
Road Safety Media Campaigns in South Punjab: Awareness, Attitude and Implementation

Syed Imran Ahmad Shah

Muhammad Shahzad

Atif Shezad

Traffic accident is a common phenomenon with certain variance in developed and developing countries. It contains the same effects of loss of life and property damage in first, second or third world countries. Enlisted in the third world countries, Pakistan has also been facing this troublesome bearing the loss of precious human lives and property damage worth millions and billions of rupees every year. There are several departments established to control traffic accidents and reduce human loss in Pakistan. However, it has been observed that traffic accident is treated as an individual case due to weak media policy towards creating awareness among the general public and less attention of the people in power corridor to give focus towards this imperative phenomenon. This study seeks to investigate the impact of various departments and company's awareness-raising communication campaigns on Southern Punjab's Road users. Furthermore, it evaluates the knowledge, attitudes, and behaviors of the region's road travelers, especially drivers. The researchers used survey techniques, creating a survey using a five-point Likert scale with thirty-five closed-ended questions, and distributing it to Southern Punjab Road users. The results demonstrated that more than 80% of drivers thought that awareness campaigns in the media can influence drivers' attitudes and cause them to behave in a more sophisticated way. The results additionally demonstrated that, in order to effectively address the shared phenomena, the associated departments' collective roles needed to be coordinated. The study has created new opportunities for academics to carry out investigations with various socio-psychological consequences and new awareness trends, particularly with the rise of social media, which can play a more compact role.

Key Words: Communication Campaigns, Media Awareness, Road Safety, Road Traffic Accidents, South Punjab, Survey Study

Introduction

According to current estimate about population in Pakistan, it has found that 210 million people live in urban areas, including 76 million.¹ Almost 400 million passengers' kilometer travel each year and the ratio may probably increase to 1,000 billion per kilometer by the end of 2030.² The ratio of road accidents in developed countries is different as compared to the ratio in developing countries because of prioritization of life safety.³ In established states, road accidents are serious concern of life and are not taken casual, road behaviors and causes of accidents are evaluated by authorities through law implantations and scientific assessment of the incident.⁴ On other side, in developed countries, traffic accidents are often associated with "God's will" and everyone accepts it as it is. Evidence shows that 70% of cars are driven on the road and 30% of car accidents occur in developed countries, among which 30% of cars are driven and 70% of car accidents occur in developing countries.⁵

The traffic life on roads in Pakistan is insecure due to lack of awareness and non-implication of traffic rules as in developing countries it is well mannered traffic management.⁶ According to statistic estimate, every year 14,000 people die in Pakistan due to traffic accidents. Thus, first implemented the Motor Vehicles Act 1939 was established to prevent this issue by following proper traffic rules while driving to improve transport system in Pakistan.⁷ This Law was reviewed and entitled by new name "The West Pakistan Motor Vehicles Ordinance 1965". This Act was passed by the National Assembly on 8 June 1965. The Punjab Bus Stands and Traffic Control [Lahore] Regulations, 1963 and the Punjab Bus Stands and Traffic Control [Gujranwala] Regulations, 1963 came into force on the roads. and Gujranwala city is working. Later, the Provincial Assembly had passed another set of traffic rules named as "Provincial Motor Vehicles Rules 1969". In 2015, Punjab Government established a new law "Punjab Mass Transit Authority 2015" which aimed to give legal shelter Public transport projects in Lahore and other regions.⁸ The Punjab Transport Ministry, under the Act, established the Punjab Provincial Transport Authority (PPTA), which is responsible for the use of force and performance of certain duties, especially to ensure traffic safety in the state. Regional Transport Authorities (DRTAs) To facilitate and ensure the functioning of transport agencies and transport authorities, one was established across the state, one in each region.⁹ It has been observed through data of hospitals, that causalities of traffic incidents are treated in Emergency Departments of the hospitals in Punjab, This shows that the

Health Department is also playing its role as a stakeholder to secure human life and is concern about road safety matters.¹⁰

The key stake holder of road safety in Pakistan is National Highways and Motorways Police (NHMP) to manage persuasive system of transport mechanism on the Motorways and Highways of the country.¹¹ The NHMP is responsible for carrying out trainings and awareness activities to reduce ratio of traffic accidents, injuries and death causalities while using motorway and highways during travel across the country.¹² The main objective to establish NHMP in Pakistan was to promote awareness about road sense to ensure safe travelling on Motorways and Highways on both sides of roads with surveillance of vehicles to monitor speed to avoid possible accidents and deaths. Traffic Police Department is headed by Addl and IGP and has infrastructure in all districts of Punjab. The National Highway Authority was founded in 1991 and drew the core objectives to develop strategical plans for operating the smooth flow of transport activities managing transportation on the nation's highways and all other roads designed to create beneficial public spaces on well-designed roads. Punjab Highway Patrol commonly known as PHP It is a cooperative organization for road safety in Punjab with NHMP to work on similar aims. The third stake holder to stand for covering risk managements of life on road is the Punjab Emergency Service commonly known as Rescue 1122.¹³ The significance of the transport sector is high in progress of any country because it contributes crucial role in socioeconomic progress to make people and trade goods the destinations. Transport sector is interlinked with all fields and disciplines of life in any country and it has key role to connect local and international cultures, heritage, trade, health , business and education via road paths.¹⁴ The economy and progress is dependent on the transport facilities in the country, the more well managed traffic system is established, the more opportunities for individuals and national progress is possible to lead toward international horizons.

Literature Review

Road safety must unite all stakeholders in society. Restore road conditions and maintain road infrastructure. Compliant with international transportation standards, safety measures on the roads is the priority of traffic management to provide life safety as a reasonability to gain supportable, feasible, and durable transport services.¹⁵ Despite all precautionary measures , there is a technical global strategy to manage with the road traffic accidents (RTAs), as it is declared that 9th major causes of death in the world is Road Traffic Accident which was observed as 5th cause of death in 2020.¹⁶ These RTAs are getting more serious concerns and

barrier for the development of socioeconomic matters in South, as 91% casualties occur due to road accidents in this area due to multiple factors.¹⁷ According to the study, approximately 1.2 million people died and more than 50 million were injured leading to disabilities each year on the global roads.

A comprehensive toolkit for all related stake holders is designed to ensure implantation of traffic rules and awareness for public through road signs for the purpose of precaution of road safety.¹⁸ According to the study's findings, the stakeholder(s) should have the following: enough money to start a media campaign raising awareness; ability to accommodate well-educated people; Professionals in advertising and communication designers create effective media; enough time to plan and carry out such a campaign; and participants in road safety education. Parents should be made aware of the need to fasten seat belts around their children in order to protect their safety when driving.¹⁹ Pakistan's first road traffic injury surveillance study was discovered in Karachi. that there were 5.7 fatalities and 184.3 RTIs per 100,000 people annually.²⁰ There were significant discrepancies between the surveillance research and the National Injury Survey of Pakistan (NISP), one of them being the underestimating of incidence and fatality rates for all age groups.

In Pakistan, road accidents typically result from a wide range of factors, with death and injury being viewed as an unusual occurrence.²¹ Aberrant driving habits by both regular and professional drivers (bus and taxi) are one of the main causes of traffic-related deaths and injuries. Each study that was previously evaluated has led to a finding that road safety is the cornerstone of any nation's development, no matter how big or small. The nation will undoubtedly advance and expand if its roads are safe.²² Traffic accidents and inadequate road safety systems can be caused by a variety of factors, including careless driving and the failure to enforce traffic rules.²³

After conducting A comprehensive review of an existing research shows that the impact of road safety and awareness on competition in developing countries such as the United States of America (USA), Canada and the United Kingdom (UK) has been studied by many stakeholders worldwide. However, previous research has primarily focused on organizational research, aiming to identify areas where infrastructure development and road construction are lacking. In spite of this, the literature study reveals that no scholarly studies have been done regarding the influence of awareness campaigns on traffic safety. As a result, this research

may present fresh chances for road safety specialists to investigate uncharted territory in the areas of infrastructure construction and upkeep as well as new insights into the varying psychological makeup of drivers. Additionally, it is helpful for gauging the psychological traits of other drivers.

Road safety is a significant concern for societies worldwide, as both human life and property are directly impacted by the condition of road infrastructure.²⁴ Each year, a total of 518 billion US dollars is allocated globally for the medical treatment of individuals disabled as a result of traffic accidents, and this ratio is steadily rising.²⁵ In Pakistan, 80% of traffic accidents involve young breadwinners of families, primarily riding motorbikes, and these crashes are responsible for causing severe injuries. The individuals who were the primary earners for their families are now left disabled, leading to significant socioeconomic consequences for their households. It is reported that on a daily basis, approximately 2000-2500 traffic accidents occur in Punjab, affecting around 2500-3000 individuals who are either injured, disabled, or killed. This situation has become an urgent issue that requires thorough investigation by researchers.

Significance and Objective of the Study

Erratic driving behavior is considered to be a major factor contributing to road accidents in South Punjab.²⁶ In order to improve road users' knowledge, attitudes, and actions about road and life safety in South Punjab, communication initiatives are essential to road safety tactics.²⁷ The verdicts and effects of this academic research will be used to reinforce the exercise of complementary campaigns in South Punjab, place the impact of road traffic accidents is trusted expected ultimate severe distinguished to added domains of the responsibility. This study has evaluated the impact of boulevard security ideas campaigns and awareness plannings resorted to for one Motorways Police and added relevant experts to gauge public stances toward avenue safety. As said earlier, line security is of maximum importance and has a socio-financial affect people as a whole, in addition to the ethnic financial growth of the country. Therefore, this study may present new determinants and a tactics framework, advising their maintenance and exercise by appropriate authorities to plan out life security.

This research is closely aligned with social learning theory, taking into account the diverse stakeholders in road safety, such as legislators, departments, law enforcement, and road users. The main goal is to understand the road safety learning process and promote awareness of driving regulations to decrease accidents in Punjab. Social learning, which

includes elements like media strategies, plays a significant role in reducing accident rates in Pakistan. This research addresses all aspects of social learning theory, including life models, verbal communication, attention, retention, recall and motivation, and has important implications for road users.

This research focuses on the following goals:

1. Examine the main contributing causes to traffic accidents in the southern region of Punjab.
2. Assess the importance of a properly implemented road safety communication plan for highway police.
3. To find out how users in Southern Punjab feel about, behave toward, and are aware of road safety procedures.

Hypotheses and Research Questions

- It is very reasonable to believe that in southern Punjab, awareness efforts are required to raise public knowledge of road safety.
 - It is logical to believe that raising awareness through ads might affect how drivers in southern Punjab think and act.
1. Are road users in South Punjab sufficiently aware and knowledgeable about relevant laws and regulatory authorities?
 2. Do drivers in South Punjab pay attention to the materials used in communication campaigns, either by listening, watching, or reading it seriously?

Theoretical Understanding and Research Methodology

Theoretical framework plays a crucial role in guiding research studies and providing a solid foundation for understanding the phenomena being studied. In social sciences research, a theoretical framework is used to establish a theoretical understanding of the study.²⁸ It includes a range of philosophical and theoretical frameworks with aspects of epistemology, providing a foundation for studies in both social and material sciences.²⁹ Employing a theory for a social sciences research is the task to provide footings to any study.³⁰ The theoretical framework serves as a roadmap and preparation for conducting research.

A related approach to understanding direct learning is known as social learning theory. According to this theory, the learning process relies heavily on common social behavior and is also an important source of new

behavior. In 1940 a person name Skinnerin encountered a specific type of learnt behavior. He directed experiments with sequence of lectures. This experiment concentrated on verbal behavior through the optic of experimental approach.³¹ After that it was revealed that Chomskay theory encouraged a new revolution in field of psychology. But another researcher named as Noam Chomsky denied that study with his argument. According to his reasoning, particular stimulus-response theories are unable to directly affect how language is learned.³²

Shum and Ferguson have highlighted the social learning hypothesis, which focuses on the short- and immediate-term impacts of media exposure.³³ Bandura's Bobo Doll experiment, exploring children's responses to aggressive games in their life and building up aggressive nature.³⁴ Bandura demonstrated that exposure to violence in such games resulted in aggressive behavior and negative emotions.³⁵ Bandura classified learning stimuli into live models, verbal instructions, and symbolic elements involving attention, retention, reproduction, and motivation.

This research is closely related to social learning theory and It examines all of the stakeholders involved in traffic safety, such as lawmakers, government agencies, law enforcement, and drivers. In order to decrease accidents in Punjab, the main goals are to comprehend the process of learning about road safety and to raise knowledge of driving regulations. Social learning, including factors such as media strategies, contributes significantly to reducing accidents in Pakistan. The research acknowledges the significant influence that social learning theory has on road users and addresses all facets of social learning theory, including verbal communication, live models, attention, retention, reproduction, and motivation.

The study must be discussed critically with the philosophy before selecting the research method. (Snape and Spencer,2003). They suggest that understanding the philosophy of the topic for clarity improves the quality of research through selected research method. This study's methodology takes an exploratory approach to look at a range of variables that are thought to influence driver behavior, such as driving conditions, attitudes, and sociodemographic traits (Given ,2008) defines sampling as systematic choices about how to conduct research through whom and where to do it. It is the process of selecting population to represent the whole population that is connected to objectives. Sampling methods can discuss the diverse factors and aspect of the research through various techniques. The sample of this study is random but to ensure the reliability and accuracy nonprobability sampling is used. Non Probability sampling on the other

hand is based on statistical calculations in the selection of the sample which the scholars argue that they enhance reliability in the findings of the research. Accuracy and reliability in probability and nonprobability is different in testing and verification (Cresswell ,2003)

Because utilizing the nation's roads is a shared experience for everyone, the researchers decided to center their study on "road users" countrywide, including national highways and expressways. This includes all individuals who drive or use the roads, such as drivers of cars, wagons, buses, trolleys and the general public.

The study's population consists of five major districts in South Punjab: Multan, Bahawalpur, Khanewal, RahimYar Khan, and Lodhran. These districts were chosen because they have significant road infrastructure, making them ideal for the study.

Using an equitable allocation approach, a sample size of 500 participants was selected from these districts, including 250 literate and 250 illiterate people traveling on the National Highways and Motorways Police in South Punjab.

After conducting an extensive literature review, the researchers selected this topic. Four factors were used to evaluate the knowledge, attitudes, and actions of road users: gender, age, education, and area. Convenience sampling was used to disseminate the survey, which consisted of 35 closed-ended research questions, to participants in southern Punjab. After that, pie charts and cross tabulations were used to assess the data.

			Crosstab					
			Lack of awareness about road safety laws is a major factor that contributes to road accidents					Total
			Strongly Agreed	Agreed	Moderate	Disagreed	Strongly Disagreed	
Age of Participants	Below 19	Expected Count	77.01	41.7	26.3	4.8	1.2	151.0
		% within Age of Participants	43.01 %	31.8%	21.2%	3.3%	0.7%	100.0 %
	Below 25	Expected Count	123.9	67.1	42.3	7.8	1.9	243.0
		% within Age of Participants	58.4%	22.2%	13.6%	4.5%	1.2%	100.0 %

	Below 30	Expected Count	41.8	22.6	14.3	2.6	.7	82.0
		% within Age of Participants	42.7%	36.6%	20.7%	0.0%	0.0%	100.0%
	Below 35	Expected Count	10.2	5.5	3.5	.6	.2	20.0
		% within Age of Participants	60.00%	20.0%	20.0%	0.0%	0.0%	100.0%
	Above 36	Expected Count	2.04	1.1	.7	.1	.0	4.0
		% within Age of Participants	25.00%	50.0%	25.0%	0.0%	0.0%	100.0%
Total	Expected Count	255.00	138.00	87.00	16.00	4.00	500.00	
	% within Age of Participants	51.0%	27.6%	17.4%	3.2%	0.8%	100.0%	

The assertion that insufficient awareness is the primary cause of traffic accidents was strongly agreed with by 43% of respondents under the age of 19, whilst 31.8% of respondents agreed. Similarly, 58.4% of respondents under 25, 42.7% of respondents under 30, and 60% of respondents under 35 strongly agreed that a major contributing factor to traffic accidents is road user ignorance.

Crosstab								
			In South Punjab, particularly in Multan, Traffic Police Community Radios are essential for educating drivers about life safety.					Total
			Strongly Agreed	Agreed	Moderate	Disagreed	Strongly Disagreed	
Age of Participants	Below 19	Expected Count	35.6	64.6	35.0	11.8	3.9	151.0
		% within Age of Participants	26.5%	39.7%	23.2%	6.0%	4.6%	100.0%
	Below 25	Expected Count	57.3	104.0	56.4	19.0	6.3	243.0
		% within Age of Participants	24.7%	41.6%	23.0%	9.5%	1.2%	100.0%
	Below 30	Expected Count	19.4	35.1	19.0	6.4	2.1	82.0
		% within Age of Participants	23.5%	42.8%	23.2%	7.8%	2.7%	100.0%

		% within Age of Participants	18.3%	50.0%	24.4%	6.1%	1.2%	100.0%
	Below 35	Expected Count	4.7	8.6	4.6	1.6	.5	20.0
		% within Age of Participants	15.00%	50.00%	20.00%	5.00%	10.00%	100.00%
	Above 36	Expected Count	.9	1.7	.9	.3	.1	4.0
		% within Age of Participants	0.0%	50.0%	25.0%	25.0%	0.0%	100.0%
Total		Expected Count	118.01	213.90	115.80	39.10	13.10	500.0
		% within Age of Participants	23.60%	42.80%	23.20%	7.80%	2.60%	100.00%

According to 66.2% of respondents under the age of 19, Multan's community radio station is essential for raising public knowledge of traffic accident prevention. In a similar vein, 66.3% of respondents under 25 and 68.3% of respondents under 30 said Multan's community radio program did a good job of informing listeners about traffic regulations. Furthermore, 65% of respondents under 35 and 50% of respondents over 35 said that community radio teaches the general population.

74.2% of respondents under the age of 19 said that they follow traffic regulations, followed by 84% of respondents under the age of 30, 70% of respondents under the age of 35 and 75% of respondents over the age of 36 who shared the same opinion. The highways police were identified by 93.10% of respondents who were younger than 19 as the main parties involved in enforcing traffic regulations in Pakistan. Similarly, 93% of respondents under the age of 25, 91.5% of respondents under 30, 90% of respondents under 35 years old, and 90% of respondents aged 36 are satisfied with traffic police. The main stakeholder who guarantees the rules. Pakistan's traffic rules.

The statistics showed that 88.1% of respondents who were younger than 19 thought that safety in Pakistan could only be guaranteed via marketing efforts. Likewise, 59.7% of respondents under 25 years strongly agreed, 29.6% agreed, and 8.6% were neutral on the same statement.

Crosstab								
			In South Punjab, I believe that the worst causes of traffic accidents are ignorance and careless conduct					Total
			Strongly Agreed	Agreed	Moderate	Disagreed	Strongly Disagreed	
Education of Participants	Illiterate	Expected Count	16.91	21.59	4.90	0.3	0.3	44.0
		% within Education of Participants	36.40%	56.80%	6.80%	0.00%	0.00%	100.00%
	Graduation	Expected Count	109.80	140.70	32.00	1.70	1.70	286.00
		% within Education of Participants	38.5%	48.60%	11.2%	0.7%	1.0%	100.0%
	Master	Expected Count	58.0	74.3	16.9	.9	.9	151.0
		% within Education of Participants	37.7%	49.0%	12.6%	0.7%	0.0%	100.0%
	M.Phil.	Expected Count	6.9	8.9	2.0	.1	.1	18.0
		% within Education of Participants	50.0%	38.9%	11.1%	0.0%	0.0%	100.0%
	PhD	Expected Count	.4	.5	.1	.0	.0	1.0
		% within Education of Participants	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%
	Total	Expected Count	192.0	246.0	56.0	3.0	3.0	500.0
		% within Education of Participants	38.4%	49.2%	11.2%	0.6%	0.6%	100.0%

Nearly 91% of respondents with low literacy levels thought that reckless behavior and illiteracy were the primary causes of South Punjab's lack of knowledge regarding traffic safety regulations. Conversely, 48% of postgraduates agreed and 38.4% strongly agreed with this assertion. Similarly, 49% of respondents with a master's degree and 37.7% of those with a strong agreement stated that poor conduct and illiteracy are

significant causes of traffic accidents in South Punjab. Furthermore, all PhD respondents stated that ignorance and careless conduct were the primary causes of road accidents, whereas 50% of respondents with an M.Phil. degree strongly agreed and 38.9% agreed with this assertion.

Crosstab								
			In Punjab, Motorway Police conducts prompt awareness efforts to inform drivers on national roads and expressways					Total
			Strongly Agreed	Agreed	Moderate	Disagreed	Strongly Disagreed	
Education of Participants	Illiterate	Expected Count	24.7	10.9	5.8	1.8	.7	44.0
		% within Education of Participants	59.1%	20.5%	11.4%	4.5%	4.5%	100.0%
	Graduation	Expected Count	160.7	70.9	37.8	12.0	4.6	286.0
		% within Education of Participants	55.9%	24.1%	15.0%	3.8%	1.0%	100.0%
	Master	Expected Count	84.9	37.4	19.9	6.3	2.4	151.0
		% within Education of Participants	55.0%	27.2%	11.3%	4.6%	2.0%	100.0%
	M.Phil.	Expected Count	10.1	4.5	2.4	.8	.3	18.0
		% within Education of Participants	61.1%	27.8%	5.6%	5.6%	0.0%	100.0%
	PhD	Expected Count	.6	.2	.1	.0	.0	1.0
		% within Education of Participants	100.00%	0.00%	0.00%	0.00%	0.00%	100.00%
	Total	Expected Count	281.00	124.00	66.00	21.00	8.00	500.00
		% within Education of Participants	56.2%	24.8%	13.2%	4.2%	1.6%	100.0%

Approximately 80% of respondents with low literacy levels believed that the Motorway Police launches timely awareness campaigns to educate commuters for life safety. This was followed by 55.9% of graduate degree holders and 55% of Master's degree holders who also believed that the Motorway police played a crucial role in launching timely awareness communication campaigns. Sixty-one percent of respondents for the M.Phil. The aforementioned remark was highly agreed with by 27.8% of respondents. Moreover, speeding is exciting but may be harmful, according to 62.6% of respondents with college degrees, while 70.5% of respondents without literacy strongly agreed with this statement. Similarly, 57.60% of master's degree holders strongly agreed with this statement; no replies were received negatively. Additionally, a total of 66.7% of M.Phil respondents responded. The degree strongly agreed, followed by 'agree' at 27.8%.

Crosstab							
% within Locale of Participants							
		Road Conditions encroachments, illegal U-turns, black spots can cause road accidents					Total
		Strongly Agreed	Agreed	Moderate	Disagreed	Strongly Disagreed	
Locate of Participants	Urban	62.4%	21.1%	6.4%	7.3%	2.8%	100.0%
	Rural	58.8%	23.8%	10.5%	4.6%	2.3%	100.0%
Total		59.6%	23.2%	9.6%	5.2%	2.4%	100.0%

62.4% of urban respondents and 58.8% of rural respondents strongly agreed with the statement that road conditions, encroachments, illegal U-turns, and black spots can lead to road accidents. In addition, 21.1% of urban respondents and 23.8% of rural respondents agreed, while 6.4% of urban respondents and 10.5% of rural respondents were moderately aligned with the above statements.

Crosstab						
% within Locale of Participants						
		Motorway police play a key role in traffic enforcement in Pakistan.				Total
		Strongly Agreed	Agreed	Moderate	Disagreed	
Locale of Participants	Urban	67.00%	28.40%	3.70%	0.90%	100.00%
	Rural	60.60%	31.50%	6.60%	1.30%	100.00%
Total		62.00%	30.80%	6.00%	1.20%	100.00%

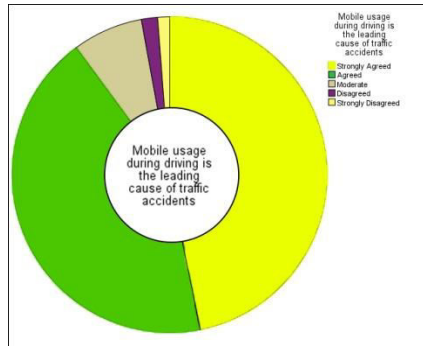
67% of respondents in urban areas and 60.6% of respondents in rural areas strongly agreed that the Motorways police is the main agency in Pakistan in charge of enforcing traffic regulations. Furthermore, this statement was agreed with by a combined 28.4% of respondents from urban areas and 31.5% of respondents from rural areas.

Crosstab							
% within Locale of Participants							
		Motorways Police initiates a program of timely awareness to inform commuters about Punjab roads and national highways.				Total	
		Strongly Agreed	Agreed	Moderate	Disagreed		Strongly Disagreed
Locale of Participants	Urban	55.00%	27.50%	10.10%	7.30%	100.00%	
	Rural	56.50%	24.00%	14.10%	3.30%	2.00%	100.00%
Total		56.20%	24.80%	13.20%	4.20%	1.60%	100.00%

The idea that the Motorways Police initiates timely awareness initiatives to educate commuters on national highways and motorways in Punjab is one that 27.5% of urban respondents and 24% of rural respondents only agreed with, while 55% of urban respondents and 56.5% of rural respondents strongly agreed. A moderate view was held by 10.1% of respondents in urban regions and 14.1% in rural areas, respectively. In contrast, the statement was disapproved of by 3.3% of respondents in rural

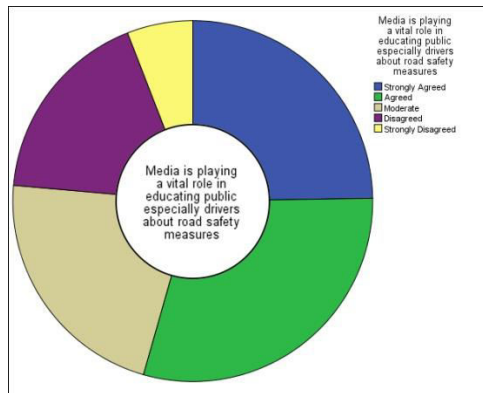
regions and 7.3% of respondents in urban areas. Most folks were generally in favor of the comment.

Graph 1



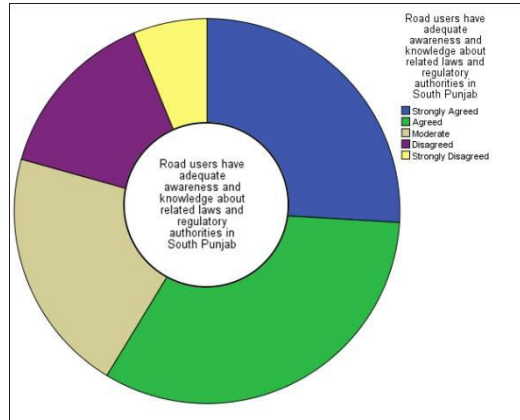
The graph indicates that a sizable portion of respondents agreed or strongly agreed that using a cell phone while driving is the primary reason for road accidents. A lesser segment of the populace responded in a moderate manner, and an even smaller segment strongly objected or disagreed with the remark. This shows that the cross-tabulation data was backed by the pie chart, which showed that the majority of respondents thought that using a phone while driving posed a risk to people's lives.

Graph 2



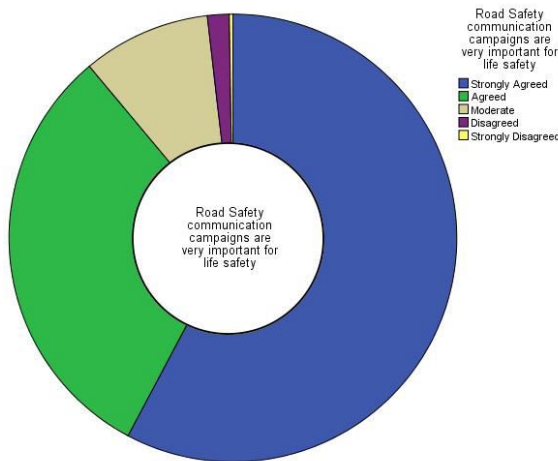
The graph indicates that a sizable segment of the populace thought that the media was crucial in informing the public—especially drivers—about road safety precautions. Likewise, while this statement is supported by a significant portion of the population, a significant portion of the population is found to be moderate, and a significant portion of the population rejects the claim that the media does not play a positive or important role. To educate the public about road safety laws in Pakistan.

Graph 3



The graph indicates that a sizable segment of the populace thinks that the media is crucial in informing the public—including drivers—about traffic safety precautions. Similarly, a sizable portion of respondents agreed with this assertion, and many of them had middle-class views. The assertion that the media does not significantly or positively contribute to teaching the public about Pakistani road safety legislation was rejected by the vast majority of respondents.

Graph 4



According to the graph, a sizable percentage of respondents agreed that road safety awareness initiatives were essential for ensuring people's safety when driving in Pakistan, and a further sizable part agreed. But just a tiny percentage of respondents held a moderate view, and even fewer expressed strong disagreement or disagreement with the statement.

Findings

The majority of respondents strongly agreed with the bulk of the research items, according to the data, and there was significant consistency in their replies. According to the survey, the majority of respondents knew a good deal about traffic police activities, communication campaigns, and legislation pertaining to road safety in South Punjab and throughout Pakistan. When key demographic characteristics such as gender, age, education, and location were compared, it was found that most respondents from different demographic categories felt that the highway police are the primary enforcers of road safety legislation in Pakistan, with little variation. 62.3 percent of men strongly agreed, 31% agreed, 4.6 percent agreed, 1.5 percent disagreed, and 0.5 percent strongly disagreed with the statement that those who are destitute have less money. 58.2 percent of women strongly agreed with this statement, 34.5 percent agreed, and 6.4 percent had a moderate opinion. According to the findings, 41.8 percent of men and 46.7 percent of very agreeable people said that using a cell phone while driving was the main reason for traffic jams. Of the female respondents, 45.5 percent agreed and 47.5 percent strongly agreed with the statement. The data analysis revealed that most respondents believed using a cell phone may put one's life in risk. The claim that a lack of knowledge about traffic safety laws contributes to accidents on the South American roads is strongly agreed upon by 50.8% of respondents who were male and by 26.9% of respondents who were female. Punjab, whereas 51.8 percent of men and 31.8 percent of women strongly agreed and agreed with the statement, respectively. This suggests that respondents believed that another factor contributing to accidents on the roads in the southern portion of the province was drivers' misunderstanding of traffic laws. Of the male population, 39.7% strongly agreed and 49% agreed that car accidents in South Punjab are fatally caused by illiteracy and reckless behavior. The assertion that reckless driving and illiteracy are the primary causes of fatal traffic accidents in southern Punjab was strongly supported by 33.6% of women, making up 50% of the population.

Thus, the statement was highly agreed with by 32.7% of the female population, 50% agreed, 13.6 percent disagreed, and 3.6 percent disagreed severely. In general, the remark was strongly supported by the majority of males. When it came to the claim that the media was doing a crucial job of informing the public, particularly drivers, about road safety precautions, 23.3 percent of males strongly agreed, 31.5 percent agreed, 22.6 percent had

a moderate attitude, 17.4 percent disagreed, and 5.1 percent strongly disagreed. In a similar vein, the statement was highly agreed with by 27.3 percent of the female population, followed by 26.4 percent who agreed, 20.9 percent who were moderate, 18.2 percent opposed, and 7.3 percent who strongly disagreed. according to a comparison study, the opinion of the female was comparatively more negative against the role of media in educating public as compared to the male population.40 percent male population was strongly agreed, 34.6 percent agreed, response of 16.7 percent was moderate, 5.4 percent disagreed and 3.3 percent strongly disagreed with the statement that they have proper education about road safety. Therefore, it can be argued that majority of the male population expressed their ignorance about awareness or education pertaining to road safety laws. Meanwhile, 34.5 percent female population strongly agreed, 35.5 percent agreed and 20 percent were found with moderate response, 9.1 percent disagreed and 0.9 percent strongly disagreed with the statement. According to the research, only a very tiny percentage of people in South Punjab, regardless of gender, claimed to be properly informed on the rules governing road safety.

According to the findings, 30.8 percent of males and 59.2 percent of men strongly agreed that the main reason for road accidents in Punjab is improper enforcement and application of traffic regulations. But among those who were female, the percentage was much higher: 26.4% strongly agreed and 30.8 percent agreed with the proposition. Of the respondents, 29.7% agreed with the premise that highway police play a significant role in enforcing road safety laws in Pakistan; of the men, 63.1 percent strongly agreed with it. In contrast, less than 2 percent of respondents disagreed with the aforementioned statement, although 33.9 percent of respondents and 58.2 percent of women strongly agreed with it. In general, the overwhelming majority of locals concurred and supported the idea that the Highway Police plays a significant role in the enforcement of traffic safety regulations in Pakistan. Collectively, almost 73% of men said that road safety communication initiatives had a good effect on drivers' attitudes. This was followed by 67% of women who agreed with men's viewpoint. Of the male population, 53% said that drivers in South Punjab apply what they have learned from the awareness campaign when they are on the road. In all, 78 percent of women and 82 percent of men agreed that wearing a safety helmet can reduce the risk of brain damage. In a similar vein, one may contend that most respondents thought wearing a road safety helmet could guarantee one's safety when riding a motorbike. According to the statistics, side mirrors are required for automobiles, and when driving on a

highway, drivers must utilize them. Eighty-six percent of the male participants thought that driving in dense fog may be extremely hazardous and even fatal. Regarding fog, almost 85% of women had the same attitude. When making travel preparations before to embarking on a journey, 87% of male respondents indicated that weather information, such as fog, was extremely helpful.

The results showed that, while over speeding on motorcycles or cars thrills drivers, it can also be fatal. Almost 61 percent of respondents from the age group below 25 strongly agreed with this statement, followed by almost 24 percent, 57.3 percent from the age group below 30 years, 55 percent from below 35 years, and 100 percent from the age group above 36 years. In South Punjab, 43.2 percent of illiterate people and 52.3 percent of illiterate people strongly agreed that inadequate infrastructure was the primary cause of traffic accidents. Compared to 73.2 percent of respondents who were graduates, over 86% of respondents who were illiterate claimed to know a great deal about the causes of traffic accidents in South Punjab.

The results showed that 62.6 percent of graduates strongly agreed with the statement that speeding is thrilling but can be fatal, while 70.5 percent of those who were illiterate strongly agreed with it as well.. Similarly, 57.6 percent of matriculation respondents did not answer negatively at all to the assertion, which was strongly agreed with by 66.7 percent of respondents with an M.Phil. degree; the remaining 27.8 percent of respondents agreed with the statement. Almost 80% of the illiterate respondents said that driving in fog can be risky. Nearly 81% of respondents had a college degree, followed by nearly 86% with a master's degree and nearly 83% with an M.Phil. The data analysis shows that the remark did not elicit a particularly strong response from the population.

In reference to particular comments, the majority of respondents—male and female alike—agreed that inadequate infrastructure was the primary factor contributing to traffic accidents in Southern Punjab. Comparably, a sizable percentage of respondents of both sexes said that using a phone while driving was the main source of traffic issues and that ignorance of traffic regulations was another factor contributing to accidents in Southern Punjab. The majority of people in southern Punjab, irrespective of gender, also thought that drunk driving and illiteracy had a significant role in traffic accidents.

In terms of the role of media in educating the public about road safety measures, the majority of male respondents expressed some level of agreement, while female respondents had a more negative overall opinion. Additionally, a significant portion of both male and female respondents

admitted to a lack of proper education about road safety laws in South Punjab.

The information also revealed that a sizable percentage of respondents, both male and female, thought that Punjab's traffic accidents were mostly caused by lax enforcement and application of the law. Moreover, a significant proportion of respondents, regardless of gender, concurred that the Motorways Police played a key role in executing traffic safety regulations in Pakistan.

The results also showed that most respondents thought road safety communication efforts improved drivers' attitudes and that drivers in South Punjab applied what they had learned from awareness campaigns to their driving. Additionally, most respondents agreed that safety helmets could prevent head injuries and that vehicles should display side view mirrors, which road users should utilize while driving on highways. The majority of both male and female respondents also agreed that driving during foggy conditions could be dangerous and that weather information, such as fog alerts, was helpful in planning travels before driving.

The data also revealed that respondents across different age groups and education levels had varying opinions on road safety issues, with some consensus on certain statements, such as the risks of over speeding and the dangers of driving in foggy conditions.

Conclusion

The research findings indicate that a majority of individuals including both genders responded positively when asked about the impact of road safety communication campaigns on drivers' attitudes. Specifically, 82 percent of males and 78 percent of females stood by the belief that wearing a safety helmet could prevent head injuries. Similarly, a significant number of respondents reinforced that road safety helmets contribute to individual safety while riding motorcycles. According to the survey, the majority of men and women believe that the Motorways Police is an important partner in implementing road safety regulations in Pakistan. In Multan, the traffic police's community radio station has been acknowledged for its beneficial contribution to public education on road safety.

The study's findings support the notion that communication initiatives, whether carried out by traditional media, social media, or door-to-door operations by the highway police, may significantly alter drivers' attitudes in South Punjab. According to the study, over 90% of participants think that the Motorways Police is the agency that enforces traffic laws on Pakistan's national highways the best. It also emphasizes the important

influence that communication campaigns have on the behavior of South Punjabi drivers.

The analysis highlights some uncertainty among the population regarding whether communication campaigns truly influence drivers' attitudes to the extent of affecting their behavior. The research underscores the need for media to play a proactive role in educating citizens and drivers about road safety, presenting information in a guiding and educational manner. Furthermore, the study recommends that all stakeholders collaborate to formulate a comprehensive road safety policy for Pakistan, with particular attention to South Punjab, where the existing road safety mechanisms are deemed inadequate. The research also stresses the potential of the media, especially electronic media, to contribute significantly to public safety education and urges them to take a more visible and directed approach.

Suggestions and Recommendations

This study includes beneficial data and results to reveal the insights of traffic issues in Pakistan, thus it contributes effective literature to upcoming researches on this subject it improves standards of traffic management to achieve excellence in traffic law, awareness campaigns and road safety measures. The researcher intends to suggest following recommendations for future research and authorities.

1. National highway and Motorways Police should take influence from American and European frame of ethics to control traffic, design better infrastructures for road, bridges and flyovers in Pakistan with authorities and strict implantation of rules to be followed by all classes of public.
2. Traffic Police authorities should design comprehensive pamphlets for precautions, awareness and basic traffic road sense followed by international ethical standards of traffic.
3. The research area for this study was specifically South Punjab, however the roads are interlinked with transportation and trade concerns for all cities of Pakistan. That is why this study can lead researchers to cover other areas in Pakistan like Karachi, Quetta, Peshawar to address road safety problems and to control accident ratio.
4. By using in-depth interviews and focus groups as methods to gather information from concerned stakeholders, such as Inspectors General of Police Federal Territory, Sindh, KPK, Sindh, Baluchistan, Gilgit Baltistan, and Azad & Jammu Kashmir, to their

input and examine the situation, this study serves as a gateway for mix method approach and qualitative nature research on the traffic issues.

5. Usage of media communication tools like digital sign boards, bill boards, message oriented Toll Plaza receipts and launching of trainings for better driving or avoiding accident risks awareness campaigns on regular intervals of time in a years are possible tasks to be recommended for traffic management authorities.
6. Various studies can be conducted relevant to this study for collective trouble shooting of traffic problems in Pakistan. For example, controlling usage of horns, reading traffic lines and lights, importance of helmets usage for motorcyclists, speed control for cars, under load luggage for buses, aligned drive for rickshaws to follow organized SOPs of traffic to manage the traffic for avoiding accidents and traffic jams.
7. Protocols for Traffic driving license for citizens should be redesigned to make sure the eligibility of candidates with physical and mental fitness.

Notes and References

¹ Wegman, Fred, Fan Zhang, and Atze Dijkstra. "How to Make More Cycling Good for Road Safety?". *Accident Analysis & Prevention* 44, no. 1 (2012): 19-29.

² Wu, Ye, Shaojun Zhang, Jiming Hao, Huan Liu, Xiaomeng Wu, Jingnan Hu, Michael P Walsh, *et al.* "On-Road Vehicle Emissions and Their Control in China: A Review and Outlook." *Science of the Total Environment* 574 (2017): 332-49.

³ Smith, Gordon S, and Peter Barss. "Unintentional Injuries in Developing Countries: The Epidemiology of a Neglected Problem." *Epidemiologic Reviews* 13, no. 1 (1991): 228-66.

⁴ Hughes, B. P., S. Newstead, Anna Anund, C. C. Shu, and Torbjorn Falkmer. "A review of models relevant to road safety." *Accident Analysis & Prevention* 74 (2015): 250-270.

⁵ Dandona, Rakhi, and Ashish Mishra. "Deaths due to road traffic crashes in Hyderabad city in India: need for strengthening surveillance." *National Medical Journal Of India*. 17 (2004): 74-79.

⁶ Zahoor, Hafiz, Albert PC Chan, Wahyudi P Utama, and Ran Gao. "A Research Framework for Investigating the Relationship between Safety Climate and Safety Performance in the Construction of Multi-Storey Buildings in Pakistan." *Procedia Engineering*, no. 118 (2015): 581-89

⁷ Swami, Praveen. *India, Pakistan and the Secret Jihad: The Covert War in Kashmir, 1947-2004*. Routledge, 2006.

⁸ Rana, Irfan Ahmad, and Saad Saleem Bhatti. "Lahore, Pakistan—Urbanization Challenges and Opportunities." *Cities* 72 (2018): 348-55.

⁹ Bank, World. "Pathway 2: City Livability." 2018.

¹⁰Chekijian, Sharon, Melinda Paul, Vanessa P. Kohl, David M. Walker, Anthony J. Tomassoni, David C. Cone, and Federico E. Vaca. "The global burden of road injury: its relevance to the emergency physician." *Emergency Medicine International* 1, no.4 (2014): 61-72.

¹¹Tahir, MuhammedNavid. "Road Safety Aspects of Motorcycle Rickshaws in Pakistan." Queensland University of Technology, 2018.

¹²Bhatti, Junaid A., Junaid A. Razzak, Emmanuel Lagarde, and Louis-RachidSalmi. "Differences in police, ambulance, and emergency department reporting of traffic injuries on Karachi-Hala road, Pakistan." *BMC Research Notes* 4 (2011): 1-7..

¹³Hamdani, Faisal Karim, ShahidFarid, ZanabSafdar, Khurshid Asghar, and Adnan KarimHamdani. "Integrating IoT with Tactical Considerations Towards Improvements in Punjab Emergency Service (Rescue 1122)." *Technical Journal* 24, no. 02 (2019).

¹⁴Ambrosini, Christian, and Jean-louisRouthier. "Objectives, methods and results of surveys carried out in the field of urban freight transport: an international comparison." *Transport Reviews* 24, no. 1 (2004): 57-77.

¹⁵ Wolf, Siegfried O. *The China-Pakistan Economic Corridor of the Belt and Road Initiative*. Springer, 2020.

¹⁶Mary, AginNavis. "Effectiveness of child to child programme on road safety measures among middle school children in selected school at Kanyakumari district." PhD diss., SreeMookambika College of Nursing, Kulasekharam, 2016.

¹⁷Davis, A., A. Quimby, W. Odero, G. Gururaj, and M. Hajar. "Improving road safety by reducing impaired driving in developing countries: A scoping study." *Transport Research Foundation Group of Companies* (2003).

-
- ¹⁸Ruikar, Manisha. "National Statistics of Road Traffic Accidents in India." *Journal of Orthopedics, Traumatology and Rehabilitation* 6, no. 1 (2013): 1.
- ¹⁹Thomas, F. Dennis, Richard D. Blomberg, and Donald L. Fisher. *A fresh look at driver education in America*. No. DOT HS 811 543. United States. National Highway Traffic Safety Administration, 2012.
- ²⁰Shamim, Shahzad, Junaid A. Razzak, Rashid Jooma, and Uzma Khan. "Initial results of Pakistan's first road traffic injury surveillance project." *International journal of injury control and safety promotion* 18, no. 3 (2011): 213-217.
- ²¹Kayani, Ahsan, Mark J. King, and Judy Jeanette Fleiter. "Fatalism and its implications for risky road use and receptiveness to safety messages: a qualitative investigation in Pakistan." *Health Education Research* 27, no. 6 (2012): 1043-1054.
- ²²Ndima-Gqwetha, VatiswaSizeka. "Human behaviour towards road safety: perceptions and practices of University of Johannesburg students in 2018." PhD diss., University of Johannesburg (South Africa), 2019.
- ²³Malau, Parningotan. "An Obligation of Corporate Criminal Liability in the Case of Non-Implementation of Occupational Health and Safety (OHS)." *Journal of Advanced Research in Law and Economics* 11, no. 1 (47) (2020): 121-135.
- ²⁴De Blaeij, Arianne, Raymond JGM Florax, Piet Rietveld, and Erik Verhoef. "The value of statistical life in road safety: a meta-analysis." *Accident Analysis & Prevention* 35, no. 6 (2003): 973-986.
- ²⁵Peden, Margie M. *World Report on Road Traffic Injury Prevention*. World Health Organization, 2004.
- ²⁶Hussain, Ghulam, IremBatool, Noreen Kanwal, and Muhammad Abid. "The moderating effects of work safety climate on socio-cognitive

factors and the risky driving behavior of truck drivers in Pakistan." *Transportation Research Part F: Traffic Psychology and Behaviour* 62 (2019): 700-715.

²⁷Batool, Zahara, Oliver Carsten, and Ann Jopson. "Road safety issues in Pakistan: a case study of Lahore." *Transportation Planning and Technology* 35, no. 1 (2012): 31-48..

²⁸Osanloo, Azadeh, and Cynthia Grant. "Understanding, Selecting, and Integrating a Theoretical Framework in Dissertation Research: Creating the Blueprint for Your "House"." *Administrative Issues Journal: Connecting Education, Practice, and Research* 4, no. 2 (2016): 7.

²⁹Mouton, Johann, and HendrikChristoffel Marais. *Basic Concepts in the Methodology of the Social Sciences*. Hsrc Press, 1988.

³⁰Côté, James. "Identity studies: How close are we to developing a social science of identity?—An appraisal of the field." *Identity* 6, no. 1 (2006): 3-25.

³¹Ellis, Albert, Mike Abrams, and Lidia Abrams. *Personality Theories: Critical Perspectives*. Sage, 2008.

³²Jordan, Geoff. *Theory Construction in Second Language Acquisition*. Vol. 8: John Benjamins Publishing, 2004.

³³Shum, Simon Buckingham, and Rebecca Ferguson. "Social Learning Analytics." *Journal of Educational Technology & Society* 15, no. 3 (2012): 3-26.

³⁴Vahedi, Zahra. "Social Learning Theory/Social Cognitive Theory." *The Wiley Encyclopedia of Personality and Individual Differences: Models and Theories* (2020): 401-05.

³⁵Huesmann, L. Rowell, Jessica Moise-Titus, Cheryl-Lynn Podolski, and Leonard D. Eron. "Longitudinal relations between children's exposure to

TV violence and their aggressive and violent behavior in young adulthood: 1977-1992." *Developmental Psychology* 39, no. 2 (2003): 201.