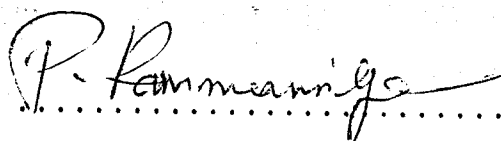


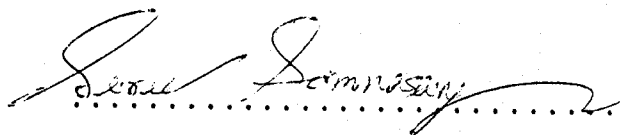
THESIS TITLE: STRATEGIES TO REDUCE ROAD ACCIDENTS ON
KHON KAEN UNIVERSITY CAMPUS

AUTHOR: MR.CHAROEN MANGJANDEEUDOM

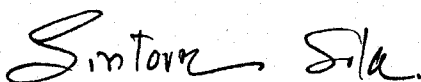
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ABSTRACT

The objectives of this study were: 1) to measure the frequency of traffic accidents on the campus of Khon Kaen University: 2) to find the effective strategies to reduce the number of traffic accidents: and 3) to validate the effectiveness of the strategies developed for this research.

This research demonstrated that, due to the increase in the size of population, there was a rising trend in volume of traffic accidents on the campus of the university.

The intervention in this study made up of the following strategies: 1) training of security guards, traffic control volunteers from the staff and students of the university, in order to increase their knowledge of traffic signs; 2) distributing safe driving handbooks; 3) campaigning for safe driving; and 4) improving the traffic system on campus. All these intervention strategies were proved to be no successful in reducing the accidents.