



RESEARCH ARTICLE

EFFECTIVENESS OF FRSC-NURTW COLLABORATION IN FESTIVE PERIOD RADIO CAMPAIGNS ON COMMERCIAL MOTORISTS' ROAD SAFETY COMPLIANCE IN SOUTH-WEST NIGERIA

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ABSTRACT

Road safety in Nigeria has long been a public health and policy issue, given the country's high rate of road traffic accidents, and as the country's most dominant means of transportation, road travel is essential in connecting rural and urban areas, enhancing trade, and enabling mobility, with Nigerians' annual travel being the most pronounced during holidays when individuals and families travel to spend time with friends and relatives, which made road safety remain a global public health concern, as road traffic accidents continue to be a leading cause of death and disability worldwide on a daily basis. The study adopted exploratory sequential research design in order to gain a greater understanding of the subject matter through the use of interview. The target population for this study consists of nine officials and key informants from the NURTW in selected motor parks and FRSC PROs across three states in South-West Nigeria: Lagos, Ogun, and Oyo. These population was selected because they serve as gatekeepers within the commercial transport system, and due to their strategic responsibility during festive periods. The purposive sampling technique was adopted to select the key stakeholders involved in road transport and safety regulations within Lagos, Ogun, and Oyo States. The findings revealed that FRSC's media engagement strategy is flexible rather than station-specific, as they prioritise particular stations, to leverage media partnerships, invitations, and free airtime opportunities, especially during traffic-related programmes. It was recommended that FRSC should adopt a more audience-centred approach when developing festive radio campaigns for commercial motorists, and the campaign messages should be based on empirical insights into motorists' driving realities, language preferences, and risk perceptions.

Keywords: Road Safety, Festive Period, Campaign, Commercial Motorist, Radio Campaign.

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1.0. INTRODUCTION

In Nigeria, road safety has long been a public health and policy issue, given the country's high rate of road traffic accidents, and as the country's most dominant means of transportation, road travel is essential in connecting rural and urban areas, enhancing trade, and enabling mobility. Nigerians' annual travel is most pronounced during holidays when individuals and families drive or move in their convoys to spend time with friends and relatives, which made road safety remain a global public health concern, as road traffic accidents continue to be a leading cause of death and disability worldwide, with countless individuals lose their lives or suffer severe injuries due to crashes on roads, affecting families, communities, and national economies on a daily basis.

Road traffic injuries represent a significant global public health burden, with disproportionate impacts on low and middle-income countries. The World Health Organisation classifies road traffic crashes as the eighth leading cause of death globally across all age groups and the primary cause of death for children and young adults aged 5-29 years (WHO, 2024). This global crisis extends beyond mortality, generating profound socioeconomic impacts through disability, healthcare costs, productivity losses, and psychological trauma affecting families and communities. According to WHO (2023), global road traffic fatalities reached approximately 1.19 million, with an additional 50 million individuals sustaining non-fatal injuries.

According to WHO (2023), global road traffic fatalities reached approximately 1.19 million, with an additional 50 million individuals sustaining non-fatal injuries. The global fatality rate averaged 18 deaths per 100,000 population, with significant regional variation ranging from 9.3 per 100,000 in high-income countries to 27.5 per 100,000 in low-income nations. Low and middle-income countries accounted for 93% of fatalities despite owning only 60% of the world's registered vehicles. In 2023, fatality figures showed marginal improvement at 1.18 million deaths worldwide. Notable regional variations were observed, with high-income countries demonstrating a 4.2% reduction in fatality rates compared to a 1.1% reduction in middle-income nations and a 0.3% increase in low-income countries (WHO, 2024).

The vulnerable road users (pedestrians, cyclists, and motorcyclists) accounted for 54% of all road traffic deaths globally, with this proportion reaching 70% in some urban settings. In 2024, WHO (2025) indicated modest improvements in global figures, with projected year-end fatalities estimated at 1.15 million. Advanced driver assistance systems contributed to a 7.3% reduction in fatalities in high-income nations, while middle and low-income countries showed varied results contingent upon infrastructure investment and policy implementation.

Despite a global decline in road crash fatalities, Africa has witnessed an increase in road traffic deaths. This trend is linked to inadequate road infrastructure, weak enforcement of traffic regulations, and a limited safety culture among road users. The continent has recorded approximately 225,482 road traffic deaths, representing 19% of global fatalities which is an imbalance considering Africa accounts for 15% of the world's population but only 3% of the global vehicle fleet. With a fatality rate of 19.4 per 100,000 people, the region has the highest road traffic death rate worldwide (WHO, 2024). According to the National Bureau of Statistics (NBS, 2024), Nigeria recorded a total of 2,662 road traffic crashes in early 2024, comprising 1,715 serious cases, 693 fatal cases, and 254 minor cases in the first quarter of 2024. In the second quarter of 2024, there were 2,404 crashes, including 1,525



serious cases, 661 fatal cases, and 218 minor cases. The South-West region reported 661 crashes during this period, making it the second-highest zone after the North-Central region, which had 867 crashes. Notably, Lagos, Ogun, and Oyo States consistently reported higher numbers of incidents, highlighting significant road safety challenges in these areas. The persistence of road traffic accidents in Nigeria, particularly during festive periods, may be influenced by motorists' general knowledge of road safety, their attitudes toward safe driving, and the extent to which they practice road safety measures.

While road safety education and awareness programs exist, the level of understanding among commercial motorists remains varied, and their compliance with safety regulations is often inconsistent. These gaps in knowledge and practice continue to contribute significantly to the high rate of road crashes across the country (Arosanyin, et al., 2012). One of the major issues is that many commercial motorists may lack a thorough understanding of basic road safety principles. While some drivers may be familiar with general safety guidelines, such as speed limits, the use of seat belts, and the importance of avoiding drunk driving, other commercial motorists may have little to no formal training on road safety.

According to Olawole and Olayode (2020), many commercial drivers learn to drive informally, often without undergoing standardised driving tests or receiving education on traffic rules and defensive driving techniques. This lack of foundational knowledge results in poor decision-making on the road, increasing the likelihood of accidents. Adebisi (2019) also argues that the low literacy levels among many commercial drivers further hinder their ability to understand and apply road safety measures effectively. In addition to knowledge gaps, the attitude of many motorists toward road safety remains a major concern. Some drivers may perceive road safety regulations as unnecessary restrictions rather than essential measures for their well-being.

The desire to maximise profits may lead commercial drivers to disregard speed limits, engage in dangerous overtaking, overload their vehicles, and drive under conditions of fatigue. Odeh (2021) asserted that some drivers also ignore routine vehicle maintenance, leading to mechanical failures that contribute to road accidents. Furthermore, their attitude toward safety may be influenced by peer behavior, pressure from transport unions, and a general culture that prioritises expediency over caution. Another contributing factor is the perception of risk among commercial drivers. Some motorists may not fully appreciate the dangers associated with reckless driving until they are personally affected by an accident.

Others may hold fatalistic beliefs, assuming that accidents are inevitable or predetermined, which diminishes their motivation to take proactive safety measures. This mindset may weaken their willingness to adopt preventive behaviors such as maintaining safe following distances, adhering to traffic signals, or conducting pre-trip vehicle checks (Ajayi & Fagbenro, 2022). Given these challenges, radio campaigns have played a significant role in promoting road safety awareness. Broadcast media, particularly radio, has proven to be an effective platform for advancing road safety education. As a dominant medium of communication in Nigeria, radio remains one of the most accessible and widely consumed forms of mass communication, particularly among commercial drivers who rely on it for news and updates while on the road. The influence of radio extends beyond



mere information dissemination; it promotes behavioral change by consistently reinforcing safe driving habits.

Radio plays a pivotal role in shifting social norms and attitudes toward road safety. Its wide reach and accessibility, even in rural and underserved urban areas, make it indispensable for disseminating road safety messages. The ability of radio to penetrate diverse communities, including those with limited access to digital media, enhances its effectiveness in reaching at-risk populations. Messages delivered in indigenous languages and structured within culturally familiar contexts ensure greater comprehension and acceptance. This localised approach makes road safety messages more relatable and impactful. By broadcasting in multiple local languages and employing culturally resonant narratives, radio effectively engages communities that might otherwise be excluded from digital or print media channels (Eze & Olufemi, 2021). One of radio's key strengths in this context is its ability to deliver persuasive content that appeals to both listeners' emotions and rationality. Through storytelling, testimonials from accident survivors, and dramatised scenarios, radio campaigns humanise the consequences of reckless driving. Such narratives challenge societal norms that have historically downplayed the risks of unsafe driving, leading to attitude shifts and safer road behaviors (Adeola, 2020).

The objectives of this study are to specific objectives are to examine the extent of collaboration between FRSC and NURTW in promoting festive period road safety messages on radio in South-West Nigeria, assess the strategies used by the FRSC in designing radio campaigns to effectively reach commercial motorists in South-West Nigeria, and identify the challenges encountered in implementing FRSC road safety campaigns on radio in ensuring commercial motorists' engagement in South-West Nigeria.

2.0. REVIEW OF LITERATURE

Transportation Systems in Nigeria

Transportation is integral to Nigeria's socio-economic development. It supports key sectors such as agriculture, commerce, and tourism. Mobility is a natural instinct in man, and there is no activity known with man that does not entail some form of movement (Alessandretti et. al., 2020; Barbosa, et. al.; James, et. al. 2018). However, in relation to human transportation, Zickgraf, et. al. (2022) assert that the evolution of transport, just like that of man, has gone through trials and errors as it evolved through time. They submit that throughout history, man has had to slowly but surely and painstakingly evolve the means of transport to where it is today. Furthermore, many modes of transportation have developed alongside man's increasing knowledge and understanding of his environment. According to Faahjir and Zidan (2016), transportation is an important part of human activity which forms the basis of all socioeconomic interactions. They add that road transportation plays a significant role in the socio-economic life of modern society, as it facilitates movement of people and goods from one location to another. In addition, Adebayo and Agum (2023) categorise road transportation as one of the most important modes of transport as exemplified that road transportation is the commonest mode of transport and offers the greatest variety of means of transport, and this involves the use of different motor vehicles such as cars, buses, trucks, lorries, bicycles, tricycles, motorcycles etc. There are different kinds of roads according to size and functions.



While some roads are tarred and metropolitan, others are not tarred and they serve rural communities. The best of these roads are modern highways (also called expressways), which links major towns and cities. With a total road network of 194,394 km, Nigeria has the largest road network in Sub-Saharan Africa. The majority of these roads were built years ago when vehicular traffic was limited and alternate modes of transit, such as trains, were available (Ologunagbe, 2016). Road transportation is the primary of source of transportation in Nigeria, and it accounts for 80 percent of all traffic in the West African country (NBS, 2020). Road transportation is the most dominant mode of transportation in Nigeria, accounting for over 90% of the movement of goods and people across the country. This dominance stems from the lack of development in other transport sectors, such as rail and inland waterways. The road transportation system in Nigeria plays a pivotal role in enhancing economic activities, connecting urban and rural areas, and facilitating trade both domestically and internationally. The road transportation system in Nigeria has its roots in the pre-colonial and colonial eras. Before colonisation, roads were largely trails and paths used for local trade and social interactions.

Federal Road Safety Corps and its Mandate in Nigeria

The Federal Road Safety Corps is the principal organisation in charge of managing and administering traffic safety in Nigeria. The Federal Road Safety Commission was established in February 1988 by the Federal Government through Decree No. 45 of 1988 by the military government of General Ibrahim Babangida. This was later revised by Decree 35 of 1992 (Uzondu et al., 2022; FRSC, 2014). This Corps known as the FRSC Act cap 141 Laws of the Federation of Nigeria (LFN), is recorded in the law books. The Federal Road Safety Commission (establishment) Act 2007 was approved by the National Assembly (World Bank, 2020). The Federal Road Safety Corps was established in 1988 with the mandate of ensuring safer and more efficient road usage in the country. The agency is responsible for the effective control and regulation of traffic on Nigerian roads. FRSC officials are present in various locations, monitoring traffic flow, enforcing traffic rules and regulations, and ensuring compliance with safety standards (FRSC 2011, 2014, 2018). FRSC (2014) submits that the Corps has the mission to eradicate road traffic crashes and create safe motoring environment in Nigeria, and the mission to regulate, enforce and coordinate all road traffic and safety management activities through sustained public enlightenment, promotion of stakeholder's cooperation, robust data management, improved vehicle administration, prompt rescue services, effective patrol operation. Furthermore, the FRSC is tasked with creating and enforcing traffic regulations that govern the use of roads in Nigeria.

This includes checking vehicle safety standards, ensuring that drivers are properly licensed, and that vehicles are adequately maintained (FRSC, 2015). The Federal Road Safety Corps (FRSC) focuses on educating the public about road safety and fostering road discipline. Through campaigns conducted across multiple platforms, the FRSC raises awareness about critical safety practices such as the consistent use of seat belts, adherence to speed limits, and the risks associated with drunk driving. To mitigate road traffic accidents, the FRSC identifies high-risk zones and implements targeted strategies to address these areas effectively. Additionally, the Corps ensures prompt response to road accidents to minimise fatalities and injuries while maintaining a comprehensive database of traffic accident records for analysis and planning. WHO (2020) highlights the high rate of road accidents and deaths



in Nigeria in its report titled 'Global Status Report on Road Safety 2013. The report identifies Nigeria as one of the countries with the highest number of road traffic deaths in the world and recommended measures to improve road safety in the country, hence, the FRSC was created to address the high rate of road accidents and deaths on Nigerian roads, and to ensure the safety of motorists and road users in the country. Furthermore, the establishment of the FRSC was also in line with the United Nations Decade of Action for Road Safety 2011-2020, which aimed to reduce the number of road accidents and fatalities globally.

As a member of the United Nations, Nigeria was expected to take action towards promoting road safety and establishing a national road safety management system. Through their presence and enforcement activities, the FRSC helps to maintain order on the roads, thereby reducing the likelihood of accidents caused by reckless driving or violation of traffic rules. Education and public enlightenment campaigns are another important aspect of the FRSC's efforts in curbing road accidents (Okoko, 2006; Ojekunle, 2014). This shows that through various strategies and initiatives, the FRSC aims to create awareness, enforce regulations, and educate the public on road safety during festive periods. According to Ogbonna and Onuoha (2013),

FRSC's road safety campaigns are predominantly seasonal, intensifying during festive periods when road usage spikes in Nigeria. During these times, the FRSC conducts awareness programs and public enlightenment initiatives, often in partnership with other stakeholders, to encourage road users to adopt safer driving habits and practices. These campaigns utilise diverse platforms such as radio, television, school-based programs, community outreach efforts, and public lectures to disseminate safety messages and educate drivers on the risks associated with unsafe driving behaviors. By leveraging multiple communication channels, the FRSC aims to promote a culture of safety among road users and reduce traffic accidents during high-risk periods. It can be deduced that these campaigns aim to educate the public about safe driving practices, the importance of wearing seat belts, proper use of child restraints, and the dangers of drunk driving and speeding. Also, the FRSC has implemented various road safety initiatives and campaigns to educate the public about safe driving practices.

Road Safety Challenges and Traffic Risks during Festive Periods in Nigeria

Festive periods in Nigeria, such as Christmas, Easter, New Year, Eid celebrations, and other cultural festivals, often bring about an increase in road traffic as people travel to their hometowns or embark on vacations (Itoro, 2023). Unfortunately, these periods also tend to witness a rise in road fatalities. Road safety has many facets and has an impact on people, communities, and countries. Road safety discussions tend to come up every festive period due to the increase in travel and associated risks during this time. According to a study by Sohail et al. (2016), the festive period is associated with increased mobility and travel, as people often travel to visit relatives and friends or go on vacation. This increase in traffic leads to an increase in the number of accidents and fatalities on the road. Likewise, Prabhakar and Dattu (2018) note that during the festive period, there is often an increase in alcohol consumption and risky driving behaviors. This, they claim, heightens the risk of accidents on the road. Therefore, road safety discussions during this time seek to increase awareness about these risks and encourage responsible driving behavior.



In addition, Abegaz, et. al. (2014) submit that road traffic crash is a growing public health threat, being responsible for 1.2 million deaths and up to 50 million nonfatal injuries globally. Festive periods in Nigeria witness a considerable increase in road travel, leading to a surge in traffic volume on major highways and roads across the country. Nwaoku (2024) reveals that causes of road crashes during festive periods are linked to increasing numbers of vehicles on the road, the rush to meet loved ones and more trips on the part of commercial drivers to make more profit in preparation for festive periods, unsafe practices, lack of vehicle maintenance culture as well as drivers who vehemently refuse to obey traffic rules and regulations.

FRSC Festive Period Campaigns on Radio between September 2025 and January 2026

The Federal Road Safety Corps (FRSC) in 2025 launched its annual Ember-Months road-safety campaign with the central message “*Take Responsibility for Your Safety, Stop Distracted Driving.*” The theme was used for road safety campaign which covers ember months, Christmas period and new year (September 1, 2025 - January 17, 2026). The choice of theme is significant because the ember months, a period typically associated with increased travel, heightened emotional pressure, and a spike in fatal crashes, are influenced largely not by fate or superstition but by behavioural lapses, especially distraction (FRSC Public Education Office, 2025). By framing the campaign around responsibility, the FRSC shifts discourse from destiny to decision, from inevitability to accountability. The campaign foregrounds distracted driving as one of the most pervasive and preventable causes of road crashes in Nigeria. Behaviours such as answering calls, replying messages, watching videos while driving, multitasking behind the wheel, emotional distraction, and fatigue all reduce reaction time and impair judgement. The FRSC’s messaging emphasises that these lapses are not accidental occurrences but deliberate choices with predictable consequences. In doing so, the Corps aligns itself with global research that identifies human factors, more than vehicle or road defects, as primary determinants of crash risk.

The Ember Months, encompassing the final four months of the year, traditionally witness a surge in road traffic due to increased travel for festivities and other end-of-year activities. This escalation often leads to a higher incidence of road traffic crashes. In response, the FRSC annually initiates targeted campaigns during this period to heighten awareness and mitigate the risks associated with intensified road usage. This initiative stems from the recognition that passengers often constitute the majority of casualties in road traffic accident and this radio campaign was to encourage the use of tools like the FRSC Mobile Application, the emergency number 122, and the National Traffic Radio 107.1 FM, to facilitate prompt reporting of reckless driving, ensuring swift intervention by authorities.

Passengers in commercial vehicles are likely to endure dangerous driving behaviors in silence due to fear, social pressure, or a lack of awareness of their rights. Many commercial drivers engage in over-speeding, reckless overtaking, driving under the influence, and ignoring traffic rules and signs, actions that significantly contribute to road crashes. As cited in American Driver and Traffic Safety Education Association (2020), passenger intervention can influence driver behavior positively, potentially reducing crash rates. This campaign aligns with global best practices in road safety advocacy, where passengers are encouraged to be vocal in demanding safer driving. With this campaign, FRSC aims to create a cultural shift where speaking up against reckless driving is seen as a civic duty rather than an act of defiance.



The campaign also reinforces the legal backing passengers have in reporting errant drivers to authorities through the FRSC emergency lines. To maximise impact, FRSC deployed this message through various channels, with a particular focus on radio jingles, which effectively reach commercial motorists and passengers. The radio jingle for this campaign follows a compelling format designed to capture attention, create awareness, and drive action. It includes the jingle opens with the sounds of a speeding vehicle, followed by concerned passengers murmuring about the driver's reckless behavior; One bold passenger calls out the driver, demanding that he slows down and obeys traffic rules; A screeching sound interrupts the scene, creating a moment of tension, followed by the relieved voices of passengers after the driver heeds the warning;

A confident voiceover reinforces the message: *“Take Responsibility for Your Safety, Stop Distracted Driving. Road crashes kill more passengers than drivers. Your voice can save lives. Speak up against dangerous driving today!”*; The jingle ends with an FRSC emergency helpline, encouraging passengers to report reckless drivers. By integrating realistic storytelling, sound effects, and a strong message, the jingle ensures that the campaign relates with its target audience, especially passengers in commercial vehicles who often feel powerless in dangerous driving situations. This radio jingle was broadcast in English Language to ensure wider accessibility and comprehension.

The jingle used simple, clear, and easy-to-understand grammar, making them suitable for all categories of road users, including commercial motorists, private drivers, and passengers. Given that Lagos, Ogun, and Oyo States which are the focus of this study, are major commercial hubs in South-West Nigeria, they attract people from diverse ethnic backgrounds, including Yoruba, Igbo, Hausa, and other groups. As a result, English, being Nigeria's official language, was the medium for delivering the safety messages in these radio jingles. This ensured that regardless of tribal differences, road users could understand and internalise the campaign messages, promoting safer road behavior across all demographics. Each of the FRSC festive period radio jingles had duration of approximately 30 to 60 seconds, ensuring they were concise yet impactful. They were strategically aired multiple times daily, with a higher frequency during peak travel periods within each festive season.

2.0. Theoretical Framework

This study is underpinned by Albert Bandura (Bandura, 1977)'s Social Cognitive Theory, which was proposed through his work which considers the unique way in which individuals acquire and maintain behavior, while also considering the social environment in which individuals perform the behavior. The theory takes into account a person's past experiences, which factor into whether behavioral action will occur. These past experiences influences reinforcements, expectations, and expectancies, all of which shape whether a person will engage in a specific behavior and the reasons why a person engages in that behavior.

Vinney (2019) notes that one of the tenets of the Social Cognitive Theory is the notion of personal factors, which consist of the cognitive, affective, and biological elements that shape an individual's behavior, which includes an individual's knowledge, attitudes, self-efficacy, and outcome expectations, all of which can have an impact on their actions and decision-making processes. This is in line with Bandura (2000)'s belief that suggests that these personal factors are not static, but rather are constantly evolving through an individual's experiences and interactions with their environment. Social Cognitive Theory does not view the relationship between personal factors, behavior, and



environmental factors as unidirectional, but rather as a dynamic and reciprocal process, and the concept of reciprocal determinism suggests that an individual's behavior can shape and be shaped by their personal factors and environmental influences, all of which are in constant flux. The FRSC media campaigns can be viewed as a key environmental factor that may influence the personal factors of commercial motorists, such as their knowledge, attitudes, self-efficacy, and outcome expectations regarding safe driving. With the use of fear appeals, compelling language, and positive role modeling of road safety practices, the FRSC may effectively address the cognitive and affective elements that shape the motorists' decision-making processes by leveraging the power of fear appeals to heighten the motorists' awareness of the grave consequences of unsafe driving during the festive season, such as the risk of accidents, injuries, and even loss of life.

3.0. METHODOLOGY

This study adopted exploratory sequential research design in order to gain a greater understanding of the subject matter through the use of interview. The target population for this study consists of nine (9) officials and key informants from the National Union of Road Transport Workers (NURTW) in selected motor parks and FRSC PROs across three states in South-West Nigeria: Lagos, Ogun, and Oyo. These population was selected because they serve as gatekeepers within the commercial transport system, and due to their strategic responsibility for designing, coordinating, and disseminating road safety messages, especially through radio during festive periods. The purposive sampling technique was adopted to select the key stakeholders involved in road transport and safety regulations within Lagos, Ogun, and Oyo States. The primary instrument of data collection was semi-structured interview guide. The data was transcribed and organised for analysis of closed-ended questions after it was collected. The study relied on content analysis as its method of data analysis for the secondary sourced data.

4.0. DISCUSSION OF FINDINGS

The study discovered that the collaboration between the FRSC and NURTW is structured, sustained, and operational rather than incidental. Both parties described the relationship as cordial and mutually reinforcing, with collaboration taking the form of joint sensitization activities, advocacy visits, radio programmes, and coordinated enforcement, particularly during high-risk festive periods such as the Ember Months. It further suggested that FRSC is perceived by NURTW officials not only as a punitive regulatory body but as a partner engaged in advisory and educational roles. This perception appears to enhance trust and cooperation at the grassroots level, thereby facilitating the acceptance of road safety messages among commercial motorists.

Importantly, collaboration extends beyond communication to enforcement and self-regulation, as union task forces complement FRSC efforts by sanctioning non-compliant drivers. The implication of this finding is that effective road safety governance during festive periods relies heavily on institutional partnerships that combine formal enforcement with informal union-based control mechanisms. Such synergy strengthens message credibility, promotes compliance, and enhances the overall effectiveness of FRSC's festive road safety campaigns on radio. The study indicated that FRSC's message design process is deliberate, evidence-driven, and responsive to prevailing road safety conditions.



The use of offence statistics and situational assessments in content development suggests that messages are tailored to address dominant risky behaviours during festive periods, thereby increasing their relevance and immediacy to commercial motorists. It also showed that language suitability is treated as a central communication strategy rather than a secondary consideration. The use of multiple languages during radio programmes and park sensitisation, as well as the deployment of interpreters in linguistically diverse motor parks, reflects an inclusive approach aimed at overcoming educational and linguistic barriers. This implies that multilingual communication enhances comprehension and ensures broader reach among drivers with varying literacy levels.

In addition, the responses highlight the importance of simple, local language in improving message acceptance and retention. NURTW officials' endorsement of indigenous language use suggests that familiarity and cultural relevance increase trust in the message source and facilitate behavioural reflection among commercial motorists. Beyond language, tone and emotional appeal emerged as critical elements of message effectiveness. The intentional use of captivating narratives, fear appeals, and family-oriented metaphors demonstrates how emotional framing can prompt self-regulation and peer influence, including passengers cautioning drivers. The implication of this finding is that emotionally engaging and culturally grounded messages are more likely to stimulate attitudinal and behavioural change than purely informational messages.

The study indicated that radio is regarded as the most effective medium for reaching commercial motorists due to its accessibility and habitual use by drivers who spend long hours on the road. The widespread presence of radio in taxis and buses ensures repeated and incidental exposure to road safety messages, making it a suitable platform for sustained sensitization during festive periods. The findings of this study showed that FRSC's media engagement strategy is flexible rather than station-specific. Instead of rigidly prioritizing particular stations, FRSC leverages media partnerships, invitations, and free airtime opportunities, especially during traffic-related programmes.

The implication is that institutional goodwill and collaborative media relationships play a significant role in expanding message reach without imposing excessive financial or logistical demands on the agency. Timing emerged as a critical factor influencing message effectiveness. Both FRSC and NURTW respondents emphasized increased campaign intensity during the Ember Months (September to December), when travel volume and accident risks peak. The implication is that seasonal targeting enhances message salience by aligning communication efforts with periods of heightened vulnerability and risk among road users. However, the findings also reveal limitations in relying solely on radio, as drivers' busy schedules may restrict consistent listenership.

Acknowledging this constraint, FRSC adopts a complementary, multi-channel approach that combines radio broadcasts with park sensitization, engagement through religious institutions, and visible enforcement activities. This suggests that message reinforcement across multiple touch points is essential for overcoming exposure gaps and strengthening behavioural impact. The study further revealed the strategic use of multiple radio stations to maximize audience reach. Stations such as Lagos Traffic Radio, Ray Power FM, Fresh FM, Splash FM, Wazobia FM, and Naija FM were identified as effective due to their traffic-focused content, use of indigenous or pidgin language, and strong listenership among commercial drivers. Other stations, including Brila FM, Beat FM, and Eko FM/Radio Lagos, were noted for reaching specific audience segments such as younger drivers, sports



enthusiasts, and Yoruba-speaking motorists. The implication of this finding is that audience segmentation and language alignment enhance message penetration and relevance across diverse categories of commercial motorists in South-West Nigeria. The findings suggest that the effectiveness of FRSC's festive road safety campaigns on radio is shaped not only by media choice but also by strategic timing, partnership-driven airtime access, and integration with other communication channels.

Analysis of the interview responses reveals that challenges in reaching commercial drivers are multidimensional, encompassing attitudinal, educational, economic, and logistical factors. Resistance and non-compliance emerged as a major barrier, with some drivers displaying hostile attitudes toward safety directives, particularly during enforcement activities. Such resistance complicates sensitisation efforts and limits receptiveness to radio and face-to-face communication.

Educational limitations among drivers further constrain effective message delivery. Respondents consistently noted low literacy levels, which reduce the usefulness of written materials and necessitate repeated oral explanations and demonstrations. While this approach improves comprehension, it requires additional time, manpower, and financial resources, thereby stretching institutional capacity. Economic pressure during festive periods also undermines compliance. Drivers' desire to maximize income during high-demand seasons encourages risky behaviours such as over-speeding, fatigue, and overloading, even when safety messages are clearly understood. This finding suggests that awareness alone may be insufficient to counteract financially motivated risk-taking. Logistical challenges related to drivers' constant mobility further restrict sustained engagement. Since many drivers spend extended periods on the road, direct follow-up and feedback are limited.

Consequently, FRSC officials often rely on indirect indicators, such as offense patterns and arrest records, to assess message impact. The implication is that while festive radio campaigns and park sensitization are valuable, structural and behavioural constraints significantly affect their reach and effectiveness. The study indicated that festive period road safety campaigns have yielded observable behavioural changes among commercial drivers, although the outcomes vary. FRSC officials primarily assess impact through enforcement data, particularly reductions in specific offenses following campaign periods. This outcome-based approach provides measurable evidence linking communication efforts to behavioural compliance.

5.0. CONCLUSION AND RECOMMENDATIONS

5.1. Conclusion

It can be concluded from the study that; it is quite evident that the FRSC campaigns have achieved a considerable level of reach and awareness, especially during peak traffic seasons, and are credited with contributing to improved driver behaviour, especially when complemented by union supervision and enforcement. The effectiveness of these campaigns, however, is not solely attributable to the use of radio as a medium. Instead, the study finds that trust networks, peer validation, and enforcement structure particularly those rooted in the NURTW, play a pivotal role in translating media messages into actual behaviour change. The lack of structured feedback loops, limited language options, and the absence of creative, interactive formats restrict the potential of campaigns to evolve with audience



needs. While messages are clear, their ability to inspire sustained behavioural change is limited by the failure to address drivers' lived realities on a continuous basis. Through the integration of both statistical trends and narrative accounts, the research has revealed that drivers are not passive recipients of information, as they filter messages through existing belief systems, community norms, and institutional relationships. As such, effective road safety communication in Nigeria demands a multi-layered strategy which acknowledges cultural specificity, leverages institutional partnerships, and continually adapts to user feedback.

5.2. Recommendations

Based on the findings of this study, it is recommended that:

1. The Federal Road Safety Corps (FRSC) should institutionalize and strengthen its collaboration with the National Union of Road Transport Workers (NURTW) beyond ad-hoc or festive-period engagements by formalizing it through memoranda of understanding that clearly define roles in campaign planning, message dissemination, and reinforcement at motor parks;
2. FRSC should adopt a more audience-centred approach when developing festive radio campaigns for commercial motorists, and the campaign messages should be based on empirical insights into motorists' driving realities, language preferences, and risk perceptions;
3. FRSC should improve funding allocation, monitoring, and feedback mechanisms, as regular audience feedback through call-in programmes, surveys, or collaboration with transport unions should be institutionalized to assess message effectiveness. Language diversity should also be expanded to ensure year-round engagement rather than seasonal campaigns, so as to enhance commercial motorists' engagement and the overall effectiveness of road safety communication in South-West Nigeria.

Conflict of Interest

The authors declare that no conflict of interest exist in this manuscript.

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