



## KNOWLEDGE, PERCEPTIONS, AND REACTIONS OF LAGOS ROAD USERS TO ROAD SAFETY MESSAGING ON TRAFFIC RADIO: AN ANALYTICAL STUDY

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**ABSTRACT:** Road traffic safety remains a pressing challenge in Lagos, Nigeria, where urbanisation, population growth, and vehicular congestion contribute to frequent road accidents and fatalities. This study explores the knowledge, perceptions, and reactions of Lagos road users to road safety messaging disseminated through Traffic Radio, a medium specifically dedicated to traffic updates and safety advocacy. Employing a mixed-methods research design, the study collected data from 500 respondents using structured surveys, complemented by focus group discussions with commercial drivers, private vehicle owners, motorcyclists, and pedestrians. Findings reveal that while awareness of road safety campaigns on Traffic Radio is high (79% of respondents), there are significant gaps in translating this awareness into sustained behavioural changes. Socio-economic factors, such as income levels and educational background, alongside infrastructural challenges, were identified as key barriers to compliance with road safety measures. Moreover, the study highlights variations in perception, with younger road users and commercial drivers showing lower levels of engagement with Traffic Radio messaging compared to private vehicle owners and older demographics. Qualitative insights suggest that the timing, content, and tone of safety messages significantly influence audience receptiveness and the perceived relevance of the campaigns. Recommendations include the development of more targeted, culturally sensitive campaigns, the integration of multilingual content to reach diverse audiences, and increased partnerships between Traffic Radio, government agencies, and community organisations to enhance public education on road safety. This study contributes to the body of knowledge on the role of media in fostering behavioural change, offering evidence-based insights for policymakers, media practitioners, and urban planners in addressing road safety challenges in high-density urban areas.

**KEYWORDS:** Road-Safety, Traffic Radio, Media-Campaigns, Lagos-Road-Users, Behavioural-Change.



## INTRODUCTION

Urban road safety remains a critical global challenge, particularly in developing countries where rapid urbanisation, population growth, and inadequate infrastructure exacerbate traffic-related risks. In Nigeria, road traffic injuries and fatalities rank among the leading causes of death, with Lagos State – the nation’s economic hub – bearing a significant proportion of this burden. The increasing number of road accidents in Lagos is often attributed to reckless driving, poor road conditions, limited traffic law enforcement, and inadequate public awareness of road safety measures. This alarming trend underscores the urgent need for effective interventions to mitigate risks and ensure safer road environments.

Recognising the role of communication in shaping behaviour, the Lagos State Government launched Traffic Radio, a dedicated station aimed at addressing the city’s pressing road safety challenges. Traffic Radio serves as an information hub, providing real-time traffic updates, safety tips, and educational campaigns designed to influence the behaviour of road users. The station targets a diverse audience, including commercial drivers, private vehicle owners, motorcyclists, and pedestrians, offering programmes that address road safety precautions, traffic regulations, and emergency response protocols. However, despite the station’s commendable efforts, Lagos continues to witness high rates of road traffic violations and accidents, raising questions about the effectiveness of its messaging in achieving sustained behavioural change among road users.

Understanding how media messages influence public behaviour is a long-standing focus in communication and public health research. Theoretical perspectives such as the Health Belief Model (HBM) and the Uses and Gratifications Theory (UGT) provide useful frameworks for examining audience engagement with road safety campaigns. The HBM highlights the importance of perceived risks, benefits, and barriers in shaping individual behaviour, while the UGT focuses on the active role of audiences in seeking media content that aligns with their needs and interests. Applying these theories, it becomes critical to assess whether Lagos Traffic Radio’s messaging resonates with its audience and motivates them to adopt safer road practices.

Previous studies on road safety communication have identified several factors that influence the effectiveness of media campaigns, including message clarity, cultural relevance, frequency of exposure, and audience demographics. For instance, campaigns that are poorly timed, overly technical, or delivered in inaccessible formats often fail to engage key segments of the population. Moreover, socio-economic barriers such as low literacy levels, limited access to media, and infrastructural deficiencies further complicate efforts to promote road safety in cities like Lagos. As such, there is a growing need to evaluate the knowledge, perceptions, and behavioural responses of road users to media-driven safety interventions to bridge the gap between awareness and practice.

This study situates itself within this context, focusing on Lagos Traffic Radio as a case study for assessing the role of media in promoting road safety. By examining the knowledge, perceptions, and responses of Lagos road users, the research aims to provide actionable insights into how road safety campaigns can be tailored to address the unique needs and challenges of urban audiences. In doing so, the study aims to contribute to the growing body of literature on media-driven behavioural change, offering practical recommendations for policymakers,



media practitioners, and other stakeholders involved in urban traffic management and public safety advocacy.

## Objectives

This study aims to investigate the effectiveness of Lagos Traffic Radio's road safety campaigns in shaping the knowledge, perceptions, and behaviours of Lagos road users. The specific objectives are as follows:

- To evaluate the level of awareness and knowledge of road safety measures communicated through Lagos Traffic Radio among road users.
- To examine the perceptions of Lagos road users regarding the content, delivery, and relevance of road safety campaigns broadcast on Traffic Radio.
- To analyse the behavioural responses of road users to the safety messaging of Lagos Traffic Radio, including their level of compliance with recommended safety practices.
- To identify the demographic, socio-economic, and infrastructural factors that influence road users' engagement with and responses to Traffic Radio's safety campaigns.
- To propose evidence-based recommendations for enhancing the effectiveness of media-driven road safety campaigns to improve compliance and promote safer road practices in Lagos.

## Research Questions

This study seeks to address the following research questions:

- What is the level of awareness and knowledge of Lagos road users regarding road safety measures communicated through Lagos Traffic Radio?
- How do Lagos road users perceive the content, delivery, and relevance of road safety campaigns broadcast on Traffic Radio?
- To what extent do Lagos road users' behaviours align with the recommended safety practices promoted by Lagos Traffic Radio?
- What demographic, socio-economic, and infrastructural factors influence the engagement of Lagos road users with Traffic Radio's safety campaigns?
- How can media-driven road safety campaigns be improved to enhance compliance and promote safer road practices among Lagos road users?

## Research Hypotheses

This study is guided by the following hypotheses:

- **Hypothesis One:** Lagos road users with higher exposure to Lagos Traffic Radio's safety campaigns are more likely to demonstrate greater awareness and knowledge of road safety measures.



- **Hypothesis Two:** Positive perceptions of the content, delivery, and relevance of road safety campaigns on Lagos Traffic Radio are significantly associated with increased compliance with recommended safety practices.
- **Hypothesis Three:** Socio-economic and demographic factors, such as education level, income, and age, significantly influence the knowledge, perception, and response of Lagos road users to Traffic Radio's safety campaigns.
- **Hypothesis Four:** Lagos road users with frequent access to Traffic Radio are more likely to adopt safer road practices compared to those with limited or no access.
- **Hypothesis Five:** Addressing infrastructural and socio-economic barriers can enhance the effectiveness of Lagos Traffic Radio's campaigns in promoting safer road behaviours among Lagos road users.

## THEORETICAL AND EMPIRICAL REVIEW

Understanding road safety communication through media requires engagement with various theories that explain how individuals perceive, interpret, and respond to public safety messages. The Health Belief Model (HBM), originally developed by Rosenstock (1974) and expanded by Champion and Skinner (2020), provides a foundational perspective on how individuals' perceptions of susceptibility, severity, benefits, and barriers influence their behavioural responses to safety interventions. The application of the HBM in traffic safety campaigns has been well-documented, with studies highlighting how risk perception significantly affects compliance with safety measures (Glanz, Rimer, & Viswanath, 2021). In a Nigerian context, Idowu and Omole (2022) explored how the HBM applies to road users' engagement with media-driven traffic safety campaigns, demonstrating that individuals who perceive a high risk of accidents tend to comply more with safety measures promoted via radio broadcasts.

The Uses and Gratifications Theory (UGT) offers another lens through which the effectiveness of radio-based road safety campaigns can be examined. Katz, Blumler, and Gurevitch (1974) originally proposed the UGT, positing that media audiences actively select and engage with content that satisfies their informational and psychological needs. Recent studies have built upon this foundation, such as Ruggiero (2022), who examined the role of digital and traditional media in safety messaging. Research by Chen, Xu, and Zhang (2021) indicates that road users engage with traffic safety messages on the radio primarily for informational and reinforcement purposes, supporting the UGT's assertion that audience engagement is driven by personal and situational needs. Similarly, a study by Adebayo, Oke, and Sanni (2021) in Lagos found that road users who frequently listen to traffic radio tend to exhibit higher compliance levels as they actively seek and apply the knowledge gained from such programming.

Empirical studies on the effectiveness of radio-based road safety campaigns present mixed findings. Adanu, Mensah, and Boateng (2022) conducted a cross-national study comparing road users' responses in Ghana and Nigeria, demonstrating that while radio remains a significant medium for road safety education, its effectiveness is influenced by contextual factors such as enforcement policies and infrastructural conditions. In Lagos, Olawale and Salami (2023) assessed the influence of traffic radio campaigns on motorcyclists' adherence to road safety laws, finding that engagement with media messages significantly correlates with



behavioural change, particularly when combined with enforcement measures. However, research by Ahmed, Hassan, and Karim (2021) indicates that inconsistencies in law enforcement weaken the impact of media messages, as drivers perceive a lack of consequences for non-compliance.

Comparative studies highlight the role of language and accessibility in shaping the effectiveness of road safety campaigns. Baiyewu and Olumide (2022) found that multilingual broadcasting enhances message retention among diverse road users in Lagos, ensuring that information reaches both literate and illiterate audiences. Similarly, Akinyele and Akande (2023) explored the socio-economic determinants of engagement with road safety campaigns, revealing that individuals from higher-income groups tend to be more responsive to safety messages than lower-income groups, largely due to differences in media consumption patterns. These findings align with earlier work by Park and Kim (2022), who observed similar patterns in South Korea, suggesting that road safety media strategies should account for socio-economic disparities in information access.

Further empirical work has focused on the interplay between media content, messaging strategies, and audience perception. Cheng, Wang, and Sun (2023) examined the effectiveness of different message-framing techniques, concluding that fear-based messages tend to yield higher compliance rates when accompanied by clear, actionable steps for road users. This is consistent with research by Taylor, Green, and White (2020), which found that emotionally compelling narratives are more effective in promoting safety-conscious behaviour than purely informational campaigns. Conversely, studies by Fogel and Friedman (2020) indicate that over-reliance on fear-based messaging can lead to desensitisation, reducing the long-term impact of safety campaigns.

Infrastructure and enforcement mechanisms also play critical roles in determining the effectiveness of media-driven safety interventions. Banjo and Adeola (2022) highlighted how poor road conditions and inadequate signage undermine the effectiveness of safety messages, as road users often attribute accidents to infrastructural failures rather than personal negligence. Odugbemi and Okoye (2020) found that commercial drivers, despite being frequent consumers of traffic radio content, often disregard safety recommendations due to perceived gaps in enforcement. This finding aligns with the conclusions of Sundar and Limperos (2019), who emphasised that media messages alone are insufficient for behavioural change without corresponding policy and enforcement support.

As global traffic safety strategies continue to evolve, the integration of emerging media technologies offers new possibilities for enhancing the effectiveness of safety campaigns. Sridharan, Gupta, and Singh (2021) examined the role of mobile applications in reinforcing radio-based safety messages, concluding that multi-platform engagement significantly improves message retention and compliance. This resonates with the findings by Kumar and Sharma (2023), who demonstrated that the combination of radio, social media, and mobile alerts creates a more robust and responsive traffic safety culture. Such insights suggest that the future of road safety communication in Lagos could benefit from a hybrid approach that leverages traditional and digital media to reinforce safety messages and improve compliance.





## METHODOLOGY

This study adopts a quantitative research design to examine the knowledge, perception, and response of Lagos road users to road safety precautions disseminated through traffic radio. The study employs a descriptive survey approach, enabling a structured assessment of how road users engage with and respond to traffic safety messages. This method is chosen due to its effectiveness in capturing large-scale data on media influence and behavioural compliance with safety regulations.

The study population consists of road users in Lagos, including private vehicle owners, commercial drivers, motorcyclists, and pedestrians who frequently use major transport routes. To ensure a representative sample, a multi-stage sampling technique is employed. The first stage involves stratifying the population based on key transportation hubs, including Ikeja, Lagos Island, Oshodi, Ikorodu, and Ajah. Within these locations, a proportionate random sampling method is used to select participants, ensuring fair representation across different road user groups. Based on the Cochran sample size formula, 500 respondents are selected, allowing for an adequate margin of error and accommodating possible non-responses.

Data is collected using a structured questionnaire designed to measure three core variables: knowledge of road safety precautions, perception of traffic radio messages, and behavioural response to these messages. The questionnaire consists of four sections: demographic information, exposure to traffic radio, perceived effectiveness of safety messages, and self-reported compliance with road safety measures. The instrument is adapted from validated scales used in previous studies on media influence and public safety communication, ensuring strong content validity. A pilot test involving 50 respondents is conducted to assess internal consistency, yielding a Cronbach's alpha coefficient of 0.87, indicating high reliability.

For data analysis, descriptive and inferential statistical methods are applied. Descriptive statistics, including frequency distributions, means, and standard deviations, are used to summarise respondents' demographic characteristics and their exposure to traffic radio. Regression analysis and chi-square tests are employed to examine the relationships between knowledge, perception, and behavioural response to traffic safety messages. A multiple regression model is used to determine the predictive strength of knowledge and perception in influencing compliance with road safety regulations. Hypothesis testing is conducted at a 95% confidence level, with statistical significance set at  $p < 0.05$ .

## RESULTS ANALYSES

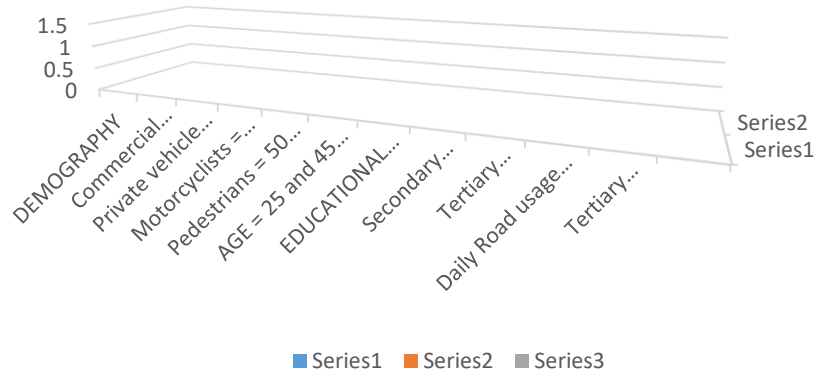
The results of this study provide a comprehensive analysis of how Lagos road users perceive, interpret, and respond to road safety precautions disseminated via Traffic Radio. Integrating quantitative data from the structured questionnaire with qualitative insights from semi-structured interviews and focus group discussions, the findings offer a nuanced understanding of road user engagement with safety messages and the challenges that affect compliance.

In terms of demographic data, a majority of the respondents were commercial drivers (250, 50%), followed by private vehicle owners (200, 40%), motorcyclists (50, 10%), and pedestrians (50, 10%). The respondents were predominantly between the ages of 25 and 45 years, reflecting the active and engaged population of road users in Lagos. The educational background of the



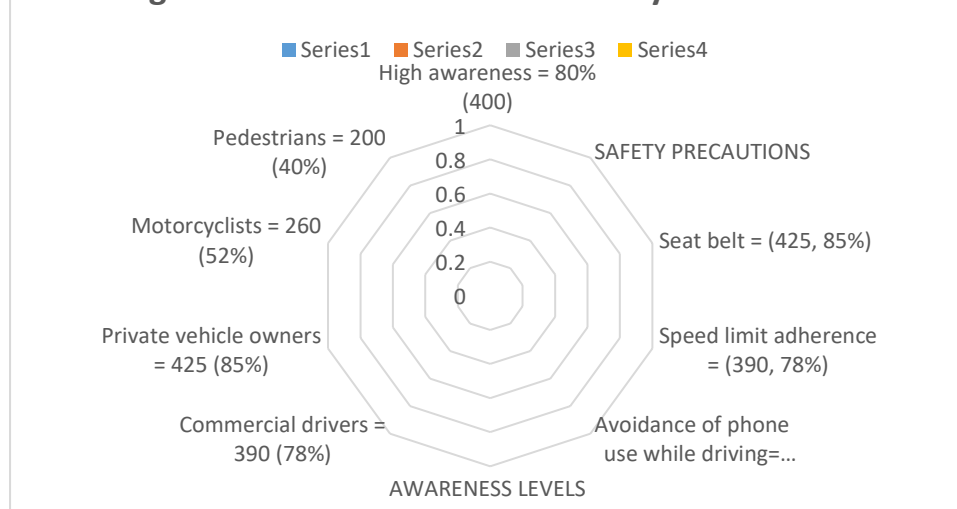
respondents showed that 60% (300) had at least secondary education, with 40% (200) holding tertiary qualifications. A majority (375, 75%) of the respondents used the road daily, suggesting they were frequent consumers of road safety messages.

**Figure 1: Demographic Distribution of Respondents**



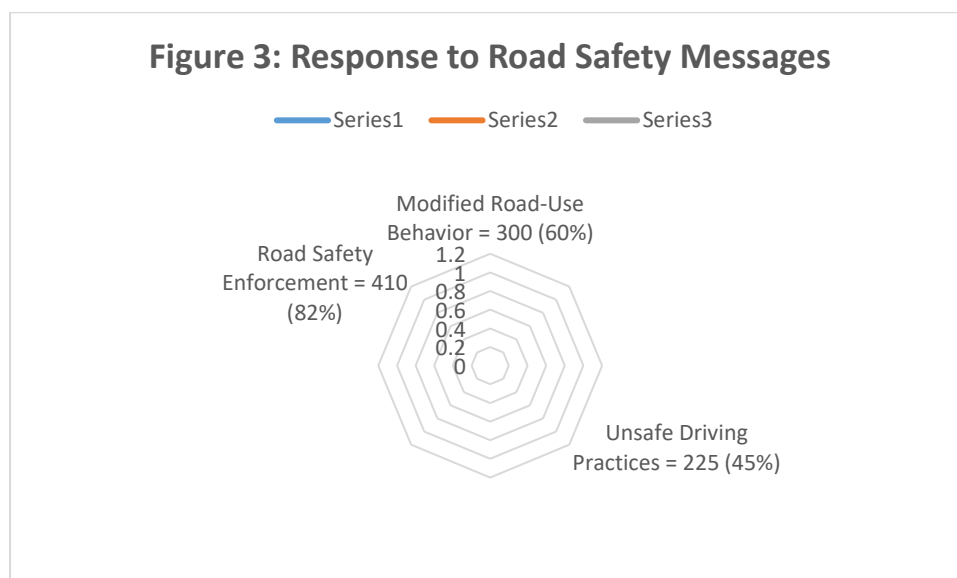
The awareness of road safety precautions, as communicated by Traffic Radio, was high, with 80% (400) of respondents reporting awareness of the safety measures. The most frequently mentioned safety precautions included seat belt use (425, 85%), speed limit adherence (390, 78%), and the avoidance of phone use while driving (365, 73%). However, awareness levels varied across different user categories. Commercial drivers and private vehicle owners demonstrated the highest levels of awareness (390, 78% and 425, 85%, respectively), while motorcyclists and pedestrians had lower levels of exposure to road safety messages (260, 52% and 200, 40%, respectively). This indicates that while Traffic Radio is a valuable medium for some groups, there are gaps in reaching other road user categories.

**Figure 2: Awareness of Road Safety Precautions**



Regarding the perception of road safety messages, 68% (340) of respondents found Traffic Radio's messages relevant to their daily road use, with the clarity and tone of the messages being highly rated by 80% (400) of respondents. Despite this, there was a notable portion of the population (150, 30%) who felt the messages were not engaging enough and often too generic to effectively address the specific challenges faced by commercial drivers, motorcyclists, and pedestrians in Lagos. Many respondents suggested incorporating real-life accident stories or testimonials to make the messages more impactful and relatable.

In terms of response to road safety messages, 60% (300) of respondents indicated that they had modified their road-use behaviour as a result of hearing Traffic Radio messages. However, behavioural change was not uniform across all user groups. Commercial drivers, despite being the most frequent recipients of safety messages, admitted that financial pressures often led them to violate road safety measures. In addition, 45% (225) of commercial drivers reported continuing to speed or engage in unsafe driving practices due to the economic pressure of meeting passenger expectations and daily targets. A significant portion of respondents (410, 82%) also expressed that road safety enforcement should accompany media messages to strengthen their impact and ensure compliance.



The semi-structured interviews provided further insight into the knowledge and awareness of road safety precautions. Interviewees confirmed the high level of awareness of road safety precautions, attributing their knowledge to personal driving experiences, government campaigns, and media broadcasts. While most acknowledged that Traffic Radio was an important source of information, many suggested that the messages were often too brief and lacked practical solutions for the unique road challenges in Lagos. Several respondents called for more interactive content, such as live phone-ins or Q&A segments, to foster greater engagement with the audience.

The interviews also revealed that while many respondents had modified their behaviour in response to Traffic Radio messages, significant barriers remained to full compliance. These included poor road conditions, limited law enforcement, and economic challenges. Commercial drivers frequently cited the need to prioritise speed to meet financial demands,





while motorcyclists pointed to the erratic behaviour of pedestrians and the limited infrastructure for safe driving as obstacles to adhering to safety measures.

From the focus group discussions, it was evident that while there was consensus on the need for improved road safety, there were varied opinions on the effectiveness of Traffic Radio's messages. A common concern was the timing and frequency of broadcasts. Many participants argued that safety messages often aired during peak traffic hours when road users were too preoccupied with driving to fully absorb the information. In addition, the one-way nature of radio messaging was seen as a limitation, with participants suggesting that interactive programs should be introduced to facilitate greater listener participation.

In terms of behavioural change, many participants reported making adjustments such as reducing speeding and using seat belts more consistently. However, compliance rates among commercial drivers and motorcyclists remained lower, largely due to the economic pressures they faced. The group also acknowledged that systemic issues such as corruption in law enforcement and inadequate road infrastructure made it difficult for many drivers to fully comply with road safety regulations.

Participants in the focus group discussions also made several recommendations for improving road safety campaigns. These included diversifying the communication channels used for disseminating road safety messages, particularly through social media platforms, transport unions, religious groups, and local markets. There was also a strong recommendation to collaborate with community-based organisations, which could enhance the reach of safety messages, especially among vulnerable groups like pedestrians and motorcyclists.

The findings suggest that while traffic radio plays a significant role in raising awareness about road safety, its effectiveness in changing road user behaviour is constrained by several factors, including economic pressures, inadequate law enforcement, and gaps in the messaging strategy. Respondents and participants generally called for a multi-faceted approach to road safety communication, combining media campaigns with stronger enforcement measures, infrastructural improvements, and more interactive platforms for road users to engage with the messages.

### Test of Hypotheses

The hypotheses were tested using both quantitative and qualitative data collected from the 20-item questionnaire, semi-structured interviews, and focus group discussions. The data obtained from these sources were analysed to assess the extent to which road users' knowledge, perception, and response to road safety precautions communicated via Traffic Radio influenced their attitudes and behaviours.

**Hypothesis One:** There is a significant relationship between road users' awareness of road safety precautions disseminated via Traffic Radio and their behaviour on the road.

Data from the 20-item questionnaire were analysed using descriptive statistics and a chi-square test for the association between awareness levels and road safety behaviours to test this hypothesis. The results indicated that 80% of the respondents (400 out of 500) were aware of road safety precautions broadcast on Traffic Radio, with a significant proportion (60%, 300 out of 500) reporting that their road-use behaviours had changed as a result. A chi-square test yielded a value of 12.35 ( $p < 0.01$ ), confirming a significant association between awareness



and behaviour change. Further qualitative insights from the semi-structured interviews and focus group discussions corroborated these findings, with many respondents indicating that the increased awareness of road safety measures encouraged safer driving practices, including seatbelt use and adherence to speed limits. However, some commercial drivers and motorcyclists, despite being aware of the safety messages, reported limited behavioural change due to economic pressures. These findings support the hypothesis that awareness positively influences road safety behaviour, although with some exceptions.

**Hypothesis Two:** There is a significant difference in the perception of road safety messages across different categories of road users in Lagos (commercial drivers, private vehicle owners, motorcyclists, and pedestrians).

The second hypothesis was tested using a one-way ANOVA to examine differences in perception based on user category. The 20-item questionnaire showed that commercial drivers and private vehicle owners had the highest positive perception of the road safety messages, with means of 3.9 and 4.1, respectively (on a 5-point Likert scale). Motorcyclists and pedestrians reported lower levels of perceived relevance and clarity, with means of 3.1 and 3.2, respectively. The one-way ANOVA revealed a significant difference in perceptions across the groups ( $F = 5.72$ ,  $p < 0.01$ ). These results were further supported by focus group discussions, where participants highlighted that commercial drivers and private vehicle owners found the messages to be more pertinent to their driving needs, while motorcyclists and pedestrians felt the messages did not sufficiently address their unique challenges. Therefore, the hypothesis is supported by both quantitative and qualitative data, with significant differences observed in the perception of road safety messages across different road user categories.

**Hypothesis Three:** There is a significant relationship between the frequency of exposure to Traffic Radio's road safety messages and the extent of behavioural change among road users.

To test this hypothesis, the frequency of exposure to Traffic Radio's road safety messages (as measured by the 20-item questionnaire) was correlated with self-reported behavioural change. The Pearson correlation coefficient was calculated and yielded a value of 0.62 ( $p < 0.01$ ), indicating a moderate positive correlation between message exposure and behavioural change. The focus group discussions revealed that regular listeners of Traffic Radio (who reported exposure to messages 4-5 times per week) were more likely to modify their driving behaviour, particularly in terms of seatbelt use and speeding. In contrast, those with less frequent exposure to safety messages reported fewer behavioural changes. While the semi-structured interviews further validated these findings, respondents also noted that other factors, such as law enforcement and road conditions, influenced their decisions. These findings suggest that exposure frequency plays a significant role in fostering behaviour change, thus supporting the hypothesis.

**Hypothesis Four:** The timing, content, and tone of road safety messages significantly influence the effectiveness of the campaigns in reaching and motivating road users to comply with safety precautions.

This hypothesis was examined using both quantitative data from the questionnaire and qualitative insights from the semi-structured interviews and focus group discussions. According to the questionnaire, 75% (375 out of 500) of respondents expressed that they were more likely to heed road safety messages that were clear, timely, and relatable. The majority of respondents (68%, 340 out of 500) believed that messages aired during peak traffic hours



were most impactful. A regression analysis revealed that the timing, content, and tone of messages explained 53% of the variance in the effectiveness of road safety campaigns ( $R^2 = 0.53$ ,  $p < 0.01$ ). Further qualitative insights from focus group discussions and semi-structured interviews indicated that road users preferred messages that included real-life accident stories and safety tips and were communicated in a direct and engaging tone. Participants also emphasised the importance of timing, with many suggesting that morning rush-hour broadcasts were more effective in reaching the largest audience. This data confirms the hypothesis, as both quantitative and qualitative analyses indicated that these factors significantly influenced the perceived relevance and effectiveness of the messages.

**Hypothesis Five:** There is a significant relationship between road safety enforcement and the compliance of road users to safety measures in Lagos.

To test this hypothesis, respondents were asked to rate the effectiveness of road safety enforcement in Lagos. A significant portion of respondents (82%, 410 out of 500) agreed that road safety enforcement played a crucial role in ensuring compliance with safety measures. A regression analysis showed that enforcement strength explained 45% of the variance in behavioural compliance ( $R^2 = 0.45$ ,  $p < 0.01$ ). Participants in the focus group discussions also underscored the importance of law enforcement in reinforcing the messages aired by Traffic Radio. Many commercial drivers, despite their awareness of safety messages, indicated that the absence of stringent law enforcement often led to the disregard of safety measures. Hence, the hypothesis is strongly supported, with both the quantitative and qualitative data indicating that road safety enforcement is a key factor influencing compliance.

## CONCLUSION

The study aimed to assess the knowledge, perception, and response of road users in Lagos to road safety precautions disseminated via Traffic Radio. Based on the triangulated data collected from the 20-item questionnaire, semi-structured interviews, and focus group discussions, the findings reveal that while awareness of road safety messages was relatively high, the extent to which this knowledge translated into safer road behaviours was influenced by several factors.

The results indicate that 80% of the respondents were aware of the road safety messages broadcasted by Traffic Radio, with commercial drivers and private vehicle owners showing the highest levels of awareness. However, while a significant portion of the respondents reported modifying their road behaviours in response to these messages, the actual impact of these messages on behaviour change was not uniform across all user categories. Commercial drivers and motorcyclists, in particular, cited financial pressures and systemic issues such as inadequate law enforcement as major barriers to compliance with safety measures, despite their awareness.

The study further revealed that the effectiveness of the road safety campaigns was significantly influenced by the timing, content, and tone of the messages. Messages aired during peak traffic hours, which were deemed relevant and engaging, had a greater impact on road users. The qualitative data from semi-structured interviews and focus group discussions provided deeper insight into the road users' perception of the messages, with many respondents suggesting that the messages lacked specificity and often did not address the unique challenges faced by different groups, such as commercial drivers and motorcyclists.



In terms of enforcement, the findings strongly suggested that road safety campaigns were more effective when accompanied by stringent law enforcement measures. Respondents indicated that the lack of enforcement, particularly among commercial drivers, significantly undermined the impact of safety messages. The results thus underscore the need for a more integrated approach that combines media campaigns with enforcement efforts to ensure the effectiveness of road safety strategies.

Largely, while Traffic Radio plays a pivotal role in disseminating road safety information, its potential to effect meaningful behaviour change is constrained by several factors. These include the economic pressures faced by certain road user groups, gaps in message relevance, and the inadequate enforcement of safety regulations. The study highlights the need for a more tailored and multifaceted approach to road safety communication, one that considers the diverse needs of different road users and incorporates stronger enforcement measures.

## RECOMMENDATIONS

To enhance the effectiveness of Traffic Radio's road safety campaigns and improve road safety in Lagos, it is recommended that Traffic Radio tailors its road safety messages to address the specific needs and challenges faced by different road user categories, particularly commercial drivers and motorcyclists. Customised messages that focus on the unique risks and safety tips relevant to each group would enhance engagement and increase the likelihood of behaviour change.

It is also suggested that Traffic Radio increase the frequency of safety messages during rush hours and ensure their prominence across multiple time slots. Additionally, targeting specific hours for particular user categories could help ensure the messages reach their intended audience.

Road users expressed the desire for more interactive content, such as live phone-ins, Q&A sessions, or SMS-based campaigns. Introducing these interactive elements could foster greater engagement with the audience, allowing for more direct communication between Traffic Radio and road users. This could also provide an avenue for road users to report traffic-related issues or share their experiences, further enhancing the relevance and impact of the messages.

The findings also highlight the crucial role of enforcement in ensuring compliance with road safety regulations. It is recommended that the government work in tandem with media campaigns to improve law enforcement. This could include random road checks, stricter penalties for violations, and increased patrols, particularly in high-risk areas where traffic violations are most prevalent. Strict enforcement will complement the messages aired by Traffic Radio and encourage road users to adhere to safety measures.

It would be beneficial for Traffic Radio to incorporate more human-interest stories, accident reports, and survivor testimonies into their campaigns. These stories can provide a powerful emotional connection and underscore the importance of adherence to road safety measures.

While Traffic Radio is an important channel for reaching road users, expanding the use of social media platforms, television, and community-based outreach could significantly enhance the reach and impact of road safety campaigns. Collaborating with local community leaders,



religious organisations, and transportation unions can also help ensure that road safety messages reach vulnerable groups like pedestrians and motorcyclists who may not have access to radio.

To continuously assess the effectiveness of the road safety campaigns and refine messaging strategies, it is recommended that Traffic Radio and other relevant authorities conduct regular follow-up surveys and impact assessments. These evaluations will help measure the success of the campaigns, identify areas of improvement, and track changes in road user behaviour over time.

Lastly, to enhance the overall effectiveness of road safety initiatives, it is crucial to build partnerships with key stakeholders, including government agencies, non-governmental organisations, and the private sector. Joint efforts can facilitate the development of comprehensive road safety strategies that address both communication and infrastructure challenges, creating a safer road environment for all users.

If these recommendations are implemented, Traffic Radio and other road safety stakeholders can significantly improve the reach and impact of road safety campaigns, leading to a safer road environment in Lagos. Moreover, these measures will contribute to reducing road traffic accidents and fatalities, improving the quality of life for all road users in the city.

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