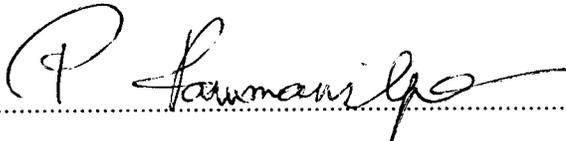
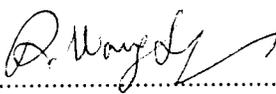


THESIS TITLE: THE PROMOTION OF SEAT-BELT USE WHILE DRIVING

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ABSTRACT

This operations research has the objectives of studying problem, assessing knowledge and understanding levels, attitude towards, and behaviors related to safety-belt use.

The data for this research were collected by using both structured and unstructured questionnaires, observation, and reviewing of documents. These data were analyzed in order to find a solution to the problems and to promote the use of safety-belt among the drivers on Mitaparb Highway in Muang District of Khon Kaen Province.

The intervention implemented in this study was developed by applying the knowledge gained from the reviews of concepts, theories and previous research findings. Activities included in the intervention were campaigning, educating the public in order to increase their levels of understanding about the benefits of the safety belt, and training of policemen, who eventually had to enforce the law, on the topics of law and enforcement about the use of safety belt, and on how to campaign and educate the public on safety belt use. The intervention was introduced as an extra measure, independently from the law enforcement

The results of this study indicated that the intervention did improve the levels of knowledge about, attitude toward and use of safety-belt.