

CHAPTER ONE

ORIENTATION AND INTRODUCTION

1.1 PROBLEM STATEMENT

Road Safety promotion strategies have been in operation in South Africa for more than seven years now but neither has their impact been assessed nor has their contribution towards the reduction of carnage on our roads been scientifically investigated. Many campaigns have been mounted, which were all aimed at reducing fatalities and serious injuries on the road. However, the trend has been an increase in deaths and injuries, especially around the pressure seasons of Christmas and Easter, when road traffic volumes on the national and provincial roads increase, (Road Traffic Report for the Calendar Year 2009. Road Traffic Management Corporation (RTMC): Statistics: Appendix C).

The periods of strategic planning have always been followed by the periods of campaigns, for example: The National Road to Safety Strategy, (2001-2005) and The National Road Safety Strategy, (2006 onwards). Based on the observed carnages, and as a result of several variables, like old technologies, among which would be worn-out bridges, obsolete messages, which people are no longer sensitive to, stereotyped text messages, disregard for road users in rural areas, or in illiterate settings and undeveloped areas, research apathy in the message domain, disregard for critical audiences like school-goers, pedestrians, the disabled, the aged and criminals, as well as several other misdemeanours in communication, it has become necessary to evaluate the entire message strategy and all the systems associated with it, with Social Marketing as the overarching tool.

According to Goldberg, (1997) some messages often overlook semiotic cultural differences like colour significance and unique cultural interpretations, sound interpretations and attitudes towards sounds and many other signs, text and discourse message designs not suited to village Road Safety audiences. Hirschman, (1991) observed that the culture, level of education, and other variables pertaining to geographical habitat, especially in the lower socio-economic strata of society, often call for in-depth research into the semiotic

expression and interpretation of the cultural groups, the intent being to deliver comprehensible messages.

Message design managers, Road Safety planners, and Road Safety overseers, all need to be sensitive to the way in which their target audiences encode the communication messages of Road Safety. Lack of strategy follow through and lack of dedicated change agents have been some of the aspects of the problem, as has been observed by protagonists of change in the social marketing strategies, among whom are Hollfinn, (1999) and Fishman, (1999), the latter actually proposing the revolutionary approach.

Communication has always been defined simply as successful transmission of messages from a source to a target. Communication strategies would then refer to the “what”, “where”, “when”, and “why” of communicating messages, and finally that significant “how”. In this respect, De Wet, (2010) acknowledges that the concept is defined variously in the communication science literature, and is often reduced to mean the process of expression and interpretation of messages; the process of imparting ideas between communicator and recipient, with the aim of arriving at a mutual understanding on specific issues of the subject matter.

This study refers to the strategies of promoting relevant and effective Road Safety communication messages to the diverse mass population of South Africans who use roads. This study also examines the extent to which managers who oversee the Road Safety messages in their different capacities reach their targets. Whether the latter reach their target audiences is another matter for this study. Changing the behaviours and attitudes of the vast audience of Road Safety message consumers, must have as outcome, the desired effect of reducing serious injuries and deaths, (Road Traffic Report for the Calendar Year 2009: Road Traffic Management Corporation (RTMC): Statistics: Appendix C).

Among those entrusted with the mandatory obligation to endorse programmes are the top managers responsible for planning and implementation, middle managers, responsible for education and persuasion of drivers, pedestrians on the road, and others. Those responsible for enforcement of road traffic laws are part of the hierarchy above, who,

together with the rest of the authorities, have to endorse their obligations through well-planned, well-designed messages of persuasion, programmes and campaigns aimed at persuading all relevant stakeholders, including politicians, towards behaviour and attitude change. The politicians actually form the topmost layer of managers entrusted with the obligation to endorse the entire Road Safety mandate, and these are the Minister of Transport, the Transport Ministry, the Director General, and the chief Director, office of the Director General Strategic Plan, (2007-2010).

The lowest, but not least mandated, are the consumers of Road Safety messages in the school, the village, the city, the country-side and the academy (driving schools and transport colleges, faculties and related education and training agencies), where both research and education are ongoing. These are the change agents and message distributors of significance in all communities, who must of necessity, promote Road Safety messages and literally carry the torch of life on the roads of South Africa, (Road Traffic Report for the Calendar Year 2009: Road Traffic Management Corporation (RTMC) : Appendix C).

Road Safety entails safe roads, safe drivers, safe vehicles, safe engines, safe buildings, safe infrastructure, safe environments, safe minds, healthy eyes, healthy bodies, healthy ears, healthy senses, and a whole milieu of variables that could reduce the high road accident and death figures we experience in South Africa. The five “E’s herein implied, namely Engineering, Environment, Ergonomics, Enforcement, and Education, are clearly significant for a relaxed Transport Ministry and the chief Communications Directorate, but Education is the one “E” that stands out to influence behaviour change in all road users Thebe, (2005).

In spite of the extent, so far, of persuasive communication strategies used in the Road Safety arena, those linear Road Safety messages like “Speed Kills”, “Arrive Alive” and several others in the campaigns, the latter are not necessarily always understood, observed, or even seen by all road users, some of whom are drivers, pedestrians, cyclists and motor cyclists, others who are joggers, road constructors, road repairers and those who use donkey carts, wheel chairs, wheel barrows, and other devices. The present state

of affairs indicates that road accidents and deaths are on the rise, and that, therefore, Road Safety promotion strategies, from which communication messages ensue, have not had the intended impact, (Road Traffic Report for the Calendar Year 2009: Road Traffic Management Corporation, (RTMC) : Appendix C).

Persuasive communication is defined as a process of communication in which the communicator succeeds in voluntarily forming, sustaining, or changing the attitudes or the behaviour of one recipient or a group of recipients in accordance with what the communicator intends by the core message, De Wet, (2010). This study was an attempt to identify and evaluate the message effectiveness gap in the strategies designed by the South African government and her partners, with a view to minimise the huge road risk potential of the country, and hence the translation of these strategies into valid effective communication messages.

The study would assist with the provision of scientific evidence regarding the extent to which the road traffic risks are reduced. It would also measure whether or not these Road Safety promotion strategies have made an impact or a contribution. The scientific evidence would then expose the many flaws in the existing strategic thrusts, as well as lead to decisions to review the strategies. The study would also encourage and give direction to the drawing up of new and more effective messages in order to promote Road Safety in the country. The study would radically change the Road Safety promotion *modus operandi* by encouraging continuous monitoring, assessment and evaluation of strategies. This way, the co-owned culture of promoting relevant and effective messages in an efficient setting would be created. All stakeholders, namely communication managers and their message recipients would participate actively in a “joint space”. Mosime, (2005).

The high of road accidents, injuries, casualties and disabilities in the world has been a great concern that has been articulated by the United Nations Road Safety Collaboration, (2004:1) in its statistical report of 1.2 million deaths, and up to 50 million injuries and disabilities worldwide, in spite of those strategies that include regulation, legislation, persuasion, law enforcement, education, and several other means, among which are electronic messages of radio, television, decals, videos, robots, and signage through road signs and billboards as well as several other devices. The United Nations Road Safety

Convention, (2010) report also cites the increasing rates of road traffic accidents in developing countries, while a number of developed countries continue to decrease their road traffic accident rates.

In their attempt to make Road Safety a global and local public health and social issue, the 2010 convention called nations to develop their own 2006-2014 millennium goals as well as their 2011-2020 strategies. The WHO had dedicated the World Health Day to Road Safety with a theme “Road Safety is No Accident” before the convention of 2010. This 2004 macro-event saw several stakeholders from governments, United Nations agencies; the private sector donors and the Non-Governmental Organisation’s participate in what proved to be the biggest Road Safety event for many years. On this occasion, 500 events had taken place to confront Road Safety issues in more than 132 countries (United Nations Road Safety Collaboration).

Subsequently in February 2010, to “proclaim the period of 2011-2020 as the Decade of Action for Road Safety” the United Nations Road Safety Collaboration was released. :

*“1. Recognizing the tremendous global burden of mortality resulting from road traffic crashes, as well as the twenty to fifty million people who incur each year non-fatal road traffic injuries, many of whom are left with lifelong disabilities,
2. Proclaims the period 2011-2020 as the Decade of Action for Road Safety, with a goal to stabilize and then reduce the forecast level of road traffic fatalities around the world by increasing activities conducted at the national, regional and global levels...(United Nations Road Safety Collaboration, 2010: Appendix D)”*

On that day, (7 April 2004) the World Report on the Prevention of Road Traffic Injury was launched jointly by WHO and the World Bank during the Global World Health Day celebrations in Paris. Policy-makers, representatives of non-governmental organisations, as well as academics from around the world produced the joint report, which stressed the role of public health in the prevention of road traffic injuries, the world report on road traffic injury prevention has described the basic “concepts of road traffic injury prevention, the impact of road traffic injuries, the major determinants and risk factors and intervention strategies”. United Nations Road Safety Collaboration:, (2004:1). Six recommendations followed the report, which

- “6. *Calls upon* Member States to implement road safety activities, particularly in the areas of road safety management, road infrastructure, vehicle safety, road user behaviour, including distractions in traffic, road safety education and post-crash care, including rehabilitation for people with disabilities, based on the Plan of Action;
7. *Invites* all Member States to set their own national road traffic casualty reduction targets to be achieved by the end of the Decade, in line with the Plan of Action;”

Below are two of the six recommendations of the world report on road traffic injury preventions:

3. To prepare a national road safety strategy and a plan of action.
5. To implement specific actions to prevent road traffic accidents, to minimise injuries and their consequences and to evaluate the impact of these actions.

Above points, namely the third and fifth points stood out poignantly to outline the territory of the specific domain of this study, which evaluates the National Road Safety Strategy documents and actions of the past five years in South Africa. It also seeks to find relevant recommendations for implementation of specific actions within the strategies. The aim of the actions is to minimise injuries and deaths, and to finally evaluate the impact of these actions. The final idea would be to find a solution for implementing strategies in a manner that all audiences (Road Safety message consumers and providers) are persuaded to preserve lives on the roads of the country.

A literature review and exposition of the general discourse on Social Marketing and Road Safety strategies, a selection of three provinces, followed by a focus group discussion and interview, recourse to expert opinion on a suggested Social Marketing model (a promotional strategy), formed the pillars of this research project.

A study done on Road Safety Strategies in other countries, in an attempt to efficiently promote Road Safety (The Royal Society for the Prevention of Accidents RoSPA: (2005)) revealed that it is common practice that all strategies and policies that governments use in addressing issues are revised within set intervals in order to evaluate their effectiveness. This is necessary, largely because the needs and wants of communities continue to change from time to time as communities develop and grow in different dimensions, as

cities grow, as technologies become obsolete, as new roads and crossings emerge, and as vehicle populations increase among some of the known developments.

Very often there is a need to refocus governmental resources and to redirect governmental energies through the machinery called “strategies”. Schbeeb, (2000).

In October 2009, the World Health Organisation (WHO) requested all countries worldwide to develop strategies to formulate policies that would address Road Safety issues in their respective countries. Some 400 youths signed the international declaration in Geneva Switzerland committed to take practical measures to improve Road Safety and to encourage adults to play their part as parents and leaders. This received a positive political support from the United Nations Secretary General Ban Ki-moon. It will be interesting and important to find out the performance of South Africa in this regard.

It is in the light of the foregoing that in this study, the researcher critically evaluated the strategies that the South African government has been using in the past 10 years in promoting Road Safety in the country. The aim has been to determine whether or not these strategies had been adequately addressing the needs of Road Safety in South Africa in view of the many changes that communities have experienced over the past decade, as well as to remedy the situation, using Social Marketing. “Social Marketing communicates a message on behalf of some good cause. Its main purpose is the design, implementation and control of communication programmes seeking to increase the acceptability of a social idea or practice in a target group.” Andreason, (1994); Walker, (2008).

Another key reason for the quest to evaluate these strategies is the fact that even though some of them have been applied intensively, the rate of road accidents in the country has not decreased to the levels where the battle is being won. It is vital that South Africa embarks on strategies which would assist in drastically reducing the rate of road accidents to acceptable levels of between one to nine persons per year.

Literature perused has indicated that the Social Marketing Strategy as outlined by Glenane-Antoniadas et al., (2003) and by Thebe, (2005) as well as their associates in this growing school of thought, would most probably assist in the evaluation of the Road Safety Strategies as formulated at National Government level in South Africa, and assist also in offering the desired solution for this study.

The governmental strategies currently in use for promoting Road Safety in South Africa are more than four years old, South Africa Year book, (2007-2008), and apparently no study has been done to evaluate their effectiveness.

This study was therefore an attempt to evaluate these strategies in relation to a Social Marketing Model that has been developed, Kirby, (1995), specifically for the promotion of Road Safety in South Africa. The outcome would be to eventually develop a Social Marketing Model for an effective, efficient, sustainable and popular Road Safety Campaign in South Africa.

1.2 ASSUMPTIONS OF THE STUDY

The samples from the study, namely the three selected provinces in South Africa, are inherently representative of the other South African Provinces in terms of road technologies, the road accident demographics, road infrastructure, the rural-urban mix, and all other variables. The Social Marketing Model selected hinges on the all-inclusive communication strategy that utilises the multi-disciplinary aspects of persuasion, Walker, (2008), Perloff, (2003).

The basic assumption here is that the present strategy may not have addressed all aspects of Road Safety according to standards set and time-frames agreed. Whether the present strategy has addressed all aspects and structures of the diverse Road Safety mix and how Social Marketing will offer solutions, becomes a critical aspect of this study. Evaluation then becomes the critical essence of this study. The aim of the study is to evaluate critical constructs of the Social Marketing Model cited above as described by Kirby, (1995) against the critical constraints placed by organisational bottlenecks in the entire matrix. The study

thus assumes that the existing strategy has not seen a drastic reduction in road accidents and fatalities, and that no scientific evaluation of its impact has been done.

1.3 AIMS OF THE STUDY

The aims of this study are to:

- 1.3.1 **Justify** the necessity of evaluating the Road Safety promotion strategies in a selected social marketing model.
- 1.3.2 **Determine** the impact of Road Safety Promotion Strategies on the reduction and prevention of road accidents in South Africa.
- 1.3.3 **Ascertain** the extent to which Road Safety officers/practitioners/managers are equipped to evaluate Road Safety strategies.
- 1.3.4 **Determine** the extent of the general public's participation in the formulation and implementation of the Road Safety promotion strategy.
- 1.3.5 **Recommend** research areas towards improving the Road Safety situation in South Africa.

1.4 KEY RESEARCH QUESTIONS

The key research questions of the study to be addressed are mentioned below.

- 1.4.1 What is the impact of Road Safety Promotion Strategies on the reduction and prevention of road traffic accidents, fatalities and injuries?
- 1.4.2 Why and how can Road Safety Promotion Strategies be evaluated? Can Social Marketing offer better solutions?
- 1.4.3 Are Road Safety Managers (officers/ practitioners) adequately trained to assess and evaluate Road Safety Promotion Strategies in selected provinces?
- 1.4.4 Has there been general public engagement in the Road Safety Promotion Strategies?

1.5 BACKGROUND TO THE STUDY

The third world countries and those in transition have limited capacity to improve their Road Safety mandates, according to the United Nations General Assembly, whose Resolution 58/289 on “improving global Road Safety” also stresses the importance of international cooperation in this important field. For the implementation of this resolution, the United Nations General Assembly also invited the WHO (World Health Organisation) in collaboration with the United Nations Regional Commission, to be the coordinator of all Road Safety efforts across the United Nations system. This resulted in the consultation meeting hosted by World Health Organisation, and attended by all five United Nation Regional Commissions and some fourteen (14) global Road Safety organisations.

On 22 May 2004, the World Health Assembly (WHA) adopted Resolution WHA 57.10 on “Road Safety and Health”, the first resolution to address this topic in thirty (30) years, in which it accepted the invitation by the United Nations General Assembly for WHO to act as coordinator of Road Safety efforts within the United Nations system. The WHA resolution also called upon member states to prioritise Road Safety as a Public Health issue. United Nations Road Safety Collaboration, (2004:3).

During the first meeting, in which the United Nations Road Safety Collaboration aimed to review the activities of different players in global and regional Road Safety, in order to facilitate co-operation amongst partners, the discussion focused on identifying an overall mission and goal for the collaboration, where objectives towards meeting this goal, and defining the concrete products were articulated, so that collaborating partners could design responsibilities and time frames for their work. United Nations Road Safety Collaboration: (2004:3).

Among the weaknesses pointed out was lack of an integrated approach in the “Arrive Alive” campaign. The latter led to the initiation of a detailed consultative and research process in South Africa which then culminated in the adoption and the launch of the South African National Road to Safety Strategy, (2001-2005) on 20 November 2001. National Road to Safety Strategy, (2001-2005).

The vision of the National Road to Safety Strategy, (2001-2005) is for the Republic of South Africa to become the world's leading country in Road Safety by the year 2005. It would be appropriate that the South Africa's status as world's leading country in Road Safety be achieved through highly structured and professional communication design of Road Safety to road users in the country, but also the move to fully capacitate the organisations and management structures within government who are responsible for the Road Safety campaign management. This would be done via the many available media strategies which would include information and education. Advocacy within various communities would be emphasised, and community mobilisation and participation is of the essence. The move was expected to highlight some successes and some failures in this regard and to assess the performance of this strategy and subsequent other strategies, for example. National Road Safety Strategy, 2007-2010, with regard to their outcomes in the light of road traffic injuries and lethargic communication messages of Road Safety Promotion on the ground.

1.6 OBJECTIVES OF THE STUDY

The objectives of the present study, based on tenets of the National Road to Safety Strategy of 2001 – 2005 and National Road Safety Strategy 2006 Onwards were:

1. To establish the awareness amongst road users and Road Safety officers, and to re-ignite the spirit of Road Safety messages through campaigns.
2. To evaluate the set goals of these strategies and their impact in general.
3. To identify the extent to which road users have adhered to campaign warnings, the extent to which the public has input in this campaign development, the general status of campaigns at present, as well as the attitudes and behaviours of Road Safety consumers since the strategy was put in place.

The study then set out to look into each one of these objectives and to establish whether, to a larger or to a lesser extent; these have been achieved while making use of relevant instruments (comparative literature, research evidence, as well as the focus group interviews). The latest fatality statistics would, as one example, expose the extent of the

achievement or failure of the strategies in place, based on the first objective herein stated that of a 10% reduction of fatalities. Whether the communication strategies were to improve roads, to improve road traffic technologies, to educate communities and the road traffic authorities or even to, at local level, ensure that provincial strategies are fully ingrained in the minds of the practitioners of Road Safety is of the essence in this study. It is important to assess the strategies against achievements or failures within the set time period, namely the period since the launch of the Road to Safety Strategy, 2001-2005.

The Road to Safety Strategy 2001 - 2005 sets out a wide range of initiatives to achieve these targets. The role players within the Road Safety Promotion Strategy were the provincial and national officials of the Department of Transport, Road Accidents Funds and Transport stakeholders. The task of the provincial staff would be to design suitable and relevant messages from the strategy document of the national government, and to then channel them to the many communities of road users, both urban and rural.

However, involvement of communities was minimal, with the result that road accidents and injuries did not decrease, and that road infrastructure did not improve either, especially in the informal settlement areas and in the rural villages. The elements of the strategy would be assessed in the light of effectiveness and efficiency of the communication messages and their total impact on road users in general. They would also be assessed on how they have been communicated to those who would be managers of Road Safety, and all other agencies responsible for implementation of strategies, to effectively communicate these to the diverse audience of road users on the ground. The Road to Safety Strategy was designed for implementation between 2001 and 2005, and although certain elements of the strategy have been successfully implemented, the targets of 5% to 10% per annum reduction of fatalities had not been achieved, the Department of Transport noted with concern. This and other concerns raised the question whether, in the message domain, there is effective communication and reception of all Road Safety messages, and whether audiences are persuaded enough to change the status quo on the roads of the country, National Road Safety Strategy, (2006).

According to the National Road Safety Strategy, (2006), the “Arrive Alive” campaign did not lead to widespread behaviour in attitude change “in spite of a series of highly emotive television, radio and billboard advertisements”. The “Arrive Alive” Campaign also failed to support law enforcement (an international best practice). Public Relations efforts have also declined in recent times according to the strategy document (National Road Safety Strategy, 2006). Because of the ineffectiveness of many systems put in place by government, it has become necessary to look at the area of communication much closer, to ensure that at all levels, all users of the road change their attitudes and behaviour, so that road traffic accidents, injuries and deaths can be reduced. Which strategy, which communication method, which participants, which structures, which model of integration, would bring the relevant and ultimate answers to the inquiry?

The evaluation of the present Road Safety Promotion Strategies using the Social Marketing Model was considered a significant part of the solution, hence this study. The parameters for this evaluation were set, and from that, the research design ensued. Strategic Management consist of a set of decisions and actions that should result in the “formulation and implementation of plans designed to achieve an organisation’s objectives” Pearce II & Robinson, (2005); Walker, (2008). In this case, the organisation is the Road Safety in South Africa, represented by the three provincial governments selected for this study.

The evaluation herein referred to comprised of nine critical issues, which were:

- Formulating the organisation’s mission
- Conducting an analysis of the organisation’s internal conditions, capabilities and capacity.
- Assessing the organisation’s overall and central environment
- Analysing the organisation’s options through resource identification, comparing it with external environment.
- Identifying the most desirable options by evaluating each option in the light of the organisation’s mission.
- Selecting a set of long-term objectives and grand strategies that would achieve the most desirable options.

- Developing annual objectives and short-term strategies compatible with the selected long-term grand strategies.
- Implementing the strategic choice by means of budgeted resource allocation, in an environment that matches people and technology systems that allow for rewards.
- Involving communities and encouraging participation in strategy formulation.
- Evaluating the success of the strategic process for future decision-making.

The decision-making hierarchy of an organisation such as The National Department of Transport and the Provincial Department of Transport typically functions at different levels.

According to Pearce II & Robinson, (2005), the corporate level is found at the top of the hierarchy. The board of directors, the executive managers and administrative officers are responsible for financial performance and for achievement of non-financial goals. They enhance, such as enhancing the organisation's image and fulfilling its social responsibilities.

In the middle of the decision-making hierarchy one finds the business level, composed principally of business and corporate managers, Walker, (2008). The task of these managers is to translate the statements of direction and intent generated at corporate level to concrete objectives and strategies for individual business divisions. In essence, business-level strategic managers determine how the organisation will compete in the selected product market arena, Koekemoer, (2011). They strive to identify and secure the most promising market segment within that arena. This segment is the piece of the total market that the organisation can claim and defend because of its competitive advantage, Pearce II & Robinson, (2005).

At the bottom of the decision-making hierarchy is the functional level, composed principally of managers of product, geographic and functional areas. They develop annual objectives and short-term strategies in such areas as production, operations, research and development, finance and accounting, marketing and human resources. However, their principal responsibility is to implement the organisation's strategic plans, Pearce et al., (2005) for total execution on the ground.

The present study sought to assess the extent to which provinces of South Africa had executed the plans laid out in the 2001-2005 Road to Safety Strategy and the National Road Safety Strategy, (2006) onwards.

Pearce II & Robinson, (2005) argue that whereas corporate and business level managers centre their attention on “doing the right things, managers at the functional level centre their attention on doing things right”.

In the evaluation of the communication strategy for promotion of Road Safety in South Africa, it is essential that at functional level, things must be done right.

The final outcome of the study was expected to be an implementable strategy (based on resources), that is correctly interpreted. A lot of role players were implied here, starting with the planning strategists, the implementation managers and the practitioners to include all systems on the ground. The people and systems responsible for the effective communication of messages to the road users and other agencies may be the secondary consumers, while the tertiary consumers are all those stakeholders in the communities. This implies that the managing groups are the primary consumers of Road Safety messages. The outcomes of the strategy had to be “visible” and measurable.

The functionality of the National Road Safety’s set goals in the message promotion area was measured against responses from the subjects selected from the three provinces. The impact of the messages was measured against the road accident and fatality statistics. The general functionality of provincial communication departments and those in the municipalities was probed.

1.7 PURPOSE OF THE STUDY

The key purpose of the study was to employ Social Marketing to evaluate the present National Road Safety Promotion Strategies against the organisational criteria with the aim to find the solution to the problem.

The expected outcome would be: an integrated all-inclusive communication model that enjoys total support, funding, and all the pillars of a healthy, functional corporate system that detracts from the lethargy of government-run systems and moves in the direction of a business-oriented approach.

To achieve this, other studies would be recommended, which would critically examine the feasibility, possibility, applicability and implementability of the more dynamic model of Social Marketing, which lies in the heart of the dynamic mix of business-oriented messages of promotion and advertising, which utilises the more diversified and integrated mix of people, systems and resources.

Three of the nine provinces, namely North West, Gauteng, and Free State Province were used for the entire evaluation. The North West Province is mostly rural, with a road infrastructure that is challenged mostly by animals, including wild animals, urban and rural pedestrians, most of whom are in the traditional rural villages run by traditional leaders and are often posing demographics of gross illiteracy. The disparity in the material Road Safety promotions provisions between urban towns, rural towns and rural villages are highly visible. All of the environs (rural and urban) are traversed by most provincial and national roads.

How the strategic thrusts have impacted on these communication message targets became critical for the study. On the other hand we have the rural farming-dominated Free State Province with vast stretches of farms, farming villages and a few traditional village areas in the north. The city complexes are highly developed and the messages, although seen everywhere, may not be encoded in the same manner within the illiterate farm working communities. The relatively highly industrialised Gauteng province is more highly developed in terms of infrastructure, education and technology, and would be more disadvantaged in the informal settlements and the urban-rural sprawl typical of the province, namely those islands of former farming areas now occupied by informal settlers, some of whom have been farm workers, and others, immigrant Africans.

The Road Safety Promotional Strategy under evaluation would be assessed with all these differences in mind, using the Social Marketing Model. The evaluation instrument used has considered these differences and similarities in urban areas of the three provinces, and related parameters that go into dynamics and characteristics of groups, individuals, their

attitudes, their needs, and their wants and how dominant groups, (high level managers and politicians), communicate to their colleagues (middle managers and practitioners).

1.8 A LITERATURE REVIEW

A thorough literature study was done to acquire understanding of the main concepts/constructs under study (those listed under section 1.1). To achieve all of these, all available databases to the researcher (both national & international) were consulted during the study.

1.9 RESEARCH METHODOLOGY

Qualitative research methodology in the sense of an exploratory descriptive approach that entailed the following was used for the study:

1.9.1 Sample

The study made use of systematic sampling methods to sample Road Safety officers in the selected three (3) provinces, namely North West, Gauteng and Free State. The sample was drawn from three provinces namely: the North West Province on the basis that it is above 50% rural. Gauteng is industrial and predominantly urban, and Free State is above 50% farming or Agricultural, thus being representative of all the other provinces in this qualitative respect, as well as regarding the numbers in the samples from the entire population of subjects selected. The sample size N=50 was reflective of half the available officers in the entire country, South Africa.

1.9.2 Focus group interviews

Focus group interviews were conducted with practitioners, namely Road Safety Managers working in offices and those working in the field. The focus group pre-test discussions concentrated on communication and promotion of Road Safety only, but technical officers were also included in the sample. The focus group discussions would end up with group

interviews, based on selected aspects of the afore-mentioned strategy documents of 2001-2005 and of 2006, all of them National documents on Road Safety.

Focus group interview questions were prepared for the session. Participants (managers and officers in the Road Safety offices), were selected from provincial levels, from the three provinces.

1.10 DELIMITATIONS OF THE STUDY

The study was conducted in only three provinces of South Africa, which is below 50% of the number of provinces in the country that apply the same Road Safety Promotion Strategies under evaluation in this study. It would be more affordable for the researcher to conduct the study within three provinces due to their close proximity to where the researcher lives, although the cost and convenience factors were not necessarily priority factors. The representation status of the three provinces lies in their alignment with the broad range of criteria required for typical rural cities, typical urban cities, and the typical metropolitan city urban complex found in the mix.

This study has endeavored to take the first step in the direction of “integration” and coordination, mentioned in the two strategy documents as the main weaknesses of the optimum required functioning of the strategy in general.

1.10.1 JUSTIFICATION OF THE STUDY

An inclusive and comprehensive analysis of Road Safety Promotion Strategies has not been done before in South Africa. It has however been widely done in overseas countries as in Ancient Greece and Rome, where campaigns were launched to free slaves, in England during the Industrial Revolution, where campaigns were mounted to abolish debtor prisons, to grant voting rights to women, and to abolish child labour, in Colonial America. The scene of numerous campaigns, where, in 1721, Cotton Mather sought to convince the citizens of Boston, in what was then the Massachusetts Bay Colony, to accept inoculations

to ward off a smallpox epidemic, Andreasen, (1995). The set of analyses has also used other subjects, the recipients of the messages.

In addition, James Madison, Alexander Hamilton and others, published the Federalist Papers after the 1787 Constitutional Convention to win public acceptance of the new U.S. Constitution. Notable Social Reform Campaigns in the nineteenth century America included the abolition movement, the temperance and prohibition movements, the suffragette movement, and a movement to have the federal government regulate the quality of foods and drugs, Andreasen, (1995).

Because of the many aspects related to the theme, it was important to limit the research to a specific area, Leady, (1997). This study does not attempt to analyse the content of existing Road Safety Promotion Strategies, but does, indeed address the context of impact of the messages both within the responsible government organizations and outside of these, where the majority of road users are found.

1.10.2 DEFINITION OF TERMS

The following definitions are done in order that the emphasis of this study is highlighted.

1.10.2.1 *Social Marketing (Donegan's discourse on Social Marketing)*

“Recently”, Donegan, (2008) asserts, in her article, “Social Marketing: Implications for Contemporary Marketing Practices Classifications Schemes”, that “the three most accepted meanings of Social Marketing manifesting this modern view have been advanced by Kottler et al., (2002), Andreason, (2002) and Hastings, (2003)”.

Kottler's, (2002) view:

Social Marketing is the use of marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify or abandon behaviour for the benefit of individuals, groups, or society as a whole.

Andreason's, (2002) definition:

Social Marketing is the application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programs designed to influence the voluntary behaviour of target audiences in order to improve their personal welfare and that of society.

According to Hastings, (2003):

Social Marketing's most fundamental feature is that it takes learning from commerce such as consumer orientation, mutually beneficial exchange, the need to focus on behaviour change and to address the context as well as the individual.

1.10.2.2 Promotion: The term is one of the five p's of Social Marketing

Promotion includes the communication messages, materials, channels and activities that will effectively reach an audience to promote the benefits of the behaviour change as well as the product, price and place features of the program. Messages may be delivered through public relations, advertising, printed material, small groups or one-on-one activities (for example mentoring, counselling, workshops) and other media. Promotion leads to consider the type of media the target audience attends to, when and where they will attend to Road Safety messages and the characteristics of the communication, Andreason, (2005).

1.10.2.3 Evaluation

For purposes of this study, evaluation refers to the entire process of juxtaposing the Road Safety policies, agreements, strategies, and related legislation against the expected actions (change in the behaviours and attitudes of road users, and reduction of road accidents, injuries and deaths) both within the implementing organizations and structures (Road Traffic officers and Managers of Road Safety) and within the greater milieu of the consumers and road users (communities). The intention would be to measure the degree of

compliance or success or impact, both against the measuring instrument selected, that of Social Marketing and against what is observed to happen on the Road Safety scene in general, both from the literature, the reports, and from deliberate research constructs. The strategy documents have expectations that they have articulated under actions and outcomes that should ensure, to the expected maximum, that lives are preserved to the level of at least one out of nine per annum as the set criterion, as against what is reflected in the Road Accident Statistics of 2008-2009 and of 2010 in the provinces.

1.11 Assessment Exercise by focus group

For this exercise to be complete, the respondents had to indicate that there is a modicum of dynamism (positive or forward movement) within the Road Safety promotion milieu, and a satisfactory response to the questions below:

- Formulating the organisation's mission, including broad statements about its purpose, philosophy and goal.
- Conducting an analysis that reflects the organisation's internal conditions, capabilities and capacity.
- Assessing the organisation's external environment including both competitive and general central factors
- Analysing the organisation's options by matching its resources with the external environment.
- Identifying the most desirable options by evaluating each option in the light of the organisation's mission.
- Selecting a set of long-term objectives and grand strategies that will achieve the most desirable options.
- Developing annual objectives and short-term strategies that are compatible with the selected set of long-term objectives and grand strategies.
- Implementing the strategic choice by means of budgeted resource allocation in which the matching of tasks, people, structure, technology and reward systems is emphasized.

- Involving communities and encouraging participation in formulation of strategies.
- Evaluating the success of the strategic process on an input for future decision-making.

1.12 THESIS OUTLINE

Chapter 1: Orientation and Introduction

This chapter offered an orientation to the study. The orientation entailed motivation for the study, research questions, and the methodology and also gave general overview of the study.

Chapter 2: Literature Survey

In this chapter the concept of persuasive communication was explored indicating how marketing can be interpreted as part of persuasive communication. The theory of persuasive communication is outlined in the chapter as well.

Chapter 3: Theoretical Background and Foundations of Social Marketing

Within this chapter, the all relevant communication theories and theoretical foundations relating to communication in its diverse ramifications were dealt with. The origin and nature of Social Marketing was outlined. The principles, theories, barriers, successes and ethical issues which govern the application of Social Marketing, were dealt with. The origin and nature of Social Marketing was outlined. Furthermore, Social Marketing for assessment of Road Safety Promotion Strategies was described.

Chapter 4: Road Safety Promotion Strategies

Efforts were made in this chapter to analyse the Road Safety Promotion Strategies. Attention was given to the determination of various approaches that could be used to evaluate the Road Safety Promotion Strategies within a selected Social Marketing Model.

Chapter 5: Nature of Road Safety Promotion

In this chapter the nature of Road Safety promotion internationally and locally was outlined. The principles, laws, rules and ethical issues underscoring the implementation of Road

Safety Promotion Strategies were highlighted. Possible aspects which relate to Road Safety were pointed out as premises for the evaluation of Road Safety Promotion Strategies in a selected Social Marketing Model.

Chapter 6: Research Methodology

Research constructs: Validity (Criteria) and Reliability (Cross Referencing)

The research methods adopted in the study were discussed in detail, indicating their advantages as well as their disadvantages. Other aspects also covered in the chapter were construction and description of the interview schedule, modus operandi of interviews, decoding of data, population sample, validity and reliability of interview questions, data analysis and interpretation. Inferences were drawn on possible aspects where Road Safety Strategies can possibly be evaluated in a selected Social Marketing Model.

Chapter 7: Findings: Interpretation and Discussion of Findings

The data collected was analysed and interpreted in this chapter. Also, the proceedings of the focus group interviews conducted in three provinces were outlined, presentation of the outcome of the focus group interviews was done. Furthermore, interpretation and discussion of interviewee responses was also covered in the chapter.

Chapter 8: Conclusions and Recommendations

In this chapter, the findings emanating from the data collected and interpreted in chapter six were listed as a basis for drawing conclusions and recommendations. Conclusions were made from which recommendations for practical implementation thereof would follow. Suggestions for further study would emanate from the findings.