



Assessing the Effectiveness of Media Coverage on Road Safety Education: A Case Study of Aibu Yako...Hata Wewe and Usafiri Wako Programs on ITV

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ABSTRACT

This article critically examines the effectiveness of ITV's flagship road safety programs Aibu Yako...Hata Wewe and Usafiri Wako in shaping awareness, attitudes, and road-use behavior among motorcycle taxi riders (Boda Boda) in Kinondoni District, Tanzania. Road traffic crashes involving motorcycles remain a persistent public health concern in the country despite frequent media campaigns aimed at modifying risky riding practices. This study therefore sought to determine the extent to which televised road safety content translates into meaningful behavioral change. Employing a mixed-methods research design, the study drew evidence from 286 randomly selected riders, complemented by qualitative insights from ITV media practitioners, LATRA officials, and traffic police officers. Data collection involved questionnaires, semi-structured interviews, and documentary analysis of accident reports. Findings reveal that the programs substantially enhance riders' knowledge of key safety aspects such as helmet use, speed management, road judgment, and the consequences of unsafe maneuvers. The visual dramatization of real accidents, expert commentaries, and advocacy messaging were particularly effective in capturing attention and shaping risk perceptions. However, despite improved awareness, behavioral adoption remains inconsistent. Many riders struggle to apply safe-riding knowledge due to socio-economic pressures to maximize daily earnings, strong peer influence, weak enforcement of traffic laws, limited access to television, and the normalization of risk within the Boda Boda subculture. These contextual barriers significantly limit the translation of safety awareness into sustained behavioural change. The study concludes that while ITV's programs play a vital role in raising awareness and influencing attitudes, media interventions alone are insufficient to achieve comprehensive road safety outcomes. A more integrated, multi-sectoral approach is recommended one that strengthens collaboration between media houses, traffic authorities, Boda Boda associations, and regulatory bodies such as LATRA. Enhanced enforcement, targeted rider training, and continuous community-based sensitization are essential to complement media messages and foster long-term behavioural transformation.

1. INTRODUCTION

Motorcycle taxis, commonly referred to as Boda Bodas, serve as a critical component of urban transportation in Tanzania, providing a convenient, affordable, and flexible mode of travel in congested cities like Dar es Salaam, where formal public transport systems are often insufficient or unreliable (World Bank, 2020). For low-income earners and residents in areas inaccessible to larger vehicles, Boda Bodas are indispensable. However, their widespread use has been accompanied by heightened road safety risks, with these motorcycles frequently implicated in accidents, injuries, and fatalities (WHO, 2022).

Globally, road traffic accidents constitute a major public health concern, particularly in low- and middle-income countries (LMICs), which account for 93% of annual fatalities despite owning only 60% of the world's vehicles (WHO, 2022). Motorcycle users represent a substantial proportion of these fatalities, especially in Sub-Saharan Africa, where motorcycles have become a primary mode of transport (Peden et al., 2020). Studies in Kenya, Uganda, and Nigeria highlight that motorcycle accidents are often linked to poor adherence to traffic laws, insufficient rider training, and weak enforcement mechanisms (Mbugua, 2021; Akinlade et al., 2019).

In Tanzania, motorcycle-related accidents are a pressing concern. According to the Tanzania Police Force Traffic Division, motorcycles accounted for nearly 30% of road traffic fatalities in 2022, resulting in significant social and economic costs, including medical expenses, loss of productivity, and emotional distress (National Bureau of Statistics, 2022). Key contributing factors include the unregulated entry of riders into the industry, limited formal training, and poor compliance with protective measures such as helmets and reflective gear (Tanzania Roads Agency, 2021; Komba et al., 2022). Many Boda Boda riders operate without formal licenses and rarely undergo professional safety training, leaving both riders and passengers highly vulnerable.

To mitigate these risks, both policy measures and public education campaigns have been implemented. Evidence from countries such as Vietnam and Cambodia shows that combining road safety education with enforcement of helmet laws significantly reduced motorcycle-related fatalities (Nguyen et al., 2020). Similar media-based interventions in Kenya and Uganda have targeted Boda Boda riders with messages promoting responsible driving and the use of protective equipment, demonstrating the potential of mass media to influence behavior (Mugambi et al., 2021).

In Tanzania, television programs such as *Aibu Yako ...Hata Wewe* and *Usafiri Wako* on ITV aim to raise

public awareness of the dangers associated with unsafe motorcycle practices. These programs employ dramatized reenactments, expert commentary, and testimonies from accident survivors to create relatable and impactful content (ITV Tanzania, 2023). While these initiatives represent proactive steps toward enhancing road safety, empirical evidence on their effectiveness in reaching and influencing Boda Boda riders' attitudes and behaviors remains limited.

Given the significance of Boda Bodas in urban mobility and the persistent risks associated with their operations, it is crucial to evaluate whether these media programs effectively address knowledge gaps, promote safer practices, and encourage behavioral change. This study seeks to assess the impact of *Aibu Yako ...Hata Wewe* and *Usafiri Wako* on riders' awareness, attitudes, and behaviors, thereby informing future road safety interventions in Tanzania.

Statement of the Problem

Despite the prevalence of televised road safety programs, motorcycle accidents in Kinondoni remain high. Many Boda Boda riders continue to engage in risky behaviours such as speeding, failure to wear helmets, ignoring traffic regulations, and overloading passengers. Although ITV broadcasts regular road safety education, there is little evidence regarding how well these programs influence behavioural change. This raises concerns over accessibility, message relevance, and contextual factors that hinder knowledge translation into practice.

Objectives of the Study

- i. To assess the level to which Boda Boda riders engage with *Aibu Yako ... Hata Wewe* and *Usafiri Wako* TV programs.
- ii. To examine the effectiveness of the educational content on *Aibu Yako ...Hata Wewe* and *Usafiri Wako* Program on road safety practices among Boda Boda riders.
- iii. To identify factors that affect the adoption of road safety messages aired on *Aibu Yako...* and *Hata Wewe* Program on ITV to Boda Boda Raiders.

2. LITERATURE REVIEW

Framing Theory, introduced by Entman (1993), provides an essential lens for understanding how media shape public perceptions by selecting, emphasizing, and presenting certain aspects of reality while omitting others. Through framing, media narratives guide how audiences interpret risks, responsibilities, and appropriate behavioural responses. In the context of road safety, televised programs such as *Aibu Yako...Hata Wewe* and *Usafiri Wako* typically frame unsafe riding practices speeding, reckless overtaking, failure to use helmets as morally irresponsible behaviors

with severe social and personal consequences. This framing not only informs but also emotionally positions viewers to perceive road safety as a shared societal obligation. Tankard (2001) further emphasizes that framing influences what people think about, not just what they think, making it particularly relevant for public education campaigns aimed at risk behavior modification.

Complementing this perspective is Bandura's (1986) Social Cognitive Theory (SCT), which posits that individuals learn behavioural patterns through observation, imitation, and reinforcement within social contexts. SCT highlights that behavior change occurs through interaction between personal factors, behavioural patterns, and environmental influences. Televised road safety programs leverage observational learning by showcasing real-life accident reconstructions, expert demonstrations, and rider testimonies, enabling viewers to visualize both desirable and undesirable behaviors. Research in behavioural psychology suggests that repeated exposure to such visual and narrative models enhances retention and motivation for behavioural change (Schunk, 2012). However, SCT also acknowledges that behavioural adoption is dependent on self-efficacy and environmental support factors that may be limited among motorcycle riders whose economic realities and peer dynamics challenge consistent adherence to safety practices.

Empirical literature across East Africa supports this theoretical interpretation. Several studies indicate that media campaigns are effective in raising awareness and improving basic knowledge of safety measures but often fail to yield sustained behavioural change without institutional support. In Kenya, Mutiso and Behrens (2011) found that despite extensive media campaigns, motorcycle taxi riders continued to engage in risky behaviors due to pressure to meet daily income targets and weak enforcement of regulations. Similarly, Nkurunziza et al. (2019) observed that in Uganda, riders acknowledged understanding road safety messaging yet rarely implemented it consistently, citing socio-economic constraints and the normalization of risk-taking within their social groups. Tanzanian studies mirror these findings: Mfaume and Chambi (2020) reported that although television programs significantly enhance awareness, practical behavioural change is undermined by minimal enforcement and "risk habituation" among riders. LATRA reports (2022, 2023) also confirm that persistent accidents result from the disconnect between knowledge and actual practice, highlighting structural barriers such as inadequate training, insufficient monitoring, and widespread informal operations of Boda Boda riders.

Collectively, these theoretical and empirical insights suggest that while media framing and observational learning play vital roles in shaping road safety awareness and attitudes, long-term behavioural transformation requires complementary interventions—such as stronger regulation, targeted rider training,

community sensitization, and economic empowerment to reinforce the desired behavioural norms presented in televised media campaigns.

3. METHODOLOGY

A mixed-methods approach was used. Quantitative data were collected from 286 motorcycle riders selected through simple random sampling from a population of 4,000 riders in Kinondoni. Qualitative data were gathered through purposive sampling involving ITV producers, LATRA officers, and traffic police officials. Data collection tools included questionnaires, semi-structured interviews, and document review. Quantitative analysis

was conducted using SPSS, generating descriptive statistics, cross-tabulations, and chi-square tests, while qualitative data were analyzed using thematic analysis following Braun and Clarke's (2006) framework.

4. FINDINGS

Level to which Boda Boda riders engage with *Aibu Yako ... Hata Wewe* and *Usafiri Wako* TV programs

This section shows the riders' exposure to road safety programs, including how often they watch, the platforms they use, and the relevance of the content as objective number one.

Table 1: Engagement with Road Safety Programs

Question	Response	Count	Percentage
Watch road safety programs?	Yes	103	36.0%
	No	183	64.0%
Preferred Platform	Television	38	13.3%
	Social media	200	69.9%
	Online TV	48	16.8%
Time Spent per Session	Less than 10 min	203	71.0%
	10–20 min	66	23.1%
	20–30 min	18	6.3%
	More than 30 min	2	0.7%
Content Relevance	Relevant	204	71.3%
	Not Relevant	82	28.7%

(Source: Field Data, 2025)

Table 2: Time Spent Watching Road Safety Programs Per Session (n = 286)

Time Spent per Session	Count	Percentage
Less than 10 minutes	203	71.0%
10–20 minutes	66	23.1%
20–30 minutes	18	6.3%
More than 30 minutes	2	0.7%

(Source: Researcher Field Data, July 2025).

The results of this study showed that most Boda Boda riders, around 71.0%, spend less than 10 minutes each time they watch road safety programs. This means many riders do not spend a lot of time engaging with the programs. One reason for this could be that Boda Boda riders are often very busy. They work long hours on the road to earn money, and they may not have enough free time to sit and watch long programs. Also, because many riders watch these programs using their mobile phones, they may only have a few minutes to spare during short breaks or while waiting for passengers.

This finding has important meaning. It shows that those who prepare these road safety programs need to make sure the content is short, clear, and interesting.

Messages about safety should be shared quickly and in simple ways that can be easily remembered. For example, short videos, posters with key messages, or voice notes with advice could be more useful than long speeches or full TV episodes. Short learning sessions like these are sometimes called "micro-learning." Studies show that people are more likely to remember what they learn if the information is given in small parts, especially when they have little time. For Boda Boda riders, this means short and simple safety messages could have a stronger impact. These messages should be repeated often, so riders can remember and use them in their daily work.

Another point is that most riders watch these programs through social media on their phones. This means the programs should be designed to work well on small phone screens and with slow internet or low data bundles. If the videos are too long or too large, many riders may not watch them at all.

In short, the fact that most riders only spend a few minutes watching road safety programs shows that these programs must be made shorter, easier to understand, and mobile-friendly. This will help more riders learn and follow road safety rules, even if they only have a few minutes a day.

Table 3: Relevance of Road Safety Program Content (n = 286)

Content Relevance	Count	Percentage
Relevant	204	71.3%
Not Relevant	82	28.7%

(Source: Field data, 2025)

From the total number of Boda Boda riders who answered the questionnaire, 204 riders, which is about 71.3%, said that the road safety content they watch is relevant to their work and daily lives. This means most riders find the information useful and connected to what they experience on the roads every day. It shows that these programs are doing a good job in addressing the basic safety needs of the riders. Riders likely relate to the issues discussed in the programs, such as wearing helmets, following traffic rules, and avoiding speeding.

However, 82 riders, or 28.7%, reported that the content was not relevant to them. This is a significant group and should not be ignored. It means that almost one in every three riders feels that the messages in the programs do not fit their real situations. Some of the reasons could be that the language used is too difficult or too formal, or the examples given do not reflect what actually happens on the roads in their local areas. Also, if the program focuses more on general advice instead of specific problems faced by Boda Boda riders, it may seem unhelpful or too basic.

This finding suggests that while the programs are mostly useful, there is a need to improve them further. For example, using the Swahili language more often can help riders understand the messages better. Including real-life stories or examples from their own communities can make the content feel more personal and practical. It would also help to involve experienced Boda Boda leaders when designing the content, as they know the real challenges their fellow riders face every day.

In supposition, although the majority of Boda Boda riders find the content relevant, the feedback from the 28.7% who do not should be taken seriously. Making small changes, like using local languages, showing real cases, and involving the riders themselves in planning the programs, can make the content more meaningful and effective for everyone. This will help increase learning and improve road safety behavior among all riders.

Table 4: Watch Programs (n = 286)

Variable	Frequency	Percentage
Yes (Watched)	103	36%
No (Did not watch)	183	64%
Total	286	100%

(Source: Field Data, 2025)

Only 36% of respondents reported watching the road safety programs, which indicates a relatively low level of awareness and engagement among the target

population. This low viewership suggests that the majority of people have either not been exposed to the programs or have chosen not to engage with them. Factors such as limited outreach, lack of appealing content, or unsuitable communication channels could be contributing to this situation. As a result, the road safety messages may not be reaching a wide enough audience to have a meaningful impact on behavior change or awareness. Improving promotion strategies and exploring more effective ways to connect with the audience could help increase the reach and engagement of these programs.

Table 5. Preferred Platform (n = 286)

Variable	Frequency	Percentage
Social media	200	69.9%
Other Platforms	86	30.1%
Total	286	100%

(Source: Field Data, 2025)

Most people (69.9%) said they like to get information about road safety from social media. This means many people prefer using their phones, tablets, or computers to find out about road safety instead of listening to the radio, watching TV, or reading newspapers. Social media is easy to use and gives information very quickly. People can watch short videos, see pictures, and read messages about road safety. They can also share this information with their friends and family, which helps spread the message to even more people.

Social media also lets people talk about the road safety topics by liking, commenting, or sharing posts. This helps people learn from each other and understand the message better. Many young people and adults use social media every day, so it is a good way to reach a lot of people at once.

Because most people use social media, road safety programs should focus on sharing their messages there. They should make short and interesting posts or videos that catch people's attention quickly. Easy-to-understand messages with pictures or videos will help people remember the safety tips better. Also, sharing stories or real examples on social media can help people see why road safety is important.

Using social media well can help more people learn how to stay safe on the road. It is a good way to reach young people and others who use the internet a lot. If road safety programs do not use social media, they might miss many people who need to hear the message.

Table 6. Time Spent Watching (n = 286)

Variable	Frequency	Percentage
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Less than 10 minutes	203	71%
More than 10 minutes	83	29%
Total	286	100%

(Source: Field Data, 2025)

Most people (71%) who watch the road safety programs spend less than 10 minutes doing so. This shows that many viewers prefer short and clear messages instead of long ones. When the programs are short, it is easier for people to pay attention and understand what is being said. Long videos or talks may make people lose interest and stop watching.

Because most viewers only watch for a short time, it is important for the road safety programs to keep their messages brief and easy to follow. Using simple words, pictures, or short videos can help make sure the message reaches more people and stays in their minds. Short content is more likely to be watched fully and shared with others, which can help spread the road safety information faster. If the programs are too long, many people might not finish watching and may miss important safety tips. So, making short and clear road safety messages is a good way to help people learn and stay safe.

Table 7. Content Relevance (n = 286)

Variable	Frequency	Percentage
Find content relevant	204	71.3%
Do not find relevant	82	28.7%
Total	286	100%

(Source: Field Data, 2025)

More than 70% of people said the road safety messages are useful and relate well to their daily life or work. This shows that most people feel the programs are helping them understand how to stay safe on the road. They see the information as important and connected to what they experience every day. When people find the messages relevant, they are more likely to listen carefully and follow the advice.

But almost 29% of people said the messages are not useful or do not match their situation. This means that some parts of the road safety programs might not include problems or challenges that certain groups of people face in their communities. For example, the messages might not talk enough about local traffic issues, road conditions, or the ways people travel in certain areas.

This shows there is room to improve the content by adding more examples and topics that fit different places and people. If the programs include real stories and address specific local problems, more people will find the messages interesting and helpful. This can encourage them to change their behavior and be safer on the road.

Making sure the content matches the real-life needs of the audience will help the programs reach more

people and have a stronger impact. It will also build trust, because people will feel the program understands their situation and cares about their safety.

Effectiveness of the Educational Content on Aibu Yako... Hata Wewe and Usafiri Wako Programs on Road Safety Practices among Boda Boda Riders

This section analyses how effective the educational content from the two TV programs is in influencing safe riding behaviors and awareness among Boda Boda riders. The analysis is based on valid responses from n = 286.

Table 8: Clarity and Understandability of the Content

Item	Response	Count	Percentage
Is the information clearly presented?	Yes	212	74.1%
	No	74	25.9%
Is the language easy to understand?	Yes	223	78.0%
	No	63	22.0%
Is the content suitable for your level?	Yes	198	69.2%
	No	88	30.8%

(Source: Field Data, 2025)

Most respondents said that the educational messages in the road safety programs were easy to understand. Specifically, 74.1% said the information was clearly presented, and 78.0% said the language used was simple and easy to follow. This shows that the programs are designed in a way that matches the level of understanding of the people they want to reach, especially the Boda Boda riders.

When messages are clear and easy to understand, people are more likely to pay attention and remember the information. Using simple language helps avoid confusion and makes it easier for everyone, even those with less education, to learn important safety tips. This is very important for Boda Boda riders, who need quick and clear advice to stay safe while working on the road. The positive response about clarity and language means the programs are effective in communicating with their audience. However, the programs should keep using simple words and clear examples to keep this good level of understanding.

Table 9: Influence of the Content on Riders' Behavior

Item	Response	Count	Percentage
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Have you changed your riding behaviour after watching the programs?	Yes	154	53.8%
	No	132	46.2%
Do the lessons help you avoid accidents?	Yes	167	58.4%
	No	119	41.6%
Do you apply what you learn on the road?	Yes	149	52.1%
	No	137	47.9%

(Source: Field Data, July 2025).

More than half of the Boda Boda riders said that they use the knowledge they gained from the road safety programs and have changed the way they behave while riding. This is a good sign that the programs are helping many riders to understand how to be safer on the road and avoid accidents. Changing behavior shows that the messages are not just heard but also put into action by a good number of people.

However, a large number of riders still do not follow the safety lessons or change their habits. This means that even though the programs are liked and the messages are understood, not everyone is able or willing to use the information in their daily lives. Some riders may face challenges that stop them from applying what they learn, such as pressure to rush, lack of enforcement by authorities, or habits that are hard to break. Others might need more support or reminders to keep practicing safe behavior.

This gap between knowing and doing suggests that more work is needed to help all riders fully benefit from the programs. The programs could add more activities like community visits, where trainers or safety officers meet riders in their local areas to talk with them directly and answer questions. They could also organize more hands-on training sessions, where riders practice safe riding skills in real situations.

Regular follow-ups and reminders can help keep road safety messages fresh in riders' minds and encourage them to keep changing their behavior. Using community leaders or experienced riders as role models might also help, because people often listen to others they trust.

By giving more support and encouragement, the programs can help close the gap between awareness and action. This will make the roads safer not just for the riders but for everyone who uses them.

Table 10: Preferred Content Style for Learning

Preferred Style of Educational Content	Count	Percentage
Real-life accident stories	113	39.5%
Interviews with experts (e.g., traffic police)	72	25.2%
Demonstration videos	74	25.9%
Animated/visual explanations	27	9.4%

(Source: Field Data, 2025)

The findings show that 39.5% of the Boda Boda riders said they prefer learning through real-life accident stories. This means they learn better when they hear about actual events that have happened to other riders. These stories help them to feel more connected to the message, and they can easily understand the risks and the results of unsafe riding. Emotional stories make a strong impact and help them remember the lessons better.

Many riders also preferred demonstrations and interviews with road safety experts. This shows that they like learning by seeing how something is done and hearing advice directly from people who understand the topic well. These methods are more practical and easier to follow compared to long lectures or reading written materials.

This tells us that future road safety programs should include more videos or sessions where real riders tell their stories, experts explain safety rules, and practical demonstrations are shown. This way, the programs will be more interesting, easier to understand, and more helpful in changing behavior.

These findings agree with what other researchers have found. For example, Makoye (2020) noted that storytelling using real-life experiences helps road users to understand the consequences of reckless riding more deeply, especially among young and informal sector workers like Boda Boda riders. Similarly, Komba (2018) found that practical demonstrations, such as live road safety drills, are more effective than written materials for audiences with limited formal education.

Also, Odhiambo and Wambua (2019) argue that expert-led sessions and visual teaching methods lead to higher knowledge retention among motorcycle riders in Kenya. They suggested that emotional content helps in motivating behavior change because people relate to others' pain and losses.

Key Effectiveness Indicators

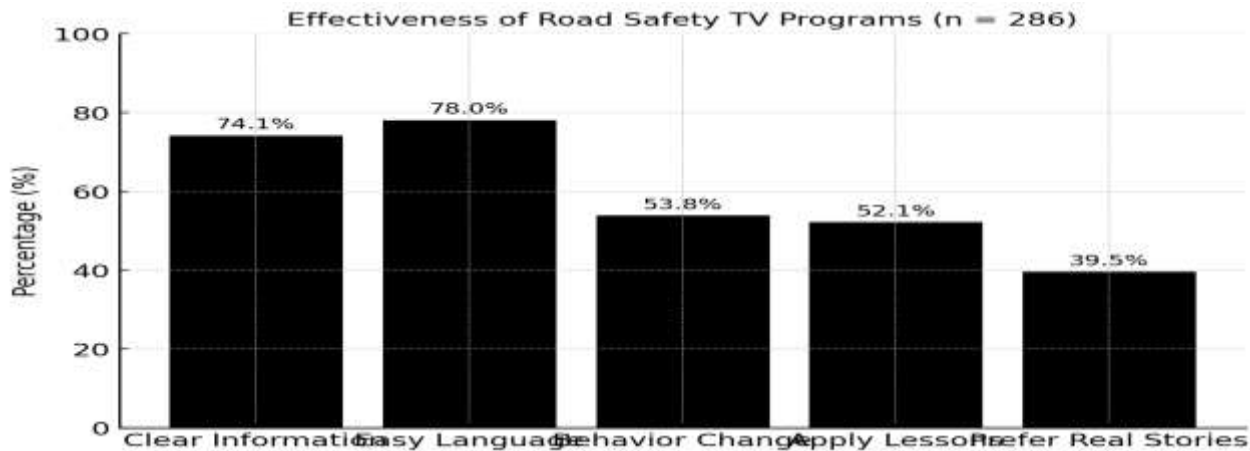


Figure 1: Key Effectiveness Indicators

The chart shows how boda boda riders responded to different indicators of effectiveness (n = 286). Most found the language easy to understand (78%) and the information clear (74.1%). Just over half reported actual behavior change (53.8%) or applying the lessons (52.1%). Fewer riders (39.5%) said they preferred programs that featured real-life stories.

The following table highlights changes in safety practices as reported by respondents.

Table 10: Behavioural Impact of Road Safety Programs

Safety Practice Adopted	Count	Percentage
Wearing Helmets	12	4.2%
Following Traffic Rules	214	74.8%
Avoiding Speeding	49	17.0%
Average Rating (1–5 scale)	3.0	-

(Source: Field Data, 2025)

The findings reveal a mixed impact of the road safety programs on the behavior of Boda Boda riders. While only a small portion of the respondents reported wearing helmets regularly, a larger majority indicated that they had started following general traffic rules such as observing traffic lights, keeping to the correct lanes, and avoiding speeding. This suggests that although the

programs have been effective in raising awareness and changing certain behaviors, their influence on personal safety practices like helmet use remains limited. This gap points to a selective adoption of safety practices, where riders may follow rules that are easier to implement but neglect those that require personal effort or investment.

Several factors may contribute to the low use of helmets among riders. These include discomfort, heat, lack of affordability, and inadequate enforcement by traffic authorities. Riders may not fully understand the life-saving importance of helmets, or they may see them as unnecessary when riding for short distances. This underlines the need for more targeted awareness campaigns that specifically focus on the benefits of helmet use, perhaps using real-life stories, statistics, and visual demonstrations to stress the dangers of riding without proper protection. Additionally, community-based reinforcement strategies and stricter enforcement could help promote helmet use as part of the riders' daily routine.

These findings support what has been reported in past studies. For example, Ndung'u (2019) in Kenya found that while road safety campaigns improved general awareness among riders, the consistent use of helmets remained a challenge due to poor enforcement and cost-related issues. Similarly, Mwapugui (2020) in Tanzania observed that many motorcycle riders were more likely to follow road signs than invest in safety gear. The World Health Organization (2018) also highlights the importance of combining education with enforcement to achieve long-lasting behavior change.

Table 11: Road Accident Trends and Impact in Kinondoni and Tanzania (2019–2024)

Year	Total Road Accidents (Nationwide)	Avg. Accidents per Year	Accidents in Kinondoni	Deaths (Nationwide)	Deaths in Kinondoni	Pedestrian Deaths (Kinondoni)	% of Accidents Causing at Least 1 Death
2019	2,040	-	755	284	58	72	53%
2020	2,100	-	768	279	61	69	54%
2021	2,011	-	760	288	57	74	52%
2022	1,987	-	761	283	59	68	53%
2023	2,036	-	758	281	62	70	53%
2024	2,000	2,035	752	282	60	71	53%
Total	12,174		4,554	1,697	357	424	Average 53%

(Source: Police Traffic Department Reports & Parliamentary Transport Safety Report, 2024)

The road safety situation in Tanzania between 2019 and 2024 reveals a deeply troubling trend, particularly in urban areas such as Kinondoni District. Over these six years, a total of 12,174 road accidents were reported across the country. This translates to an average of 2,035 accidents each year, a figure that reflects the growing danger faced by road users. Notably, Kinondoni District alone recorded 4,554 accidents, which is a large share of all urban traffic incidents in the country during this time. This shows that Kinondoni is among the most affected areas, possibly due to a high number of motorcycles (boda boda), congested roads, and poor traffic control.

The number of deaths caused by road accidents is also alarming. Each year, an average of 283 people die in traffic accidents across Tanzania, and around 60 of those deaths happen in Kinondoni District. In addition, approximately 71 pedestrians are killed each year in Kinondoni alone. Many of these accidents involve reckless driving, a lack of safe walkways for pedestrians, or poor driving skills among motorcycle riders. These accidents affect families, communities, and the economy by cutting short the lives of students, workers, and family providers.

What is even more worrying is that over 53 percent of all recorded accidents in the country involved at least one death. This shows how serious these accidents are and why strong actions are needed urgently. These actions should include better road safety education, stricter traffic law enforcement, training for riders, and improved road infrastructure. Without action, the country will continue to lose lives and suffer social and economic damage due to avoidable traffic accidents.

During an interview that lasted for 25 minutes, District Traffic Officer (DTO), Kinondoni, explained that;

Our main concern right now is the rise in motorcycle-related accidents. Many riders do not attend any formal driving school, and they often ignore traffic lights or pedestrian zones. Kinondoni has become a hotspot for these

accidents. The majority of the deaths involve pedestrians and passengers, not just the riders. We are working to engage local leaders and boda boda associations to push for better training and behavior change. Honestly, without stronger law enforcement and community support, we will keep losing lives unnecessarily.

LATRA Officer – Regulatory and Public Safety Division

From our experience, media campaigns like 'Usafiri Wako, Aibu Yako' have helped raise awareness, but behavior change takes more than just ads. We need to link driving licenses to mandatory road safety training. Many riders in urban areas like Kinondoni still operate without licenses. We're also pushing for more localized awareness campaigns, especially through radio, peer education, and even roadshows in neighborhoods. When asked about fatalities, I must say every single death is one too many. We can't continue to treat this as normal.

Media Practitioners' Views

These road safety programs started because of the high number of accidents happening every day. We saw how many young people were getting injured or dying, especially boda boda riders. So, we thought using media could help. We aimed to teach people, especially riders, how to stay safe on the roads. But sometimes, it's hard to make people watch educational content. That's why we try to mix education with entertainment. It's not easy to balance the two, especially when you have a small budget and limited airtime."(Media Practitioner 1 (ITV Producer)

Media Practitioner 2 (Radio Presenter)

One big challenge is money. Making good programs costs a lot. Most of the time, we have to use old clips or simple animations because we can't afford more. Also, people don't always watch or listen regularly. Some might hear the message once, but then forget it. Others just skip it. We need to keep reminding them, and that takes time and resources. If the program is too long or not exciting, they lose interest quickly.

Media Practitioner 3 (Scriptwriter)

We've received different feedback from boda boda riders. Some say they really like the programs, especially when they are in Swahili and tell true stories. But others don't connect with the message if it's too complicated or if it's shown late at night when they are already home or tired. One rider told us, *'I wish they would play these programs earlier when we are still in our stages waiting for customers.'* That's why we're thinking of changing the timing.

Media Practitioner 4 (Director)

We always try to work together with the traffic police and sometimes even invite boda boda leaders to our studios. When they share real accident cases, people listen more. These real stories touch the audience because they feel close to home. One time, we had a traffic officer explain how one simple mistake could cost a life. It was powerful. That's the kind of message we need more often, real, relatable, and emotional.

Media Practitioner 5 (Producer)

The media has helped raise awareness, but changing behavior takes more than just watching a program. We've learned that community engagement is very important. Riders understand better when they see real-life demonstrations or talk to people face-to-face. One thing I always say is, *'The camera can show, but the community must follow up.'* That's why we recommend combining TV with on-ground training or workshops. It will have more impact that way.

LATRA Officer 1

We work very closely with the media to develop programs that teach road safety to boda boda riders and the public. This partnership is very important because the media helps us reach many people quickly. Although we don't have formal data that tracks how much riders change their behavior just from watching TV programs,

we have noticed in some urban areas that more riders are following the rules. We believe this shows the programs are making a difference. Rider associations and local governments are also very important partners. They help us spread the safety messages and provide training for riders on the ground. We think more should be done to link rider licensing with safety education so that every rider learns before they get a license. Also, we need to build more training centers so riders can easily access proper instruction.

LATRA Officer 2

The media content must match the real-life situations of riders. If the programs show things that riders face every day, they will pay more attention. We recommend that future campaigns should not only use TV but also radio and street campaigns. Peer-to-peer training is very effective because riders learn better from each other. We also see a need for stronger policies that make safety education a required part of getting and renewing a rider's license. This will ensure that safety is taken seriously. Overall, combining media with community engagement and practical training will help create safer roads and reduce accidents involving boda boda riders.

DISCUSSION

The study investigated the awareness, engagement, impact, and relevance of the road safety programs *Aibu Yako* and *Usafiri Wako* among boda boda riders. The findings indicate that the programs have achieved a high level of awareness, with 86.9% of riders aware of *Aibu Yako* and 89.5% aware of *Usafiri Wako*. This demonstrates the programs' success in reaching the target audience and creating general awareness about road safety. However, actual engagement was lower than awareness, as only 64.7% of riders reported watching the programs, and nearly half of these viewers watched only occasionally. Time constraints, work commitments, and unclear broadcasting schedules were cited as the main barriers to consistent viewership, suggesting that adjustments in program timing and enhanced communication strategies could improve engagement. Promoting the programs via posters, social media, or reminders could help bridge the gap between awareness and active participation. These patterns align with findings from Ndung'u (2019), who observed that urban youth are often aware of educational media but may not regularly follow them due to busy schedules or limited access.

The study also explored the influence of these programs on riders' behavior and road safety practices. Over half of the riders (53.8%) reported that the

programs positively influenced their behavior, including more consistent helmet use, caution at junctions, adherence to traffic signals, and improved treatment of passengers. Additionally, 52.1% of riders applied lessons from the programs in their daily operations, indicating that the content has practical relevance. Nonetheless, nearly half of the riders did not change their behavior despite watching the programs, often citing pressures such as the need to earn money quickly, avoid police fines, or keep pace with peers who disregard safety rules. These findings suggest that while educational programs are impactful, external factors such as weak law enforcement, peer influence, and financial pressures limit behavior change. This aligns with Makoye (2021), who highlighted that information alone is insufficient for behavior modification without strong legal frameworks, enforcement, and community support.

Regarding content relevance and comprehension, most riders found the programs understandable and practical. Approximately 74.1% indicated that the language was clear and simple, while 78.0% reported that the messages were easy to grasp. The use of Swahili, combined with real-life examples of accidents and safe driving practices, contributed to the accessibility and applicability of the content. Around 69.2% of riders felt the topics reflected their daily experiences, suggesting that the programs are well-tailored to the audience. Some riders recommended further improvements, such as including actual boda boda riders and local leaders in the discussions, which could enhance relatability and credibility. These observations are consistent with Kilonzo (2020), who emphasized the effectiveness of educational content that incorporates local language and contextually relevant examples.

Despite the programs' strengths, several challenges limit their overall effectiveness. Many riders are unable to watch due to work commitments, forget broadcast times, or lack access to media during working hours. Additionally, some riders feel excluded from the program design process, perceiving the initiatives as externally driven and less reflective of their daily challenges. Weak law enforcement further undermines the programs' impact, as some riders continue unsafe practices believing they will face no penalties. Limited support from traffic authorities and insufficient funding also restrict the programs' reach. Interviews with LATRA and traffic police officers highlighted financial and communication constraints in disseminating safety messages. These findings indicate that effective road safety promotion requires collaborative efforts among government agencies, media houses, boda boda associations, and the riders themselves. Similar conclusions were drawn by Kisanga (2021), who stressed that strong partnerships and active stakeholder involvement are crucial for the success of road safety programs.

CONCLUSION AND RECOMMENDATIONS

The road safety programs *Aibu Yako* and *Usafiri Wako* have been effective in raising awareness among boda boda riders, with most respondents recognizing and being familiar with the programs. The content is largely relevant, understandable, and practical, using clear language and real-life examples that reflect riders' daily experiences. The programs have positively influenced some riders' behavior, promoting safer driving habits such as consistent helmet use, adherence to traffic rules, and respectful treatment of passengers. However, awareness does not always lead to consistent engagement or lasting behavioral change. Time constraints, unclear broadcasting schedules, limited media access during working hours, and insufficient involvement of riders in program development have reduced participation. External factors such as peer pressure, financial pressures, and weak law enforcement further limit the effectiveness of the programs in fostering safer practices. These observations indicate that while educational programs are valuable, their impact is strengthened when combined with broader systemic support, inclusive content development, and coordinated efforts among all stakeholders.

Enhancing the effectiveness of these programs requires scheduling broadcasts at times when most riders are available, such as evenings or weekends, and utilizing alternative media platforms including social media, mobile messaging, and community radio to increase access and engagement. Involving riders, association leaders, and local stakeholders in program planning and development can make the content more relatable and credible, while promotional strategies such as posters, SMS reminders, and community outreach can encourage regular viewership. Strengthening law enforcement and ensuring consistent monitoring of traffic rules will support behavioral compliance, and collaboration between government agencies, media houses, boda boda associations, and riders can provide the necessary resources and coordination. Incorporating practical training through workshops or on-road demonstrations can reinforce learning and encourage safer practices, and ongoing monitoring and evaluation will help identify challenges, measure impact, and adapt strategies to maximize effectiveness. With improvements in accessibility, rider involvement, enforcement, and multi-stakeholder collaboration, *Aibu Yako* and *Usafiri Wako* have the potential to significantly enhance road safety and reduce accidents within the boda boda sector.

Contribution of the Study

This study contributes to media and communication scholarship by providing empirical insights into how televised road safety programs influence behaviour among motorcycle riders. It underscores the importance of combining media education with enforcement,

community initiatives, and structured training programs to reduce motorcycle-related accidents.

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