The purpose of this research was to study the planning process and communication strategies used in the Safety Traffic Project in Phuket province. Social marketing concept used in the project as well as the acceptance of the target group were also assessed. In-depth interview of 10 program managers and 6 focus groups of the project's target groups was used as the main methodology.

The results are as follows :

1. The planning process in the Safety Traffic Project in Phuket province is top-down planning.

2. The communication strategies used in the Safety Traffic Project in Phuket province are (1) education transfer strategy (2) information publicity strategy and (3) persuasive strategy.

3. Social marketing strategy applied in the Safety Traffic Project are (1) product development (2) low price setting (3) availability of products in the province (4) product and sales promotion (5) appropriate time and access of product distribution (6) utilization of interpersonal media to reach the target group and (7) process of product reach.

4. Product development and promotion are two elements of strategy, which is highly accepted by the target group.

5. Factors which promote and obstruct media accessibility and acceptability, are (1) media monopolization (2) canalization (3) supplementation (4) driving force (5) direction (6) mechanism (7) adequacy and (8) distance.

6. To develop more efficient planning and strategy implementation, one has to focus on project's strengths and weaknesses. The strengths of project implementation are previous experience, good preparation, cooperation and efficient information system. The weakness that should be reduced are insufficient information, unskilled media production and implementation. Moreover, social encouragement, small-scale project, adequate budget and project length of time are also motivating factors to the project achievement.

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