FIELD SURVEY REPORT ON KNOWLEDGE, ATTITUDE, AND PRACTICE ASSESSMENT

PHASE-2

DECEMBER 2, 2024

Notice

This report was prepared by the Ministry of Education (MOE), Road Safety Secretariat (RSS) with support from the Road Maintenance Management Unit (RMMU) of the Infrastructures Implementation Unit (IIU). Any queries concerning the report, and its contents should be directed to the Ministry of Education or the authorized designated authority.

Contents

Acronyms /Abbreviations

RSS	**Road Safety Secretariat**
MoE	**Ministry of Education**
IIU	**Infrastructure Implementation Unit**
RMMU	**Road Maintenance Management Unit**
MPW	**Ministry of Public Works**
MoT	**Ministry of Transport**
MoH	**Ministry of Health**
LNP	**Liberia National Police**

Executive Summary

The Ministry of Education under the auspices of the Road Safety Secretariat collected the Phase-II KAP Survey data on the 26th of October 2024. It ended on the 9th of November 2024 in Five Counties including Margibi, Grand Cape Mount, Bong, Grand Bassa, and Nimba. This project was approved by IIU and implemented by the Ministry of Education for the year 2024. The KAP Survey teams were divided into two; team one was assigned to Cape Mount and Grand Bassa counties and team two was assigned to Margibi, Bong, and Nimba Counties. The teams were able to interview 2,916 people in the five counties.

Introduction

The Road Safety Secretariat was established in October 2018 and has since carried out several initiatives aimed at reducing fatalities and injuries caused by traffic in Liberia. The World Bank LIBRAMP project (2018–2022), which has since transitioned to SECRAMP (2022–2027), provided funding for these initiatives. However, in 2021, the Road Safety Secretariat (RSS) developed an idea to improve road safety awareness and sensitization strategies since its establishment in 2018. The survey's primary goal was to collect data within six counites with the Knowledge, Attitude, and Practices of road safety activity in Liberia. The specific objective of the survey is to gather information on the impact of public awareness and road safety education initiatives with assistance and money from the World Bank. Working along with the Road Maintenance Management Unit (RMMU) to set up a digital data collection platform, train designated enumerators and RSS staff to use this platform, analyze the data collected using the digital platform, and write a thorough report including recommendations for the next step is essential for this activity. Therefore, the Ministry of Education, under the auspices of the Road Safety Secretariat Phase-II KAP Survey, collected data on the 26th of October 2024 and ended on the 9th of November 2024 in Five Counties including Margibi, Grand Cape Mount, Bong, Grand Bassa and Nimba.

Background

Road crash-related fatalities and injuries have raised concerns about public health and development on a global scale. According to the WHO Global Status Report on Road Safety 2023, 90 percent of all fatalities annually take place in low-income nations, and approximately 1.19 million people died in traffic accidents in 2021. There are two objectives for road safety in the set of universal and transformational Sustainable Development Goals. SDG Goal 3: Encourage well-being and guarantee healthy lives for people of all ages. SDG Target 3.6 seeks to cut the number of road crash fatalities and injuries by 2030. Goal 11: Create inclusive, secure, resilient, and sustainable cities and human settlements. Target 11.2 seeks to ensure that everyone has access to safe, affordable, accessible, and sustainable transportation systems by 2030. It also aims to increase road safety, particularly through expanding public transportation, with particular attention to the needs of women, children, people with disabilities, and the elderly.

Liberia has one of the highest rates of traffic fatalities in sub-Saharan Africa, along with many other low-income nations. As of 2019, traffic accidents rank as the 12th most common cause of mortality for people of all ages and the leading cause of death for children aged 5 to 29. Considering the circumstances mentioned above, the Liberian government, with assistance from the World Bank, created the National Road Safety Program through the Liberia Road Safety Action Plan. The Road Safety Secretariat (RSS) composed of five ministries (Ministry of Transport, Public Works, Justice, Education, and Health) developed five pillars Decade of Action for Road Safety. The action plans assist the government in lowering the number of traffic accidents that result in fatalities and serious injuries.

However, in 2021, the Road Safety Secretariat (RSS) developed an idea to improve road safety awareness and sensitization strategies since its establishment in 2018. Therefore, in 2021, RSS developed a concept of data collection method to inform the impact of such awareness across the six targeted counties. This survey is called the Knowledge, Attitude, and Practices (KAP) Road Safety in Liberia. The survey's main objective was to gather information on Liberia's road safety practices, attitudes, and knowledge within six counties in Liberia including Montserrado, Margibi, Grand Cape Mount, Bong, Grand Bassa, and Nimba. The survey's specific goal is to collect data on the effects of public awareness and road safety education campaigns funded and supported by the World Bank and collaborated with the Road Maintenance Management Unit (RMMU) to set up a digital data collection platform, train designated enumerators and RSS staff to use it, analyze

the data gathered using the digital platform, and write a comprehensive report that includes suggestions for the next step.

Project Objectives

The primary objective of this project was to create the RSS database and assess the impacts of road safety educational campaigns implemented in selected project areas (six counties) from 2021 to 2024. Therefore, the RSS and RMMU Staff collaborated to develop questionnaires, develop a software application for data collection, analyze the collected data, and produce a comprehensive report of the findings. After the survey, a draft and final Report are submitted to the Infrastructure Implementation Unit (IIU) and the Ministry of Transport (MOT).

List of targeted key performance indicators for evaluation (Survey main Questions:

a. How much awareness of road safety do the project's stakeholders have? Specifically, how much do they understand about fundamental road safety education?
b. How well project communities' stakeholders interpret information on traffic safety.
c. Measurable effects of road safety education on the number of fatalities and traffic accidents in the project regions.
d. What effects have sensitization and awareness campaigns had on the project areas?
e. Has the attitude of drivers/motorists changed significantly as a result of, the training of trainers' workshops?

Methodology

Study Design

The survey employs quantitative approaches using questionnaires gathering information on the understanding of fundamental road safety education, interpreting information on traffic safety, measurable effects of road safety education on the number of fatalities and traffic accidents in the project regions, impacts of sensitization and awareness campaigns in the project areas, and the knowledge, attitudes, and practices of drivers/motorists on road safety in Liberia. The Survey carried out the online and offline data collecting process, and the RMMU Team and RSS Staff

tweaked a version of the Kobo Collect and ODK Collect Apps and Platforms rather than developing new software (App and Platform). The data entered on the platform via the Kobo Collect App were analyzed using Statistical Package for the Social Sciences 29.2 version (SPSS 29.2). The Team used the interpretation using two (2) sets of artificial intelligence (AI) software. The team (7 RSS Staff and 2 RMMU Staff) recruited forty-three enumerators and trained them to collect data. The various instructions on utilization of the App were provided to the pertinent personnel (RSS Staff) and enumerators. Also, the platform administrators received specific training on how to monitor, the dashboard, data analysis, interpreting results, etc. The data was real-time data, that is, thorough monitoring measures were put into place, during the data collection process. When an enumerator posts any data on the platform the supervisor receives it immediately with the details of the enumerator.

Sample Selection

The KAP Survey project intended to interview 500 stakeholders in each county. That is, 2,500 respondents were targeted, even though in some counties we exceeded our target. However, 2,916 participants were randomly chosen for interviews on the Knowledge, Attitude, and Practices of Road Safety from the following categories in five counties including Margibi, Grand Cape Mount, Bong, Grand Bassa, and Nimba. See Table -1 below. However, the targeted stakeholders exceeded in some counties and reduced in others.

Table 1: Targeted Stakeholders

No.	Institutions	Population
1	• Drivers Union	50
2	• Driving Institutions	50
3	• Liberia National Police	50
4	• Liberia Marketing Association	50
5	• Motorcyclists Union	50
6	• Tricyclic's Union	50
7	• General Public	50
8	• Media Institutions	50
9	• Local Government Authority	50
10	• Secondary and Tertiary Institutions	50

Data Collection Tools and Data Analysis

In this survey, we used online and offline data-collecting processes. The RMMU team and RSS Staff tweaked a version of the Kobo Collect and ODK Collect Apps and Platforms rather than developing new software (App and Platform). Therefore, the questionnaires were coded on Android Devices(tablets) and were used by the enumerators to collect the data, after that, they submitted it to the Digital Dashboard for final reporting. The data analysis was done using the Excel and SPSS data analysis processing tools.

Results

Demographic Profile of Respondents

The table below shows the age ranges of the respondents. Most respondents were from the age range between 25-29 years (25.75%) and the age range between 30-34 years (20.88%).

Table 2: Age of the Respondents

Age Range	Frequency	Percentage
25-29	751	25.75
30 - 34	609	20.88
19- 24	489	16.77
35 - 39	426	14.61
40-44	270	9.26
45-49	155	5.32
50 above	120	4.12
less than 18	96	3.29
Total	2916	100

Table 3 below shows the gender of the respondents.

Gender of the Respondents	Frequency	Percentage
Male	1886	64.68
Female	1030	35.32
Total	2916	100

Table 4 below shows the participants' Level of Education

Level of Education	Frequency	Percentage

Secondary	1108	38
Primary	1028	35.25
No Formal Education	521	17.87
Tertiary	259	8.88
Total	2916	100

Table 5 below shows the respondents within the five Counties.

Table 5 Respondents Per County

County	Frequency	Percentage
Bong	659	22.6
Grand Cape Mount	631	21.64
Nimba	569	19.51
Margibi	549	18.83
Grand Bassa	508	17.42
Total	2916	100

Table 6 below shows the categories and occupations of respondents who participated in the survey. The total number of participants was 2,916. The result shows that 23.9 percent of respondents were petty traders(business), 18.42 percent were students, 15.84 percent were bike riders, 13.34 were drivers, and 10.91 were road users. However, other responses were given have shown in the below table.

Table 6 below shows the categories and occupations of the respondents.

Occupation of the Respondents	Frequency	Percentage
Petty Trader (Business)	697	23.9
Student	537	18.42
Bike/Tri Cyclist	462	15.84
Driver	389	13.34
Pedestrians / Road users	318	10.91
Farmer	184	6.31
Law Enforcement Officer	152	5.21
Government Worker	131	4.49
Media Institution	42	1.44
Without data	4	0.14
Total	2916	100

Table 7 below shows the knowledge about Road Safety.

The survey intended to understand whether respondents had heard about road safety before the interview. Below are the responses.

Table 7 Knowledge about Road Safety	Frequency	Percentage
Yes	2096	71.88
No	820	28.12
Total	2916	100

Table 8 shows the institution where the respondents heard about road safety before the survey.

Table 8 Where did you hear about Road Safety?

PLACE HEARD ABOUT ROAD SAFETY	Frequency	Percentage
Radio	769	26.37
Road Safety Awareness Campaign / Workshop	581	19.92
Driving School	238	8.16
Friend	224	7.68
Social media	205	7.03
Driver	77	2.64
Not sure	822	28.2
Total	2916	100

Table 9 below answers the question on driving schools.

Respondents were asked whether it was good to attend a driving school. Below are the responses.

Table 9: Is it good to attend a Driving School?	Frequency	Percentage
Yes	2778	95.27
No	138	4.73
Total	2916	100

Table 10

The table below shows that 389 drivers out of 2916 respondents answered, "How long have you been driving?" The result below Table 10 shows about 13.34 percent of the total respondents of the survey. So, 47.04 percent of respondents have been driving above 4 years and 4.11 percent of respondents drive for less than one year.

Table 10: How long have you been driving?	Frequency	Invalid percentage	Total valid percent
above 4 years	183	6.28	47.04
3 to 4 years	101	3.46	25.96
2 to 3 years	89	3.05	22.88
less than 1 year	16	0.54	4.11
Total valid percent	389	13.34	100.00
Not applicable	2527	86.66	
total percent	2916	100.00	

Table 11 below shows that 389 drivers out of 2916 respondents answered, "How many days does a driver drive in a week?" The results shown below are the valid percentages.

Table 11: How many days do you Drive in a week?	Frequency	Percentage	Total Valid percent
4 to 5 days	224	7.68	57.6
6 to 7 days	110	3.77	28.3
2 to 3 days	51	1.75	13.1
1 day	4	0.14	1.0
Total valid percent	389	13.34	100.0
Not applicable	2527	86.66	
Toal percent	2916	100	

Table 12 below shows respondents' experiences with road crashes/accidents during the survey.

Table 12: Have you been involved in a Road Crash/Accident	Frequency	Percentage
No	1652	56.65
Yes	1264	43.35
Total Percent	2916	100.00

Table 13 below shows that 1254 drivers out of 2916 respondents answered, " How many times have you been involved in road crashes/accidents?" The results show that about 51.4 % of the respondents during the survey had accidents, 32.3% had accidents twice and 16.3 % had accidents more than two times.

How many times have you been involved in road crashes/accidents?	Frequency	Percentage	Valid Percent
One	645	22.12	51.4
Two	405	13.89	32.3
More than two times	204	7	16.3
Total Valid Percent	1254	43.01	100.0
Not applicable	1662	56.99	
Total Percent	2916	100	

Table 14 below shows the public knowledge about road safety before the survey. The result is shown in the table below.

Table 14: Have you heard about Road Safety before?	Frequency	Percentage
Yes	2096	71.88
No	820	28.12
Total Percent	2916	100.00

Table 15 below shows the institutions where the participants heard about road safety, and the results are shown below.

Table 15: Where did you hear about Road Safety?	Frequency	Percentage
Radio	769	26.4
Road Safety Awareness Campaign / Workshop	581	19.9
Driving School	238	8.2
Friends	224	7.7
Social media	205	7.0
Driver	77	2.6
Not applicable (Did not hear about Road Safety before)	822	28.2
Total	2916	100.0

Tables 16, 17, 18, and 19 below show the results of overspeeding, places respondents learned about overspeeding, factors contributing to overspeeding, and places where respondents learned about overspeeding. About 93% of respondents said overspeeding was unsafe and less than 8 % said overspeeding is safe. Table 17 shows that 87.62 % of the participants said overspeeding resulted in accidents, 10.84% said it exposed road users to danger, and less than 2% said I do not know. Also, Table 18 shows the results on the factors contributing to overspeeding. About 77% of respondents said most drivers were in a rush and 21 % of the respondents said that drivers were drunk.

Table 16 below shows the participants' responses on overspeeding.

Table 16: Is Overspeeding Safe?	Frequency	Percentage
No	2700	92.6
Yes	216	7.4
Total	2916	100.0

Table 17 shows the results of overspeeding.

Table 17: What are the results of overspeeding?	Frequency	Percentage
Accident	2555	87.62
Expose Road Users to Danger	316	10.84
I don't know	45	1.54
Total	2916	100.00

Table 18 shows the factors contributing to overspeeding.

Table 18: What are the factors contributing to overspeeding?	Frequency	Percentage
In a rush to make many trips	2236	76.68
Driving Drunk	600	20.58
I don't know	80	2.74
Total	2916	100.00

Table 19 shows the participants where they learned about the danger of overspeeding.

Table 19: Where did you learn about the danger of Overspeeding?	Frequency	Percentage
Radio	1178	40.4
Road Safety Campaign/Workshop	502	17.2
Friend	385	13.2
Social media	266	9.1
Driving Institution	183	6.3
Driver	177	6.1
No Response	225	7.7
Total	2916	100.0

Table 20 shows the public knowledge about the speed limit in Liberia. The responses are shown below. About 82% of the respondents do not know the highway speed limits in Liberia has shown below. Most of the respondents did not know the speed limit, 2543 consists of 87.2 % did not know the speed limit, while 247 consists of 8.5 % were knowledgeable about the speed limit.

Table 20: What are the speed limits for highways in Liberia?	Frequency	Percentage
I don`t know	2543	87.2
45 mph	247	8.5
above 45 mph	84	2.9
less than 45 mph	42	1.4
Total	2916	100.0

Table 21 shows the participants' knowledge of the usage of seatbelts.

Table 21: Is using a seatbelt safe?	Frequency	Percentage
Yes	2830	97.1
No	86	2.9
Total	2916	100.0

Figure 1: Question about passengers using seatbelts while in a vehicle

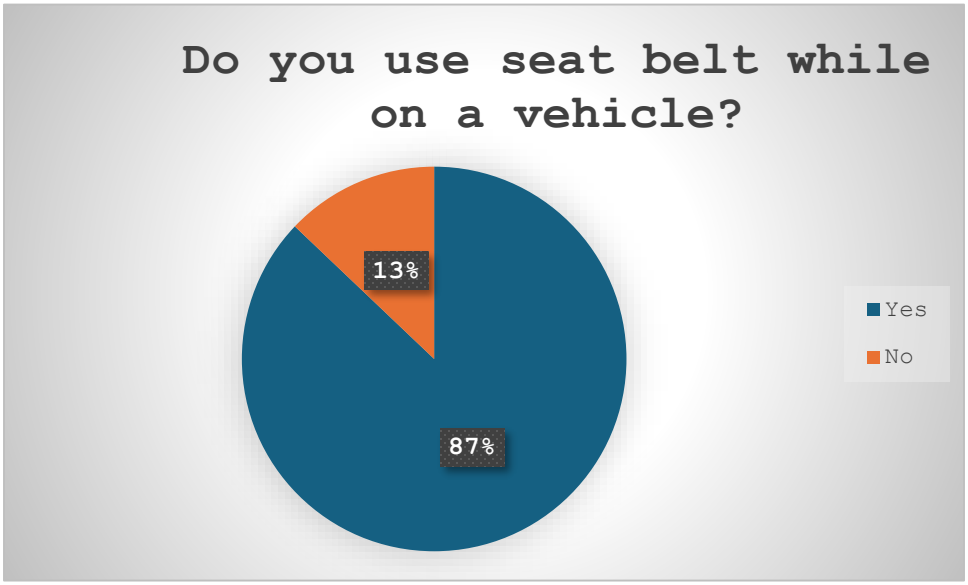


Figure 2 below shows participants' knowledge of where they learned about the importance of seatbelts.

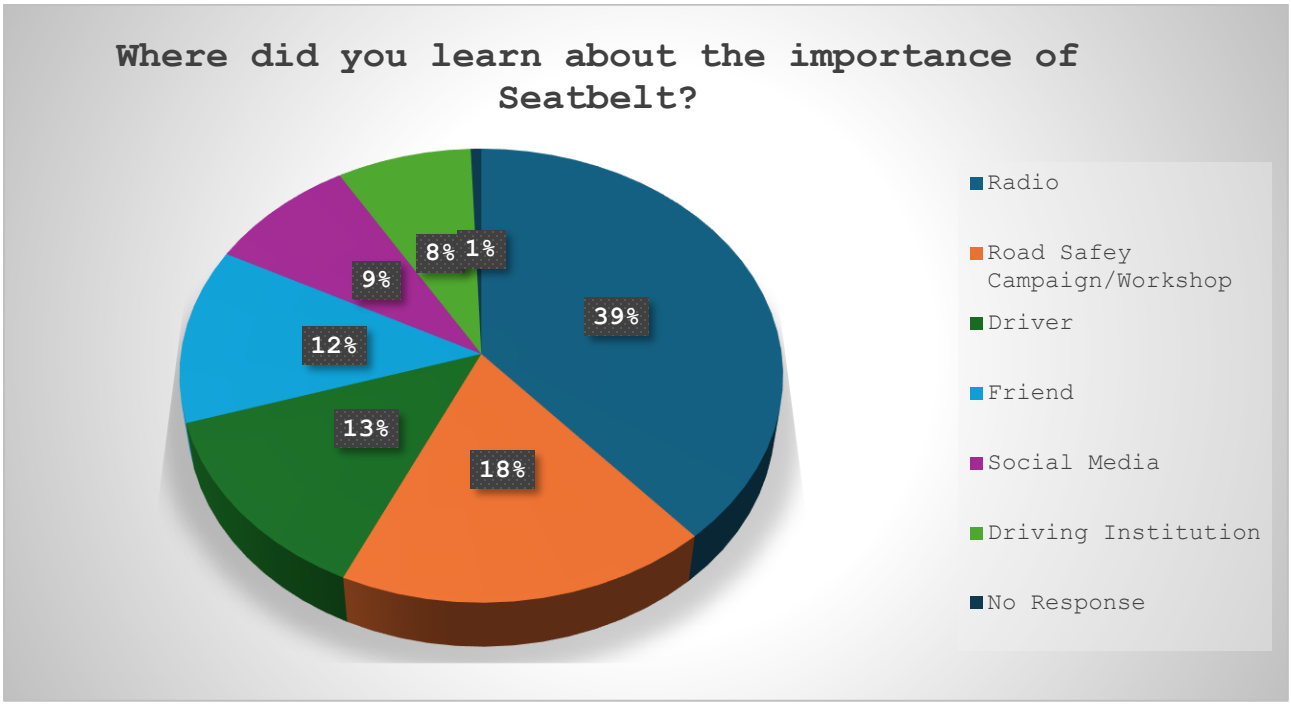


Figure 3 shows the respondents' knowledge about the advantages of having seatbelts on vehicles.

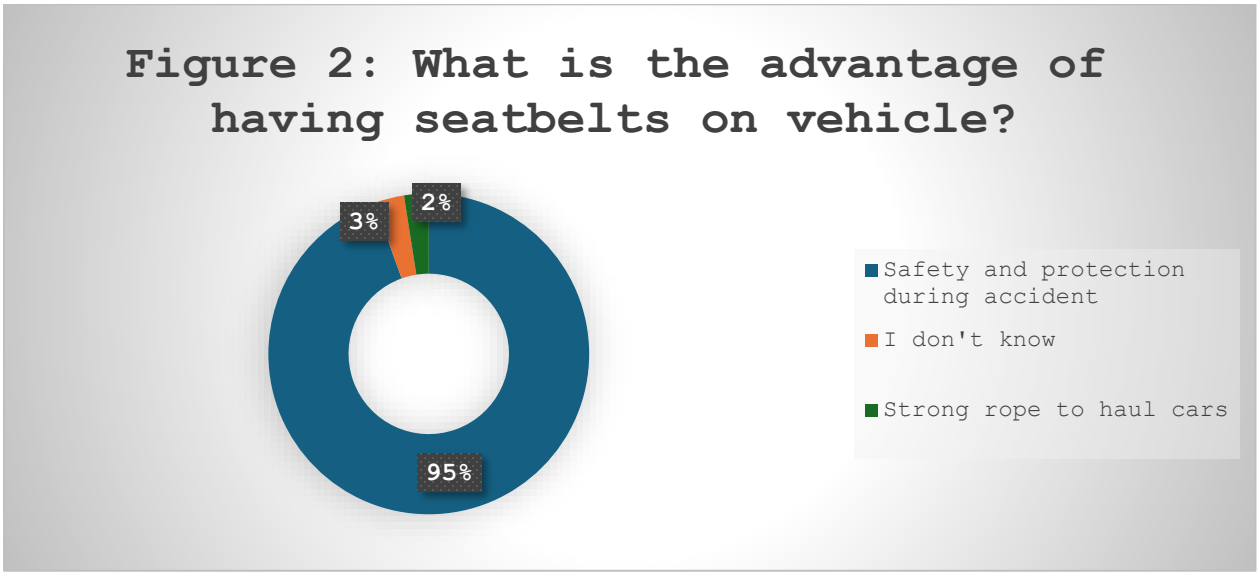


Table 22 shows respondents` knowledge of vehicle occupants wearing seatbelts.

How often should vehicle occupants wear seatbelts?	Frequency	Percentage
Always	2379	81.58
Often	279	9.57
Not often	222	7.61
Never	36	1.23
Total	2916	100.00

Table 23 presents respondents' knowledge of drunk driving. Below are the results.

Is drunk driving safe?	Frequency	Percentage
No	2718	93.2
Yes	198	6.8
Total	2916	100.0

Table 24 presents the percentage of places where the respondents learned about the harmful effects of drunk driving.

Place learned about the harmful effects of drunk driving	Frequency	Percentage
Radio	1193	40.91
Road safety awareness and workshop	408	13.99
Friend	325	11.15
Social media	263	9.02
Driving school	217	7.44
Drivers	212	7.27
No Response	298	10.22
Total	2916	100.00

Table 25 shows the percentage of the knowledge of overloading.

Is overloading safe?	Frequency	Percentage
No	2711	92.97
Yes	205	7.03
Total	2916	100

Table 26 shows the percentage of people who learned about the danger of overloading.

If unsafe, where did you learn about the danger of overloading?	Frequency	Percentage
Radio	1118	38.34
Road safety awareness and workshop	520	17.83
Friends	396	13.58
Driver	235	8.06
Social media	222	7.61
Driving school	213	7.30
I don`t know	212	7.27
Total	2916	100

Table 27 provides public knowledge about traffic lights.

Is it safe to have traffic lights?	Frequency	Percentage
Yes	2874	98.56
No	42	1.44
Total	2916	100

Table 28 presents the public responses red light meaning.

What does Red Light mean?	Frequency	Percentage
Stop	2709	92.90
I don't know	136	4.66
Wait	51	1.75
Go	20	0.69
Total	2916	100

Table 29 presents public views about the meaning of yellow light.

What does Yellow Light mean?	Frequency	Percentage
Wait	2404	82.44
I don't know	359	12.31
Go	107	3.67
Stop	46	1.58
Total	2916	100

Table 30 shows participants' views about the meaning of green light.

What does Green Light mean?	Frequency	Percentage
Go	2641	90.6
I don't know	199	6.8
Wait	52	1.8
Stop	24	0.8
Total	2916	100

Table 31 shows participants' views about avoiding crossing the motor road in front of a moving vehicle.

Avoid crossing the motor road in front of a moving vehicle	Frequency	Percentage
Yes	2753	94.41
No	163	5.59
Total	2916	100

Table 32 shows the results of the question, obeying traffic regulations helps to prevent accidents.

Obeying traffic regulations helps to prevent accident	Frequency	Percentage
Yes	2737	93.86
No	179	6.14
Total	2916	100.00

Table 33 shows the results to the statement road users must use the sidewalk when available.

Road Users must use the sidewalk when available	Frequency	Percentage
Yes	2661	91.26
No	255	8.74
Total	2916	100

Table 34 shows the responses of the participants to the crosswalk.

Always use the crosswalk to cross a motor road	Frequency	Percentage
Yes	2647	90.78
No	269	9.22
Total	2916	100

Table 35 prevents crossing the road in front of the presidential conveyor.

Never cross a motor road if an ambulance/presidential convoy are approaching	Frequency	Percentage
Yes	2575	88.31
No	341	11.69
Total	2916	100

Table 36 below shows the public's view of whether disabled and visually impaired people need assistance crossing the road.

Do disabled and visually impaired persons need assistance to cross the road	Frequency	Percentage
Yes	2659	91.19
No	98	3.36
No response	159	5.45

Total	2916	100.00

Table 37 presents public views about using phones while crossing the road.

Is receiving a phone call while crossing the road safe	Frequency	Percentage
No	2282	78.26
Yes	488	16.74
No response	146	5.01
Total	2916	100.00

The tables below show the level of consent with statements on avoiding crossing the motor road in front of moving vehicles, obeying traffic regulations helps to prevent accidents and pedestrians must use the sidewalk when available. About 84.33 percent of the respondents agree that avoiding crossing the motor road in front of moving vehicles is good but 10.67 percent disagree that it is not good to obey traffic regulations.

Table 38: Avoid crossing the road when you hear the siren or see the flashing light by emergency vehicles safe?

Responses	Frequency	Percentage
Yes	2459	84.33
No	311	10.67
No response	146	5.01
Total	2916	100

Table 39 shows that entering or getting off a bus anywhere is safe and the results are shown below.

Entering or getting off a bus anywhere is safe	Frequency	Percentage
No	2069	70.95
Yes	665	22.81
No response	182	6.24
Total	2916	100

Table 40 shows the answers to the question on the knowledge of road signs. The results are shown below.

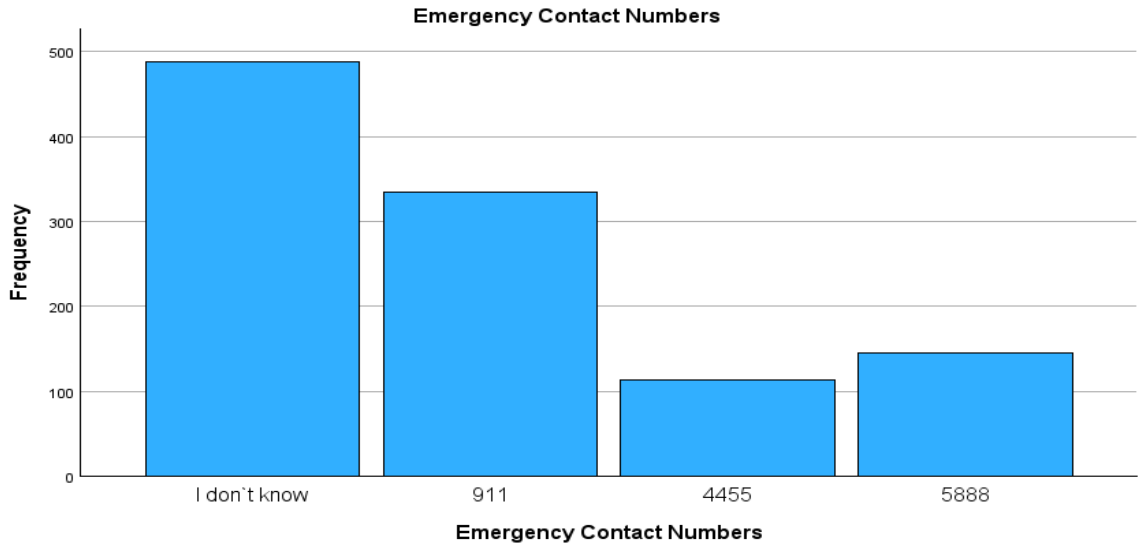
Do you think road signs should be always followed?	Frequency	Percentage
Yes	2825	96.88
No	74	2.54
No response	17	0.58
Total	2916	100

Table 41 presents the participants' knowledge of the National Emergency Number for accidents.

Do you know the National Emergency number for Accident?	Frequency	Percentage
No	1899	65.12
Yes	1017	34.88
Total	2916	100

Table 42 presents the findings on accidents. The question was asked whether participants have quick emergency medical care. Below are the results.

Following an accident, do you have quick emergency medical care?	Frequency	Percentage
Yes	1517	52.02
No	1399	47.98
Total	2916	100



The table below shows the type of emergency care respondents can contact in case of an accident. From the table, 48.18% of the respondents said they did not call anybody after an accident, 2507% said they called Bystanders, 15.88% said they normally call an ambulance when they experience accidents, and 10.53% called health facilities.

Table 43: Emergency care contacted in case of an accident

If yes, who provides quick emergency care following an accident?	Frequency	Percentage
No	1405	48.18
By-standers	731	25.07
Ambulance	463	15.88
Health Facilities	307	10.53
Nobody	10	0.34
Total	2916	100

Table 44 shows the knowledge of the time frame for the arrival of emergency medical care after an accident occurs. The table shows the emergency medical care arrival proceeding an accident. 32.41 % of the KAP Survey respondents said they do not experience emergency medical care when an accident occurs on the road. The findings also show that 19.58 percent of respondents said emergency medical care arrived within an hour (30 minutes to 1 hour) after an accident upon calling them. It was also indicated that 27.13 percent of respondents said emergency medical care arrived in more than 30 minutes.

Table 44: Knowledge of the arrival of Emergency Medical Care proceeding with an Accident Occurs.

How long does it take for emergency medical care to arrive or be provided?	Frequency	Percentage
Not at all	945	32.41
> 30 minutes	791	27.13
30 minutes to 1 hour	571	19.58
< 1 hour	506	17.35
No Response	103	3.53
Total	2916	100

Discussion of the Findings

The objective of the KAP survey was to gather information from the public on the impact of road safety awareness and sensitization in five counties in Liberia including Margibi, Bong, Nimba, Grand Bassa, and Grand Cape Mount, and its environment from 2019 until 2024. The survey revealed that much awareness and sensitization had been done over the years in six counties about fundamental road safety education, but it has not yielded the desired outcomes. Many road users in these counties are more likely to understand the basic knowledge of road safety but are less likely to practice road safety. However, the community members had limited interpretation of information about traffic safety. The survey showed limited measurable effects of road safety education on the number of fatalities and traffic accidents in the above counties. The key performance indicators also showed that the attitude of drivers/motorists has partially changed over the past few months since driver licensing, vehicle regulation, and helmet regulations enforcement. However, the majority of motorists are yet to abide by the regulation. However, our survey does not show any significant impact of road safety campaigns and sensitization over the years. The above results showed limited impacts in those five counties. Most of the respondents in targeted counties have basic knowledge of road safety. This evidence is shown in Table 40, the respondents' knowledge of emergency contact numbers in case of an accident. This was shown that 1899 out of 2916 respondents did not know the National Emergency contact number (5888) in case of an accident. Most of them received medical care through bystanders.

Also, evidence is shown in Table 20. The table shows public knowledge about the speed limit in Liberia. The responses show that most of the respondents did not know the speed limit, 2543 out of 2916 which consists of 87.2 % did not know the speed limit while 247 consists of 8.5 % knowledgeable the speed limit.

However, most of the participants know the Vehicle and Traffic Law/Regulation. The evidence was shown in the vehicles and traffic law table. A total of 2,737 out of 2,916 participants said they had an idea of the traffic law while 179 respondents said they did not have any knowledge about vehicle and traffic law. Most of them understand the traffic light interpretations red means “Stop”, green means “Go”, and yellow means “Wait”. The evidence is shown in Tables 28, 29, and 30.

However, the survey results showed that most respondents are knowledgeable of the negative impacts of overspeeding (overspeeding leads to an accident), and they failed to positively practice

the normal speed limit in Liberia. The evidence shown on the overspeeding leads to an accident table, whereas 92.97% of the participants said “No” to the question it is safe while 7.03% of the participants said “Yes.” Most of the respondents said overloading leads to an accident.

On the other hand, in road safety awareness and campaigns, most of the citizens in the five counties learn about road safety on the radio. Table 19 supports this claim, and it bears the title Where did you hear about the danger of overspeeding? The responses show that 40.4% of the respondents heard about the threat of overspeeding on the radio while 17.2% heard about the negative impact of overspeeding from Road Safety awareness and sensitization.

Also, about 51% of the drivers in the five counties had accidents and 97.1% said it is safe to use seat belts but most of the passengers failed to use seat belts. It is the same as helmet practices, most of the motorists did not wear helmets in the five counties. This may be more likely due to limited enforcement of helmet regulations across the five counties.

Challenges & Lessons Learned

Public awareness and education gaps while there have been efforts to enhance road safety awareness, the effectiveness of previous initiatives has shown that many road users still lack adequate knowledge and understanding of traffic rules and safety measures according to our recent KAP survey. During this survey, it was also estimated that inadequate Infrastructure in many areas still suffers from poorly maintained roads, inadequate signage, and a lack of safety features (e.g. speed bumps, pedestrian crossings).

Data collection and analysis limitations, despite the efforts in data collection through surveys, there may be challenges related to data reliability, comprehensiveness, and timely analysis to inform policy decisions. Effective implementation of road safety initiatives requires strong collaboration among the five key ministries (Transport, Public Works, Justice, Education, and Health), which can be challenging in practice.

The KAP survey also identifies cultural attitudes toward Road Safety there may be entrenched cultural attitudes that prioritize speed and convenience over safety, complicating efforts to change behavior among drivers and pedestrians.

Conclusion

Overall, the survey was successful in the five counties. This gives more insight into the RSS technicians of the key focus areas and some methods needed for any planned awareness and sensitization campaigns. However, the Road Safety Secretariat in Liberia has identified significant gaps in public awareness and education regarding road safety. RSS awareness strategies have not been focused on Radio talk shows, media, etc. but the recent survey has been revealed that we should focus more on radio rather than personal engagement as usual. Despite ongoing efforts to enhance road safety awareness, a recent knowledge, attitudes, and practices (KAP) survey revealed that many road users still lack adequate understanding of traffic rules and safety measures. Compounding this issue is the state of infrastructure in many areas, which suffers from poorly maintained roads, inadequate signage, and a lack of critical safety features such as speed bumps and pedestrian crossings. These deficiencies highlight the urgent need for more effective public education campaigns and infrastructure improvements to promote safer road usage.

Data collection and analysis for road safety initiatives also face substantial limitations. While surveys have been conducted to gather essential information, challenges related to data reliability, comprehensiveness, and timely analysis hinder the ability to inform and implement effective policy decisions. Successful road safety initiatives require robust collaboration among multiple key stakeholders and ministries. However, fostering this collaboration can be difficult in practice, underscoring the need for streamlining communication and coordinated efforts across the government sector to enhance road safety outcomes.

Moreover, cultural attitudes toward road safety pose additional challenges. The KAP survey indicates that entrenched attitudes often prioritize speed and convenience over safety, complicating behavior change among drives and pedestrians. As the RSS prepares to launch roadside checks under the SECRAMP project, it is crucial to address these cultural barriers alongside data-driven initiatives. The implementation of enhanced law enforcement measures. Supported by the acquisition of essential equipment, it is vital for improving road safety. However, the limitations of existing technology hinder effective data collection and prosecution of traffic offenders, highlighting the need for continuous improvement in both education and enforcement strategies to reduce road traffic incidents in Liberia.

Recommendations

RSS should enhance public awareness campaigns. It is important to launch targeted educational campaigns utilizing various media platforms to reach diverse demographics. The Road Safety Secretariat has significantly impacted road safety activities when comes to road making, streetlight regulations, etc. However, there is a need for more awareness and sensitization since Liberia is still newborn baby in the road safety practices. Focus on interactive methods such as community workshops and school programs to increase engagement. Prioritize investment in road infrastructure improvements, including better signage, lighting, and safety features. Collaboration with local government and community stakeholders to ensure projects meet specific needs is highly recommended.

It is highly recommended that RSS strengthen data management systems. Implementation of centralized road safety data that allows for real-time monitoring and analysis. RSS should collaborate in utilizing modern data analytics tools and training staff to improve data interpretation and application in decision-making. Invest in modern traffic enforcement equipment with advanced features for effective data collection and actions. This could include mobile apps for reporting violations and integrating data with laws enforcement database.

RSS should foster Inter-Ministerial Collaboration to ensure projects are implemented on time. Establish regular coordination meetings among the involved ministries to ensure alignment of goals, sharing of resources and collaborative problem-solving.

PICTORIAL EVIDENCE OF KAP SURVEY WORKSHOP AND FIELD

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