

THE EVALUATION OF CAMPAIGN COMMUNICATION FOR ROAD SAFETY BETWEEN 2023-2025

Ousa Biggins¹

¹ Graduate School of Communication Arts and Management Innovation (GSCM),
National Institute of Development Administration (NIDA); ousa.b@nida.ac.th

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ABSTRACT

The research topic is “The Evaluation of Campaign Communication for Road Safety between 2023-2025” which consists of three objectives as follow; 1) to evaluate the context of management process, implementation and impact as CIPP Model 2) to analyse strength, weakness, opportunity and threat of campaign communication for road safety 3) to recommend the implementation relating to aims and strategies. The research applied CIPP Model of Daniel L. Stufflebeam including context, input, process and product. The methodology of this study consisted with document analysis, participatory observation and in-depth interview with the management team of Accident Prevention Network. The results of the study divided into 5 parts as follows: 1) Context of Management 2) Context of Health Communication 3) Input and Process 4) Output and Outcome of the Project 5) SWOT Analysis. For recommendation, Accident Prevention Network should increase some activities to develop the potential of the staff in communication innovation such as data analytics. To create the campaign contents, Accident Prevention Network could build the engagement of the communities to design the campaigns relating to the local context and tested the campaigns following with evaluation. For schools, the organisation could create road safety literacy curriculum for the school kids. The organization could apply integrated marketing communication and social marketing focusing on key message in the period of time and disseminated via mixed channels to the specific target groups in different areas. The organisation should choose the model areas for lesson learned to apply for other areas and each local areas should continue the meetings in the areas consistency. The organisation should develop media for ethnic, minority and disabled groups and focused on online media to access youth and working people. Also, the campaigns should emphasis on senior people and motorcyclists.

Keywords: Road Safety Campaign, CIPP Evaluation Model, Health Communication

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