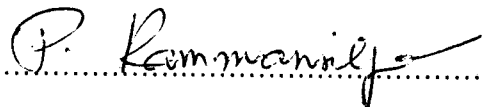



THESIS TITLE : REDUCING HIGHWAY ACCIDENTS

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ABSTRACT

The objectives of this operations research were: (1) to demonstrate that there was a trend for an increase in road accidents on the Friendship Highway, specifically on the second portion between Phol District, Khon Kaen Province and Muang District of Udonrthanee Province; (2) to propose solutions for reducing the number of highway accidents; and (3) to validate the effectiveness of the solutions.

Data employed in this research came from both primary and secondary sources. The primary data were derived from the interviews of 30 highway police officers and 92 persons who came to receive the services provided at each of the five field stations. The data from the interviews were used to study the knowledge, attitudes and driving behaviors which were conceptually related to the seven interventions developed and tested in this research. The secondary data were statistics of highway accidents collected from January 1992 to August 1997. These statistics were used to assess the impact of the interventions on reducing the number of accidents.

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The following results were found: (1) There was a trend toward an increase in the reported numbers of road accidents. (2) One of the best strategies to reduce the number of accidents was to provide some services to the vehicles drivers. (3) After three months of providing services, there was a sharp decrease in the number of road accidents. Consequently, the number of injuries, death and the costs of property damages were all lower than the figures predicted from the trend analysis.