

National Road Safety Program Communications Strategy

Introduction:

Tragic deaths and injuries caused by road crashes have become public health and development concerns worldwide. The WHO Global Status Report on Road Safety 2018 pointed out that about 1.35 million people perish in road crashes every year and over 90 per cent of all deaths occur in low- and middle-income countries.

The set of universal and transformative Sustainable Development Goals have two goals that are related to road safety.

- SDG Goal 3: Ensure healthy lives and promote well-being for all at all ages.
 - Target 3.6 aims at halving, by 2020, the number of global deaths and injuries from road traffic accidents.
- SDG Goal 11: Make cities and human settlements inclusive, safe, resilient and sustainable.
 - Target 11.2 aims to provide by 2030 access to safe, affordable, accessible and sustainable transport systems for all; and improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons.

National Road Safety Program in Bangladesh:

Bangladesh has one of the highest rates of road deaths in the region. Global studies have also reported that road injuries are among the top five causes of deaths for children and young working-age adults in Bangladesh.

Based on Government request for financing, the World Bank is preparing a National Road Safety Program to help the Government of Bangladesh to reduce/curb the incidence of road crashes leading to fatalities and grievous injuries.

Broad objectives of the Program:

- (i) Sustained and targeted reductions in fatalities and serious injuries caused by the road crashes in Bangladesh; and
- (ii) To strengthen coordination and road safety management in the country including capacity building of agencies.

Road Transport and Highway Division (RTHD) under the Ministry of Road Transport and Bridges (MoRTB) would be the lead ministry for implementation of the program including its agencies RHD, BRTA and DTCA. Other key ministries /agencies include Ministry of Home Affairs (Bangladesh Police, DMP, Highway Police) and Ministry of Health and Family Welfare.

The areas of prioritized interventions/pillars/components identified for the Bangladesh Road Safety Program are summarized below.

- a) Road Safety Management and Institutional Capacity Building
- b) Support for Safer Infrastructure (RHD)
- c) Support for Safer Vehicles (BRTA)
- d) Support for Safer Users and Enforcement
- e) Support for Improved Post-crash care
- f) Support for Urban Road Safety (DTCA)

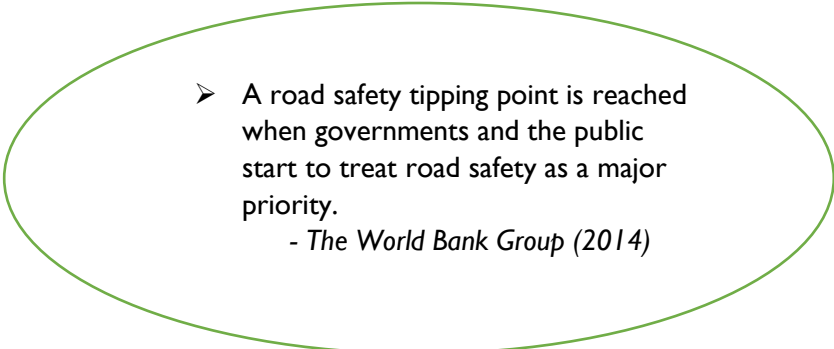
The Program requires a comprehensive awareness and communication strategy to change users' behaviors and serve as a cross cutting area for each of the above component/pillars of the program.

Rationale for a Communications Strategy:

The communication strategy for the National Road Safety Program is aimed at enhancing road safety awareness and motivate behavior changes to adopt safe road use practices among targeted stakeholders.

The Strategy is developed after obtaining clear understanding about the potential obstacles and challenges; conducting media mapping and stocktaking of past and ongoing outreach activities or issues and events; and conducting a communication need based assessment and stakeholders' mapping. The Strategy also includes a Communication Plan, a logo and tagline for the National Road Safety Program and an Implementation Action Plan.

The Bangladesh Center for Communications Programs (BCCP) is providing the service for Development of Communication Strategy for the National Road Safety Program for Bangladesh under selection # 1267177 per the Letter of Invitation dated June 30, 2020 from the World Bank Group, Washington DC, USA.

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- A road safety tipping point is reached when governments and the public start to treat road safety as a major priority.

- *The World Bank Group (2014)*

Guiding Principles for the Communications Strategy:

BCCP follows a proven, systematic and participatory approach for developing national communications strategies. This has enabled BCCP to design and implement highly effective communication interventions at national and community/local levels reaching diverse and hard-to-reach audiences. The Green Umbrella campaign – the first of its kind in Bangladesh – resulted in successful branding of the health service systems, creating demand among the population and improving health-seeking behaviors. This was followed by other successful communications such as the Smiling Sun and Rainbow (*Rongdhonu*) health campaigns, as well as communications strategies for HIV/AIDS, non-communicable diseases (NCDs) and for the development sector in Bangladesh like Smart ID cards, e-procurement, climate resilience and reforestation, and others.

The guiding principles used for these successful strategies were adhered to for developing the communication strategy for the National Road Safety Program. These include:

- Follow a science-based approach to communication that builds on conceptual models in behavioral sciences, social learning, persuasion theory, and social marketing to achieve strategic objectives.
- Emphasis on stakeholders' involvement and audience participation through all stages of design and development.
- Analysis of the current situation, audience behaviors, barriers and facilitators to identify strategic communication components and key activities.
- Recommend targeted/audience specific messages and optimum media channel mix.
- Provide an implementation plan with timelines, verifiable indicators and expected outcomes.
- Outline the Monitoring and Evaluation plan and activities.
- Ensure dissemination of best practices and lessons learned.

Methodology for Developing the Strategy:

Four major tasks were outlined to develop the Communications Strategy. These are as follows:

- Task I – Stakeholder Mapping and Communication Needs Assessment*
- Task II – Preparation of Communication Strategy*
- Task III – Preparation of Communication Plan*
- Task IV – Development of Implementation Action Plan*

Task I – Stakeholder Mapping and Communication Needs Assessment

Stakeholders form the critical component of communication strategies. Their involvement and participation are key to designing meaningful strategies and action plans in the country. They include policy and decision makers at national, divisional and community levels; implementers, organizations and systems; and the beneficiaries representing all road users, especially the vulnerable road users (VRUs) who include the pedestrians, women and children, motorcyclists, cyclists and rickshaw/van pullers. It is important to gather information about their perceptions of

the existing challenges regarding road safety measures and document their suggestions of solutions to overcome these challenges from individual and community perspectives.

Primary targeted stakeholders include all road users (with attention to females and vulnerable road users), drivers, transport workers; and all government, non-government and private sector agencies involved in road safety including police, medical staff, engineers, youth, school, academic institutions and civil societies.

BCCP carried out this first task of review and analysis through the following stages:

- (a) Desk Review to internalize the program, issues, objectives and challenges.
- (b) Stakeholder Mapping and Consultations to analyze their perceptions.
- (c) Consultative meeting to assess communication needs.

Task I.(a) Desk Review to internalize the program and challenges - Activities included collection and review of relevant documents including policies, national road safety strategy and action plan and other strategies of comparable institutions. BCCP carried out Stocktaking of past and ongoing outreach activities or issues and events that brought the road safety issue in focus. Relevant messages and SBCC materials were collected and reviewed. The communication professionals of BCCP were involved in collecting and reviewing the documents. BCCP has made a list of the documents collected and reviewed. The findings of the review have been noted for record and future reference.

Task I.(b) Stakeholder Mapping and Consultations – Stakeholders’ mapping was conducted in consultation with Road Safety professionals. Total 10 Key Informant Interviews (KIIs) were conducted with the concerned officials of Road Transport and Highway Division (RTHD) under the Ministry of Road Transport and Bridges (MoRTB) which is the lead ministry for implementation of the program including its agencies RHD, BRTA and DTC; relevant persons from other key ministries /agencies which include Ministry of Home Affairs (Bangladesh Police, DMP, Highway Police), NCDC-DGHS under Ministry of Health and Family Welfare (MoHFW), Ministry of Information (Mol), Ministry of Education (MoE), Ministry of LGRD, Ministry of Women and Children Affairs (MoWCA), Ministry of Youth; development partners such as ADB, JICA, WHO; National Road Safety Council, national NGOs and institutions including BRAC, CIPRB, BUET (ARI); and Transport Federation Leader.

Information was collected on:

- Perceptions of the stakeholders about the road safety program and measures
- **The socio-political context of the proposed project**
- The direct and complementary behavioral and road environment factors contributing to road accidents
- Assessment of potential obstacles and challenges that are not of a technical nature and which could negatively influence the overall effectiveness of the proposed program
- Evaluation of the measures that can be put in place to build support for the national road safety program, diminish opposition and minimize failure risks

- Communication needs at national and local levels

BCCP conducted the Qualitative research through In-Depth interviews and FGDs. Total 19 Individual In-Depth interviews (IDIs) with Local Government persons, City Corporation mayors, UHC medical officer, Divisional head of police, local and national journalists, Highway police, Traffic police/sergeant and other experts from Civil society/Road safety movement forum at divisional level.

Thirteen Focus Group Discussions (FGDs) were also conducted with audience segments in urban, small town and rural areas. Participants included Passengers-Male/Youth, Road Users-Females/Youth, Engine Van/*Nosimon* drivers, Truck/Covered van drivers, Bus drivers (city service and inter-city service), Motorcyclists, and Rickshaw pullers.

Task I.(c) Consultative Meeting through Future Search Conference model to assess communication needs – BCCP conducted a Consultative Meeting through Future Search Conference (FSC) model in Dhaka with representatives of stakeholders for the National Road Safety Program to analyze current situation and assess communication needs. The Future Search Conference is a workshop designed to create a foundation for the development of coordinated action plans and commitment by involving all the relevant stakeholders. It enabled BCCP to convene diverse stakeholder groups such as the road users, government agencies, NGOs, civil society and others involved with road safety, academic and religious institutions, journalists and media persons, and medical facility staff; all with a stake in road safety to discuss the barriers and how to overcome those with support from behavior change communication (BCC), outreach and advocacy activities. It gathered a "whole system" into the room to analyze the past situation, review the present, and desired future as a back-drop to action planning.

The stakeholder consultations, consultative meeting and qualitative research collected information on the levels of awareness and knowledge gaps regarding road safety, attitudes and practices of road users including drivers, pedestrians, cyclists, motorcycle riders, perceptions of the public and the media about road accidents and their ideas regarding the causes and suggested solutions. The research also inquired about communications messages, materials and media channels preferred by various segments of population, and media mapping was undertaken to analyze the types of media reporting, communication channels being currently used, audiences being reached, identify black spots and sites of increased accidents.

The findings of the desk review, stakeholder consultations, consultative meeting and qualitative research contributed to the preparation of the communication strategy.

Task II – Preparation of Communication Strategy

The Communication Strategy for the National Road Safety Program was built upon the review findings and insights received from the stakeholder consultations, consultative meeting and qualitative research. The Strategy outlines the target audiences and their expected behavior, strategic approaches, key messages, dissemination channels, monitoring and evaluation plan, and strategies for knowledge management and dissemination.

Developing the Strategy involved several steps, such as:

- (a) Conduct a Strategy Development Workshop
- (b) Draft the Communication Strategy
- (c) Finalize the Communication Strategy

Task II. (a) Conduct a Strategy Development Workshop - BCCP conducted a one-day Strategy Development Workshop with relevant stakeholders and professionals. The findings of the Desk Review, Stakeholder Consultations, Consultative Meeting and Qualitative Research were shared in the workshop and the professionals were invited to provide input to developing an outline of the Communication Strategy. The outline was developed through a participatory approach and having consensus and buy-in from the key players and stakeholders. The participants were invited to provide their insights based on the following queries within the context of communication:

Vision-	What we want to happen?
Current situation-	What is happening now?
Key constraints-	Why is there a difference?
Strategic objectives-	What will overcome the key constraints?
Key moves-	How will we achieve the strategic objectives?

The valuable insights and information gathered, and the responses received to the above questions constitutes the core of the Communication Strategy for the National Road Safety Program in Bangladesh.

Vision- What we want to happen?

The vision of the National Road Safety Program by the Government of Bangladesh is to reduce/curb the incidence of road crashes leading to fatalities and grievous injuries.

The Communication Strategy will be aligned to the broad objectives of the National Road Safety Program, viz:

- (i) Sustained and targeted reductions in fatalities and serious injuries caused by the road crashes in Bangladesh; and
- (ii) To strengthen coordination and road safety management in the country including capacity building of agencies.

The comprehensive awareness and communications strategy for the Program aims to change users' behaviors and serve as a cross cutting area for each of the components/pillars of the program: a) Road Safety Management and Institutional Capacity Building; b) Support for Safer Infrastructure (RHD); c) Support for Safer Vehicles (BRTA); d) Support for Safer Users and Enforcement; e) Support for Improved Post-crash care; and f) Support for Urban Road Safety (DTCA).

Current Situation- What is happening now?

Estimates of annual deaths in road accidents range from 2,538 to nearly 10 times that—between 20,736 and 21,316 according to the World Health Organization. Between 1990 and 2017, the increase in the road crash fatality rate per capita was three times higher in Bangladesh than that across the South Asia region. For the highest-risk group— males between the ages of 15 and 49—the rate of increase in Bangladesh was 15 times higher than that across the South Asia region. Many road deaths and injuries in Bangladesh have a severe impact on the poor, including pedestrians, cyclists, and motorcyclists. Children are particularly at risk. In 2017, road crashes were the fourth leading cause of death among children⁶.

The National Road Safety Strategic Action Plan 2014-2016 has been updated till 2020 and represents the 8th plan in Bangladesh¹. It has retained nine individual sectors to address the road safety issues in Bangladesh. These are: Planning, Management and Co-Ordination of Road Safety; Road Traffic Accident Data System; Road Safety Engineering; Road and Traffic Legislation; Traffic Enforcement; Driver Training and Testing; Vehicle Safety; Road Safety Education and Publicity and Medical Services for Road Traffic Accident Victims.

- Implementers for road safety education and publicity programs aim to improve the knowledge, attitudes and behavior of all road users, through a combination of formal education, non-formal education, adult programs and mass communication.
- The programs and implementers are: Formal Education (MoE; MoPME, NCTB); Non-Formal Education (BRAC, BNFE; NGOs); Materials (MoE; MoPME, BRTA; ARI, BUET); Community Programs (BNFE; BRAC, NGOs; BRTA; ARI, BUET); Publicity (LGED, MOI; BRTA); Training of BRTA staff (BRTA, ARI, BUET, LGED).

Road Safety Initiatives in Bangladesh³ include:

- The National Road Safety Council (NRSC) was established in 1995 under the Ministry of Communications. The NRSC comprises of representations from all key agencies including transport owners, workers association, professionals in the field, transport regulator, law enforcers and road authorities.
- Besides National Road Safety Council, District Road Safety Committees (DRSCs) at the district and metropolitan levels have been formed by the involvement of DC and SP along with BRTA, road authority and other transport / road user agencies, which implement programs and policies of NRSC and will undertake local road safety programs according to local needs. There is an Executive committee headed by the chairman BRTA to co-ordinate NGO regarding road safety issues⁴.
- The National Road Safety Council (NRSC) has proposed the establishment of a Road Safety Authority to lead the road safety effort and called for improved safety data collection. The NRSC has also proposed the establishment of a Road Safety Fund to ensure adequate resourcing of proposed actions and their monitoring and evaluation⁶.
- RHD prepared different Manual, Hand Book and Guidelines for road safety; Traffic Sign Manual developed by BRTA. Revision of the Traffic Training Syllabus & Curriculum (incorporating road safety related issues and role of Police) Police Department has been approved and adopted.

- Training of Road Safety Professionals underway. Safety awareness campaign and training programs at different levels including professionals, transport owners & workers, students, cadet, BNCC, mass people by different government and non-government organizations under different projects and by individual initiative.
- MAPP5 software accident database system has been developed and data has been being stored in this software since 1998. In addition, under Institutional Development Component (IDC), RHD has conducted road inventory survey and has prepared inventory book to identify the accident locations and find out Black spots on the roads⁴.
- Nongovernmental voluntary and advisory groups in Bangladesh, including BRAC (Building Resources Across Communities), Centre for Rehabilitation of the Paralyzed, Nirapad Sarak Chai, Work for Better Bangladesh, Safe Community Foundation, Poribesh Bachao Andolon, and the Safe Road Movement, are very active in road safety at the national level. These groups primarily undertake community road safety programs and training; road safety research, publicity, and awareness campaigns; driver training; and treatment and rehabilitation of paralyzed road crash victims⁶.
- The experience of TraumaLink in providing on-the-spot first aid to crash victims in the past five years is encouraging. TraumaLink is operational over 135 kilometers in different stretches of three major highways across the country, drawing on a network of volunteers trained in basic trauma first aid. Available ambulance services at best provide limited coverage and do not function effectively⁶.
- A Safe Roads and Transportation Alliance has also been formed to advocate for road safety issues⁶.
- ARI has organized a series of events to provide a platform to share and transfer of knowledge and experiences in road safety developments and good practices that include trainings in different district levels; national and regional workshops, seminars, policy discussion meetings and rallies and established a co-operative linkage network with various departments, institutions and organizations of Bangladesh³.

Key constraints- Why is there a difference?

Barriers identified through Consultative Meeting:

To develop the Communications Strategy for the National Road Safety Program, BCCP organized a Consultative Meeting at Dhaka with stakeholders representing different GoB departments, NGOs, social activist and the civil society organizations on January 27, 2021.

- There is lack of coordination between the transport owners and workers. In some cases, both owner and workers belong to same group as they become truck/bus owner by working as driver or transport worker.
- The physical fitness of the drivers is very important as many of them have lack of nutrition. Regular drug test for the drivers should be enacted as a compulsory arrangement.
- Transport owners and workers are affiliated with political parties and look for party interest rather than members' interest and benefits.
- There is a general tendency to look for drivers' guilty in case of any mishaps or

accidents. But the passengers and road users' acts are also to be taken into consideration as they can use foot over bridges and abide by the traffic rules.

- Police departments lack adequate manpower to cover all the traffic points, enact traffic signals/rules and maintain road disciplines.
- Both motorized and non-motorized vehicles are using the same road. Locally manufactured or converted motorized vehicles have technical faults which is an important cause of accidents.
- The number of app-based vehicles specially bike has increased significantly in Dhaka city. Untrained and inexpert drivers are using this cars/bike.
- BRTA don't have the capacity and appropriate manpower to properly conduct fitness check for the vehicles.
- The turning points of the highways are not constructed properly. Speed breakers are inappropriate and invisible sometimes. There is lack of road marking. The large trees are sometimes creating blockages. So, head on collision occurs in highways.
- It is difficult to ban 3-wheeler (Nosimon, korimon) from highway as these are the cheapest and available transport for the general people to use in highways.

Barriers identified through Qualitative Research (KIIs, IDIs, FGDs):

- ❖ Low levels of awareness (around 25% only) about Road Safety among general people. It is even lower among rural people, lower socio-economic segment of urban population, rural and marginalized community especially women and children, disabled people compared to the educated and higher income segments of population.
- ❖ Few people know about comprehensive meaning of road safety that includes the role of citizens for road crossing, using foot over bridge, zebra crossing, footpath, traffic signals, highway use, signals for turn, accident prone zone, information for emergency treatment.
- ❖ Pedestrians often cross the road without using foot over bridge, break the traffic signal even jump the road dividers, walking in wrong side of the road.
- ❖ People run to pick the bus and request to drop in a favorable place if there is no bus stoppage, jump from the bus in running condition, sometimes drop in the middle of road during traffic jam or signals.
- ❖ Mobile use is very common among young people; also use of headphones; they are careless about the danger of accident due to phone use.
- ❖ Bus and truck drivers have limited knowledge on traffic rules, different road safety sign and symbols; they drive unfit bus in the road and often without license or with fake license; Trip based payment system and longtime driving without proper rest; Helpers became drivers after a short period without formal driving training.
- ❖ Young motorcyclists run zigzag in the road, speeding and racing competition is very common; and trying to bypass traffic signals.
- ❖ In the rural areas, people drive motorbike without license; Drivers use helmet but most of the passengers are not used to wearing helmet in rural area; overloading of passengers.
- ❖ Rickshaw pullers lack of knowledge on traffic rules, signals, road safety signage; Do not follow traffic signals; Drive rickshaw in main roads breaking traffic instruction.

Other Key Constraints and Challenges:

The biggest single constraint to reducing traffic crashes remains a lack of capacity in the entities responsible for road safety. The safety of vehicles is sometimes questionable, and road user discipline may be poor⁷.

Drivers using mobile phones are approximately 4 times more likely to be involved in a crash than drivers not using a mobile phone. On roads, the fatality risk for motorcyclists is 20 times higher than for car occupants, followed by cycling and walking, with 7 to 9 times higher risk than car travel¹⁶.

Causal factors of Road Traffic Accidents (RTAs) seen as contextually relevant for Bangladesh²:

- Reckless driving, speeding, overloading, dangerous overtaking, haphazard bus shelters/stops, failure to obey mandatory traffic regulations.
- Untrained drivers, driver incompetency, excessively overworked, unqualified drivers get licenses through unfair means, sometimes, helpers take over wheels with fake license and little or no training.
- Unfit vehicles, defects in vehicles.
- Simultaneous operation of motorized and non-motorized vehicles without separation and adequate rules, conflicting use of roads
- Vulnerable road-side activities
- Faulty road design, narrow and defective lanes and bridges/bridge approaches, unmarked and inappropriate design of intersections
- Poor traffic enforcement, negligence of traffic police
- Lack of road safety awareness, carelessness of road users
- Culture of impunity and poor legal redress

Providers and regulators of the road traffic system share responsibility with users.

- *Road Safety Strategy 2025 Canada.*

Strategic objectives- What will overcome the key constraints?

The ultimate objective of the strategy is to enhance road safety awareness and motivate behavior changes to adopt safe road use practices among targeted stakeholders. It will support the National Road Safety Program through addressing the barriers and meeting the challenges to promote road safety and thus contribute towards achieving the relevant targets and goals for sustainable development.

Objectives of the Strategy:

In line with the National Road Safety Program goals and objectives, the proposed strategy will be

drafted to:

- a. Facilitate two-way communication, engagement and consultations with key stakeholders, including the local communities, civil society, other government agencies.
- b. Help to influence policymakers for greater ownership, implementation and action.
- c. Address potential resistance and mitigate any evolving risk of opposition.
- d. Create broad-based consensus for the project interventions.
- e. Strategize an effective mix of mass communications, advocacy (general and targeted), community-mobilization, policy dialogue and social messaging. The tools will need to range from mass media, social advertising, direct interaction, media engagement and development of platforms and champions, especially at the local and national levels.

Recommendations of Consultative Meeting Groupwork:

The Communications Strategy will also consider the recommendations by Road safety experts and other stakeholders who attended the Consultative meeting organized by BCCP.

- Traffic rules and signal conscious/alert driver, passenger and road user.
- Sufficient numbers of trauma center across the country to reduce mortality.
- Automated signal system and everyone follows the traffic rules with real-time monitoring and surveillance of traffic all over the country.
- Public transportation system to turn into a people oriented modern service sector.
- Tolerable number of road accidents and fatalities.
- Construct long durable roads/highway network with two-way traffic to ply through road dividers.
- Increase of law-abiding people by 40%-50% and 50% reduction in road accidents.
- Increase mass transit with digital app based public transport system.
- Skilled, trained, traffic rule educated and law-abiding drivers for the entire transport sectors.
- Every vehicle is using specific stoppages and abiding the traffic rules.
- No vehicle without fitness to ply in the road.

➤ Effective traffic law enforcement is essential for road safety in developing countries.
- *The World Bank Group (2014)*

Task II. (b) Draft the Communication Strategy - The communication strategy is drafted to facilitate the National Road Safety Program to achieve its objectives. For this, the strategy is designed to reach a large audience, including urban and rural communities and uses multiple and suitable communication channels to generate awareness and motivate the stakeholders to engage in behaviors needed to improve road safety.

Overall Strategic Approach:

Behavior change occurs across a continuum with the individual passing back and forth through stages of awareness, knowledge, intention, adoption, and sustained behavior change. At each stage, the audience requires different types of communication such as information, motivation, ability to act and an enabling environment.

It has been shown that peoples' behaviors are often difficult to change. It is important to ensure that Road Safety interventions are integrated with a number of other efforts such as community involvement, enforcement of traffic rules, infrastructural changes and consistent cues and motivation, so as to nurture and sustain Road Safety behaviors among people.

Behavior Change and Development Model



Figure: Strategic Communication Framework for Behavior Change and Development
 (Source: *Approaches to Development Communication* by McKee N, Manoncourt E, Chin SY, Carnegie R. (2000))

The Behavior Change and Development model for 'Involving People, Evolving Behavior' consists of concentric circles with the individual or *Self* at the core surrounded by family, peers and the community/society and will include the school and work areas. This level requires timely, accessible and relevant information to create awareness and improve knowledge of positive behaviors and practices. It is within the community that a road safety culture is developed, a social movement is established and positive behaviors are leveraged through peer to peer interactions and modelling behaviors. Effective communication through carefully articulated messages that resonate with the audiences will motivate and persuade them to change their attitude and behavior. The ability to act and adopt the behavior can be achieved through coping strategies and developing their skills to perform the required behavior.

However, even if the behavior is within individual control, there are issues in developing countries like Bangladesh which require social support and structural changes before individual action can succeed. Therefore, positive behavior change will be sustained through the enabling environment

where the political, legislative, religious, economic situations and the education, services, physical and organizational systems are conducive to such change.

An essential cross-cutting component deals with Values across all levels. The values, beliefs and norms determine the culture of the communities and individuals which, if addressed effectively, will translate into positive Road Safety practices.

The Risk-taking culture of individuals and communities evolves from:

- * Values (Principles to which we aspire and use to define what is important to us),
- * Beliefs (How individuals perceive the way things work and interrelate, including the perceived probability and consequences of our actions),
- * Frames (Tendency to perceive and interpret a situation or information from a certain reference point, expectation, or belief system), and
- * Norms (Perceptions of common behaviors and expectations amongst peer groups).

The inter-relations of these factors and how these result or modify risk taking behaviors can be visualized in the figure below.

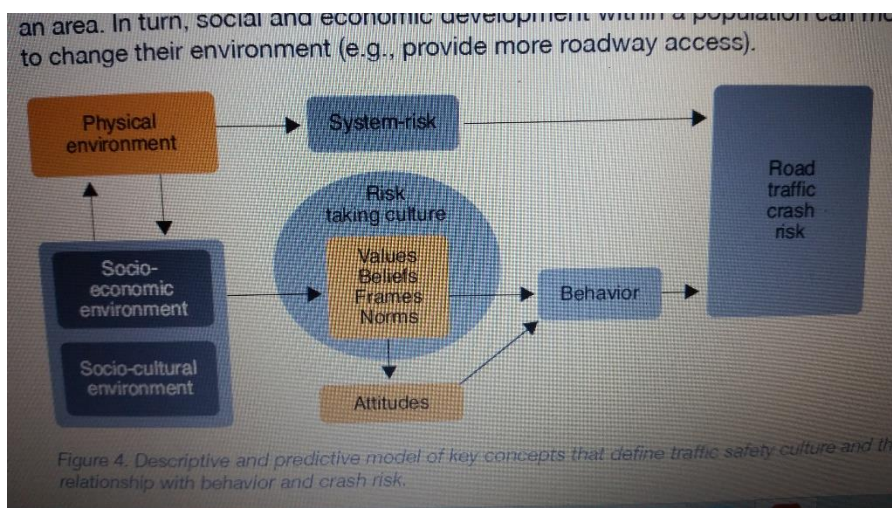


Fig. Descriptive and predictive model of key concepts that define traffic safety culture and their relationship with behavior and crash risk.

We need someone to make this figure.

The Traffic Safety Culture (TSC) model operates by transforming a critical number of these cultural elements of behavioral choice to avert risky behaviors and promote safe behaviors. Rather than produce short-term changes in behavior, it is expected that the TSC transformation model will provide the fundamental and enduring motivation needed to sustain improvements in traffic safety.

The Traffic Safety Culture is based on values to promote behavioral choices by explicitly linking target behaviors and values. "Buckle up for those who love you," buckling up could save your life so you will be there to take care of your family.

Therefore, the overall strategic approach will include:

- Sharing attractive information with '*personal relevance*' to the specific audiences, and their family, friends and peers to increase awareness and knowledge of safety behaviors and practices related to Road/Traffic use.
- Employing appropriate and effective communication that '*caters to the heart and head*' and with benefits directly or indirectly related to the target audiences and the community for motivation towards positive Road Safety practices.
- Empowering people with skills and supporting their '*ability to act*' and adopt beneficial Road Safety related behaviors for themselves and their families.
- Fostering an enabling social/community environment through community/youth engagement and endorsement by the influential community/religious leaders to promote positive values and Traffic Safety culture and stop harmful risky behaviors.
- Ensuring the provision of necessary support and services at all levels for the specific audiences to adopt and sustain positive behaviors related to Road Safety.

Audiences and Communication Priorities

The audiences have been segmented into groups as shown below:

- ❖ Vulnerable Audiences-Road Users Groups (Pedestrians, passengers, bus/truck/car drivers, Transport Workers - means non-drivers, rickshaw puller, bi-cyclist, motor cyclist)
- ❖ Law Enforcing Agencies (police, BRTA)
- ❖ Policy Makers (MoHA, MoRTAB, MoHFW, MoE, MoI)
- ❖ Supporting Target Audience (Bus/Truck owners association, bus/truck workers association)
- ❖ Auxiliary Target Audience (CSO, social activist, social and religious organizations, educational institutions)

Vulnerable Audiences-Road Users Groups:

Specific Audiences	Current Situation	Communication Needs	Future Scenario
Pedestrians	Unaware/ Careless about Road Safety and Pedestrian rules	<ul style="list-style-type: none"> • Improve General Awareness about Road Safety and Traffic signs, signals and rules • Knowledge and Practice of Pedestrian roadside signs, signals and road crossing rules 	<ul style="list-style-type: none"> • Reduced number of accidents • Pedestrians know and practice roadside signs, signals and road crossing rules
Students & Youth	Unaware/ Careless/ Reckless about Road Safety and Pedestrian rules	<ul style="list-style-type: none"> • Improve General Awareness about Road Safety and Traffic signs, signals and rules • Get knowledge, take action and advocate for Road Safety and prevention of road accidents 	<ul style="list-style-type: none"> • Road safety conscious students and youth • Advocate and mobilize people for road safety
Passengers (public transport)	Unaware/ Careless/Reckless about Road Safety rules	<ul style="list-style-type: none"> • Improve General Awareness about Road Safety and Traffic signs, signals and rules • Knowledge and Practice of Use of bus stops/Avoid getting on or off moving bus 	<ul style="list-style-type: none"> • Conscious passengers and road users • Use of bus stops for getting on or off the bus
Motorcyclists	Not using Helmet Speeding / Reckless driving /Racing Violation of Traffic Rules Distraction (Mobile phone, passengers)	<ul style="list-style-type: none"> • Improve Awareness of Road Safety Rules • Enforcement of Road Safety Rules against: Non-use of helmet; speeding and reckless driving between cars, penalty for violation of traffic rules 	<ul style="list-style-type: none"> • Traffic rules abiding • Wearing of safety helmets
Rickshaw pullers	Unaware/ Careless about Road Safety rules, road sign, signals and markings, Reckless plying of rickshaws,	<ul style="list-style-type: none"> • Improve Awareness, Knowledge and Practice of Road Safety Rules and Traffic signs, signals • Increase Knowledge of Road Safety Rules and penalties against: Careless driving; Crossing road without indication; Traffic rules 	<ul style="list-style-type: none"> • Knowledge and practicing all traffic rules and signals • Reduced number of accidents

Specific Audiences	Current Situation	Communication Needs	Future Scenario
		violations <ul style="list-style-type: none"> • Ensure Visibility and lantern at night on roads. 	
Cyclists	Unaware/ Careless about Road Safety rules, Reckless cycling, incognizant with road sign, signals and markings, Careless about fitness of cycle	<ul style="list-style-type: none"> • Improve General Awareness about Road Safety and Traffic signs, signals and rules • Knowledge and Practice of Safety on roads alongside motorized vehicles 	<ul style="list-style-type: none"> • Abiding traffic rules and signals
Drivers (cars)	Speeding / Reckless driving/ Racing Violation of Traffic Rules Distraction (Mobile phone, passengers) Not using Seatbelt False or No driver's license/ Novice/inexperienced drivers Influence of drugs, alcohol, medications	<ul style="list-style-type: none"> • Improve Awareness of Road Safety Rules • Enforcement of Road Safety Rules against: Speeding; Reckless driving; Non-use of seatbelt; Mobile phone distraction; Driving without valid License, Driving without Vehicle fitness, penalty for violation of traffic rules. 	<ul style="list-style-type: none"> • Reduced number of accidents • Skilled, well educated & law-abiding drivers for all transports • Fitness of the vehicle • Valid Driving License
Bus drivers	No driver's license/ Untrained Speeding / Reckless driving/ Dangerous overtaking / Racing Violation of Traffic Rules Overloading people Fatigue /illness Influence of drugs, alcohol, medications	<ul style="list-style-type: none"> • Improve Awareness of Road Safety Rules • Enforcement of Road Safety Rules against: Speeding; Reckless driving; Dangerous/illegal overtaking; Overstressed duty/No resting; Untrained drivers; Driving without Valid License or Vehicle fitness; Passenger overloading; penalty for violation of traffic rules. 	<ul style="list-style-type: none"> • Reduced number of accidents • Skilled, well educated & law-abiding drivers for all transports • Conscious driver, passenger and road user • Every vehicle is using specific stoppages and abiding the traffic rules • Valid Driving License • Fitness of the vehicle

Specific Audiences	Current Situation	Communication Needs	Future Scenario
Truck drivers	No driver's license/ Untrained Speed / Reckless driving / Dangerous/illegal overtaking Violation of Traffic Rules Over loading goods Fatigue /illness Influence of drugs, alcohol, medications	<ul style="list-style-type: none"> • Improve Awareness of Road Safety Rules • Enforcement of Road Safety Rules against: Speeding; Reckless driving; Dangerous/illegal overtaking; Overstressed duty/No resting; Overloading; Untrained drivers; Driving without Valid License or Vehicle fitness; penalty for violation of traffic rules. 	<ul style="list-style-type: none"> • Reduced number of accidents • Skilled, well educated & law-abiding drivers for all transports • Every vehicle is using specific stoppages and abiding the traffic rules • Valid Driving License • Fitness of the vehicle
Transport workers	Untrained, no/less knowledge on traffic signs/signals and traffic rules, speeding, no support rather ruthless behaviors to the passengers	<p>Improve General Awareness about Road Safety, Traffic signs/signals and Traffic rules and act for advocacy</p> <ul style="list-style-type: none"> • Increase knowledge and training on traffic signs/signals and traffic rules, Road Safety and prevention of road accidents 	<ul style="list-style-type: none"> • Skilled, well educated & law-abiding drivers for all transports • Valid Driving License

Law Enforcing Agencies:

Specific Audiences	Current Situation	Communication Needs	Future Scenario
Traffic Police BRTA	No or very less provision of information or campaigning for the general people about the maintenance of traffic rules and penalty for violation Careless/uncaring Attitudes about Road Safety rules	<ul style="list-style-type: none"> • Improve Knowledge about Road Safety Rules, Roles & Responsibilities of Traffic Department, Duties to perform and enforcement of road transport law • Make provisions for 	<ul style="list-style-type: none"> • Law should be applied impartially • Strict Enforcement of Road Safety Rules

	Inadequate Enforcement of Road Safety rules, no interest about enforcement of traffic rules, establishing accountability of traffic rules enforcement	<p>information or campaigning for the general people about the maintenance of traffic rules and penalty for violation</p> <ul style="list-style-type: none"> • Ensure Strict Enforcement of Road Safety Rules 	
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Policy Makers:

Specific Audiences	Current Situation	Communication Needs	Future Scenario
Policymakers and Government agencies (MoHA, MoRTAB, MoHFW, MoE, MoI)	Lack of Ensuring Road Safety, Driver Licensing, Vehicle Fitness and Safety, Adequate Post-crash Care Services. Less effort to Reduce/Prevent/Protect with barriers Roadside markets and homes Need to Address and provide solutions for: Faulty roads/bends/ Unmarked speed breakers/ Lack of Road Signs, Signals and Markings/ Roadside trees obstruction	<ul style="list-style-type: none"> • Commitment for National Road Safety Program priorities: <ol style="list-style-type: none"> a) Road Safety Management and Institutional Capacity Building b) Support for Safer Infrastructure (RHD) c) Support for Safer Vehicles (BRTA) d) Support for Safer Users and Enforcement e) Support for Improved Post-crash care f) Support for Urban Road Safety (DTCA) 	<ul style="list-style-type: none"> • Zero mortality due to road accidents • Coordinated actions by all stakeholders • Safe Road users, Safe Vehicles and Safe Infrastructure ensured
Medical staff at Trauma center	Inadequate Post-crash Care Services Inadequate post-crash care center Lack of Trauma related training	<ul style="list-style-type: none"> • Improve and increase Post-crash Care Services • Increase number of trauma center, national and local level promotion of the center's location and available services • Improve Collaboration and Commitment for Road Safety 	<ul style="list-style-type: none"> • Sufficient numbers of trauma center across the country • Skilled staff at Trauma centers

Supporting Target Audience:

Specific	Current Situation	Communication Needs	Future Scenario
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Audiences			
Bus and Truck Owners Association	Lack in Maintaining regular fitness of their bus/trucks, check experience and legal license of the drivers before recruitment, not regular orientation of the drivers on road safety issues and lack of provision and penalties of the road transport law	<ul style="list-style-type: none"> • Improve Knowledge that Owners association is responsible for maintenance of their vehicles, driver's ignorance about violation of traffic rules and road accidents due to driver's negligence • Increase Knowledge and Practice, Orientation of: Role to play for maintaining vehicle fitness, orientation on the traffic rules, road safety issues, provide rest for drivers and not make them overstressed with duties 	<ul style="list-style-type: none"> • Every stakeholder's active participation • Orientations on Road Safety • Roles and responsibilities clearly defined and implemented
Bus/truck Workers Association	Lack in Maintaining regular fitness of their bus/trucks, hold legal license, not regular orientation of the drivers/workers on road safety issues and lack of provision and penalties of the road transport law	<ul style="list-style-type: none"> • Improve Knowledge that Workers association is responsible for maintenance of their vehicles, violation of traffic rules and road accident and aftermath becomes a horrific situation even if they could survive. • Increase Knowledge and Practice, Orientation for maintaining vehicle fitness, traffic rules, road safety issues, ensure rest for drivers/workers and not make them overstressed with duties 	<ul style="list-style-type: none"> • Every stakeholder's active participation • Orientations on Road Safety • Rules and responsibilities clearly defined and implemented

Auxiliary Target Audience:

(CSO, social activist, social and religious organizations, educational institutions)

Specific Audiences	Current Situation	Communication Needs	Future Scenario
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Media and journalists	Less Publicity for Road Safety issues Lack of orientation on Road Safety	<ul style="list-style-type: none"> • Increase Media Publicity and Reporting • Increase Knowledge about Importance on mobilizing people about benefit of maintaining traffic rules, reporting on violations of traffic rules, roles of stakeholders to play and overall the individual, societal and national benefit of a safe road 	<ul style="list-style-type: none"> • Road Safety is considered National priority • Accurate and motivational reporting
NGOs, CSOs	Less Collaboration for Road Safety as a national priority Low levels of General Awareness about Road Safety Less commitment for coordinated efforts	<ul style="list-style-type: none"> • Improve Awareness, Knowledge and Practice about Road Safety and Traffic Signs, Signals and Rules • Improve Collaboration and Commitment for Road Safety • Encourage for community/social and resource mobilization • Ensure Strict Enforcement of Road Safety Rules 	<ul style="list-style-type: none"> • Active engagement and collaboration for Road Safety
Academic institutions			<ul style="list-style-type: none"> • Mobilizing and advocating for Road Safety and accident prevention
Social and Religious institutions			<ul style="list-style-type: none"> • Mobilizing and advocating for Road Safety and accident prevention
Private sector, Automobile associations, business entities			<ul style="list-style-type: none"> • Commitment, coordination and funding resources
Development Partners	Need for Collaboration and Funding for Road Safety	<ul style="list-style-type: none"> • Provide Technical guidance from regional and international perspectives • Improve Collaboration and Commitment for Road Safety 	<ul style="list-style-type: none"> • Collaborative actions for Road Safety nationally and regionally