
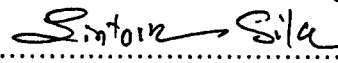


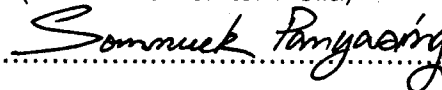
THESIS TITLE : THE REDUCTION OF ROAD ACCIDENTS AND
THE IMPROVEMENT OF QUALITY OF LIFE :
A CASE STUDY OF VANICH SERVICES CO. LTD, BANGKOK.
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ABSTRACT

The objectives of this research aim to 1) study and analyse the causes of problems from road transport accidents of Vanich Services Co., Ltd., Bangkok and 2) find ways to solve and to prevent any accidents and finally develop the drivers' quality of life in order to reduce road accidents. The technique used in this research is the intervention into the target group consisting of 200 drivers. The intervention introduced was made up of the following: setting up the appropriate bus timetable, distributing the correct driving manuals, campaigning how to drive safely, training the drivers to know the right way of driving and to take better care of themselves. The monitoring was every two weeks for six months from May to October, 1997.

The result of the research reveals that drivers' behavior in driving was changed in a positive way. They are satisfied with their own work and their quality of life is improving significantly at the statistical level of 0.05. This should reduce road accidents.