



1. Project “Providing knowledge regarding road accidents and conducting visual education on accidents to adolescents in Thasala District, Nakhon Si Thammarat Province”

2. Research project leader and their convenient contact information

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3. Grant Support

MITSUI SUMITOMO INSURANCE WELFARE FOUNDATION
RESEARCH GRANT
2022 amount 4425 USD.

4. Principles and rationale research

Globally, the World Health Organisation estimates that road accidents result in the deaths of over 1.3 million individuals and cause injuries to more than 20–50 million people. On a daily basis, the number of fatalities resulting from traffic accidents exceeds 3,000, and often has a fast upward trend. Research by the World Health Organization in 2019 revealed that pedestrians, particularly cyclists and motorcyclists, accounted for 46 percent of fatalities among young people aged 15-29 years globally, surpassing other causes of mortality from severe illnesses including HIV/AIDS and malaria. Thailand's 2019 World Situation Report on Road Safety from the World Health Organization highlights its second-highest ranking, behind Libya, with a mortality rate of 36.2 fatalities per 100,000 inhabitants. When categorized by gender, Thai males were placed second and Thai women were ranked sixth by the Bureau of Non-Communicable Diseases, Department of Disease Control, Ministry of Public Health (2016). In Thailand, traffic accidents cause the death of as many as 7 children and young people every day, leading to economic damages that surpass 232,855 million baht (2.81%) of the nation's aggregate GDP. Overall, the financial damages incurred by each individual who perishes in an accident amount to almost 10 million baht. The factual data presented is derived from a mean daily salary of 300 baht, which was applicable to all age groups (Department of Highways, 2008). To summarise, the financial impact of a single fatality resulting from an accident amounted to around 10 million baht. The Department of Highways (2008) derived this data by calculating the mean daily salary of 300 baht for all age categories. Nevertheless, there also exist losses that pose challenges in terms of evaluation, such as the psychological

repercussions on the family of the dead. In several instances, the dead individual was either the sole offspring or the primary source of support within the family. The resultant effect became progressively more severe. The Australian research identified three categories of elements that contributed to accidents: 1) human factors (95%), 2) road and environmental factors (28%), and vehicle factors (8%).

According to the Accident Information Center to Promote Road Safety Culture (2019), Thasala District in Nakhon Si Thammarat Province ranked third in terms of traffic accident statistics among the 100 districts in Thailand with the highest number of road accidents. Given the presence of numerous curves, rough and uneven road conditions, and the absence of traffic lights at intersections directly in front of the hospital entrance, the researcher aimed to investigate the impact of establishing a family as the focal point, improving driving knowledge through the implementation of The Reality Education for Drivers (RED theories) theory, and a health education program focusing on 5 road safety measures on the awareness of accidents among young people in Nakhon Si Thammarat Province. The findings would provide crucial data that may be utilized for strategic planning aimed at mitigating future traffic accidents.

5. Objectives of the project

1. To provide students with information on traffic regulations
2. To enhance understanding of the consequences of accidents by implementing the concept of real education for drivers (RED theories).

6. Implementation of the project

The study focused on 583 pupils selected from Thasala Prasit Suksa School in Thasala District, Nakhon Si Thammarat Province.

7. Study area:

Thasala Prasit Suksa School, Thasala District, Nakhon Si Thammarat Province⁵.

8. The activities were divided into three particular categories:

Coordinate a one-hour educational session for students who have encountered accidents, both in their capacity as motorcyclists and passengers, as well as their parents. The curriculum encompassed subjects such as hazardous motorcycle riding, significant accident sites in Thasala District, and

epidemiological statistics on accidents, comprising three essential components: 1). Drivers, 2). Vehicles, and 3). Environment, encompassing hazardous accident patterns depicted in visual media such as films and photos, should be addressed. Subsequently, the groups shared their individual experiences and engaged in group interactions.

2. There would be a demonstration of CPR by the Muan Rescue Team to the pupils.

3. Examination of altered bikes.

4. We conducted case studies of accident victims of different categories (based on the RED theories for driver education) in the accident and emergency building of Thasala Hospital by categorizing the target groups into two groups. 1). An hour was allocated for kids who were both drivers and passengers in motorbike accidents, while an additional hour was designated for parents or guardians., and 2

Following activities 1 and 2, Thasala Hospital representatives will accompany students who have been involved in accidents as motorbike drivers and passengers, along with their parents or guardians, to visit the track of accident victims. The tour will begin at the accident and emergency building, then proceed to the inpatient building, and conclude at the morgue of Thasala Hospital. The duration of the visit will be 1 hour. If there are no cases at that time, the activity may be modified to include studying from pre-recorded images or videos produced by the research team.

9. Project Proposer



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Project manager