

## CHAPTER SIX

### RESEARCH METHODOLOGY

#### 6.1 INTRODUCTION

In chapter five the nature of Road Safety promotion is outlined. The principles, laws, rules and ethical issues underscoring the implementation of Road Safety promotion strategies are highlighted. Possible aspects which relate to Road Safety have been pointed out as premises for the evaluation of Road Safety promotion strategies in a selected Social Marketing model. The purpose of chapter six is to outline the methodology that was applied to obtain and utilise information from both primary and secondary sources with purpose establishing the aims of the study.

#### 6.2 METHODOLOGY, RESEARCH METHODS

The key purpose of the study was to evaluate the Road Safety Promotion Strategies available by utilising a selected social marketing model. Three of the nine provinces namely North West, Gauteng, and Free State Province were used for the evaluation exercise. A thorough literature study was done to acquire understanding of the main concepts and 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. Qualitative research methodology was used for the study.

#### 6.3 SAMPLING

A sample of all available Road Safety Officers (managers, officers, field workers) in the selected three (3) provinces, (North West, Gauteng and Free State), was used as sample drawn from a population of N= 50 in the three provinces namely: the North West Province

on the basis that it is above 50% rural, Gauteng is industrial and predominantly urban, while Free State is above 50% farming or agricultural.

Focus group interviews were conducted with Road Safety Officials and their managers, academics, experts in Communication, Social Marketing and Road Safety Promotions. Three focus group interviews were conducted with this sample of practitioners and experts from all three provinces stated above.

## **6.4 METHODS AND INSTRUMENTS**

### **6.4.1 Description of Methodology and Instrumentation**

The focus group technique was employed.

Focus group subjects were selected from three geographical areas mentioned above for pre-testing discussions and for the actual research interview session, based on selected topics from the Road Safety Promotion Strategies, aligned to the Social Marketing domain.

The semi-structured focus group interviews were conducted with all the Road Safety communication managers and Road Safety Officers in the three provinces selected for the study. Leading academics, general managers and other experts in the field of communication, education, and Social Marketing were invited at all stages of the study, either as part of the pilot, as independent observers, or as expert opinion providers.

Structured questions were asked from each province from the research subjects found willing to answer questions from the Road Safety Communication arena.

### **6.4.2 Focus group interviews as a selected research method**

According to Lesedi, (2004) the focus group interview method is a qualitative technique using discussion among a group of 4-12 people, in a comfortable, non-threatening environment, to explore topics or obtain perceptions about a given problem or topic of interest. The technique makes use of group interaction to provide insight and data, which is not accessible without the stimulus of a group discussion.

The aims and purpose of the interview according to Coleman and Biggs, (2002) and De Bruyn, (2003) as quoted by Lesedi, (2005) are:

- To collect data within the limited time.
- To supplement data that had been collected by means of questionnaires.
- Ideas, views and perceptions of participants are verified and synthesised through the discussions.
- Focus groups provide insights into attitudes, perceptions and opinions of participants.
- To confine the role of the interviewer to that of initiating discussions rather than playing the directive role. In this way participants take major responsibility for stating their views and drawing out views of others in the group.

The interactions among the participants stimulate them to state feelings, perceptions and beliefs that would probably not be expressed if interviewed individually.

#### **6.4.3 Advantages of focus group interviews**

According to Cozby, (2001) group discussion questions tend to be open-ended and people can respond to one another and could have various responses. The proceedings of group discussions are usually recorded and may be transcribed as well as can be used repeatedly. A focus group is an interview with a group of about 6–10 individuals brought together for a period of usually 2–3 hours. The group members are often selected because they have a particular knowledge or interest in the topic. The researcher is able to gather different information from different groups.

According to Babbie et al., (2005), the advantage of focus group interviews is the opportunity to observe an interaction on a topic in a limited time and that is based on the ability of the researcher to facilitate the group. The focus group helps to find the primary information the researcher would ordinarily not be able to access, and groups are able to discuss their different opinions based on their knowledge and experiences.

According to Belk, (2006) it is advisable to interview the focus group for utmost one and half hours to enhance the productivity and profitability and that allows the moderator to interview more than one group within one working day. Belk, (2006) emphasises that the use of a focus group is dynamic and highly versatile techniques may be used by a researcher compared to other research techniques. Focus groups should be homogenous in personal characteristic and experiences as well as knowledge because they are likely to disclose information.

#### **6.4.4 Disadvantages of Focus Group Interviews**

According to Cozby, (2006) the focus group is time consuming because it requires people to spend time. Costs are incurred by travelling to the focus group location, and there is usually some sort of monetary or gift incentive to participate. The interviewer must be skilled in working with groups, both to facilitate communication and to deal with any problems that may arise. Some group members may hide behind others, or interpret the given information differently. It requires more attention of the moderator and it provides less depth and detail about the opinions and experiences of any given participants. Again, more than one group must be interviewed because information obtained from one group only, may hamper the results of the study, Babbie et al., (2005).

### **6.5 CONSTRUCTION AND DESCRIPTION OF THE INTERVIEW SCHEDULE**

The key research questions of the study to be addressed are:

- 1 What is the impact of Road Safety Promotion Strategies on the reduction and prevention of road traffic accidents, fatalities and injuries?
- 2 Why and how can Road Safety Promotion Strategies be evaluated?
- 3 Are Road Safety Managers (officers/ practitioners) adequately trained to assess and evaluate Road Safety Promotion Strategies in selected provinces?
3. Has there been general public engagement in the Road Safety Promotion Strategies?

These were broken down into 10 questions for complete discussion and response.

The instrument used in the first part of this study is an interview schedule (refer to Appendix B). Due to the nature and quality of inputs expected for a study like this one, it was opted that focus group interviews would be conducted with the participation of leading persons in the fields of Communication, Road Safety and Social Marketing.

## **6.6. INTERVIEW PROCEDURES**

### **6.6.1 Preliminary institutional arrangements**

Lists of subjects were compiled per province and the first top officials in rank were selected to participate in the study. The researcher obtained the contact details of the subjects and contacted them telephonically and via electronic mail (e-mail) to notify them of their selection as well as to request their participation in the study. On their acceptance to participate in the study as subjects, appointments were arranged with them for dates that suited all subjects within the specific province.

### **6.6.2 Intermediate arrangements and contingencies**

After the appointments were made, the interview schedule was sent to the subjects either via e-mail and fax as required; this was to afford them an opportunity to familiarise themselves with the contents of the interview schedule before the scheduled time. On the appointed date and time, the researcher met with the interviewees and conducted the interview. There were instances where the interview did not start on the stipulated time due to unforeseen circumstances in the workplace of subjects. In many of these cases, both parties met for the first time at each such interview meeting where subjects introduced themselves. The researcher then explained once more the purpose of the interview.

During the interview, the questions on the interview schedule were used as primary questions and depending on the answers of the respondents, follow-up questions were raised by the interviewer. The purpose of the follow-up questions was to gain clarity and more information or understanding on the responses of the subjects on the matter(s) being discussed. Time was allowed for a preliminary general discussion where concepts would

be explained fully. This would be the time also to prepare the subjects in terms of ethical and other consideration like housekeeping, so that the entire environment of the focus interview was conducive, and that all participants are in sync.

### **6.6.3 Setting the Tone and Ethical Considerations**

#### *6.6.3.1 Setting the Tone*

The focus groups were allowed to discuss the core message of the interview topic as well as to warm up, during introductions, explaining every detail and aspect of the process.

#### *6.6.3.2 Housekeeping and Ethical Considerations*

The researcher outlined and discussed with all respondents and accordingly, every individual had a chance to communicate, introduce themselves, their work in the Road Safety office, their experiences within the Communications, Social Marketing practice and research, and their concerns in general. Expectations, house rules and ethical considerations were outlined in detail and at every step.

### **6.6.4 Follow-up questions**

The follow-up questions such as: “motivate your answer” were raised depending on the kinds of responses given by the interviewees. This technically meant that some interviews lasted longer than others. The approximate time allocated per interview was one hour; however, the interviews lasted two to three hours, mainly because of the presence of independent expert observers within the group.

### **6.6.5 Recording Devices Used**

Though there is an overriding perception that the presence of recording devices in an interview session may deter respondent(s) from expressing their opinion freely, Wellman, et al., (2005) maintain that the interviewer should sufficiently explain the purpose

of the recording to the respondent. Consequently, a pocket tape recorder was used to capture the proceedings of the interviews with the interviewees' permission.

For ethical reasons the act that recording devices would be used in the interview was made known to the subjects whilst briefing them about the procedure of the interviews.

#### **6.6.6 Affirmation of Interview purpose**

At the beginning of the interview session(s), the researcher affirmed the purpose of the interview and gave the assurance that all the views gathered from the subjects would be respected and treated confidentially. Interviewees were given an opportunity to ask any questions regarding the procedure and process of the interviews. After every uncertainty was clarified, the researcher opened the general topic of Road Safety to generic discussion in order to "break the ice" and then proceeded asking the questions on the interview schedule in a chronological order from questions 1 to 4.

#### **6.6.7 At the end of the focus group discussions and interviews**

The interview meetings ended with expressions of thanks and appreciation for the interviewees' participation and contribution. Finally, the researcher would bless the interviewees with blessings from our God and Father of Jesus Christ.

### **6.7. DECODING OF THE DATA**

The interview data was recorded on audio-cassettes. As such, the researcher had to make time to:

- Play back each tape in chronological order as the interviews were being conducted
- Listen to all the tapes very carefully and
- Write down the information from the tapes.

### **6.7.1 Hard Copy Notes**

The researcher decoded the data by writing verbatim on paper what was contained on the tapes. However, in some cases, spelling and grammatical errors were corrected for ease of coding by the researcher.

### **6.7.2 Post focus group process**

Post focus group interview housekeeping was done. The researcher then subjected the discussion to the post-interview process, in order to ensure that there are no gaps. The external observers would also give their opinion, and a post-test would be conducted.

## **6.8. POPULATION AND SAMPLE**

A sample which comprised Road Safety Officers managers/technicians was solicited from three (3) provinces, namely, the Free State, the North West, and Gauteng. In each province, Expert Observers would join the Road Traffic Officers. The sample from these provinces comprised focus interview fifty subjects (N=50), representing the RSO's=40 and Expert Observers (EO's) =10. The distribution according to provinces is shown in the table below:

### **6.8.1 Why the three provinces were used in the study**

The researcher intended to use all nine provinces of South Africa. However, focus group interviews were only possible in three provinces as shown on Table 6.1 below. The sample was drawn from three provinces namely: the North West on the basis that it is above 50% rural; Gauteng is industrial and predominantly urban, and Free State is above 50% farming or agricultural. They would therefore be representative of the demographic variables (qualitative and quantitative) of the remaining provinces.

NB. The total of officials in the remaining provinces was given as in the table below.



**6.8.2 Table 6.1 Provinces of South Africa Table 6.2. Provinces of South Africa**  
**which participated in focus group interviews**                      **which did not participate in the focus group interviews**

S/No	Province	RSO's	EO's	S/No	Province	RSO's	Province	RSO's
1	Free State	15	3	1	Eastern Cape*	3	Limpopo*	12
2	Gauteng	20	5	2	Kwa-Zulu Natal*	9	Northern Cape*	5
3	North West	5	2	3	Mpumalanga*	14	Western Cape *	7

**\*Province NOT selected for Focus Group Interview**

RSO's: Road Safety Officers: 40

EO's: Expert Observers (participant): 10

Total: Three Provinces: N=50 ; Total: Remaining Provinces: N=50

This means that the sample consists of 50% of the population in all the provinces.

**6.9 VALIDITY AND RELIABILITY OF DATA**

**6.9.1 Validity**

Validity refers to the extent to which the findings accurately represent what is really happening (the criterion is IMPACT of the Road Safety messages). A test or effect is valid if it measures what it purports to measure, or what the researcher sets out to measure, Welman, Kruger and Mitchell, (2010). This research had set out to measure the IMPACT of the promotional messages of Road Safety which had emanated from the National Road Safety Strategies.

The validity of the interview schedule constructed for the study is founded on the basis that the interview questions were raised from policy issues and decisions made by Government

Departments. The fact that the interview questions were based on the Governmental policy statements ensures their validity – for gathering data that would address the problem questions of the study. Another point that would affirm the validity of the interview schedule is the fact that the subjects of the study were people responsible in whole or in part for the implementation of these government policies.

To ensure validity of the interpretation of the interview data, the triangulation by person technique was used. The researcher used two other academics that are well experienced in research and the field of study to verify the accuracy of data and interpretation. This was done for the purposes of ensuring that the interpretation of data done by the research is valid. In addition, the responses were analysed against data from literature. The limitations of this research method are found in literature, Welman et al., (2005), and the researcher cannot claim that these interpretations would be absolute.

### **6.9.2 Reliability**

Reliability refers to the credibility and consistency of the results of a test, Welman, et al., (2010). The researcher used test-retest methods to ascertain the results. Internal and external re-test methods were used. Internally, the three provinces checked each others' responses for agreement or disagreement. Externally, the researcher used expert opinion for accuracy. The internal process, namely triangulation by person, yielded same results. The external process used two academics experienced in research and in the field of study to verify the accuracy of data decoding. The use of independent observers also assisted during the pre-test discussions. This way the test instrument underwent rigorous refinement.

In order to ensure reliability, interview respondents were asked all questions the first time, and given a chance to think and comment about them, and then discuss them and find out if they understood them, after which the questions were asked for the second time, with responses recorded on tape, Welman, et al., (2005). The technique was explained to them, ensuring that they were heard in the first place. This also made decoding easier.

Same questions were asked to all respondents. This ensured consistency. Repeat of questions and emphasis of critical concepts and their meanings like “Road Safety”, were imbedded in the procedures (pre-test discussion). African language interpretations and cross-discussions among respondents ensured consistency of responses. Respondents were encouraged to ask questions seeking clarity. All questions were repeated. The questions were formulated on the basis of policy documents and then pre-tested with five renowned academics and researchers in Communication as monitors. The post-test session included the expert external observer team.

### 6.9.3 Pre-testing of the interview schedule

The interview schedule was pre-tested with five individuals with the following aims

- To identify possible communication problems which would lead to rephrasing of the questions where necessary?
- To establish whether or not some of the questions were ambiguous and could lead to different interpretations by different participants.

**NB. In this instance (the pre-test scenario), it became imperative that**

- respondents had to know each other through cordial self introduction.
- shyness had to be overcome as a result of introductions and questions
- every term in each sentence had to be explained in context
- there was need to “unpack” and discuss every concept in the interview question was established.
- dictionary and scientific definitions were important and had to be explained fully
- not every technical concept was clear to all the subjects
- the level of understanding of individual subjects was different
- familiarity with the interview environment had to be established, so time had to be extended.
- the full scene had to be set before the focus interview

The pre-test (N=5) assisted the researcher with the smallest details of preparation and planning for the main focus group interview (N=50). Experts were used to give advice

opinions on critical issues of the study. These academics were well-versed with the content of the research, and their expert opinion highlighted pertinent issues in a well-functioning organisational communication system of Road Safety.

## **6.10 DATA ANALYSIS AND INTERPRETATION**

Due to the fact that focus group interviews were held separately in each of the three provinces (Table 6.1), the data was captured and presented in table format province by province.

As such, data collected and decoded were therefore analysed and interpreted province by province. Discussion of the data was made by way of quoting verbatim the information given by the subjects as presented in 7.3.

Furthermore, data was organised question by question according to the question-sequence on the interview schedule. For every question on the interview schedule, the views of all three provinces were presented, province-by-province, in table form for purposes of analysis and interpretation of the data.

## **6.11 CHAPTER SUMMARY**

In this chapter, the research design for the qualitative research was presented. An interview schedule was developed. The questions were used in the semi-structured interviews, where respondents had to articulate their answers in an atmosphere of interaction, explanation, and sharing. The qualitative research method utilised focus group interviews comprising of three samples of people from each of the three provinces of South Africa selected for the study (N=50). The pre-test scenario used five subjects, and the authentication (reliability and validity) exercise was re-enforced with the inclusion of expert opinion of well-versed academic and research leaders who were familiarised with the content of the study.

Data from the interviews were recorded, decoded, structured, analysed and interpreted in chapter seven.

## CHAPTER SEVEN

### FINDINGS, INTERPRETATION AND DISCUSSION OF FINDINGS

#### 7.1 INTRODUCTION

In chapter six the methodology for carrying out this study was discussed in detail. Firm foundations were laid for the collection of primary data from the sample population of the study. In chapter seven, the findings of data collected is presented, analysed and interpreted to provide grounds for the recommendations presented at the end of the chapter.

The instrument for data collection was designed in line with achieving the aims of the study as set in section 1.3., namely to:

- Determine the impact of Road Safety Promotion Strategies on the reduction and prevention of road accidents in selected provinces.
- Justify the necessity of evaluating the Road Safety Promotion Strategies in a selected Social Marketing Model.
- Ascertain the extent to which Road Safety Officers / Practitioners are equipped to evaluate Road Safety strategies.
- Determine the extent of the general public's participation in the formulation and implementation of the Road Safety Promotion Strategy.

It is believed that achieving the aims above would sufficiently address the research questions set in section 1.2 viz:

- What is the impact of Road Safety Promotion Strategies on the reduction and prevention of road traffic accidents and injuries?
- Why and how should Road Safety Promotion Strategies be evaluated as part of the Social Marketing Model?

- Are Road Safety Officers/Practitioners adequately trained to evaluate Road Safety Promotion Strategies in selected provinces?
- Has there been general public engagement in the Road Safety promotion Strategies?

Evidence gathered in answering the above research questions is therefore presented in this chapter. It is important to state that the review of literature in chapters 1 to 4, provided some clues towards the solutions to the items listed above and in section 1.2. Notwithstanding, some parts of answers to the research questions were to be obtained from the empirical part in order to sufficiently answer the questions. This required that focus group interviews were conducted using the interview schedule attached as Annexure C to the study. The participants in the focus group interviews were from the ranks of managers and Road Safety Officers who are responsible for implementation of the Road Safety Promotion Policies and Strategies, and those Communication and Social Marketing expert academics who would authenticate the results, while their participation re-enforced the constructs of the research design.

The focus group interviews were held on different dates in each of the three provinces as was determined or agreed upon by the interviewees and the facilitator(s). These focus group interviews were very successful and the outcome is presented in section 8.2 below.

## **7.2 PROCEDURES FOR THE FOCUS GROUP INTERVIEWS CONDUCTED IN THE THREE PROVINCES**

The focus group interviews were conducted in the North West Province, Gauteng Province and the Free State Province. The North West Province had the minimum number (5) of participants followed by the Free State with (15) participants and Gauteng with the highest number of participants (20). The interviews took 2 to 3 hours each, in spite for the scheduled one hour for each. This gave the researcher and the subjects enough time for interim explanation of concepts and procedures. The participant expert observers were 10 in number. The total number of participants was N= 50.

According to Lesedi, (2005) the focus group interview method is a qualitative technique using discussion among a group of 4–12 people, in a comfortable, non-threatening environment, to explore topics or obtain perceptions about a given problem or topic of interest. The technique made use of group interaction to provide insight and data, which is not accessible without the stimulus of the group discussion.

The aims and purpose of the interview according to Lesedi, (2005) were, to collect data within limited time, supplement data that was collected by means of questionnaires and ideas, views and perceptions of participants are verified and synthesised through the discussions.

Focus groups provide insights into attitudes, perceptions and opinions of participants to confine the role of the interviewer to that of initiating discussion rather than playing the directive role. In this way participants take major responsibility for stating their views and drawing out views of others in the group.

The interactions among the participants stimulate them to state feelings, perceptions and beliefs that would probably not have been stated in a less structured setting. Through these focus groups interviews, primary information that the researcher would not have been able to access was possible. Groups discussed their different opinions based on their knowledge or experiences.

Belk, (2006) emphasises that the focus group is a dynamic and highly versatile technique that a researcher can use compared to other research techniques, and that focus groups should be homogenous in personal characteristic, experiences and knowledge because they are likely to disclose information.

### 7.3 PRESENTATION OF THE RESPONSES OF THE FOCUS GROUP INTERVIEWS

The responses of the focus group interviews are presented province by province.

<p>7.3.1 Interview question 1</p> <p>Interviewer asks:</p> <p>Are you aware of any Road Safety promotion strategies in your (NW/G/FS) province?</p>	<p>Interviewees' responses:</p> <p>Yes, Road Safety Officers are aware of Road Safety Promotion Strategies in the Provinces</p> <p>Road Safety Education (scholar patrol, programmes) Drive Education (which consists of DOTY)</p> <p>Arrive Alive Project</p> <p>Communication and Marketing</p> <p>Road to Safety Strategy 2001 – 2005</p> <p>Road to Safety Strategy 2005 onwards,</p> <p>National Road Traffic Act 1972</p> <p>Educational roadblocks</p> <p>School visits</p> <p>Drivers training campaigns/ driver education project (DOTY)</p> <p>Arrive alive</p> <p>Road Safety Policy Act</p> <p>Communication strategy (using media)</p> <p>Road Safety Strategies (for example 2007/2008 Road safety legislature as an Act it describes many things about roads or how to use our roads.</p>
<p>7.3.2. Interview question 2</p> <p>Interviewer asks:</p> <p>Describe these strategies</p>	<p><b>Interviewees' responses:</b></p> <p>Driver education:</p> <p>There are a number of driving championships taking place around the country in order to train (tractor, taxi, light and heavy vehicle) drivers on how to drive safely on the roads, and to measure the impact of Road Safety Education (RSE) done by Road Safety Officers (RSOs).</p> <p>Incentives such as "Driver of the year" (DOTY) competitions within companies to encourage road user safety. The <b>strategy</b> also assists companies in evaluating their drivers and also assists in improving their driving.</p> <p>There are manuals prepared by the National Department of Transport on DOTY and they are accessible on request.</p> <p>Arrive Alive campaigns: The "Arrive Alive" programme has a number of projects where media is used to communicate with road users (pedestrians, passengers, drivers etc):</p>





Pedestrian campaigns in which RSOs go to communities to educate pedestrians on how to use Roads Safely.

Road shows: are normally done at taxi ranks, shopping malls, giving out pamphlets.

In executing the “Arrive Alive” programme, there are a number of challenges that Road Safety officers encounter where people enlist their **problems during these campaigns, but when these are reported to their management there is no response.** The other problem is that there is no evaluation so far of the work that has been done and therefore **no corrective decisions have been taken.** There is concern that the management is not doing anything with reports and suggestions given to them by RSOs who are in this case field workers, and engaging more with communities.

Road blocks: organizing of road blocks with the South African Police Service, Correctional Services, and Traffic Departments, where each Department comes with its own promotional material to the road users. The main idea of Road Safety roadblocks is to issue **Road Safety materials and messages to road users.**

It is stated that officers do not want to work. It was also stated that RSO’s must ask the **Community forum members to assist in other Road Safety activities.**

The new decision to implement the **driver demerit system received support from the interviewees who suggested that drivers who drive recklessly must face deduction of points until they lose their drivers’ licenses if they do not change their behaviour.**

Arrive Alive is in touch with Municipal and Government organized events on the ground, and they distribute flyers and pamphlets.

**Road Safety Plan/forum involves community awareness programmes that educate community members on Road Safety procedures** and rules that include the wearing of reflectors at night and the dedicated use of safety belts.

Pedestrian management plan – to **identify hazardous locations** and to establish **the needs of the community** in terms of road facilities.

Scholar patrol – involves and educates scholars.

Multi-media – has a long-term impact and it incorporates all multi-media subjects that are available such as television, radio, magazine and billboards, flyers, etc.

School visits

Plan activities in line with programmes like transport



	<p>Road Safety Education programme (<b>RS Curriculum</b>)</p> <p>Integration of Road Safety Manager</p> <p>DOTY is where Road Safety units organize with companies to train their drivers. (<b>Collaboration</b>)</p>
<p>7.3.3 Interview question 3</p> <p>Interviewer asks:</p> <p>Do you think that these strategies have an impact on Road Safety?</p>	<p>Interviewees' <i>responses</i>:</p> <p>The North West Province responded as follows: no, because there is no evaluation of the work done therefore one cannot measure anything and claim that it has an impact.</p> <p>For example, with speech competition nothing is being done with facts, concerns and strategies given / brought by learners. Reports are written but there hasn't been any progress or anything done about it.</p> <p>With DOTY no measures are in place to evaluate the results for any possible impact. Activities are done but there is no evidence to confirm that RSE had impact at all. There are many problems.</p> <p>No evaluation to demonstrate whether it is enforcement or RSE that is bringing better results on roads, for example when they announce the statistics that deaths on roads decreased, it was based on statistics collected during the 2008 Easter weekend.</p> <p>Reports and recommendations are given to the management after all these activities have taken place, but they are not responding to that, though it seems that RSO does not follow up on that to get the report.</p> <p>They complain of management not consulting and engaging with them, what they get is only instructions from above (up-down management) and they have to perform it.</p> <p><b>Gauteng</b> Province categorically answered: <b>yes</b>: an <b>impact</b> is being made... <b>failed to justify the impact</b>.</p> <p>Free State also answered: <b>Yes, strategies</b> have impact on Road Safety. But we have found that stakeholders <b>do not want to participate</b>. Promotional materials and pamphlets are not making an impact; during visits to schools no materials are distributed. <b>Schools so schools lose interest to proceed with Road Safety Education. Materials are out-dated because the contents are not updated every year.</b></p>



<p>7.3.4 Interview question 4</p> <p>Interviewer asks:</p> <p>What is the impact of Road Safety Promotion strategies on the reduction and prevention of road traffic accidents and injuries?</p>	<p>Interviewees' responses:</p> <p>The North West Province advanced the following answers:</p> <p><b>There is an impact done by the enforcement</b>, especially with the "Arrive Alive" campaign. "Arrive Alive" is a national programme/project, it is <b>financed</b> and they use <b>media</b> as part of their strategy to talk to people or alert them on what is happening on the roads. Their staff members are fed from the national department and finances are provided only for a short period, after the campaign there is no "Arrive Alive" existence in the province. They rely on national statistics and that is not really reliable for the province because it does not represent the overall figure of the country.</p> <p>Gauteng Province interviewees simply indicated that statistical agencies could provide relevant statistics to this question. Officers had no answer to this question at the time. <b>No idea about statistical trends.</b></p> <p>Free State respondents maintained that no realistic answer could be provided as there are many factors that relate to statistics and that no assessment tool has been used. <b>No idea about statistical trends.</b></p>
<p>7.3.5 Interview question 5</p> <p>Interviewer asks:</p> <p>Should Road Safety Promotion strategies be evaluated on a continual basis as part of a community engagement exercise?</p>	<p>Interviewees' responses:</p> <p>All three provinces provided the same answer to this question:</p> <p><b>Yes</b>, so that we can have more information as to whether or not the strategies are really working and having an impact</p> <p><b>Yes</b>, in case of scholar patrol though many institutions are involved but there are not enough. It is said that the <b>message strategies</b> must involve every one</p> <p>Assessments must be done on drivers</p> <p>To devise new strategies for driver performance</p> <p>To engage in selected education programmes for specific Road Safety issues</p>

<p>7.3.6 Interview question 6</p> <p>Interviewer asks: Why and how?</p>	<p>Interviewees' responses</p> <p><b>Regarding the 'why' aspect of the question</b></p> <p>Communities must become partners in Road Safety.</p> <p>Rapid increase of population impacts public transport systems because many people will buy cars and accident statistics will increase.</p> <p><b>High petrol price lowers private road users.*</b></p> <p>Strategies should be reviewed.</p> <p>To check if our messages are "hitting the target" (objectives) because of community dynamics. (Motivated in answers to question 5)</p> <p><b>About the 'how' side of the question</b></p> <p>Continuous assessment in school classrooms about previous Road Safety exercises.</p> <p><b>Learner drivers</b></p> <p>Evaluate projects</p> <p>Acquaintances, community engagement (with <b>community forums</b> together with the <b>Directorate for Research</b>), and to make engagement sustainable, Road Safety community forums are not sustained,</p> <p>NB. It was suggested that the Population Unit in the Office of the Premier of the North West Province should bring Road Safety on board in order to assist them with building and sustaining their community forums.</p> <p>An ideas hub. Suggestion Competitions.</p>
<p>7.3.7 Interview question 7</p> <p><b>Interviewer asks:</b></p> <p>Are Road Safety officers/practitioners adequately <b>trained</b> to evaluate Road Safety promotion strategies in the Province?</p>	<p><b>Interviewees' responses:</b></p> <p><b>No</b>, but there was some kind of situation where that was included though not adequately.</p> <p>Legislated training: when the person is taken into a type of <b>training in work they are employed to do, which is not relevant to what they are doing.</b></p> <p><b>Managers</b> in Road Safety <b>do not have knowledge</b> in Road Safety issues, <b>anyone who cannot perform</b> is thrown into the unit (human dumping)</p> <p>They are <b>not receiving any training</b> though they have been <b>raising their training needs</b> with their managers during their monthly meetings for about 5 or 6 years now, but nothing has been done about it. In spite of all this, they are expected to perform and come up with good results</p> <p><b>No, there is no training at all</b></p>
<p>7.3.8 Interview question 8</p> <p><b>Interviewer asks:</b></p> <p>Has there been general community engagement in the Road Safety Promotion Strategies?</p>	<p>Interviewees' responses:</p> <p>(NWP): <b>Yes</b>, during the Road Safety campaigns they engage with communities.</p> <p>(GP): Yes – the community was engaged in the <b>strategy formulation</b>, but <b>not with the implementation</b>. That implies that the <b>product</b> (Road Safety Programme) <b>was not adequately marketed</b>.</p>

	<p><b>(FS):</b> No, communities <b>were not involved in drafting strategies</b>. However, <b>the communities are involved during implementation</b>.</p>
<p>7.3.9 Interview question 9 Interviewer asks: Describe the nature of the community engagement briefly?</p>	<p><b>Interviewees' responses:</b></p> <p><b>(NW):</b> They meet with traditional leadership of villages they operate in for permission to engage their community They seek ideas from them, List their problems and some solution from them e.g. at scholar patrols, stations, level crossings. The question was asked as whether they engage communities to help them solve their problems and the answer was "yes", for example, one of the RSO's invited one of the parents from the community to stand for her and monitor at the scholar patrol in her area when she was busy with a Road Safety campaign and was still waiting for scholar patrol resources. <b>(community co-operation)</b></p> <p><b>(GP):</b> Already described. They have created Road Safety Forums to assist Road Safety Officers or the Road Safety organisation with the <b>problems of road users</b>. They <b>issue pamphlets</b> to the community about awareness of Road Safety. <b>Calling community meetings</b> and listening to their needs as road users.</p> <p><b>(FS):</b> DOTY project – <b>community is not involved in the planning</b> but is <b>involved in the execution</b>, this causes <b>the community</b> to lose interest. Even the scholar patrol is doing the same lines. Such as <b>getting ideas from the community</b> regarding their needs to approaches towards clarifying the plans before implementing.</p>
<p>7.3.10 Interview question 10 Interviewer asks: Any other suggestions on Road Safety Promotion Strategies?</p>	<p><b>Interviewees' responses:</b></p> <p>Intervention by the third party who is an expert in RS issues is needed, Communication between managers and sub-ordinates must improve, Evaluation of ongoing projects, Employ managers who have Road Safety qualifications, Evaluation strategies must / should be put in place to evaluate projects, Relevant manpower is needed in RS Communities must be engaged in RS matters Cross pollination of ideas with other RSO's within the NW province and other provinces Where there is <b>no support on scholar patrol</b> and <b>workload is too much</b> for one person to monitor all of them at the same time, <b>communities can be engaged</b> to assist children. They <b>do not have resources</b> such as <b>teaching aids</b>, and that makes it difficult for</p>

them to perform,

**Experts are needed to manage the unit** in order to have progress.

RSO or Practitioners need skills to be evaluated and maybe introduce a course or training for these.

Introduce **scholar patrol at Provincial level** not at National level.

Formulate **skills analysis training** to determine current RSO level of skills and how to improve employment.

RSO's want **Road Safety Imbizo at least once a year** to discuss strategies they are working on themselves. Imbizo will include:

the **formulation of strategy and implementation strategy to define their role**

Define and review engineers' work on the roads.

In the case of Gauteng province, there is confusion as to whom the provincial MEC should report to! Should the MEC report to the National Minister of Transport or to the National Minister of Safety and Security or both as is the case now? Absence of HOD, Director, and competent managers.

Absence of HOD, Director and competent managers.

Suggestions from the Free State Province were the following:

Budget allocation of strategies

Training of personnel to enhance implementation of Road Safety programmes.

Shortage of human resources needs to be addressed in order to adequately impact on Road Safety in the communities as expected.

**Monitoring and evaluating tools** of the strategies need to be made available.

**Materials for Road Safety Officers** are needed, so that work improves

**Improvement of communication on all levels** within the Department **is a must.**

**Accessibility of information** is still a massive challenge for Road Safety Officers and communities at large.

**Road Safety** workshops must be hosted on an annual basis.

## 7.4 SUMMARY OF THE FINDINGS FROM THE FOCUS GROUP INTERVIEW

### Interview Question 1

#### *Q1. Any Road Safety Promotion Strategies you are aware of?*

All three provinces are aware of all the strategies on paper, the educational strategies, especially the national strategy called “Arrive Alive”.

- (1) Among all strategies, the only visible one was “Arrive Alive”, which was highly visible, using media, heavily supported, funded, highly co-ordinated and articulated at all levels. Persuasion levels and marketing messages for this campaign were seen felt, heard, repeated, and found everywhere, in this massive campaign. However, the messages were not evaluated, and as the novelty factor wore off, the campaign, which was not followed up provincially and locally, was rendered obsolete. Schools and communities soon forgot to make noise about it. Its initial success was because it was collaborative and highly co-ordinated, in addition to the other benefits it enjoyed. Perhaps the provinces should have evaluated its impact in its rural and city roads, run with it, and given it fresh dimensions and more innovative marketing tools. Did it continue to reduce accidents? NO, not in the long run, and therefore road users were not any longer persuaded deliberately, to respect the rules of the road.

### Interview Question 2\*

#### *Q2. Describe the strategies.*

Respondents seem to know the strategies of Road Safety in their totality. They therefore have something to work on. A comprehensive description of all Road to Safety Strategies from the National Government was advanced by all provinces in their responses during the interview.

### Interview Question 3\*

#### *Q3. Do these strategies have an impact?*

A big NO came from all three provinces. No monitoring mechanisms in place, therefore no evaluation, no assessment, no measurement, no feedback (for example, from North West

School' Competition), no assessment of Driver of the Year Competition. Events happen, come and it is business as usual. These way things cannot improve.

#### Interview Question 4

*Q4. Have these strategies helped reduce injuries?*

Only with Road Traffic Law Enforcement, and only under the Arrive Alive campaign, which is not a provincial or local campaign, but a national campaign? The provinces do not have their own active campaigns, or their own mini-campaigns are neither active nor effective. All three provinces report “No Statistics” and “No assessment”.

#### Interview Question 5

*Q5 Should Road Safety Promotion strategies be evaluated on a continual basis as part of a community engagement exercise?*

A unanimous “Yes” was articulated regarding the need for “continuous evaluation” of Road Safety Promotion Strategies as part of a community engagement exercise.

#### Interview Question 6

*Q6. Why and How*

*Q6.1. Why:* The need to continuously evaluate Road Safety Promotion Strategies as part of community engagement is exacerbated by the fact that communities are excluded from the equation and are not part of the strategy plan, increasing vehicle population statistics and the need to plan user-friendly roads, etc.

*Q 6.2. How:* The answer was partnerships, community involvement, more public than private transport, review of strategies, assessment of strategy impact, and evaluation of classroom Road Safety training and learner driver projects.



*Interview Question 7*

***Q7. Are Road Safety officers/ practitioners adequately trained to evaluate Road Safety promotion strategies in the Provinces?***

The answer was an overwhelming NO from the provinces. The word “adequate “does not even apply here. The Provincial officers are NOT trained at all, not in evaluation, and not in observation of the impact of promotion strategies, **not at all**.

**Interview Question 8**

***Q8.Has there been general community engagement in the Road Safety Promotion Strategies?***

**Yes. There were differing views from provinces here.**

**NW:** Communities engaged in both formulation and implementation

**GP:** Community was involved in formulation but **not in implementation**

**FS** Community involved in formulation and not the implementation

**Inference:** The operational differences in provinces point to a very serious country problem

**There is a need to work inter-provincially and to engage communities in the collaborative efforts from the process.**

**Interview Question 9**

***Q9.Describe the nature of the community engagement briefly?***

**NW:** Traditional leaders involved, their ideas noted, communities list their problems and solutions (school patrols, stations, level crossings).

**FS:** DOTY (Driver of the Year Competition) **Planned by government**, implemented by community

**GP:** Road Safety Forums, Pamphlets, community meetings, etc.)

**Finding:** The finding reflects that very little is happening in communities, and that there is little co-ordination as well as well as that there are more problems (e.g. the scholar patrol) than solutions in the Road Safety Promotion scene.

Responses were scanty and dubious.

General recommendation by focus groups: The strategy for community involvement must be formulated by all provinces of South Africa, working together. This recommendation came from the focus groups.

\*NW...North West

\*FS....Free State

\*GP.. Gauteng Province

## Interview Question 10

### *Q.10. Any other suggestions on Road Safety Strategies?*

The responses below actually give the full picture of the state of Road Safety in the provinces. They are suggestions from the provinces.

#### **General**

Intervention by the third party who is an expert in Road Safety issues is needed. This implies the need for **consultants conversant with Road Safety issues**, to assist the **managers, who may be problematic**.

Communication between managers and colleagues must improve. This means that there is a problem of internal communication that forms a barrier to progress needed.

- i. Evaluation of ongoing projects. Projects are NOT evaluated for measurement of objectives, outcomes and for general impact.
- ii. Employ managers who have Road Safety qualifications. Managers are NOT qualified for their Road Safety positions.
  - Evaluation strategies must / should be put in place to evaluate projects. There is NO EVALUATION of the National Strategies. Relevant manpower is needed in Road Safety. There is NO qualified personnel in the offices. Communities must be engaged in Road Safety matters. Communities are **not** optimally involved.

#### **North West**

- ❖ Cross pollination of ideas with other RSO's within the NW province and other provinces. Provinces do not communicate. There is NO collaboration, NO co-operation and NO co-ordination.

- ❖ There is **no support on scholar patrol** and **workload is too much** for one person to monitor all of them at the same time, **communities can be engaged to assist children.**
- ❖ They do not have **resources such as teaching aids**, and that makes it difficult for them to perform,
- ❖ **Experts** are needed to **manage the unit** in order to have progress.
- ❖ RSO or Practitioners **need skills** to be evaluated and maybe **introduce a course or training** for these.
- ❖ Introduce **scholar patrol at Provincial level** not at National level.
- ❖ Formulate **skills analysis training** to determine current **RSO level of skills** and how to improve employment recruitment.

#### All provinces

- ✚ RSO's want **Road Safety Imbizo** at least once a year to **discuss strategies** they are working on themselves. Imbizo will include:
- ✚ Imbizo: the **formulation of strategy and implementation strategy**
- ✚ Imbizo: to **define their role**
- ✚ Imbizo: Define and review **engineers' work on the roads.**

#### Gauteng

- In the case of Gauteng province, there is **confusion** as to whom the provincial MEC should report to! Should the MEC report to the National Minister of Transport or to the National Minister of Safety and Security or both as is the case now!
- Absence of **HOD, Director and competent managers.**

#### Free State

- Suggestions from the Free State Province were the following:
- Budget allocation of strategies
- Training of personnel to enhance implementation of Road Safety programmes.
- Shortage of human resources needs to be addressed in order to adequately impact on Road Safety in the communities as expected.
- Monitoring and evaluating tools of the strategies need to be made available.

- Materials for Road Safety Officers are needed, so that work improves
- Improvement of communication on all levels within the Department is a must.
- Accessibility of information is still a massive challenge for Road Safety Officers and communities at large.
- Road Safety workshops must be hosted on an annual basis.

## 7.5 CHAPTER SUMMARY

In this Chapter, the proceedings of the focus group interviews conducted in the three provinces were described in sub-section 7.2. In section 7.3 the account of the focus group interviews tabling the responses of the interviewees was presented and the interpretation and discussion of the interview results were done in section 7.4. It is appropriate to ascertain that the information in this chapter has laid a basis on which recommendations and conclusions will be made in chapter 8, the last chapter of the thesis.