Road Safety Communication Campaigns in South Punjab: Knowledge, Attitude and Practices

*Syed Imran Ahmad Shah, PhD Scholar, Media Studies Department, the Islamia University of Bahawalpur, Pakistan  
Muhammad Shahzad, Professor, Media Studies Department, the Islamia University of Bahawalpur, Pakistan  
Muhammad Arif, Assistant Professor, Faculty of Management Sciences, International Islamic University, Islamabad, Pakistan

*Corresponding Author’s Email: imranshah537@gmail.com

ARTICLE DETAILS

ABSTRACT

Purpose: The main objective of this study is to examine the effects of communication campaigns launched by different public sector departments and organizations to create awareness among the road users in Southern Punjab-Pakistan, while analyzing the knowledge, attitude and practices of the road users especially the drivers of the region.

Design/Methodology/Approach: The researchers employed survey technique by developing a structured questionnaire on five-point Likert Scale along with 35 close ended questions and distributed among the road users in Southern Punjab. A sample of 500 road users was selected from five main districts of South Punjab.

Findings: The findings revealed that above 80 percent road users believe communication campaign launched by Motorways Police have effective role in changing the attitude of the road users i.e., drivers. Findings revealed after exposed to such campaigns, drivers behave more sophisticatedly during their driving. According to the findings, there should be synchronized collective role of the related departments for effective solution of the common phenomenon and the problems drivers confront to during driving.

Implications/Originality/Value: The study has opened new horizons for future researchers to conduct future research studies with different socio-psychological effects and new trends of awareness especially with the influx of social media can play more compact role.

© 2022 The authors, under a Creative Commons Attribution-NonCommercial- 4.0


Introduction

Pakistan has estimated population of 210 million including 76 million residing in urban areas. (Peden et
Roads in Pakistan are vulnerable among other developing countries. Road safety is a neglected aspect of Pakistan (Zahoor, Chan, Utama, & Gao, 2015). Fourteen thousand people die in traffic accidents each year in Pakistan. To avert this phenomenon, Pakistan first implemented the Motor Vehicles Act 1939 in order to provide legal shelter to vehicular activities and transport system after independence (Swami, 2006). Law was amended and renamed as The West Pakistan Motor Vehicles Ordinance 1965 and was passed from the National Assembly on 8th June, 1965. Provincial Motor Vehicles Rules 1969 were chalked out by the Provincial Assembly; earlier, Punjab Bus Stands and Traffic Control [Lahore] Ordinance 1963 and Punjab Bus Stands and Traffic Control [Gujranwala] Ordinance 1963 were in functions to operate transport systems in Lahore and Gujranwala with slight changes in other districts of the province as well. In 2015, the Government of the Punjab also introduced Punjab Mass Transit Authority 2015 to provide legal cover to the Mass Transit projects in Lahore and other districts of the province (Rana & Bhatti, 2018). In accordance with the law, the Punjab Transport Department established a Punjab Provincial Transport Authority (PPTA) with mandate to exercise powers and perform certain functions to ensure safe vehicular activities across the province. The District Regional Transport Authorities (DRTA) were constituted across the province, one in each district to assist and ensure functioning of the transport department and transport authority (Bank, 2018).

National Highways and Motorways Police (NHMP) is yet another key stakeholder for organization of smooth operation of transport mechanism including on the Motorways and Highways of the country (Tahir, 2018). The NHMP carries out activities for prevention of traffic accidents, injuries and deaths during the accidents on both sort of roads across the country (Bhatti, Razzak, Lagarde, & Salmi, 2011). The NHMP was established in Pakistan with a mission to promote safe travelling on Motorways as well as the Highways with mandate to ensure result-oriented enforcement of traffic laws to prevent road accidents. Traffic Police Department is headed by an Addl. IGP with infrastructure in all districts of Punjab. Established in 1991, the National Highway Authority outlined its objectives to plan, develop, operate, repair and maintain the smooth flow of vehicular activities on national highways and other roads designed and constructed strategically and assigned the task to NHA. Punjab Highway Patrol commonly known as PHP is yet another collaborating stakeholder of road safety in Punjab. The Punjab Emergency Service widely known as Rescue 1122 is yet another stakeholder of road safety in Punjab (Hamdani, Farid, Safdar, Asghar, & Hamdani, 2019).

Available Literature
Road safety is a global phenomenon which requires all stakeholders in a society on same page to establish and maintain road infrastructure. According to global political transport agenda, safe mobility is right and the responsibility of all with an aim to achieve sustainable, achievable, doable and strong transport solutions (Wolf, 2020). Despite all preventive measures, and global strategy to deal with the road traffic accidents (RTAs), yet the RTAs are the 9th main cause of death across the world and it was astonishingly the 5th main cause of deaths observed in 2020 (Mary, 2016). These RTAs have become the main emerging serious concern and hurdle in the way of socioeconomic development in South, where estimated 91 percent fatalities take place owing to the RTAs (Davis, Quimby, Odero, Gururaj, & Hijar, 2003).

The Decade of Road Safety introduced a comprehensive toolkit for all the stakeholders for road safety (Ruikar, 2013). Findings of a study say the stakeholder(s) should have a sufficient budget for launch an
awareness media campaign, in-house capacity along-with trained human resource, experts of advertising and communication campaign designers to develop an efficient media campaign in order to produce a well-conceived and well-planned campaign, ample time for planning and execution of such campaign, the participants of the road safety must have the road safety knowledge, etc. In order to ensure safety of the children during driving, the parents should be educated and sensitized that they must fasten the seat belt around the children as well (Thomas, Blomberg, & Fisher, 2012). Results of Pakistan's first road traffic injury surveillance project in Karachi city showed the annual incidence of RTIs to be 184.3 per 100,000 population and mortality to be 5.7 per 100,000 populations (Shamim, Razzak, Jooma, & Khan, 2011). One of the leading factors of road injuries and fatalities is aberrant behaviors of the drivers both – professional drivers [taxi and bus] and common drivers. All the studies reviewed above have culminated to a single objective that road safety is the surety of national development of any country across the world. The country is bound to progress and develop if it’s roads are safe. There are several causes of traffic accidents and poor system of road safety ranging from reckless driving to non-implementation of road safety laws (Chadyiwa, 2019; Malau & Syahrin, 2020; Twesigomwe, 2014).

Knowledge Gap
As per detailed literature review of the existing research, it has been established that worldwide the relevant stakeholders have conducted massive studies on the subject of road safety and effects of communication campaigns in USA, Canada, UK and other developed countries. However, the researchers have focused on organizational research with the objectives to explore deficient areas for infrastructure development and construction of roads. However, the literature reviews show that no one has conducted any academic research on impact of communication campaigns on road safety. Therefore, it can be argued that this research may open new horizons for road safety experts and provide them new dimension to explore new areas of infrastructure development and maintenance of roads, but it may also assist them to measure various types of psychological behaviors of the drivers and other road users.

Problem Statement
Road safety is a huge problem for the society of all the countries. Life and property both are directly involved with road infrastructure. 518 billion US dollars are spent on the medication of the persons disabled during traffic crashes globally each year and the ratio is increasing day by day. 80 percent traffic crashes take place in Pakistan in which young breadwinner of the families are involved. These young adult drive motorbikes and in above 80 percent traffic crashes motorbikes are involved causing severe injuries to the youngsters. Virtually, the sole breadwinner of the society, who were earning livelihood for their families become the victims of the traffic crashes. The earners become beggars in a sense that they become dependent on their families due to disabilities having huge socio-economic impact on their families. As per reported statistics, some 2000-2500 traffic accidents take place on daily basis in Punjab, wherein at some 2500-3000 persons are affected either injured, disabled or died during these traffic crashes. So, this emerged as an imperative problem to be investigated by the researchers.

Significance of the Study
The aberrant behavior of drivers is regarded as the most significant contributory factor in road traffic crashes in South Punjab (Hussain, Batool, Kanwal, & Abid, 2019). Communication campaigns are an important component of road safety strategies. Communication campaigns are helpful to improve knowledge, attitude and practices of the road users towards road and life safety in South Punjab. The lessons and results will generate by this scholarly research work to strengthen the implementation of similar campaigns in South Punjab where the burden of road traffic crashes is believed to be the heaviest as compared to other areas of the Province. This study has analyzed the effects of road safety communication campaigns and awareness strategies adopted by the Motorways Police and other relevant authorities in assessing public behavior towards road safety. As discussed above, road safety is of prime importance which has socio-economic impact on the overall society and the national economic growth of the country, therefore, this study may add up new factors and policy framework recommending to relevant forums to adopt and implement them in true letter and spirit for life safety.
Research Objectives
This study has the following main objectives:

1) To analyze the major causes of road traffic accidents occurring in South Punjab.
2) To analyze the significance of road safety communication campaigns launched preferably by Motorways Police.
3) To identify the Knowledge, Attitude and Practices adopted by the road users about road safety measures in South Punjab.

Hypotheses of Research
H1: It is more likely to assume that communication campaigns are necessary to increase road safety awareness in South Punjab.
H2: It is more likely to assume that a communication campaign can influence the attitude to the extent of achievable behavior of the road users in South Punjab.

Research Questions
1. Do the road users have adequate awareness and knowledge about related laws and regulatory authorities in South Punjab?
2. Do the road users listen/ watch or read out communication campaign material seriously in South Punjab?

Theoretical Understanding
Theoretical framework is employed in a social sciences research to develop a theoretical understanding related to the study (Osanloo & Grant, 2016). Certain theoretical and conceptual paradigms exist with epistemological dimensions to provide standing to any study either with the background of social or material sciences.

Social Learning Theory
Social Learning Theory seemed an appropriate approach to examine the understanding of the study in hand. As per this theory, learning process is directly dependent on the overall social behavior from where a new form of behavior emerges. Skinner in 1940s experienced a specific from of learnt behavior. However, Noam Chomsky negated with the argument that specific stimulus-response theories cannot directly influence the learning process of language (Jordan, 2004), and later on it was proved that Chomsky’s argument streamlined the path of a new cognitive revolution in psychology. The emphasis of social learning theory is the abrupt and short term effects of media and its exposure (Shum & Ferguson, 2012). Bandura conducted a Bobo Doll experience and observed the learning process and learning behavior of the children with the lens of aggressive games (Vahedi, 2020). Bandura concluded that the children who were exposed to violent behavior [after learning the behavior from violent games] behaved in violent and aggressive way with negative feelings (Huesmann, Moise-Titus, Podolski, & Eron, 2003). Bandura himself outlined three types of learning stimuli, which are included as live model, verbal instruction, and symbolic attention, retention, reproduction and motivation.

The study in hand significantly is linked with the social learning theory in a sense that road safety is comprised of multiple stakeholders including legislators, departments, roads, law enforcement agencies, vehicles, and the most important are the road users. As discussed the basic purpose of this study is to know about the learning process about road safety and awareness about driving rules to reduce the chances of accidents in Punjab. Social learning is a cumulative process in which different factors plays a role especially media strategies to lower down accidents ratio across Pakistan. Therefore, the study has been conducted in the light different dimensions of the Social Learning Theory. The researchers have employed all the factors and elements of social learning theory in this study including live model, verbal, attention, retention, reproduction, and motivation because the road users are generally highly influenced by these factors.
Research Methodology
The methodology employed in this research examines multiple factors including attitudes, socio-demographic characteristics, driving environment, which are believed to be shaping up the driver’s behavior with an exploratory approach.

Universe of the Study
Researchers have chosen ‘road users’ across the country as universe of the study, because road usage is a common phenomenon for an individual who steps on the road infrastructure in any part of the country either it is the national highways or the motorways. So, all the individuals who can drive or drive on roads including drivers of cars, wagons, buses, carts etc., and common users from the general public fall under the ambit of the universe of this study.

Population of the Study
Researchers have selected five main districts falling in South Punjab belt as the population of the study. The districts include: Bahawalpur, Rahim Yar Khan, Lodhran, Multan and Khanewal. The rationale behind this selection was the road infrastructure available in these districts where commuters travel on Motorways and National Highways, therefore, the respondents of these districts seemed the most suitable respondents for the study in hand.

Sample Size
Sample size of 500 persons/ individuals was chosen as respondents from the above-mentioned districts. Based on equal allocation method, researchers included 250 literate and 250 illiterate persons travelling on the National Highways and Motorways Police in South Punjab for this study.

Data Analysis
Researchers have chosen this topic after going through detailed literature review. Four variables in gender, age, education and locale were used to analyze the knowledge, attitude and practices of the road users. Overall, 35 close ended research questions were included in the survey study which were distributed among the respondents of Southern Punjab based on convenient sampling. The data was analyzed with the cross tabulations and pi-charts as well.

Crosstab

<table>
<thead>
<tr>
<th>Age of Participants</th>
<th>Lack of awareness about road safety laws is a main contributing factor of road traffic accidents</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Strongly Agreed</td>
<td>Agreed</td>
</tr>
<tr>
<td>Below 19 Expected Count</td>
<td>77.0</td>
<td>41.7</td>
</tr>
<tr>
<td>% within Age of Participants</td>
<td>43.0%</td>
<td>31.8%</td>
</tr>
<tr>
<td>Below 25 Expected Count</td>
<td>123.9</td>
<td>67.1</td>
</tr>
<tr>
<td>% within Age of Participants</td>
<td>58.4%</td>
<td>22.2%</td>
</tr>
<tr>
<td>Below 30 Expected Count</td>
<td>41.8</td>
<td>22.6</td>
</tr>
</tbody>
</table>
43 percent population under 19 years strongly agreed and 31.8 percent agreed with the statement that lack of awareness was the main cause of traffic accidents. Accordingly, from under 25 years, 58.4 percent respondents strongly agreed, 42.7 percent from below 30 years, 60 percent under 35 strongly agreed that lack of awareness among the road users was causing leading factor of causing traffic accidents on the roads.

**Crosstab**

<table>
<thead>
<tr>
<th>Age of Participants</th>
<th>Strongly Agreed</th>
<th>Agreed</th>
<th>Moderate</th>
<th>Disagreed</th>
<th>Strongly Disagreed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 19</td>
<td>35.6</td>
<td>64.6</td>
<td>35.0</td>
<td>11.8</td>
<td>3.9</td>
</tr>
<tr>
<td>Below 25</td>
<td>26.5%</td>
<td>39.7%</td>
<td>23.2%</td>
<td>6.0%</td>
<td>4.6%</td>
</tr>
<tr>
<td>Below 30</td>
<td>57.3</td>
<td>104.0</td>
<td>56.4</td>
<td>19.0</td>
<td>6.3</td>
</tr>
<tr>
<td>Below 35</td>
<td>24.7%</td>
<td>41.6%</td>
<td>23.0%</td>
<td>9.5%</td>
<td>1.2%</td>
</tr>
<tr>
<td>Below 36</td>
<td>18.3%</td>
<td>50.0%</td>
<td>24.4%</td>
<td>6.1%</td>
<td>1.2%</td>
</tr>
<tr>
<td>Total</td>
<td>19.4</td>
<td>35.1</td>
<td>19.0</td>
<td>6.4</td>
<td>2.1</td>
</tr>
<tr>
<td></td>
<td>15.0%</td>
<td>50.0%</td>
<td>20.0%</td>
<td>5.0%</td>
<td>10.0%</td>
</tr>
</tbody>
</table>

Community Radios of traffic police in South Punjab especially in Multan are playing vital role in educating road users for life safety.
66.2 percent respondents under 19 years believed that community radio in Multan were playing vital role in creating awareness to control traffic accidents. Similarly, 66.3 percent respondents under 25 years, and total 68.3 percent respondents under 30 years believed that community radio of Multan was playing useful role in educating public regarding road safety laws. Similarly, 65 percent respondents under 35 years believed the same, whereas 50 percent respondents under 35 years also opined the same that community radio was educating the public. 74.2 percent respondents under 19 years believed they abide by traffic laws, followed by 84 percent respondents under 30 years, 70 percent respondents under 35 years and total 75 percent respondents above 36 years of age opined the same. 93.1 percent respondents under 19 years revealed that motorways police were the key stakeholder of enforcement of traffic laws in Pakistan. 93 percent respondents under 25 years opined the same, whereas 91.5 percent respondents under 30 years and 90 percent respondents under 35 years and 90 percent above 36 years were found satisfied with the statement that only Motorways police was the main stakeholders for enforcement of traffic laws in Pakistan.

### Crosstab

<table>
<thead>
<tr>
<th>Education of Participants</th>
<th>I think illiteracy and irresponsible behavior are lethal sources of road accidents in South Punjab</th>
<th>Total % within Education of Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Strongly Agreed</td>
<td>Agreed</td>
</tr>
<tr>
<td>Illiterate</td>
<td>Expected Count</td>
<td>16.9</td>
</tr>
<tr>
<td></td>
<td>% within Education of Participants</td>
<td>36.4%</td>
</tr>
<tr>
<td>Graduate</td>
<td>Expected Count</td>
<td>109.8</td>
</tr>
<tr>
<td></td>
<td>% within Education of Participants</td>
<td>38.5%</td>
</tr>
<tr>
<td>Bachelor</td>
<td>Expected Count</td>
<td>58.0</td>
</tr>
<tr>
<td></td>
<td>% within Education of Participants</td>
<td>37.7%</td>
</tr>
<tr>
<td>Master</td>
<td>Expected Count</td>
<td>6.9</td>
</tr>
</tbody>
</table>
Almost 91 percent illiterate respondents believed that illiteracy and irresponsible behavior was the main cause of unawareness about road safety laws in South Punjab. 38.4 percent respondents with graduate degrees strongly agreed and 48 percent agreed with the above statement. Accordingly, 37.7 percent respondents with Master degrees strongly agreed, and 49 percent agreed with the statement that illiteracy and irresponsible behavior were the lethal sources of traffic accidents in South Punjab. 50 percent respondents with MPhil degrees strongly agreed and 38.9 percent agreed with the statement followed by 100 percent response from the PhD Degree holders that illiteracy and irresponsible behavior were the main causes leading to traffic accidents.

**Crosstab**

% within Locale of Participants

<table>
<thead>
<tr>
<th>Locale of Participants</th>
<th>Motorways police is the key stakeholder of enforcement of traffic laws in Pakistan</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Strongly Agreed</td>
<td>Agreed</td>
</tr>
<tr>
<td>Urban</td>
<td>67.0%</td>
<td>28.4%</td>
</tr>
<tr>
<td>Rural</td>
<td>60.6%</td>
<td>31.5%</td>
</tr>
<tr>
<td>Total</td>
<td>62.0%</td>
<td>30.8%</td>
</tr>
</tbody>
</table>

67 percent respondents from urban and 60.6 percent from rural areas strongly agreed with the statement that Motorways police is the key stakeholder of enforcement of traffic laws in Pakistan. Total 28.4 percent respondents from urban and 31.5 percent from rural also agreed with the statement.

**Crosstab**

% within Locale of Participants

<table>
<thead>
<tr>
<th>Motorways police launches awareness campaigns in time to educate commuters on national highways and motorways of Punjab</th>
<th>Total</th>
</tr>
</thead>
</table>

67 percent respondents from urban and 60.6 percent from rural areas strongly agreed with the statement that Motorways police is the key stakeholder of enforcement of traffic laws in Pakistan. Total 28.4 percent respondents from urban and 31.5 percent from rural also agreed with the statement.
55 percent respondents from urban areas and 56.5 percent from rural areas strongly agreed and 27.5 percent respondents from urban and 24 percent from rural areas agreed with the statement that Motorways Police launches awareness campaigns in time to educate commuters on national highways and motorways in Punjab. Total 10.1 percent respondents from urban areas and 14.1 percent from rural areas were found moderate in their opinion. Accordingly, 7.3 percent respondents from urban and 3.3 percent from rural areas disagreed with the statement. Overall, majority of the population was found in favor of the statement.

As per the graph, a huge population strongly agreed with the statement, less than strongly agreed also agreed with the statement that mobile usage during driving was the leading cause of traffic accidents. There was a quite small proportion of the population which was found moderate in their response followed by a very small population which disagreed and strongly disagreed with the statement. Therefore, it can be argued that the pie-chart also confirmed the findings of the cross tabulation data, that most of the population believed mobile usage was dangerous to human life.
As per the graph, a good number of population believed that media is playing a vital role in educating public especially drivers about the road safety measures. Similarly, a considerably good population also endorsed the statement, whereas a significant population also was found moderate in their opinion whereas a large population also negated the statement that media was not playing a positive or vital role in educating the public about road safety laws in Pakistan.

Graph 3

According to the graph above, a huge population agreed with the statement that road safety communication campaigns were very important for life safety in Pakistan, followed by another considerable population which endorsed the statement. However, a small population also was found moderate in their opinion followed by a very small number of the respondents who disagreed or strongly disagreed with the statement.

Findings
As per findings, a massive majority was found strongly agreed with most of the research items with strong inter consistency in response. The study found that most of the respondents have ample knowledge about road safety laws, measures, communication campaigns, road safety initiatives by the Motorways Police generally in Pakistan and South Punjab in particular. After developing comparative analysis with main four variables i.e., gender, age, education and locate, it was found out that with minor difference of ratio, most of the respondents with different demographics believe Motorways Police was the key stakeholders of enforcement of road safety laws in Pakistan. 62.3 percent males strongly agreed, 31 percent agreed, 4.6 percent were moderate, 1.5 percent disagreed and 0.5 percent strongly disagreed.
with the statement that poor infrastructure was the main cause of road traffic accidents in Southern Punjab. 58.2 percent females strongly agreed, 34.5 percent agreed, and 6.4 percent women were found moderate in their opinion while responding to this statement. According to the findings, 46.7 percent male respondents strongly agreed, and 41.8 percent agreed with the statement that the mobile usage during driving was the leading cause of traffic problem. According to female respondents, 47.5 percent strongly agreed and 45.5 percent agreed with the statement. According to the analysis of the data the majority of population believed the mobile usage was dangerous to life. 50.8 percent male respondents strongly agreed and 26.9 percent agreed with the statement that lack of awareness about road safety laws also a contributing factor of traffic accidents in Southern Punjab, whereas 51.8 percent and 30 percent female respondents also strongly agreed and agreed respectively with the statement, which means the respondents believe lack of awareness about road safety laws was also an element contributing to road traffic accidents in Southern Punjab. The statement was strongly endorsed by the 33.6 percent female population followed by 50 percent who also agreed that the both factors including illiteracy and irresponsible behavior both were lethal sources of traffic crashes in South Punjab.

The study found out that 59.2 percent male population strongly agreed followed by 30.8 percent which agreed with the statement that poor implementation and enforcement of traffic laws is the main cause of traffic accidents in Punjab, whereas yet again another huge population from the female gender including 62.7 percent strongly agreed and 26.4 percent agreed with the statement. 63.1 percent male gender strongly believed and 29.7 percent agreed with the statement that Motorways Police was the key stakeholder in implementation of road safety laws in Pakistan. The data suggested the vehicles must display side view mirrors and the road users must utilize those mirrors while driving on the highways. 86 percent male respondents believed that during foggy season, driving can be dangerous and can claim the lives. Approximately 85 percent female gender had the same opinion about the fog. 87 percent male respondents believed weather information like fog are quite helpful in making travelling plan before start of the driving.

According to the findings, 70.5 percent illiterate respondents strongly agreed that over speeding thrills but it can kill followed by 62.6 percent graduate respondents who strongly agreed with the statement. Similarly, 57.6 percent respondents with Mater degree strongly agreed with the statement having no negative response at all, whereas total 66.7 percent respondents with M.Phil. degrees also strongly agreed followed by 27.8 percent who agreed with the statement. Almost 80 percent illiterate respondents agreed with the statement during fog driving can be dangerous, followed by almost 81 percent respondents with graduate degrees and almost 86 percent with Master degrees and almost 83 percent with M.Phil. degree holders who believed driving during foggy season can be quite dangerous. As per analysis of the data, there was quite meager response of the population against the statement.

**Conclusion**

The study concludes that a majority of the population from the both genders gave positive response in replying to the statement that road safety communication campaigns have positive impact on the attitude of the drivers. Accordingly, 82 percent male and 78 percent female population believed that safety helmet can prevent from head injuries. Similarly, it can be argued that most of the respondents believed road safety helmet can ensure individual’s safety while riding on motorbike. It is concluded that majority of the male as well as female genders believe that Motorways Police was the key stakeholder in ensuring enforcement of the laws related to the road safety in Pakistan, community radio of traffic police in Multan was playing a positive role in educating the community members pertaining to road safety. According to the study, it can be affirmed that all the communication campaigns launched to educate community members play an imperative role in creating awareness among the members of the society including the drivers who drive on national highways or motorways. It is concluded that the communication campaigns launched on traditional media, social media or door-to-door by the motorways police have a visible impact on changing attitude of the drivers in South Punjab. In a bid to explain the inter consistency between different research items, it is concluded that everyone exposed to
any sort of communication campaign believes that motorways police were there to ensure safety of the lives of commuters, therefore, the commuters and drivers believe they change their behaviors of driving once they are educated by the motorways police through brochures, advertisements, reading materials, television, radio or through any other mean of communication. The study concludes that majority of the respondents almost above 90 percent believe Motorways Police was believed to be the most effective stakeholder of enforcement of road safety laws on national highways in Pakistan. The study concludes that communication campaigns can influence the attitude to the extent of achievable behavior of the road users in South Punjab, which means that communication campaigns launched by the police department are so effective that they can change their behavior of the drivers. So, analysis reveals majority of the population were unclear either the communication campaign truly influence the attitude of the drivers to the extent of achievable behavior or not. The study concludes that communication campaigns play an effective role in enhancing knowledge of the commuters and drivers on the national highways and motorways. Therefore, media must educate the citizens and drivers about road safety by portraying with a factor of guiding and educating. The study concludes all stakeholders should assemble at one point and chalk out a comprehensive policy for road safety in Pakistan with special focus to South Punjab. It is also concluded that media can play an effective role in educating the public which it is not playing yet, therefore, medium of mass media especially the electronic media should step forward and adopt a visible direction for public safety.

Suggestions and Recommendations
After having an ample understanding about the study in hand, the researcher intends to suggest and recommend in following manner:

1. Motorways Police should be empowered with more powers to expand the road safety structure across different nooks and corners of the country while involving all the relevant stakeholders in loop.
2. The study in hand was conducted only in South Punjab whereas the phenomenon of road safety is a collective matter of all the stakeholders, therefore, in future researchers can cover other regions including Karachi, Quetta, Peshawar and other areas and recommend an amicable collection solution for the problems of road safety.
3. In future, the study can adopt qualitative nature i.e., in-depth interviews and focus group discussion can also be generated while involving main stakeholders including Inspectors General of Police Punjab, KPK, Sindh, Baluchistan, GB and AJK to take their input and examine the situation.
4. Mixed-Method approach can also be involved in future studies and the phenomenon of road safety can be analyzed with more empirically and explicitly.
5. It is also recommended that different studies can also be carried out for collective solutions i.e., a separate study can be conducted on road safety helmets, motorcyclists, motorists, buses, rickshaws and other vehicles and their drives as well.

References


