idea.

Mass communication is the communication of information from a person, a small group of people, or an organization to a large group of heterogeneous and anonymous people. Examples of mass communication include television, radio, social media, billboards and print media.

Education: To educate others about desired behavior and its advantages (or, contrary, the consequences of an undesirable behavior) by promoting and teaching information literacy abilities within communities, frequently beginning with children in schools, Formal and informal education are considered as essential means of communication to awareness-raising activities.

Public Relations: the planned and sustained effort in order to increase the organization's goodwill and understanding with its public (audience and supporters)

Advocacy and lobbying: drawing awareness to or educating the public about a topic or issue with the aim of causing political action

Different scholars noted that, awareness-raising is not the only intervention that serves to improve knowledge or change beliefs and behavior Randall , C, R (2012). To this purpose effective road safety strategies should be integrated and implemented through multi-sect oral approach such as in police, justice, health, planning, education and other sectors in accordance with the respective sect oral principle related to road traffic accident. *“A popular multidisciplinary approach to road safety is sometimes referred to as the “four E’s”: Engineering, Education, Enforcement, and Emergency response”* (Daniel Carte, 2017, P.20). The E's represent various disciplines that unite stakeholders committed to ensuring road safety for all users. From the above explanations, therefore, we can remark that, it should realize that an integrated, multidisciplinary approach is required to reduce road traffic crash and the consequent injuries and economic losses. As cross sectional matter, such approach increased reach of audience and become cost effective as it predominantly deals with the preventive aspects.

2.4. The Media Role for Road Safety Communication

Road safety is not only a multidimensional social problem but also it is a collaborative work which need multi view and a cooperative activity. Media sector is among the one.

It is known that, Road traffic crashes as one of the critical challenges and happenings that need the attention of the society; therefor the media plays a crucial role in informing, educating, and promoting behavioral change by addressing sensitive and social issues.

Finnegan & Viswanath, (2006) stated that there are high correlations between media coverage of issues and the public's opinion. Moreover, according to Sparks, (2002), after people consume Media message for several times; it leads them to change their behavior over time. In order to encourage people to change their behavior, media coverage of the topic will spark public discussion and it prompts individuals to alter their actions.

There are exemplary nations, including Australia and the United Kingdom, have mass media policies that have successfully reduced the number of accidents and fatalities. As per Road safety guide lines (Asian Development Bank, n.d) in Australia by using Television and other Medias they can reduce head injury rates for cyclists and increased helmet wearing rates from 5 percent to 39 percent in young children. Similarly in UK _a sustained media advertisement between 1979 and 1994 , combined with police testing procedures , resulted not only halving of the numbers of men who drove after drinking but also , drink driving is now popularly regarded as a totally anti-social activity. Moreover, in the USA the role of media in ensuring road traffic safety was clearly stated in the National Communication Plan of the National Highway Traffic Safety Administration (2011). The plan clearly states that the media plays a pivotal role in creating awareness among the society to improve the condition of road traffic safety through intensive work and campaigns. The plan identifies key media types including broadcast and cable television, online media, radio and social media.

Similarly, the UNECA (2020) report states that Ethiopia has launched programs to raise national awareness of road safety as a recent national strategy. November was a time for community mobilization and enlightenment around road safety, with numerous actions being taken to increase public awareness of concerns related to road safety. The Federal Transport Authority launched a weekly TV show that addresses a variety of national best practices and transportation safety issues. Similarly, regional states use local broadcast media to air regular TV shows (UNECA 2020).

Moreover, one of the major actors employed to increase road safety in Ethiopia is the Addis Ababa Traffic Management Agency. To improve road users behavior, it uses radio and television advertisements, documentary films, the radio program at FM Addis 96.3, and print materials.

In addition to government organizations, private sector and non-government organizations are working on road safety awareness creation through various media.

In order to enhance its influence on behavior and societal transformation, the media campaign program must be thoughtfully crafted. Thus, the "p-process" has been promoted by the Johns Hopkins Bloomberg School of Public Health. And there is road maps that can help get from a vague idea about altering behavior to a planned and interactive program and has five steps.

2.5. The P Process

According to Johns Hopkins University (2013) the P-process, developed in 1983, is a step-by-step roadmap that aids health communicators in creating strategic behavior change communication programs. It has confirmed effectiveness in putting new behavior modification programs into practice to reduce health issues, including HIV transmission, promote reproductive health, lower maternal mortality, raise child survival, stop infectious illnesses, and safeguard the environment. Likewise, road traffic accidents are a public health issue and are mostly caused by risky road users' behavior. Then, there is no doubt that the risky behaviors need to be addressed. Consequently, solving the problem through behavior-centered communication is a viable alternative.

As per the P-process framework any systematic health promotion program must incorporate all five steps of the process in order to meet the goal, and the design follows the following steps: (Johns Hopkins University 2013,P.5-14)

2.5.1 Inquire

The first stage in doing the Inquire is identifying and understanding the specific health problem that will be the focus of the suggested communication effort. . During this stage determining the potential audience and identifying potential communication resources are undertaken. In order to understand the above things, formative research is essential to assess their knowledge, attitudes, skills, behaviors, social networks, needs, aspirations, and degree of self-efficacy, as well as who influences their behavior.

2.5.2 Design Strategy

It is a strategy that will take from current situation to desired outcome. The strategy will include a work schedule, monitoring and assessment plans, program methodologies, audience segmentation, communication objectives, and channel suggestions.

It is a stage in developing a specific strategy that links all the elements of the proposed communication efforts. As the project develops, all partners can utilize this strategic plan to organize their tasks and look to for guidance.

2.5.3 Create & Test

Following the audience's identification and segmentation the content will be created; these could consist of print and broadcast media, interactive procedures, trainings, and more. In this stage, creative and artistic vision required to captivate audiences and motivate them to act to make sure that the messages are understandable and applicable. It will also pre test the produced materials ensure that messages are clear and actionable.

Pretesting messages is possible using a number of techniques. According to Bryant ,(2002, P.439)

“Several methods are useful in pretesting messages, including focus group interviews, in-depth interviews, central-location intercept interviews, self-administered questionnaires, theater testing, day-after recall, media gatekeeper review, and physiological response analysis”

2.5.4 Mobilize & Monitor:

In accordance with the strategy plan, the communication material was created and disseminated. Anything that hinders the program's distribution progress might arise when it is being promoted. It is essential to conduct continual monitoring for these and other reasons.

Then to make it effective make sure that monitoring activities are occurring as planned and that the information you get is useful and actionable.

2.5.5 Evaluate & Evolve

At this stage it discover why your program worked or didn't work, as well as whether or not it changed the knowledge, attitudes, or behaviors of the people for whom it was intended. The knowledge gained will also be applied to future programming and funding decisions.

Consequently, it indicates future opportunities, how to apply lessons learned, where follow-up is needed and how results could be scaled up.

2.6 Mass Media Campaign

According to Bryant,(2002), mass media are those types of communication that may simultaneously reach many audiences with uniform messages. The most commonly employed mass media channels include the Internet, radio, television, newspapers, and magazines.

There are two distinct ways to use the media: first, there is the usual media coverage of news events, ongoing programs, and entertainment content; second, there is the use of the media within the framework of a planned and systematic process with the explicit goal of influencing attitudes and behavior. Wakefield,(2010) define mass media campaign as Mass media campaigns are frequently employed to disseminate messages to a variety of segments of the public through regular usage of already-existing media, including radio, television, and newspapers.

Over the last few decades, mass media campaigns have been used to try and impact a variety of health habits such as reproductive health, infectious illnesses child survival, and many more in broad audiences. Their main objectives have been to influence diverse health behaviors in society According to Glanz, Rimer, & Lewis , sited in (Carl & Fertman, 2010) A tried-and-true strategy that has been utilized to bring attention to several health promotion concerns is mass media campaigns.

To the contrary , Amanda & Cameron, (2004) noted that the employment of ineffective or untested strategies in mass media campaigns can have unfavorable effects, such as unwanted health effects, decreased self-efficacy, resistance to educational initiatives, misdirected public attention, and weakened professional credibility.

Hence in order to have effective evidence-based behavior change campaigns Carl & Fertman, (2010) Emphasize the media campaign execution should contain four phases: research/ design, production, dissemination, and evaluation.

With similar note according to Noar, sited in Wundersitz, (2010) over the past ten years, health media campaign designers have become more adept at adhering to the rules of successful campaign design rather than coming up with their own, which has increased campaign success

2.7 Road Safety Mass Media Campaign Development

Road safety mass media Campaigns have become one of the most widely used tools to promote and improve road safety and an essential component of road safety strategies worldwide. As Almalik noted in Aldalbhi, Faiz Mohammed (2014), A road safety campaign is a coordinated sequence of communication activities designed to influence audiences' attitudes or actions within a specified timeframe.

In order to achieve the program objective, designers of media campaigns must follow a step-by-step road map that leads from a vague idea about changing behavior to a planned and interactive effort that yields measurable impact for the target audience (Johns Hopkins University,2013)

Hence, it starts with identifying target groups, road safety issues that are precisely established, along with a message that is specifically suited to them and utilizing theoretical psychological models to explain risky behavior or safety issues is also essential (Delhomme et al. 2009).

Similarly, for developing a road safety mass media campaign, from design to evaluation, the

WHO, (2016, P.8) sets out four phase

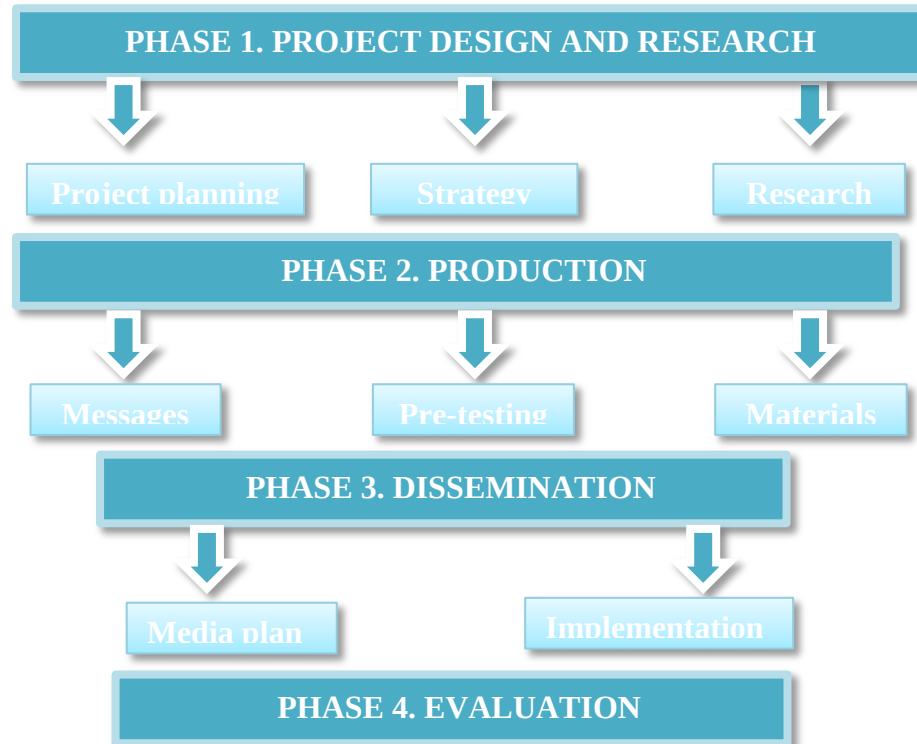


Figure 2.1: WHO (2016) phases.

Due to the complex nature of road crashes and the many different sectors involved in the operation of road safety, research is required to provide a scientific and objective approach. It allows understanding the target audience and the risk factor or problem behavior to be addressed, and it defines a baseline with a clear description of the pre-campaign situation to enable any changes in road user knowledge, attitudes, and behaviors to be identified (Atkin & Freimuth, 2001, p. 125–145) identified four stages in data gathering

Identify the target audiences: It enables to understand who is at risk, Who is reachable through communication channels?, who can influence others at risk, and who is most and least perusable?

Specify the target behavior: Campaign messaging should focus on particular efficient component behaviors because most global behaviors are made up of component behaviors that are influenced by contextual circumstances. So that this data gathering allows designers to isolate certain unpopular but necessary behaviors that will require special persuasive emphasis and to exclude from the campaign certain marginal behaviors that will be strongly resisted by the audience from the promising options that are most changeable. In addition, it is also used to learn about audience views, attitudes, and motives, as well as assess the effectiveness of potential communication channels.

Elaborate intermediate responses: exposure and integrated behavior are linked by a protracted causal chain.

Ascertain channel use: It is a waste of marketing resources to use any medium without knowing which one your target audience likes, when, for how long, how often, and in what combination.

Thus Rice and Ronald E, (2013) noted that the preferences of the intended audience for traditional and new media, as well as their interpersonal communication patterns, must be taken into consideration by strategists when determining which channels are most efficient and successful for distributing campaign messaging.

More on that identifying campaign objective is one of the most important parts of the design and development of a road safety campaign. Khadoor (2007) emphasized that, the success or failure of a campaign may depend on how much attention is paid to this stage.

In the Manual for Designing, Implementing, and Evaluating Road Safety Communication Campaigns, Delhomme, (2009) identify five main goals of road safety campaigns, which include

- Deliver information on latest or revised legislation
- To improve of awareness of preventative actions and/or risk knowledge
- Alter the root factors that influence the behavior of drivers
- Maintaining safety-aware behavior or changing problematic behavior is crucial
- lowering the quantity and seriousness of injuries

To achieve the above goal, Daniel Carter (2017) explained that Establishing measurable objectives is an essential stage that shouldn't be neglected. Moreover it is easier to evaluate a campaign's success when it has an objective or measurable goal. So that SMART campaign objectives assist direct decision-making during execution and raise the chance of success (Parvanta, Claudia.F., 2011)

It is known that, the ultimate goal of a media campaign is to develop a message that captures the attention of the target audience and leads them to adopt the desired safe behavior. To achieve this goal, as Delhomme (2009) stressed, the message needs to be credible, possible to achieve, honest, used repeatedly, easy to understand, persuasive, relevant, and appealing. Similarly, Daniel Carter,(2017) highlights establishing the issue that has to be resolved in order to formulate the message is a crucial first step.

With similar note, as per WHO , (2016) Testing messages and concepts of produced material is a key element of campaign design. Hence important factor to pretest are believability, understandability, and appeal, does the audience participate in the presentation? Do they think that after learning this knowledge, they would behave as intended? (Claudia et al., 2011)

After the creative concepts and materials have been tested and improved using feedback from the target audience materials , to increase the likelihood that your message is heard, campaign materials should appear where your audience will see them: in newspapers, magazines, outdoor signs and displays, social media channels, websites, and popular and entertainment media. (Lee ,2011). Finally In order to determine whether a campaign was successful in achieving the desired change in knowledge, attitude, and/or behavior, an evaluation must conduct. Delhomme et al.

(2009) emphasize that Campaign assessment is a crucial phase that shouldn't be ignored since it enables activists to assess whether or not the campaign achieved its goals.

2.8 Steps Creating A Road Safety Campaign

According to Robertson, (2009), a well-designed campaign involves three key steps: analyzing local crash data to quantify road safety issues, understanding why people engage in certain behaviors through community discussions, and designing a campaign that effectively communicates the issue to the relevant audience.

The message should be compelling, interesting, and attractive, evoke emotional responses, and suggest easy-to-adopt alternative behaviors to resonate with road users' personal experiences and encourage acceptance (Robertson, 2009).

2.9. Understanding Human Behavior

Most scientific research defines human behavior as the potential and expressed capacity for physical, mental, and social activity during the phases of human life. In short, “behavior refers to ‘anything a person does” (Axelrod & Hall 1999, p. 1). In relation to that, social circumstances and human behavior account for 60% of the factors affecting people's health (WHO, 2023).

Concerning road traffic crash, Research indicates that approximately 85% of crashes are primarily caused by human factors or road user behavior. As a result numerous studies have been conducted to identify driver characteristics and behavior linked to crash involvement.

According to Lisa Dorn (2008) Personal characteristics and attitudes have the potential to impact how people approach and respond in specific driving scenarios. This implies that the way people drive, whether safely or in a risk- taking manner is a reflection of drivers’ lifestyle and personality. The critical behavioral risk factors for road crash injuries include speeding, drink driving, nonuse of helmets, seat belts, child restraints and other personal protective equipment (PPE), fatigue, distraction, and non-compliance with other road regulations (especially stop signs, Give Way or Yield signs, and red light signals

Risky driving behavior is a significant contributor to car crashes. For instance about (40%) of traffic accidents in Saudi Arabia were caused by risky driving behavior, speeding (Samir,2019). Risky behavior of drivers also accounted for most car accidents as per WHO report (2018) in

high-income countries it is estimated that about 20% of fatally injured drivers have blood alcohol concentration (BAC) levels above the legal limit.

Thus, the association between risky behavior and car accidents is strongly evident. When road users properly follow regulations to avoid over speeding, drinking and driving, and using protective instruments such as a safety belt and helmet, the occurrence of traffic crashes and their harsh consequences will reduce significantly

In fact, some human behavior errors are likely due to human limitations such as inability to undertake multitasks, inattentive blindness, and physical limitations. On the other hand, violations are made predominantly to gain some benefits. A person violating a speed limit will probably think some time is saved, or someone may consider overloading will bring additional income. All these practices could grow into habits, consciously or subconsciously.

The phrase "human factors" is frequently used in the context of road safety to refer to how people react to their surroundings on the road. But Daniel Carte (2017) claims that the human factor is not only affected by the environment; in addition, humans are responsible for the environment surrounding the roads, the vehicles that use them, and the regulations governing the conduct of both road users and vehicle makers. Therefore, it is crucial to understand the factors that influence how people behave, what drives them to act safely or dangerously, and how behavior might change.

Daniel Carte (2017) suggests that knowing each habit and changing it to acceptable behavior is possible, but it needs great care and efforts must be evidence-based as humans will always make mistakes. He also explains the four key principles of human behavior (P.2-3).

- **Human behavior is guided by two different systems (deliberative and intuitive).** The deliberative system is a conscious system where a person analyzes information while making decisions based on reason, logic, and reasoning. Whereas a person uses their intuitive system, an implicit, unconscious mechanism, to make decisions and conduct actions almost instantly.
- **Humans are not exclusively logical, rational beings.** Individuals make judgments based on past experiences, feelings, cultural norms, moral convictions, social pressures, convenience, habits, and financial concerns.

- **Human behavior is heavily influenced by the environment.** A person's behavior is more influenced by their environment—which encompasses both the physical surroundings and social and organizational settings like societal norms and policies—than by their internal circumstances, such as their attitudes and personalities.
- **Humans make mistakes.** We can make errors with both our intuitive and deliberate processes.

In terms of road safety campaigns, it is important not only to understand what factors influence driver behavior, what motivates a driver to behave in a safe manner or not, and the process of behavior change. But also according to Amanda & Cameron (2004) using theories to inform campaign development is effective because doing so keeps the focus on the factors that influence people's decisions to engage in certain behaviors or not, increasing the likelihood that the campaign will have an impact on those decisions. To sum up, it allows understanding how the theory of behavior change can provide a conceptual framework for a campaign, helping determine the potential focus of campaign messages, and allow for the evaluation of the campaign's efficacy.

2.9.1. Theories of Behavioral Change

Though human behavior is complex and its relationship with other elements such as social and cultural practices make understanding behavior more challenging, scholars stressed that behavior modification cannot be achieved without an adequate understanding of human behavior. In other words, the literature generally agrees that the best mass media campaigns for public health have developed their campaigns using thoroughly studied psychological theories of behavior modification.

According to Webb, Sniedhotta, and Michie (2010), some of the theories of behavioral change are: goal-setting theory, the model of action phases (carrot, stick, and promise), the theory of planned behavior (TPB), the ecological model (EM), and social learning and cognitive theory (SCT). While some of these ideas focus on how to link motivation with real behavior, some concentrate on how to link motivation with incentives, and others are focused on helping people retain newly adopted behaviors, some of these theories address concerns about motivation for behavioral change.

There are several theories that have been developed to predict behavior. The Theory of Reasoned Action, which assumes people make logical and consistent decisions and that attitude and social normative beliefs are the determinants of intentions, The Theory of Planned Behavior considers perceived behavioral control as a determinant of intentions. The Theory of Interpersonal Behavior includes habits as a predictor of behavior. Habit refers to how automatic a process is; that is, behavior might be habitual rather than intentional. The Health Belief Model postulates that individuals are motivated to take positive action and promote their health due to a desire to avoid negative health outcomes.

Since it is challenging to review all ideas relating to behavioral change, these are some of the common theories of health communication that can be applied for road safety programs

2.9.1.1. Health Belief Model

According to Carl.F,(2010), the health belief model (HBM) was one of the first theories developed in 1950, and it has been modified several times over the years to explain individual health behavior. Parvanta (2011) states that HBM is most successful when applied by people who think they are susceptible, that suggested interventions would help, and that they are capable of carrying them out. In other words, the model emphasizes that a person's belief in the personal threat of an illness or disease, together with a person's belief in the effectiveness of the recommended health behavior or action, will predict the likelihood that the person will adopt the behavior.

The main objective of the HBM is to clarify how a person's attitude and perception towards a certain disease affect their ability to make health-related decisions. This and other related concepts are discussed by Parvanta as the five constructs of the health belief model. As he discusses each, he says (Parvanta ,2011, P 75)

Susceptibility: The belief that you are in danger

Severity: The conviction that the condition is severe

Effectiveness: The belief that the suggested course of action or preventive measure is effective

Self-efficacy: being convinced that one is capable of carrying out a desired conduct

Costs: An understanding of the financial, physical, or psychological consequences associated with engaging in a behavior

In addition, *“the health belief model also takes other factors, such as age, gender, and personality, into account, with the assumption that these factors can influence a person’s motivation to change behavior”* (Carl. F., 2010, p. 61).

2.9.1.2. Trans-Theoretical Model of Change (TTM)

The Trans-theoretical Model of Change, developed by Prochaska and DiClemente (1983), has received much attention in the area of behavior change and health promotion, such as encouraging travelers to cycle. A major contribution of the model is that it considers the readiness of the individual to change their behavior. The model outlines six stages of change through which an individual must progress before a new behavior can be established and maintained. Individuals do not necessarily follow a linear pattern through the stages but may move both forward and backward.

The stages of the model are: (Parvanta, 2011.P. 75)

- Pre-contemplation: Change may encounter resistance because there is no intention or consideration to change behavior
- Contemplation: The individual is aware of the problem behavior; however the advantages and drawbacks of the behavior are seen equally.
- Preparation: The individual demonstrates a strong desire to take action, and there may have been some decreases in problem behavior.
- Action: There has been some behavioral improvement, but more work has to be done. This is the most unstable phase, and there is a great chance that the previous behavior may recur.
- Maintenance: Although the new behavior has begun to form a habit, but it's possible to relapse when emotionally distressed, and it requires rewarding it.
- Termination: The new behavior has been established, and there is no longer a motivation to revert to the previous habit

2.9.1.3. Social Marketing

Social marketing is another widely recognized idea in health communication. As broadly put by Carl

“Social marketing promotes a behavior change in a targeted group of individuals in several ways. It encourages people to accept a new behavior, reject a potential behavior, modify a current behavior, or abandon an old behavior.” (Carl. F. 2010, P. 77)

Therefore, the aim of social marketing is to influence and alter social behaviors for the benefit of the target audience or society at large. It could also aim to influence behavior by promoting knowledge.

However, social marketing is rooted in commercial marketing; it is a different approach to commercial marketing. Carl.F,(2010,P.79), regarding the difference, says, *“Commercial marketing seeks to make money by selling certain goods and services, while social marketing seeks to resolve certain social problems by targeting behaviors.”*

As for their similarities, social marketing is based on similar principles or utilizes similar tools as commercial marketing to identify needs and create products or services to meet them (Palvanta, 2010).

Hence, as Waisboard (2007) emphasized the use of marketing techniques like market segmentation and formative research is essential to maximizing the effectiveness of interventions.

Overall, social marketing theory provides a framework for designing and implementing campaigns that aim to create positive social impact. Rogers (2003) describes the five pillars of social marketing as audience segmentation, formative research, innovation, price, and communication channels.

By creating messages that resonate with the audience and addressing their specific concerns, Emerson et al. (2006, P. 32–39), discussing the four essential phases

Research:- This phase aids in learning more about the target group's beliefs, knowledge, behavior, and media consumption patterns. This information gathered by via among others, a key informant interview, structured questionnaire or a discussion with the target audience.

Message development and pre testing:-Based on the research's findings, topics and messaging that have the potential to capture the interest and attention of the target audience will now be produced and put through a pre-testing phase to ensure their efficacy.

Material development and pre testing: - This process entails selecting suitable channels for communication and pre-testing the materials.

Campaign delivery and evaluation:- This is the campaign's last phase, where the prepared materials distributed for the target audience and an assessment of the campaign's overall impact, a change in behavior will be made

In general, one key aspect of social marketing theory is the emphasis on understanding the target audience and tailoring messages to effectively reach and engage them. This involves conducting research to identify the needs, preferences, and barriers of the target population.

As could be thought, several issues have been the focus of social marketing campaigns; their aim is to address social issues such as public health, environmental sustainability, and social justice. According to Kotler and Lee, cited by Cheng and Hong (2009), one of the major areas of social marketing efforts focused on injury prevention includes not drinking and driving, seatbelts, proper safety restraint for children in cars, domestic violence, suicide, fires, etc.

This research also suggests the social marketing theory as the best approach to dealing with the problem of road traffic accidents because, focusing on behavioral change, it proved to be effective with other nations. Moreover, Emerson et al. (2006) discussed the four fundamental steps to be followed in order to apply a social marketing campaign. Therefore, by applying the steps, practitioners can effectively promote behavior change and contribute to building a healthier, more sustainable, and more equitable community.

2.10. Mass media Campaign Target behavior

After the issue has been identified, the target behavior or target audience must be taken into account. Targeting, as defined by Parvanta, Claudia.F (2011), is a technique for producing content that resonates with audience groupings that share characteristics. The intention is for our target audience to identify with these items and respond favorably.

Delhomme (2009) noted Campaigns targeting specific groups are more likely to have the desired impact on audiences than campaigns targeting the whole of society or different groups within the same society. Since, people vary in their level of health literacy, reasons for caring about their health, actions, life experiences, media consumption, and cultural values, segmentation can be a helpful tool for figuring out these differences.

He also added, determining the target audience is essential to their effectiveness because it enables planners to consider the knowledge, attitudes, and/or behavior of road users as well as the most effective methods of communication." In other words, by dividing the population into comparatively homogeneous subgroups, strategists can create different messages that are tailored to the unique traits and tendencies of each segment and choose the best media outlets to reach their target audiences.

Hence, the identification of the target audience and behavior should be data-driven and systematic this can be done by means of statistics, databases, observations, and surveys. To change human behavior Wundersitzi ,(2020) mention that it's crucial to recognize and understand any other influences on behavior in addition to the target behavior. *“Attempting to change a behavior without a full understanding of the many contributing factors will almost certainly fail”* (Daniel Carte, 2017. P.8)

Furthermore, most strategies focus on primary audiences composed of people who will be directly influenced by the campaign. According to Claudia Parvanta, Sarah Bauerle (2020), in addition to the primary audience, it might also have to work with a secondary or tertiary audience to reach or influence the primary audience. For instance, if the program targets young drivers, a secondary audience may include the parents of these novice drivers. Secondary audiences may include family members or friends who have influence on your primary audience. Tertiary audiences may also be important. These groups often include gatekeepers— community leaders, healthcare professionals, and community advocates.

Ronald, Rice & Charles, (2013) suggested that by dividing the population into comparatively homogeneous subgroups, strategists can create different messages that are tailored to the unique traits and tendencies of each segment and choose the best media outlets to reach the target audiences.

2.10.1. Specific Channels of Communication the Target Audience

To create a road safety campaign, gather data to understand target audience, identify and segment them, and produce materials through mass media and print . In order to be effective, Daniel Carte (2017)noted that carefully crafted messages must be conveyed through appropriate channels.

According to Rice, Ronald E. (2013), the most prevalent reasons impacting channel choice are the nature of the message and issue, the limitations imposed by the available resources, and the usage patterns of target audiences. Hence different media can be used to reach different target audiences with campaign Messages.

Various reports show that due to its realistic portrayal of human emotion and moving imagery, television has traditionally been regarded as the most persuasive media. Radio can be particularly significant in areas with wide population distribution and remote areas. In-car immediacy is also an added advantage, along with the capacity to target specific regional areas. Press advertising allows for the portrayal of graphic images, and the provision of text.

In assessing the dozens of options for channeling campaign messages, campaign designers take into consideration advantages and drawbacks along a number of communicative dimensions. A list of the advantages and disadvantages of audiovisual, print and outdoor media have been compiled; by Delhomme (2009 P. 124).

Table 2.1: Advantages and disadvantages of audiovisual media Delhomme (2009 P. 124).

Audiovisual media						
Advantage				Dis advantages		
Television	Reach and Selectiveness	Information Capacity Lifespan, attention	Cost	Reach and selectiveness	Information Capacity Life span, attention	Cost
	➤ Very large reach in general segment ➤ Selective in specific segments ➤ High frequency in specific audiences ➤ Accessible to everyone	➤ Allows for more complex messages Combines audio and video ➤ Possibility of eliciting emotions in target audience	➤ Most cost-efficient to reach large audience	➤ Low useful reach	➤ Short-lived duration of messages (seconds)	➤ High production cost
Radio	➤ Large reach ➤ Good for reaching local audience ➤ High selectivity ➤ Dynamic ➤ Allows for on-the-spot presence	➤ Good as reminder Stimulates imagination ➤ Possibility of eliciting emotions in target audience	➤ Low production cost		➤ Low attention ➤ Short lifespan ➤ Fleeting duration of message ➤ Not for complicated messages	
Cinema	• Selective - Low noise ratio	➤ High attention ➤ Allows for more complex messages ➤ Possibility of eliciting emotions in target audience				➤ High production cost

Table 2.2: Advantages and disadvantages of print media

Compiled; by Delhomme (2009 P. 125).

Printed media				
	advantage		disadvantage	
	Reach and Selectiveness	Information Capacity Life span, attention	Reach and Selectiveness	Information Capacity Life span, attention
Newspaper	➤ Excellent at reaching mass audience ➤ Large reach in general ➤ Allows geographical selectivity, e.g. local audience	➤ High credibility ➤ Flexible ➤ High information capacity ➤ Short lead time	➤ Poor demographic selectivity	➤ Poor reproduction quality ➤ Short lifespan
Magazines	➤ Reach and ➤ Selectiveness	➤ Information Capacity ➤ Life span, attention	➤ Cost	➤ Information Capacity ➤ Life span, attention
	➤ Excellent at reaching segmented audience (and pass-along readership)	➤ Long lifespan ➤ Excellent reproduction quality	➤ High insertion cost	➤ Slow production cycle ➤ Not flexible ➤ High noise ratio ➤ Long life span ➤ Low frequency ➤ Long lead time ➤ Topic of campaign Has to rely on editorial content (can also be an advantage)

Table 2.3: Advantages and disadvantages of Outdoor media

Compiled; by Delhomme (2009 P. 125).

Outdoor media				
	Advantage		Dis advantage	
Billboard posters: Small-size posters, banners Variable message signs	Reach	Life span,	Cost	Information Capacity
	➤ High exposure ➤ Able to reach the audience nearly everywhere/ exposure near (on-the-spot presence) ➤ Geographically selective	➤ Long lifespan	➤ Low cost	➤ Low attention ➤ Low information capacity

2.10.3.1 Social media

The internet is a global network of interconnected computers, providing a vast amount of information and communication capabilities to users worldwide. As defined by Joseph (2014, P.169), *“the internet is a global system of interconnected private, public, academic, business, and government computer networks that use a standard set of commands to link billions of users worldwide.”*

Carolyn (2021) ,mentioning Smithe, states there are 4.54 billion internet users worldwide out of 7.8 billion people, with 3.72 billion of them using social media regularly.

Accordingly, people are able to generate their own material through Internet-mediated interaction (e.g., blogs, online discussion boards), which promotes increased information sharing and the potential for community development (Stellefson, 2020). Some common examples of social media applications are included by Joseph (2014, P. 178), *“Facebook, Google+, Twitter, and LinkedIn are popular social media locations that offer people quite different approaches to interacting.”*

Basically, each platform has its own unique features and audience; for example, Facebook is known for connecting with friends and families, while LinkedIn is used for professional networking. TikTok is popular for short-term videos and entertainment. In this regard, social media makes it possible for users of virtual networks to instantly develop and share text, picture, video, and multimedia content (Stellefson, 2024).

However, social media are viewed as a customized means of social interaction. Ján V. and Jana R. (2019) state it is also seen as a method to foster community, apply creative business solutions, and carry out successful marketing campaigns.

Yet again, Swarup Garg (2023, p. 93) explained that “Social media has become a powerful tool for sharing health-related information and engaging in health behaviors. Health-related content on social media can be broadly categorized into three main types: health information, health behaviors, and social support.”

In addition to the benefits Swarup discussed, to ensure the effectiveness of health promotion campaigns on social media, it is important to comprehend the target demographic, customize the material to the platform and user behavior, and regularly monitor and respond to user involvement.

Wasim A. and Josep V. (2021) emphasized that social media platforms, in addition to being communication tools, offer unfiltered public ideas and perspectives and can be used to gather information for public health objectives.

Thus, different types of media can be utilized to deliver campaign messages to different types of target audiences. Therefore, setting a clear media plan and identifying the media that will be utilized is essential. These are the kinds of differences that media planners need to be aware of and take into account when developing campaigns.

2.11. Evaluation of Road Safety Mass Media Campaign

A mass media campaign evaluation is the systematic collection and examination of data on crucial campaign components. In order to determine whether a campaign was successful in achieving the desired change in knowledge, attitude, and/ or behavior, evaluation must be conducted. Daniel Carte (2017. P.179) explain the importance of evaluation

“Evaluation of a strategic communications program is essential. Without evaluation, current programs may waste resources and fail to contribute to a road safety program’s goal. Evaluations help safety professionals learn from outcomes and help them allocate funds in the most efficient manner. If a program does not meet expected metrics, they should re-examine the program and/or move the resources to other efforts “

So that, this enables researchers to draw conclusions from past experiences and develop new initiatives that are more successful.

2.11.1. Formative Evaluation

Formative evaluation is done before the campaign is put into action.as Delhomme (2009) the purposes of formative evaluation are: Enhance the campaign's elements. , Analyze each campaign elements in relation to the target audience. In other word, formative evaluation research inputs can increase campaign effectiveness by directing the development of sophisticated strategies and effective messages (Ronald, Rice, &Charles, 2013).

Palmer (1981) divided this kind of examination into two stages. Preproduction research is the initial step, during which information is gathered on audience traits that are crucial to the media, the message, and the circumstances around the intended behavior. Production testing, often referred to as pretesting, is the second kind of formative research in which preliminary sample messages are assessed to determine audience response before final production.

2.11.2.Process Evaluation

Process evaluation, reveals whether the project is going according to schedule or not. During the process evaluation the campaign's implementation are assessed for determining whether the campaign has been implemented and is working as planned. Ronald, Rice, & Charles, (2013) noted that Process evaluation can be used to evaluate the success of a campaign and identify lessons for overcoming social and structural barriers. Parvanta, Claudia.F (2011 . P. 221) added that

“Process evaluation, or monitoring, tells you whether your project is functioning according to plan. In a logic model, this step measures your inputs and outputs. Depending on your program, you may measure dissemination, reach, training results, customer satisfaction with services or interventions, and so on”

2.11.3.Outcome Evaluation

Outcome Evaluation conducted to measure the program's impact and the lessons learned from the study and to disseminate research finding. An outcome evaluation tells us whether the campaign reached its specific objectives, barriers have been reduced, the target audience's favorable attitudes and perceptions have emerged, and the number of specific desired behaviors has increased (Parvanta, Claudia.F 2011)

2.11.4. Economic Evaluation

Besides an assessment of the effects of the campaign (outcome evaluations), the costs of the campaign should be measured.

Overall, in order to decide on the most appropriate method(s) of evaluation, Randall C,(2012) emphasize understanding the campaign's main goals and how they connect to the anticipated behavioral changes that result for the social problem is essential before choosing the best assessment technique or methods.

On the other hand Carl. F reminds us that,

“Evaluation is not the last phase in the process of creating, operating, and sustaining a health promotion program. It is one of the phases, and in the most effective health promotion programs, runs parallel to the other phases, starting at the very beginning of the process when a program is being planned and continuing in tandem as the program is implemented and sustained in order to provide continual feedback to program staff, stakeholders, and participants.”
(Carl .F,2010,P.260)

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Introduction

The specific steps or methods used to identify, select, process and analyze information are known as research methodology. In short “a *research method is a way of conducting and implementing research*” (Adams John, 2007. P.25). accordingly this chapter deals with the overall methods of the research towards achieving the objective of the research. The research design, data collection tools, sample size, data gathering procedures, and data analysis method were covered.

3.2. Research Design

Study design is an arrangement of all the conditions that the study passes through, from collecting the data to the analysis stage of the research process. According to Khotari and Gaurav (2014), a study design is a guide for the gathering, measuring, and analysis of data. In simple word it is a blue print of overall strategy for how will conduct our research. This can helps researchers effectively manage the study process.

There are various types of research designs which can be used depending on the goals of researches. Thus, for investigating the FTA, TMA, and BIGRS media campaign execution processes, descriptive research design was used. Since “*descriptive research attempts at answering what, when, who, how types of question about the research*” (Kothari,2007.P.30)

The study employs both quantitative and qualitative approaches for assessing the three organizations strategic media campaign practice. Thus this study follows mixed method descriptive approach.

3.3. Research Approach

To ensure the overall success and effectiveness of the study objective, the study was fully employed mixed research methods through combining qualitative and quantitative approaches. Mixed-methods research is defined in a variety of ways by academics. According to Creswell & Clark (2007), mixed methods research is the category of research in which the focus is on combining quantitative and qualitative data in a single study or series of studies.

Creswell & Clark, (2010) emphasize that, utilizing both qualitative and quantitative methods enhances data collection efficiency, enables replication and generalization, facilitates group comparison, and offers diverse insights into a population.

For these purposes, this study initially conducted quantitative data collection, and then qualitative data collection, key- informant interviews, was conducted to evaluate the strategic media campaign practice at FTA, TMA and BIGRS using mixed methods for data collection and analysis.

3.4. Data Sources

There are two types of data, primary and secondary. The first kind of data is obtained through conducted directly with the relevant organizations or informants through in-depth interview and survey questioner for practitioners. Secondary data on the contrary is to compile relevant inputs from existing documents, including books , researches , report, conference proceeding ,newspaper, magazines, archives e.t.c (Kumar,2011)

Both primary and secondary data gathering method applied in this study. Accordingly in-depth interview and survey questioner the main technique used to obtain data. The organizations news print and online used to as a secondary data

3.5. Data Collection Instruments

The primary data collection methods applied to this study was survey questionnaires for practitioners, who work in the department of Road Safety Education and Capacity Building Directorate and in-depth interviews for top management of road safety education and capacity building department.

3.5.1. Survey Questionnaire

One of the numerous purposes of questionnaires is to find out what the general public is thinking. These consist of social science research, market research, assessments, comments from customers, and opinion polls (O’Leary, 2014). Taking this into consideration, the objective of using a questionnaire for this study was to explore the use and practice of media campaign for awareness creation in the three organizations and the challenges faced in relation with

implementation along with their attitudes towards the execution of the media campaigns. To investigate on these points the questioners are structured to yield quantitative data.

The survey questionnaires were distributed to the staff of road safety education and capacity building department in the study organizations.

The first part of the survey captured demographic information to obtain fundamental details about the respondents and their tasks. The second section related to the organizational awareness raising practice that exists in the respondent's perspective. Media utilization of the organizations covered in the next section. The fourth one focuses on strategic media campaign practice of the study organizations. Challenges the practitioner faced while practicing strategic media campaign are discussed in the last part.

The performance measure is measured by using Likert scale, respondents are asked to evaluate the performance of their organization on each item on the scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

3.5.2 In-depth Interviewing

In-depth interviewing is qualitative research technique is conducting lengthy, one-on-one interviews with a select group of respondents to learn about their viewpoints on a certain concept, initiative, or circumstance. For instance, it might inquire about the experiences and expectations of participants, staff, and other relevant parties regarding the program, as well as their opinions about its operations, procedures, and results. (Boyce and Neale, 2006).

An interview is preferred when interpersonal contact is important and opportunities for follow-up are desirable. According to Wimmer (2011), an in-depth interview helps to get an intensive background and specific and elaborated answers about the data. In other words, an in-depth interview is applied when immense information is expected to be acquired from a few people with special knowledge about the subject under study.

Thus to explore the view of higher officials on the practice of strategic media campaign semi-structured or an in-depth interview was conducted to collect data from key informant / top management of road safety education and capacity building department of three organizations.

3.6. Sampling Technique

Applying correct sampling methods in studies gives researchers the ability to reduce costs in relation to research and helps them conduct research more efficiently. Sampling methods can be categorized into probability and non-probability sampling (Saunders et al., 2009:213).

Accordingly, for this study, the study was used the purposive sampling technique to select respondents for an in-depth interview. Furthermore, to select respondents for filling the questionnaires because the number of respondents is minimal and to minimize sampling risk, the researcher used census method. Census means "to take all respondents from the population of a research study" (Kothari, 1985: 45).

Thus, the totals of 60 employees were participated using census method and questionnaires were distributed and three higher officials' interviews were undertaken

Table 3.1: Sample Distribution

	Office	Number of employees at road safety education and capacity building department	Sample taken	means
	FTA	20	20	census
	TMA	30	30	census
	BIGRS	10	10	census
	Total	60	60	

3.7. Method of Data Analysis

After collecting all the essential data through an in-depth interview and questionnaire, data analysis was done. To conduct the data analysis, the researcher was used qualitative and quantitative methods of data analysis. The qualitative data from the in-depth interview with department directors who are one of the senior responsible persons in media campaign execution process were analyzed using narrative analysis and then thematically categorized and interpreted. Transcription of recordings and typing was beginning as soon as possible after the data collection event. Tape of interviews was processed as soon as they were archived.

On the other hand, the quantitative data collected through the questionnaire were analyzed by using Statistical Package for Social Science (SPSS). The result presented the data were analyzed by using descriptive statistics and presented in the form of tables, frequency and narrative forms.

Then the data sets from the qualitative and quantitative data were analyzed by triangulating the data together. As a result, the analysis part was arranged to address the research objective of analyzing the practice of the three organizations' media campaign execution.

3.8 Ethical Considerations

It was expected that there would be some ethical issues to think about during this project. The researcher upheld the privacy of all respondents, ensuring their information was not disclosed or exposed to anyone during the study. The research will remain confidential, with participants' unique identities not revealed. Furthermore, all data are analyzed using group of respondents as unit of analysis where no respondent would be singled out due to his/her participation in this study.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1. Introduction

The present study was to assess the practice of media campaign on road safety in Ethiopia by FTA, TMA, and BIGRS. Thus, this chapter presents the data's analysis and findings with the researcher's reflection in regard to the relevant literature.

The study essentially combined qualitative and quantitative (mixed) research methodology. Thus, the study data was collected by means of two method approaches, namely the survey questionnaire and in-depth interview.

Through quantitative and qualitative data presentation analysis what strategic media campaign practices in the organization are put in place, what looks the media utilization performance and what are the existing challenges and problems to execute strategic media campaign are answered

4.2. Response Rate

Towards working on the objective of the study different types of single answer questions and likert scales anchored from strongly agree to strongly disagree for the three organizations media campaign practitioner was prepared. The question was distributed to 60 practitioners of the three organizations who work in the department of Road Safety Education and Capacity Building Directorate. Among the 60 survey questionnaires distributed to the practitioner of three organizations 60 were completed and returned to the researcher. And also, all 3 Road Safety Education and Capacity Building Directorate Director also gave answer what they were asked. Thus, all the distributed questionnaires were returned which makes the response rate 100 percent.

Accordingly, the data were analyzed by descriptive statistics and the result presented via, percentage and frequencies. On the other hand the second study tool was in-depth interview accordingly researcher contacted an in-depth interview with three key informants, top management of road safety education and capacity building department

4.3. Demographic Characteristics of Respondents

Table 4.1: Demographic Characteristics of Respondents

Variables	TMA		FTA		BIGRS		Total	
Sex	No	%	No	%	No	%	No	%
Female	11	18.3%	8	13.3%	4	6.7%	23	38.3
Male	19	30%	12	20%	6	10%	37	61.7
Educational Level								
Bachelor's Degree	25	41.7%	17	28.3%	3	5%	45	75%
Masters	5	8.3%	3	5%	7	11.7%	15	25%
Work experience								
2-3 years	5	8.3%	2	3.3%	2	3.3%	9	15%
4-5 years	13	21.7	3	5%	3	5%	12	31.7%
6-10years	7	11.7%	10	16.7%	5	8.3%	22	36.7%
More than 10 years	5	8.5%	5	8.3%	-	-	10	16.7%
Age								
25-35	13	21.7%	10	16.7%	3	5%	28	46.7%
36-45	15	25%	7	11.7%	7	11.7%	27	45%
Above 45	2	3.3%	3	5%	-	-	5	8.3%

Source: Questioner Survey, 2023

As shown at table 4.1 above, concerning the sex distribution of respondents, 61.7% were male and 38.3% were female informants from TMA, FTA and BIGRS included for this study. However, at TMA 30% were male and 11.3% were female; from FTA 20% were male and 13.3% were female and the remaining 10% were male and 6.7% were female from the respondents of BIGRS.

Concerning with educational level of respondents, the majority of the respondent's educational level is degree 41.7% and 8.3% were master's degree holders from TMA; from FTA 28.3% were bachelor degree holders and 5% master's degree holder and 11.7% were master's degree holder and 5% were Bachler degree holders from BIGRS. The overall response rate indicated that, 75%

from the entire respondents were Bachelor degree holders, while, 25%) were master's degree holders from TMA, FTA and BIGRS.

Regarding to respondents work experience of employees, 36.7% have 6-10 years' work experience; 31.7% have 4-5 years of work experience; 16.7% have more than 10 years of work experience and 1%) have 2-3 years of experience. The response rate was also varied with TMA, FTA and BIGRS prospective.

As indicated at Table 4.1 above, the ages of the respondents range from 19 to 50 and above. The respondents are divided into four age groups as 25 to 35, which comprise of 46.7% respondents, and the next is 36 to 46 with 45% respondents were at the early adult, and late adult age, above 45 years of old takes 8.3% were included for this study.

4.4. Awareness Creation Practice

In this part, the study tries to reveal the overall view of practitioners towards their organization's road safety awareness-raising activities and the questions relating to means of awareness raising, the type of medium used for awareness creation. In relations to this respondents were asked about what they think about the role and responsibility of Road safety education and capacity building department in their organization.

Table 4.2: The Responsibilities of Education and Capacity Building Department

Organization	The responsibilities of education and capacity building department				Total
	Educate road users about traffic laws	To create awareness on major causes of road traffic crash	To change road users behavior	All	
TMA	5	3	2	20	30
FTA	3	3	5	9	20
BIGRS	0	0	4	6	10
Total	8	6	11	35	60
Percentage	13.3	10	18.3	58.4	100%

Source: Questioner Survey, 2023

Education and capacity building department has various responsibilities as mandates in the respective organizations. Among these major responsibilities changing road user's behavior scored with 18.3% response rate; educating road users about traffic laws scored with 13.3%

response, and creating awareness on major causes of road traffic crash scored with 10% respondents. However, majority 58.4% of the respondents combined the three major responsibilities like to change road user's behavior along with educate road users about traffic laws and to create awareness on major causes of road traffic crash as mandates of TMA, FTA and BIGRS

In addition, the FTA's key informant affirmed the issue under discussion as *"Many citizens in our country lose their lives in traffic accidents and one of the objectives of our institution is to reduce traffic accidents on the road."*

Similarly, TMA key informant said that

"The department I am leading, Road safety education and capacity building is a department that does awareness activities to help the public understand traffic rules and laws and protect themselves from traffic accidents".

The same idea was rising by the BIGRS representative

"Although traffic accidents are preventable injuries, they are causing social, economic, and psychological damage to our world. To deal with this problem, our institution is working extensively in the fields of traffic enforcement, awareness raising, engineering and data."

Thus, the data indicated that the employees of the organizations understand the department of road safety education and capacity building conducts awareness activities to educate the public about traffic rules and laws, thereby preventing accidents. In related with this, the question was raised for employees which type of medium is more particularly used for awareness creation in their organization

4.4.1. The Types of Medium Used for Awareness Creation

Table 4.3: The type of medium used for awareness creation

Organization	Which type of medium is more particularly used for awareness creation			Total
	Face to face	Mass media Communication	Internet & social media	
TMA	17	10	3	30
FTA	7	5	8	20
BIGRS	2	6	2	10
Total	26	21	13	60
Percentage	43.3	35	21.7	100%

Source: Questioner Survey, 2023

To create awareness by organizations, the types of mediums which is used to create awareness was varied per organization. As revealed at the table above, the first types of medium used for awareness creation was face to face with the response rate of 43.3%; followed by mass media communication with 35% response rate and the other types of medium was internet & social media which takes 21.7% response rate. The response rate indicates that TMA uses both face to face and mass media communication strongly; while FTA predominantly uses internet & social media and face to face. The other organization BIGRS uses mass media communication mostly to create awareness for road users.

Awareness-raising is a complex task that necessitates various strategies and efforts to achieve its objectives effectively. It is well observed that the three organizations have used road safety awareness activity in varied manner

BIGRS informant said that

“Our institution uses various methods to improve road safety awareness; one is mass media campaign which is a paid awareness method. The other is to organize different platforms without paying any kind of media, which we call press conferences and press releases. The third one is another social media page we call own Media.”

On the other hand, TMA informant states that the agency uses such mediums as Face to face education, print and electronic media

“Addis Ababa city focuses on pedestrians and drivers as road users, implementing awareness activities and media to educate them on traffic rules and regulations. Face-to-face education, community communication, and electronic media are used to raise awareness about Regulation No. 395/2000, avoiding accidents, and obeying laws.”

FTA informant said that their institution is doing this task in many ways *“we are working by using the media, organizing events, road safety training and various campaigns”*

Based on the data, most of the organizations used media for the awareness rising. The other road safety awareness rising medium is Face-to-face communication, which is an effective tool, even though digital technologies have surpassed it, making it less common in many organizations. Only one fourth of the respondents (21%) noted that the use of internet and social media as awareness raising media that qualifies the relative advantage of the Addis Ababa residents in ICT.

4.4.2. Road Traffic Crash Conditions in Ethiopia Require Change

Table 4.4: Road Traffic Crash Conditions in Ethiopia require change

Organization	road traffic crash conditions in Ethiopia require change		Total
	Agree	Strongly agree	
TMA	13	17	30
FTA	5	15	20
BIGRS	3	7	10
Total	21	39	60
Percentage	35%	65%	100%

Source: Questioner Survey, 2024

Table 4.2 was posed to judge the view of employees whether road traffic crash conditions in Ethiopia require change. It was stated as, at BIGRS, TMA and FTA of respondents believed road traffic crash conditions in Ethiopia require change. The above table depict that all of the respondents from the total population believed road traffic crash conditions in Ethiopia require change from strongly agree to agree level with 100% response rate.

On the other side, 35% from BIGRS, TMA and FTA employees were agreed on the requirement of change road traffic crash conditions in Ethiopia and the counter measures are well articulated through the qualitative data collected from the same organizations.

According to Federal Transport Authority's key informant for instance because greater fatal issues were recorded in Ethiopia in general and in Addis Ababa in particular, the FTA's aims to reduce traffic accident on the road. So that the authority plan and operate as per its 5 years strategic plan which is part of the country's 10 years strategic plan and at the international level as well to the five basic road safety system approaches.

In relation to this BIGRS interview informant mention that,

“Traffic accidents are causing social, economic, and psychological harm to our nation even though the injuries they cause are preventable.”

Similarly TMA informant said road traffic deaths and injuries damages a valuable segment of the work force variously that need appropriate change measures:

“To improve traffic safety the agency had five core processes (Road traffic operation core process, Road traffic regulation and enforcement department, Road traffic education and capacity building department, Parking service providing and licensing, and Road traffic regulation and organizing center).”

The data clearly showed that all the three concerned organizations believed that the requirement of change in road traffic crash conditions in Ethiopia. Also, a question was raised about the attention and importance for road safety awareness creation that it deserves in the institution.

4.4.3. The Attention and Importance for Road Safety Awareness Creation

Table 4.5: The Attention and Importance for Road Safety Awareness Creation

Organization	Do you think your organization given the attention and importance for Road Safety Awareness Creation that it deserves in the institution					Total
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
TMA	7	10	6	0	7	30
FTA	5	6	2	7	0	20
BIGRS	0	0	0	3	7	10
Total	12	16	8	10	14	60
%	20%	26.7%	13.3%	16.7%	23.3%	

Source: Questioner Survey, 2024

Respondents were also asked to provide answers on the level of their respective organization's attention and importance for Road Safety Awareness Creation that it deserves in the institution. 26.7% from FTA, BIGRS and TMA were disagreed and 20% were strongly disagreed on the statement; however, 23.3% and 16.7% of the informants were strongly agreed and agreed respectively on their organization given the attention and importance for Awareness Creation respectively. The remaining 13.3% of respondents were decided to neutral on the issues asked previously. The response confirmed that these three concerned organizations are not to the expected level taking the significant majority 46.7% total scored for disagree and strongly disagree.

To see from institution prospective, TMA respondents were disagreed by 16.7% and equally strongly disagreed and strongly agreed by 11.7% response rate; the remaining 10% informants from TMA were remains undecided on their organization given the attention and importance for Awareness Creation.

The respondents from FTA, majority 11.7% were agreed and 10% were disagreed on their organization given the attention and importance for Awareness Creation; while 8.3% and 3.3% were strongly disagreed and undecided respectively on the issues.

In addition respondents from BIGRS strongly agreed by 11.7% and 5% were agreed on organization given the attention and importance for Awareness Creation, while no respondent that said strongly disagreed, disagreed and undecided from BIGRS informants.

The response rate tells us that, there is lower attention and importance given for Awareness Creation at FTA and TMA institutions while, at BIGRS, there is higher attention given and importance for Awareness Creation. Concerning the attention and importance of Awareness Creation BIGAR informant explain that road safety Awareness Creation has received attention at a level that it has never seen before.

Similarly the two organizations interview informants TMA &FTA assured that, although traffic accident has become one of the public health problems, it is difficult to agree on government has given enough attention especially when compared it along with the attention given for other killing diseases such as HIV and COVID19.

The respondents further asked about their beliefs their organization awareness creation program can change road traffic crash condition.

4.4.4. Organization Awareness Creation Program Change Road Traffic Crash Condition

Table 4.6: Organization Awareness Creation Program can Change Road Traffic Crash Condition

Organization	Do you think your organization awareness creation program can change road traffic crash condition					Total
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
TMA	7	14	3	6	0	30
FTA	6	7	2	5	0	20
BIGRS	0	1	0	7	2	10
Total	13	22	5	18	2	60
%	21.7%	36.7%	8.3%	30%	3.3%	

Source: Questioner Survey, 2023

The expected result of awareness creation for road safety is quite essential since it involves effective handling of Road Safety Awareness Creation activity. In relations to this respondent were asked on their thinking about their organization awareness creation program can change road traffic crash condition.

TMA respondents were disagreed by 23.3%, strongly disagreed with 11.7%; agreed by 10% and becomes neutral with 5% response rate on their organization awareness creation program can change road traffic crash condition.

From FTA informants 11.7% were disagreed; 10% were strongly disagreed; 8.3% were agreed and 3.3% were undecided on their organization awareness creation program can change road traffic crash condition. While, informants from BIGRS were agreed with 11.7% response rate and 3.3% were strongly agreed and 1.7% were disagreed on the above issues.

Thus, the overall response rate assured that, 36.7% were disagreed and 21.7% were strongly disagreed about their organization awareness creation program can change road traffic crash condition. The disagreement of these 58.4% respondents informs that keeping the effort of these organizations the possibilities of reaching out to the aspired positive changes in road traffic crash condition is distant in Ethiopia. Whereas, 30% were agreed and 3.3% were strongly agreed, about 20% total on the statement demanded improvements to increase this category of respondents for the betterment of citizens by minimizing the concern and 8.3% remains undecided on the issue.

Hence, from the response rate it can concluded that, 56.7% of the respondents from TMA and FTA were disagreed on about their organization awareness creation program can change road traffic crash condition and BIGRS were agreed.

4.5. Media Utilization Performance of TMA, FTA and BIGRS

Media utilization performance is important for the effectiveness of awareness rising activities and now days there are different plat forms to communicate for publics for awareness rising. Under this sub-section which type of media mostly used by the three organizations to address the audience and employees judgment about media utilization performance on their organization to raise public awareness are described.

4.5.1. Media Type Organization uses to Address Audiences

Table 4.7: The media type organization uses to address the audience frequently

Organization	Which media type your organization most of the time uses to address the audience				Total
	Broad cast media	print media	internet & social media	Outdoor media	
TMA	10	12	2	6	30
FTA	6	3	5	6	20
BIGRS	6	0	3	1	10
Total	22	15	10	13	60
Percentage	36.7	25	16.7	21.6	100%

Source: Questioner Survey, 2023

The media type that TMA, FTA and BIGRS most of the time uses to address the audience are different. As depicted in the above table, the main media types organization most of the time use to address the audience was broad cast media with the response rate of 36.7%; followed by the print media with 25% ; outdoor media with 21.6%, and internet & social-media with 16.7% respondents to address the audience.

Hence, the response rate concluded that, the types of media to address audiences on time were broad cast media, print media, outdoor media and internet & social media at the study area.

In relation with media utilization BIGRS informant said their institution strives to use all types of media, especially broadcast media.

“Our institution uses various media, particularly broadcast, to distribute road safety messages to various radio and television stations, catering to different audiences and mediums. Another method we have used is to publish articles on road safety in various newspapers. We are not using flyers and brochures very much; we are using stickers more than them; because stickers are used by drivers for various purposes.”

Similarly, FTA informant said that

“The organizations are not using print media to disseminate road safety messages. Because there is an idea that information distributed through print is not very effective on the part of the government”.

When we come to the case of TMA the informant mentioned that:

TMA uses print media like brochures, fliers and magazines. She said that, they print and distribute flyers and brochures 4 times a year. The goal of the publication was suggesting not driving over speed, not to drink and drive, to use seat belt while driving. About 300,000 flyers alone are distributed to the community each year. The agency also uses outdoor media like banner and billboard.

The official also added that

“Nine billboards have been installed around the city's entrances and exits to warn drivers that talking on the phone while driving can cause traffic accidents. Moreover, there are banners that we put up on the light rail lines, for example, 30 is for a reason, banners with messages that tell the driver to think about his children first so that he doesn't drink and drive. “

4.5.2. Employs Evaluation on Utilization Audiovisual Media

Table 4.8: Evaluation on Utilization Audiovisual Media

Organization	Your organization fully utilizes Audiovisual media					Total
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
TMA	2	5	8	8	7	30
FTA	0	4	0	7	9	20
BIGRS	0	0	0	7	3	10
Total	2	9	8	22	19	60
Percentage	3.3%	15%	13.3%	36.7%	31.7%	

Source: Questioner Survey, 2023

As shown in Table 4.9, the questions proposed were related to the three selected institutions appropriately utilizes audiovisual media. The table shows that, the respondents of TMA pertaining to this question, 13.3% were agreed and 11.6% of them were strongly agreed on their institution appropriately utilizes audiovisual; whereas 8.3% and 3.3% were disagreed and strongly disagreed respectively concerning appropriately utilizes audiovisual media and the remaining 13.3% were remains undecided on the issue.

From FTA respondents, majority respondents 15% were strongly agreed and 11.6% were agreed concerning with application of appropriately utilizes audiovisual media of the respondents and 6.7% remains undecided on the issues.

Similarly, from the total informants of BIGRS 11.6% of them are agreed and 5% of them were strongly agreed on appropriately utilizes of audiovisual media.

Therefore, from this research finding, the two organizations such as FTA and BIGRS were a appropriately utilizes audiovisual to address their target audience concerning road traffic accidents at the study area.

4.5.3. Employees Evaluation Print Media Utilizations

Table 4.9: Employees Evaluation Print Media Utilization

Organization	Your organization fully utilizes print media					Total
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
TMA	3	4	0	18	5	30
FTA	6	10	4	0	0	20
BIGRS	2	8	0	0	0	10
Total	11	22	4	18	5	60
Percentage	18.3%	36.7%	6.7%	30%	8.3%	100%

Source: Questioner Survey, 2023

Additionally, respondents were asked, “as part of their awareness-raising programs, if their organizations are appropriately utilized print media”. Significant majority 30% from TMA employee were agreed and 8.3% strongly agreed on the statement, while 6.7% of them disagreed and 5% were strongly disagreed on appropriate utilization of print media-based campaign activities.

On the other side respondents from FTA, 16.7% were disagreed; 10% were strongly disagreed and 6.7% were neutral on appropriately utilizes of print media

In contrast, all BIGRS respondents said the awareness raising activates didn’t engaged print media-based outlets with the respective response rate of 13.3% and 3.3% as of disagreed and strongly disagreed responses respectively.

Therefore, the figure assured that, TMA relatively was appropriately utilizes print media to aware road users while, whereas FTA and BIGRS institution were not appropriately utilizes print media-based campaign activities to aware road users.

4.5.4. Employees Evaluation on Outdoor Media Utilization

Table 4.10: Employees Evaluation on Outdoor Media utilization

Organization	Your organization fully utilizes outdoor media					Total
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
TMA	2	2	0	21	5	30
FTA	0	4	1	10	5	20
BIGRS	0	0	0	7	3	10
Total	2	6	1	38	13	60
Parentage	3.3%	10%	1.7%	63.3	21.7%	100%

Source: Questioner Survey, 2023

The other strategic media campaign activity for awareness-raising programs, was relating to outdoor media. Based on the question on proper utilization of these outdoor media, majority of the respondents from TMA were agreed by 35% and 8.3% were strongly agreed. while the remaining 3.3% were strongly disagreed and disagreed with equal response rate. on appropriately utilizes outdoor media.

16.7% and 8.3% from FTA were agreed and strongly agreed on their organization appropriately utilizes outdoor media respectively; on the other side, 6.7% were disagreed and 1.7%) were undecided on the appropriately utilizes of outdoor media at their organization.

From the sides of BIGRS, all respondents are in agreement with a very slight difference on the degree of their agreement as 11.6% of them were agreed and 5% of them were strongly agreed on appropriately utilizes of outdoor media at their organization.

The overall response rate assured that, greater parts from TMA, FTA and BIGRS with 63.3% response rate were agreed on appropriately utilizes of outdoor media and 21.7% of them were strongly agreed on the statement; while, 10%, 3.3% and 1.7% of respondents were disagreed, strongly disagreed and undecided on appropriate utilization of outdoor media, these implies there is good practice in this regard though improvements are required at least to assure the level of agreement to 90% to the three major mandated institutions assure outdoor media utilization for avoiding car accident in Ethiopia.

4.5.5. Employees Evaluation Internet & Social Media utilization

Table 4.11: Employees Evaluation Internet & Social Media utilization

Organization	Your organization fully utilizes internet & social media			Total
	Strongly disagree	Disagree	Agree	
TMA	9	14	7	30
FTA	2	3	15	20
BIGRS	2	2	6	10
Total	13	19	28	60
Percent	21.7	31.7	46.6	

Source: Questioner Survey, 2023

As shown at Table 4.12 above, respondents were asked to judge if their organization appropriately utilizes internet & social media. Accordingly, respondents of TMA were disagreed by 23.3%; strongly disagreed by 15% response rate on the statement and only 11.7% from the total population were agreed on this statement. Strong majority of the TMA 76%, (23 out of 30) respondents are not in agreement with this statement.

This question was agreed by 25%; strongly disagreed by 5%, and disagreed by 3.3% respondents from FTA respondents in reference to their organization's appropriate utilization of internet & social media.

Similarly, from the total population 10% which represents 60% of BIGRS's respondents say agree and 3.3% of respondents were equally disagreed and strongly disagreed on their organization's proper utilization of internet & social media.

Overall, 46.6% were agreed on the appropriately utilizes of internet & social media; while, 31.7% were disagreed and 21.7% were strongly disagreed on statement; the response rate concluded that more than 50% of the respondents from TMA, FTA and BIGRS were disagreed on the appropriately utilizes of internet & social media at their institution. Regarding road safety Randall highlighted this point.

"Road safety can only be achieved with the participation of the public, and social media provides the opportunity for the public to be involved in the road safety discussion and share their concerns, suggestions, etc." (Randall C. 2012, P. 32)

According to Parvanta, (2020) Campaigns aim to reach as many people as many times as possible by utilizing a variety of media to reach an audience. Generally, the three organizations

use different communication channels to address their target audiences. Using different types of media channels is useful to achieve the organization goal. It is understandable from the data that the organizations use variety of media channels, but the analysis here above indicated that outdoor media is the most appropriately utilized media channel in the organization.

Delhommeetal (2009) emphasized that a campaign message needs a bearer who can effectively and persuasively convey it to the intended audience. Different media can be used to reach different target audiences with different campaign messages. He also added in order to achieve the media campaign goal, creating a clear media plan that specifies the medium to be used, the duration, and the quantity of exposure is necessary for a campaign to be successful.

4.6. Strategic Media Campaign Practice

Road safety media campaigns are widely utilized tools to enhance and improve road safety, mainly, strategically designed programs increase their impact on behavior and social change

Media campaign designers should adopt a strategic, participatory program aimed at changing behavior, resulting in measurable impact on the intended audience through a step-by-step roadmap.

So as to achieve the objective, any systematic health promotion programs have to embrace the different stages in the process such as, identifying the problem, audience segmentation, produced material to be pre-tested before broadcasted or published, and in order to determine whether the program was successful in achieving the desired change, an evaluation must be conducted (Johns Hopkins University,2013)

According to Robertson, (2009) view, a well-designed campaign is based upon three important steps; the first step is to analyze local crash data; in relation to this BIGRS interview informant said

“When we prepare a media campaign, our first task is to collect data, analyze it and finally identify the problems. The data we collect allows us to identify our target audiences and informs us about the purpose of the campaign. For example, 6 months ago we prepared a media campaign on speed, which was based on a traffic accident report. In this campaign, an attempt was made to segment our target audiences; we have tried to take a closer look at our audience as male, young people between the ages of 18 and 30”.

On the other side TMA informant said, there is a traffic control center department at the agency. One of the tasks of the department is to provide information about the causes of accidents, who is the victim of a traffic accident, what time the accident occurs, and where the accidents occur frequently. They design the media campaigns based on the information they got from traffic control center.

In relation to this, FTA informant said the media campaign is based on federal police traffic accident reports to identify the problem, such as speeding, seat belt usage, and /or drunk driving.

Respondents were asked whether their respective organizations have means to identify road safety problems and majority of the respondents answer confirms that all the three use road traffic accident report.

4.6.1. The Systems to Identify the road safety problem

Table 4.12: The systems to identify the road safety problem

Organization	How do you identify the road safety problem			Total
	Road crash data	Traffic offence report	Both	
TMA	13	7	10	30
FTA	15	5	0	20
BIGRS	8	0	2	10
Total	36	12	12	60
Percentage	60%	20%	20%	

Source: Questioner Survey, 2023

Organizations that works on awareness creation and insure road users safety, adopts various schemes to identify the problem of road safety. From these the major one is through road crash data with 60% response rates. The other means based on the response rate is traffic offence report as answered by 20% respondents. Confirmed by the rest 20% of the respondents, the three organizations use both road crash data and traffic offence reports as a means at the study area.

In many cases accurate crash data is unavailable according to UNECA (2020) due to underreporting and misclassification of road traffic fatalities, leading to higher actual fatality figures in the country than those reported by the Ethiopian Federal Police Commission.

Thus combined use of crash and offence data could prove more useful.

In relation to the above point respondents were also asked about what activities are done by road safety education and capacity building department so as to demonstrate how strategic the organizations were in executing their tasks.

4.6.2. The Activities that mostly Undertake at the Department

Table 4.13: The activities that mostly undertake at the Department

Organization	which activities are mostly done by your department					Total
	Research	Planning	Preparation of awareness raising materials	Evaluation	All	
TMA	3	7	13	5	2	30
FTA	0	5	10	2	3	20
BIGRS	2	2	0	0	6	10
Total	5	14	23	7	11	60
Percentage	8.3	23.3	38.3	11.8	18.3	100%

Source: Questioner Survey, 2023

As revealed at the above table, different activities are undertaken by education and capacity building department for strategic media campaign practices some of them includes preparation of awareness raising materials with 38.3% response rate; followed by planning that holds 23.3% respondents; the other activity is evaluation with the 11.8% respondents. Other activities that have to undertake are during strategic media campaign is research which was answered by 8.3% respondents.

Hence, except BIGRS the activities mostly done by the department of TMA and FTA inclined to preparing awareness raising materials.

In contrast, most BIGRS respondents said the department executes all activity such as, research, planning, preparation of awareness raising materials and evaluation.

With regard to the perceptions of the employees, concerning with the engagement of road safety education and capacity building department engaged in strategic media campaign execution process, most of TMA and BIGRS respondent says Yes, to the contrary FTA respondent say No

4.6.3. The Engagement of Awareness Creation Department In Strategic Media Campaign Execution

Table 4.14: Engagement of Awareness Creation Department in Strategic Media Campaign Execution

Organization	Is the awareness creation department engaged in strategic media campaign execution?			Total
	Yes	No	Difficult to say	
TMA	12	6	12	30
FTA	3	12	5	20
BIGRS	7	0	3	10
Total	22	18	20	60
Percentage	36.7	30	33.3	100%

Source: Questioner Survey, 2023

With regard to the perceptions of the employees, concerning with the engagement of awareness creation department in strategic media campaign execution process TMA, FTA and BIGRS informants said “yes” with 36.7%. Yet 33.3% of them were said it is difficult to express and the remaining respondents 30% don’t engage in strategic media campaign execution process at the study area.

In addition, respondents from TMA and BIGRS were able to engage in strategic media campaign execution process; while a FTA informant confirms that their organization does not engage in such types of activities.

It is also wise to see the extent of awareness raising materials are pre tasted before each are reached out to target audiences. Since it might demonstrate how organizations are execute the media campaign strategically.

4.6.4. Test Awareness Raising Materials Before Reach to Audience

Table 4.15: Test of Awareness raising materials before reach to audiences

Organization	Do you pretest your awareness-raising materials before they reach the audience?			Total
	Yes	No	Difficult to say	
TMA	18	2	10	30
FTA	10	5	5	20
BIGRS	8	0	2	10
Total	36	7	17	60
Percentage	60%	11.7%	28.3%	100%

Source: Questioner Survey, 2023

To ensure the effectiveness of awareness raising materials before reaching in to audience, it is better to pretest it; according to the response get from TMA, FTA and BIGRS with cumulative response of 60% were confirmed that they do testing for the awareness-raising materials before they reach the audience. Others such as 28.3% and 11.7% of the respondents said it is difficult to say on the test of awareness-raising materials before they reach the audience respectively.

Hence the response rate indicates there is the trend of testing their departments' awareness-raising materials before they reaching out to the target audience.

In addition as revealed at the below table for those said “yes” the means of pretesting awareness-raising materials includes feedback from high level managers with 55.6% response rate; feedback from staff members and through focus group discussion with equal response rate of 22.2% at the study area.

The response rate concludes that, feedback from high level managers and feedback from staff members at TMA and FTA are the major means used to pretesting awareness-raising materials; while, at BIGRS the only means used to pretesting awareness-raising materials was through focus group discussion. Therefore, from the response rate it can concluded that, the means used to pretesting awareness-raising materials was varied depending on the types of organizations (the numeric data was shown at Table 4.17 below).

Table 4.16: The means of pretesting awareness-raising materials

Organization	If the answer is yes for the above question, what are the means of pretesting awareness-raising materials?			Total
	Through focus group discussion	feedback from high level managers	feedback from staff members	
TMA	0	15	3	18
FTA	0	5	5	10
BIGRS	8	0	0	8
Total	8	20	8	36
Percentage	22.2%	55.6%	22.2%	100%

Source: Questioner Survey, 2023

To ensure effective communication and understanding, pre-testing helps to bridge the gap between communicators and recipients of road safety messages, TMA and FTA informant said

the awareness rising materials was pre-tested among by organizations officials before they are released to the media but not among the target group. In contrast, informant of BIGH said:

“After preparing our messages, we test the message to make sure the message we prepared is accepted by the target audience. We hire institutions to do this work for us and we adjust our messages based on their feedback and distribute them to the community.”

One of the most important components of a strategic media campaign is the evaluation of a campaign which is a crucial and vital step that should not be ignored. Respondents were asked about the timing of road safety media campaign evaluation.

The Evaluation of the Effectiveness of the Media campaign

Table 4.17: The evaluation of the effectiveness of the media campaign

Organization	Do you evaluate the effectiveness of your media campaign ?			Total
	Yes	No	Difficult to say	
TMA	20	2	8	30
FTA	10	5	5	20
BIGRS	8	0	2	10
Total	38	7	15	60
Percentage	63.3%	11.7%	25%	100

Source: Questioner Survey, 2023

The evaluation of the effectiveness of the media campaign was on strategy of campaign and respondents from TMA, FTA and BIGRS said yes on their specific organization experience and trend on the evaluation of the effectiveness of the media campaign with grater 63.3% response rate.

The other response rate by 25% and 11.7% said it is difficult to say and no on the evaluation of the effectiveness of the media campaign respectively, together combined about 1/3 of respondents. .

Hence, greater parts from TMA, FTA and BIGRS indicated that, there is an evaluation of the effectiveness of the media campaign and customize the scheme at their respective organization.

However, for those who said yes for the questions; the timing of road safety media campaign evaluation was after the media campaign with 50% response rate at all stages such as before

media campaign, during the media campaign and after the media campaign to evaluate the effectiveness of the media campaign at the study area.

The response rate indicates, at TMA and FTA most timing of road safety media campaign evaluation was after the media campaign while at BIGRS the timing of road safety media campaign evaluation was at all stages such as before media campaign, during the media campaign and after the media campaign.

Table 4.18: The timing of road safety media campaign evaluation

Organization	If your answer to above question is yes timing of road safety media campaign evaluation				Total
	Before media campaign	During the media campaign	After the media campaign	All	
TMA	0	0	12	8	20
FTA	0	0	7	3	10
BIGRS	0	0	0	8	8
Total	0	0	19	19	38
Percentage	0	0	50%	50%	100%

Source: Questioner Survey, 2023

Almost all interview informant highlighted that, they evaluated campaign outcomes, but less focused on the process or economic impact of the campaigns. On the other hand, all road safety campaigns are evaluated in-house except for BIGRS media campaigns

4.7. Corrective action after Evaluation of Media Campaign

Again, employees were questioned, “Your organization takes corrective action after evaluation on each media campaign “

Corrective action after Evaluation of Media Campaign

Table 4.19: Corrective action after Evaluation of Media Campaign

Organization	Your organization takes corrective actions after evaluation on each media campaign				Total
	Strongly disagree	Disagree	Agree	Strongly agree	
TMA	5	15	7	3	30
FTA	3	15	0	2	20
BIGRS	0	0	7	3	10
Total	8	30	14	8	60
Percentage	13.3	50%	23.4	13.3	

Source: Questioner Survey, 2023

Table 4.20 deals with judging practitioners' views towards their organization takes corrective action after evaluation on each media campaign “

From the three institutions; 50% of respondents were disagreed and 23.4% were agreed. While, 8(13.3%) were equally strongly agreed and strongly disagreed concerning organization takes corrective action after evaluation on each media campaign “

When to see from organization perspectives at TMA and FTA more than half from TMA and FTA organization respondents were disagreed 66.7% and 90% were disagree/strongly disagreed at TMA and FTA respectively. On the other hand, from TMA respondents 33.3% were agreed/strongly agreed and 10% from FTA employees were agreed/strongly agreed.

While, from BIGRS respondents, 70% were agreed and 30% were strongly agreed on essential evaluation on each media campaign and takes corrective actions.

The overall response rate indicates; in sum 63.3% respondents from TMA, FTA and BIGRS respondents were disagreed/strongly disagreed; while, in cumulative 36.7% informants were agreed/strongly agreed on takes corrective action after evaluation on each media campaign “

Hence, there is a lower practice of takes corrective action after evaluation on each media campaign which was mostly seen at TMA and FTA while, at BIGRS there is practices on takes corrective action after evaluation on each media campaign “

The next question employees were asked was, “your organization implements media campaign in a planned and organized manner

Table 4.20: Implementation of Media Campaign in Planned and Organized Manner

Organization	Your organization implement media campaign in a planned and organized manner					Total
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
TMA	11	14	3	2	0	30
FTA	7	13	0	0	0	20
BIGRS	0	0	0	4	6	10
Total	17	28	2	7	6	60
Percentage	28.3%	46.7%	3.3%	11.7%	10%	100%

Source: Questioner Survey, 2023

Employees were also asked to provide answers on their organization the implementation of media campaign in planned and organized manner. 46.7% from FTA, BIGRS and TMA were disagreed and 28.3% were strongly disagreed on the statement; while, 11.7% and 10% of the informants were agreed and strongly agreed on the implementation of media campaign in planned and organized manner. The remaining 3.3% of respondents were decided to neutral on the issues asked previously. Thus, the response rate reveals, greater parts of informants from TMA and FTA were disagreed on the implementation of media campaign in planned and organized manner; while, majority respondents from BIGRS were agreed/strongly agreed on the above statement.

When to see from institutional prospective, TMA respondents were disagreed by 23.3% and strongly disagreed by 18.3% response rate; the remaining 5% and 3.3% informants from TMA were undecided and agreed on the implementation of media campaign in planned and organized manner.

While, majority 21.7% were disagreed and 11.7% were strongly disagreed on the implementation of media campaign in planned and organized manner. The figure proves, majority respondent from FTA were disagreed on the implementation of media campaign in planned and organized manner.

Finally, the respondents from FTA were strongly agreed by 10% response rate and agree by 6.7% response rate on the implementation of media campaign in planned and organized manner; which insures, all respondents were agreed on the implementation of media campaign in planned and organized manner at BIGRS organization.

The response rate tells us that, there is lower implementation of media campaign in planned and organized manner at FTA and TMA institutions while, at BIGRS, there is higher implementation of media campaign in planned and organized manner.

4.8. The Challenges of Strategic Mass Media Campaign Practices

The practice of strategic mass media campaign was curbed by different challenges which can be relating to the challenges faced in practicing strategic media campaign execution, organizational managers attitude on the importance of media campaign, media campaign practitioner knowledge and skills to execute effective media campaign, and organization carry out capacity

building training on execute effective media campaign from the prospective of TMA, FTA and BIGRS organizations was described as follows.

4.8.1. Challenges Faced In Practicing Strategic Media Campaign Execution

In this study the three organizations have different challenges that face in practicing strategic media campaign execution as FTA informant the challenges they face is structural problems of the institution, Lack of human resources and budget.

“Campaign preparation requires a wide range of human resources in various professional fields, but it is not possible to say that our human resources institution is structured as required. In addition to Lack of human resources budget constraint is also among our main problems that prevent us from doing our work in a planned and coordinated manner.

On the other hand, as TMA informant,” *In my opinion, I do not believe that the media coverage given to traffic accidents by our institution is enough since, the Agency is giving more emphasis/attention to engineering department than road safety education department.* “

Similarly, BIGRS informant assured the challenge they faced are budget, lack of awareness of road safety and problem of road safety organization working together. *“The main challenges include budget constraints, resource allocation issues among road safety institutions, and a lack of awareness among outsourced work.”*

Table 4.21: The challenges faced in practicing strategic media campaign execution

Organization	What are the challenges you have faced in practicing strategic media campaign execution					Total
	Lack of budget	Lack of knowledge how to manage a successful media campaign	Lack of coordination and planning	Lack of adequate materials	All	
TMA	3	13	7	2	5	30
FTA	5	8	4	0	3	20
BIGRS	5	0	3	0	2	10
Total	13	21	14	2	10	60
Percentage	21.7%	35%	23.3%	3.3%	16.7	100%

Source: Questioner Survey, 2023

In practicing strategic media campaign execution, different challenges are faced by practitioners at TMA, FTA and BIGRS; based on their response the challenge contains lack of knowledge

how to manage a successful media campaign for 35% respondents; the other is relating to lack of coordination and planning for 23.3% informants.

The other challenges were relating to lack of budget and lack of adequate materials with respective response rate of 21.7% and 3.3%. While, 16.7% of the respondents said that, lack of knowledge how to manage a successful media campaign, lack of coordination and planning, lack of budget and lack of adequate materials were the major challenges faced by their respective organization during practicing strategic media campaign execution.

The response rate indicated that, performer of strategic media campaign have faced with various challenges which are relating to scarcity of budget and required material, absence of coordination and integration in planning and execution and lack of knowledge and skill to maintain and undertake successful media campaign at the study area.

4.8.2. Managers Lower Believe on Importance of Media Campaign

Table 4.22: Organizational managers do not believe in the importance of media campaign

Organization	Organizational managers do not believe in the importance of media campaign				Total
	Strongly disagree	Disagree	Agree	Strongly agree	
TMA	3	10	7	10	30
FTA	2	5	5	8	20
BIGRS	5	5	0	0	10
Total	10	20	12	18	60
Percentage	16.7%	33.3%	20%	30%	100%

Source: Questioner Survey, 2023

To evaluate informants agreement level concerning with their respective organization managers not believe on the importance of media campaign 33.3% of them were disagreed and 16.7% were strongly disagreed on the statement. While, 30% and 20% were strongly agreed and agreed on their institutions managers do not believe in the importance of media campaign.

The cumulative response rate implies, concerning with organizational managers do not believe in the importance of media campaign 50% were strongly agreed/agreed while, 50% of the informants were strongly disagreed/disagreed on the statement. It indicates TMA and FTA informants were agreed on their respective organization heads does not believe in the importance

of media campaign. While, BIGRS informants were disagreed on managers do not believe in the importance of media campaign at the study area

4.8.3. Capacity Building Training On Ways To Execute Effective Media Campaign

Table 4.23: Capacity Building Training On Ways to Execute Effective Media

Organization	Your organization carry out capacity building training on how to execute effective media campaign					Total
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
TMA	7	10	5	8	0	30
FTA	0	7	3	10	0	20
BIGRS	0	1	2	0	7	10
Total	7	18	10	18	7	60
Percentage	11.7%	30%	16.6%	30%	11.7%	100%

Source: Questioner Survey, 2023

Their organization carry out capacity building training on how to execute effective media campaign, informants from TMA, FTA and BIGRS in total were disagreed and agreed with equal response rate of 30%; whereas, 11.7% of them were strongly disagreed and strongly agreed on their respective organization carry out capacity building training on how to execute effective media campaign.

The response rate also assured that, TMA and FTA respondents were disagreed on their respective organization carry out capacity building training, on the other side, BIRGS informants were agreed on the statement.

However, the issue is agreed differently at organization wise; that means at TMA and FTA majority informants were disagreed on media campaign practitioner have the necessary knowledge and skills of how to execute effective media campaign, while at BIGRS it is agreed on the statement at the study area.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATION

5.1. Introduction

The aim of the study was to investigate media campaign strategies for awareness creation: at TMA, FTA and BIGRS organizations working on Road Safety in Ethiopia. Thus, it was specifically aims to examine the awareness creation practice, media utilization performance of the organizations, the strategic media campaign practice and the challenges the three organizations have faced to execute strategic media campaign practices.

5.2.Conclusion

As established in the findings, however, the respondents expressed a need for improvement in road traffic crash conditions in Ethiopia. There is lower attention and importance given to the awareness creation program at FTA and TMA institutions, while at BIGRS, there is higher attention and importance given to the awareness creation program.

In connection with the use of mediums for awareness creation, the three organizations use mediums in varying degrees for awareness creation. TMA employs mostly face-to-face education programs at public gatherings (in schools, religious institutions, and market areas) and mass media communication, while FTA uses the internet and social media for face-to-face and mass media communication. The other organization, BIGRS, uses mass media communication mostly to create awareness for road users. It is understandable from the data that the three organizations use different types of mediums.

Despite the fact that the three organizations use media in different ways, they all aim to prevent car accidents by educating the public. To this end, the three organizations mainly used print, broadcast, online, and social media to reach their target audience in the study area. However, the response rate also indicates that there is a limitation when it comes to using the Internet and social media, particularly in TMA.

Having seen that, to execute a strategic media campaign, it is important to ensure that it is based on data, material should be pre-tested by the target audiences, and organizations have to regularly conduct evaluations of their media campaign programs. In this regard, the study found

that BIGRS has the strongest organizational strategic media campaign practice compared to FTA and TMA.

The response rate also indicated that challenges contribute to the difficulties practitioners face when executing strategic media campaigns. As a result, the key issues at FTA and TMA include a lack of coordination and integration in planning as well as a lack of knowledge and expertise in carrying out successful media campaigns. Budget constraints are also a big issue at all three organizations.

5.3. Recommendations

Based on those major findings of the study and conclusions drawn from them, the researcher would recommend the following possible and plausible suggestions for FTA, TMA and BIGARS.

- Strengthening road traffic safety intervention programs is crucial since the issue becomes a public priority.
- However, the media is thought to be a crucial tool and an asset for awareness-raising tactics. Media campaign execution is not an easy task; it needs research, preparing media advertisements that allow the audience to pay attention to the message and act on the message conveyed, pre testing the message, and soon, all these will cost money. Hence, organizations have to allocate sufficient budget for awareness-raising initiatives in order to carry out more effective media-based campaigns to increase public knowledge of traffic safety.
- To address road traffic safety issues, it is crucial to have adequate and trained human resources. Hence Road safety experts must get capacity-building trainings on how to organize strategic media campaign.
- A road traffic media campaign has to be executed strategically in order to maximize the result. It has to be based on data, audience segmentation, and formative research in message design, pre-testing of the materials, and undertaking evaluation. In addition, material should be pre-tested through focal group discussions among the chosen audience rather than by organizations' higher officials before being printed or disseminated to the target audience; hence, pre-testing aids in bridging any gaps that may

exist between those who communicate messages and those who will be receiving them. Although the media campaign impact evaluations were executed by the three organizations, it is preferable to employ institutions to assess the effectiveness of the campaigns in order to maintain objectivity in the review. Additionally, it is better that the articles are available on the website.

- However, using a variety of communication channels is important to increase the likelihood that the target audience will see and hear the message. It is also important to ensure that the best and most accurate media selection is made since various audiences require different messages and different channel choices based on their age, occupation, experience, and education. Therefore, the target population's culture, education status, and lifestyle need to be studied. In addition, a new approach shall be considered to use social media as a means of communication, considering the high response to social media.
- In general, to address road traffic safety issues, it's crucial to collaborate with various institutions, including road safety agencies, media houses, health and transport ministries, universities, and other organizations. By bringing together their resources, road safety organizations can better work cooperatively and produce adequate road safety awareness-creation activities.

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ANNEX

APPENDIX I

ADDIS ABABA UNIVERSITY
SCHOOL OF JOURNALISM AND COMMUNICATION
DEPARTMENT OF MULTIMEDIA

Questionnaire for Staff Members of FTA, TMA and BIGRS

Dear Respondents - First of all I would like to convey my gratitude for giving your precious time and energy to fill this questionnaire and contribute your part for the completion of this study.

Objective – The objective of the study is to examine *the practice of media campaign strategies on road safety in Ethiopia by Federal Transport Authority (FTA), Addis Ababa City Administration Traffic Management Agency (TMA) and Bloomberg Philanthropies Initiative for Global Road Safety (BIGRS)*. The Research is done as a partial fulfillment of academic requirements of M.A. degree in Journalism and communication.

The results of the study will have a paramount important to the institutions, to practitioners and to concerned government offices and policy makers and others. To this end, this questionnaire is prepared to gather pertinent information.

General Guideline - Please put check mark (“√”) adjacent to your choice of answer.

Confidentiality - Any information gathered in this questionnaire will be used strictly for academic purpose only. There is no necessity for respondents to mention your name, position, department or branch and any response gathered from this questionnaire will be kept in private and treated with outmost secrecy.

Therefore, I request your cooperation to properly complete all the items covered in the questionnaire since your genuine feedback is of utmost importance in determining the study’s outcome. I thank you in advance for sharing your valuable experience and time in completing the questionnaire.

Sincerely,

Yamrot Nigussie

Part I. Demographic Characteristics

Please indicate the following Personal information by ticking (✓) on the spaces in front of the response options:

1. Sex

Male ☐ Female ☐

2. Age

Below 25 ☐ 25-35 ☐ 36-45 ☐ Above 45 ☐

3. Work experience in your organization.

Less than 2 year ☐ 2-3 years ☐ 4-5 years ☐ 6-10years ☐ More than 10 years ☐

4. Educational Background

Bachelor's Degree ☐ Masters ☐

Part II:

Part II - Organization and work related questions. - Please encircle your responses for the following Organization and work related questions.

1. What are the responsibilities of education and capacity building department? A) Educate road users about traffic laws B) To create awareness on major causes of road traffic crash C) To change road users behavior D) All
2. Which type of medium is more particularly used for awareness creation (you can mark more than one) A) face to face B) Mass media Communication C) Digital media D) All
3. Which media type your organization uses to address the audience A) Broad cast media B) print media C) Social media D) Out door media (banner, billboard)
4. Is the awareness creation department engaged in strategic media campaign execution A) Yes B) No C) Difficult to say
5. If your answer is yes for question number 3 which activities are mostly done by the department A) Research B) Planning C) Preparation of awareness raising materials D) Evaluation E) All
6. How do you identify the road safety problem A) Road crash data B) Traffic offence report C) both D) other

7. Do you test your awareness-raising materials before they reach the audience?
A) Yes B) No C) Difficult to say
8. If the answer is yes for question no. 6, what are the means of pretesting awareness-raising materials? A) Through focus group discussion B) feedback from high level managers C) feedback from staff members D) All
9. Do you evaluate the effectiveness of your media campaign A) Yes B) No C) Difficult to say
10. If your answer to above question is yes timing of road safety media campaign evaluation
A) Before media campaign B) During the media campaign C) After the media campaign D) All
11. What are the challenges you have faced in practicing strategic media campaign execution
A) Lack of adequate materials B) Lack of knowledge how to manage a successful media campaign C) Lack of coordination and planning D) Lack of adequate materials. E. All

Part III- Likert scale

Mark on your choice that is provided in front of each question (✓). The scales are described as follows:

1= Strongly Disagree (SD), 2= Disagree (D), 3= Neutral (N), 4= Agree (A), 5 = Strongly Agree (SA)

No	Awareness raising activities on the organization	5	4	3	2	1
1	Road traffic crash conditions in Ethiopia require change?					
2	your organization given the attention and importance for Road Safety Awareness Creation that it deserves in the institution					
3	your organization awareness creation program can change road traffic crash condition?					
	Strategic mass media campaign activities	5	4	3	2	1
1	Your organization takes corrective actions after evaluation on each media campaign					
2	Your organization implement media campaign in a planned and organized manner					
	Organization media utilization performance	5	4	3	2	1
1	Your organization fully utilizes audio-visual media					
2	Your organization fully utilizes print media					
3	Your organization fully utilizes outdoor media					
4	Your organization fully utilizes internet & social media					
	Challenges to execute strategic media campaign activities on their organization					
1	Organizational managers do not believe in the importance of media campaign					
2	Your organization carry out capacity building training on how to execute effective media campaign					

Thanks in Advance for Your Cooperation!

APPENDIX II
ADDIS ABABA UNIVERSITY
SCHOOL OF JOURNALISM AND COMMUNICATION
DEPARTMENT OF MULTIMEDIA

The following interview questions are designed to collect information about *the practice of media campaign on road safety in Ethiopia by Federal Transport Authority (FTA), Addis Ababa City Administration Traffic Management Agency (TMA) and Bloomberg Philanthropies Initiative for Global Road Safety (BIGRS).*

Therefore, your genuine, honest, and prompt response is a valuable input for the quality of and successful completion of the project.

List of interview questions:

- 1) What are the areas does the organization work on?
- 2) Do road traffic crash conditions in Ethiopia require change?
- 3) What are the awareness raising medium your organization uses to reach your audience
- 4) Does the organization use the media as an awareness creation tool? What are the media channel
- 5) What media outlets does the organization use?
- 6) How do you pretest your awareness rising materials ?
- 7) Conduct formative research with the target audience to clearly understand the behavior.
- 8) How did you choose media channels to reach your target audience? Was a media plan developed? If yes please specify?
- 9) Do you believe that the organization has used enough media coverage for road safety awareness creation
- 10) Did your organization use data to design your media campaign? If yes, please provide brief details
- 11) Do you think that your organization implement media campaign in a planned and organized manner? If yes please provide brief details?
- 12) Was any other form of Evaluation of the RSC undertaken? If yes, please provide brief details of the evaluation and outcomes?
- 13) What are the challenges and problems to execute mass media campaign strategically?

Thanks in Advance for Your Cooperation!

አዲስ አበባ ዩኒቨርሲቲ

የጋዜጠኝነት እና ኮምዩኒኬሽን ድህረ ምረቃ ትምህርት ክፍል

የሚከተሉት የቃለ መጠይቅ ጥያቄዎች የፌደራል ትራንስፖርት ባለስልጣን ፣ የአዲስ አበባ ከተማ አስተዳደር ትራፊክ ማነጅመንት ኤጀንሲ እና ብሉምበርግ ኢኒሼቲቭ በኢትዮጵያ በመንገድ ደኅንነት ላይ ስለሚያደርጉት የሚዲያ ዘመቻ አሠራር መረጃ ለመሰብሰብ የተነደፉ ናቸው።

ስለዚህ፣ የእርስዎ እውነተኛ፣ ታማኝ እና ፈጣን ምላሽ ለፕሮጀክቱ ጥራት እና ስኬት ጠቃሚ ግብአት ነው። በጥናቱ ዙሪያ ሀሳቦውን ለመስጠት እና ተሳታፊ ለመሆን ጊዜዎን በመስዋቶ ተሳታፊ በመሆኖ አመለግናለሁ።

1. ተቋሞት በምን ዘርፎች ላይ ይሰራል
2. በኢትዮጵያ የመንገድ ትራፊክ አደጋ ሁኔታ ለውጥ ያስፈልገዋል?
3. ተቋማቹ የመንገድ ተጠቃሚውን ለመድረስ የሚጠቀሙባቸው የግንዛቤ ማስጨበጫ ዘዴዎች ምንድን ናቸው?
4. ተቋሞት ሚዲያን እንደ የግንዛቤ ማስጨበጫ መሳሪያ ይጠቀማል? የሚዲያ ቻናል ምንድን ናቸው።
5. ተቋማችሁ ምን አይነት ሚዲያዎችን ይጠቀማል
6. የግንዛቤ ማስጨበጫ ስራዎችን ለህብረተሰቡ ተደራሽ ከመሆኑ አስቀድሞ ውጤታማነታቸው የሚፈተሽበት ሂደት ምን ያመስላል
7. ለታዳሚዎችዎ ለመድረስ የሚዲያ ጣቢያዎችን እንዴት የሚመረጡት? የሚዲያ እቅድ ተዘጋጅቷል? አዎ ከሆነ እባክዎን ይግለጹ
8. ተቋሞት የሚዲያ ዘመቻ ለመንደፍ መረጃዎችን ይጠቀማል ? አዎ ከሆነ፣ እባክዎን አጭር ዝርዝሮችን ያቅርቡ
9. ድርጅታችሁ የሚዲያ ዘመቻ በታቀደ እና በተደራጀ መልኩ ተግባራዊ ያደርጋል ብለው ያስባሉ? አዎ ከሆነ እባክዎን አጭር ዝርዝሮችን ይስጡ?
10. ተቋመት በሚዲያ ዘመቸው ዙሪያ ምን ግምገማ ያካሄዳል? አዎ ከሆነ፣ እባክዎ የግምገማውን እና ውጤቱን አጭር ዝርዝሮችን ያቅርቡ?
11. የመገናኛ ብዙሃን ዘመቻን በስትራቴጂካዊ መንገድ ለማስፈጸም ምን ፈተናዎች እና ችግሮች አሉ።

APPENDIX III



A woman with dark hair, wearing a purple blazer over a white shirt and black leggings, is sitting on a dark brown office chair. She is leaning forward slightly, with her hands clasped, and appears to be in conversation with a man. The man is sitting behind a large, dark wood desk, looking towards the woman. On the desk, there is a computer monitor displaying a red logo, a laptop, and various papers and office supplies. Behind the man, there is a glass partition and a window. To the left of the woman, there is a small vase with white flowers on the desk. The office has a modern feel with large windows and glass partitions.

