



Radio Campaign and the Safety of Road Users in Nigeria: an Impact Assessment of “Radio Corps Marshal” and “Oga Driver” Programmes in Kaduna State

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ABSTRACT

This study investigates the impact of Kaduna State’s radio programs, “Radio Corps Marshal” and “Oga Driver,” on road user safety. Using questionnaires and interviews, guided by agenda-setting theory, the research found high listenership but identified challenges such as limited audience engagement and the use of complex language in a semi-literate population. These findings highlight the need for continuous awareness to reduce road and traffic accidents.

The study recommends that radio stations establish audience research units and regularly update program content to improve road safety education and to consistently meet the evolving needs, expectations, and interests of their listeners.

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INTRODUCTION

Every year, road traffic accidents have a devastating impact on millions of lives. Over 1.25 million people die annually, while an additional 20 to 50 million suffer serious injuries. These incidents result in profound human suffering, causing emotional trauma and financial strain for individuals and families. Economically, the consequences are also severe, road crashes cost nations up to 3% of their GDP. This figure accounts for both direct expenses, such as medical treatment and loss of productivity, as well as indirect costs of emotional distress and diminished quality of life.

Vulnerable road users including pedestrians, cyclists, and motorcyclists are disproportionately affected, emphasizing the urgent need for safer infrastructure and protective measures. Addressing and tackling this global issue requires a multi-faceted strategy that combines education, law enforcement, infrastructure improvements, and advancements in vehicle safety.

For instance, a 2019 report by the University of California Berkeley, on road incidents in California revealed that 1030 pedestrians were killed, an increase of 48 fatalities compared to 2017. Since 2019, the number of road deaths has risen in Ireland, Latvia, the Netherlands, Slovakia and Sweden (European Commission, 2024).

In Africa, the statistics of road crashes and their impact on road users are overwhelming and continue to increase annually. According to WHO Africa Region 2017 statistics, the estimated road traffic fatality rate rose from 24.1 per 100,000 people in 2010 to 26.6 per 100,000 in 2016. If action is not taken, road trauma in Africa is expected to worsen further, with fatalities per capita projected to double from 2015 to 2030 (Segui-Gomez *et al.*, 2021).

The risk of road traffic death varies significantly from region to region, and there has been little change in regional road traffic death rates since 2010. Globally, the highest rates are still found in the African region. In contrast, the European region has a rate far below the global average at 9.3 per 100,000 population, relative to the global rate of 17 (WHO 2018).

In Nigeria, road crash statistics reflect the broader trend observed across Africa. According to Ajimotokan (2023), data from the Federal Road Safety Corps (FRSC), the World Bank, and the World Health Organization indicates a continuous rise in road accidents over six consecutive years, resulting in an average of 41,693 deaths annually. The National Bureau of Statistics (2022) reported that 1,538 people lost their lives in 3,282 road accidents across Nigeria between January and March 2022, with the North-Central zone recording the highest number of cases. According to Ajimotokan (2023), the FRSC was established by the government to address the problem of road crashes in the nation. However, the figures shown above still exist.

According to Oluyemi *et al.*, 2017, approximately 80% of Nigerians reside in rural areas, where access to mass media is limited due to an urban-centric focus on the distribution and operations of media institutions. Among available media, radio stands out for its distinct advantages. Unlike television, radio is highly portable (Atakiti *et al.*, 2016), allowing people to listen while on the move or multitasking whether driving, eating, or working. Berry (2016) highlights that radio has carved its niche, by delivering entertainment through both traditional and digital formats, offering exclusive shows, podcast series, news platforms, and digital streaming.

One salient area where radio's strength can be capitalized upon is in advocacy campaigns aimed at promoting road safety education. According to Road Safety Matters (2018), the purpose of education, training and awareness is to inform and educate all road users on the proper and safe use of roads, encourage positive behavioural change, and highlight the importance of improving road safety. Behavior change techniques are accident intervention strategies used to influence road user attitudes, beliefs, or behaviour to make them safer especially by addressing issues such as speeding, texting while driving, and driving under the influence (Pahazri *et al.*, 2024).

Experts around the world have acknowledged the need to focus on the behavioural change of road users and are working to strengthen road safety education, which is necessary as part of broader prevention strategies (Pahazri *et al.*, 2024). In Nigeria, radio serves as a platform to campaign against risky behaviours like overspeeding, distracted driving, and reckless conduct on highways (Daramola, 2003). Its wide reach, portability, and ability to cut across literacy barriers make radio an effective tool that can be leveraged to influence public opinion and drive social change (Adebiyi *et al.*, 2025).

Despite the vital role radio plays in society, it is concerning that Kaduna State recorded the highest number of road traffic deaths at 177, followed by the Federal Capital Territory with 111, and Ogun State with 90, according to the National Bureau of Statistics (2022). This report attributed most of these crashes to speed violations (2,418 cases), failure to obey traffic signals (382), and dangerous driving (294), among other factors.

Given the established link between radio use and road user safety in current literature research, this study aims to explore the level of listenership to the radio programmes "Radio Corps Marshal" and "Oga Driver." Additionally, the study seeks to assess the impact of these programmes on road users within the Kaduna metropolis.

Significance of the Study

This study will

- provide radio station management with valuable insights into the safety needs of road users,

enabling them to broadcast targeted messages aimed at addressing unsafe road behaviours and promoting positive change.

- deepen the understanding of the Road Safety Corps and other policymakers, helping them formulate effective strategies for road management and promote behavioural change among road users in Kaduna through broadcast media. This, in turn, aims to reduce the incidence of road accidents in the state.

METHODOLOGY

Research Design

A survey research method was adopted as this research design combines quantitative surveys with qualitative interviews.

Target Population:

The population for this study is the entire Chikun and Kaduna North Local Government Areas of Kaduna State, Nigeria. According to the National Bureau of Statistics (2022), the population of Chikun LGA is 550,000, while the Kaduna North Local Government Area population is 538,600. Therefore, the population of this study is 1,088,600 as shown in Table 1.

Table 1: Population of the Study

Local Government Areas (LGA)	Population
Kaduna North	538,600
Chikun	550,000
Total	1,088,600

Sample Size:

Simple random sampling was used to select respondents from the selected streets. Thirty-eight (38) respondents from each of the selected eighteen (18) streets of the ten (10) strata, except for Kakau and Kawo, which have 42 respondents each. This is because 388 copies of the questionnaire cannot be distributed across ten strata using the exact figure.

Approximately 388 participants for the questionnaire and 12 interviewees, a total of four hundred (400) persons were drawn from the population of the study to constitute the sample.

A sample size of 400 was selected for the study. The sample size was statistically determined using Taro Yamane's formula. Oluigbo *et al.*, 2024 noted that this formula can be used when the population size of a study is finite. The formula is used thus.

$$n = \frac{N}{1 + N(e^2)}$$

Where: n = sample size, N = total population, e = margin of error, allowed by the researcher (0.05²)

The population of both Local Government Areas is 1,088,600 (NBS, 2022)

$$\text{Therefore } n = \frac{1,088,600}{1 + 1,088,600 (0.05^2)} - \frac{1,088,600}{1 + 1,088,600 (0.0025)}$$

$$\frac{1,088,600}{1 + 1,088,600 (0.0025)} - \frac{1,088,600}{2722.5}$$

$$n = 399.85, \text{ approximately } 400$$

Sampling Techniques and Procedure:

Using the Directory of Polling Units of Kaduna State by the Independent National Electoral Commission (INEC) (2015), a stratified sampling technique to divide Chikun and Kaduna North Local Government Areas into twelve (12) strata each (council wards) as shown in Table 2

Table 2: Chikun and Kaduna North Local Government Areas

S/N	Chikun Local Government Area	Kaduna North Local Government Area
1	Chikun	Shaba
2	Gwagwada	Gaji
3	Kakau	Unguwan Liman
4	Kujama	Maiburji
5	Kunai	Kabala Costain/ Doki
6	Kuriga	Gabasawa
7	Narayi	Unguwan Sarki
8	Nasarawa	Badarawa
9	Rido	Unguwan Dosa
10	Sabon Tasha	Kawo
11	Unguwan Yelwa	Hayin Banki
12	Sabon garin Arewa Tirkaniya	Unguwan Shanu

Having listed the twelve (12) strata, all the strata could not be studied. Purposive sampling techniques were used to select five strata and two major streets or locations from each stratum due to the urban nature of those areas. The selected five strata are shown in Table 3

Table 3: Five Strata and Two Major Streets in both Chikun and Kaduna North Local Government Areas

S/N	Chikun Local Government Area	Kaduna North Local Government Area
1	Narayi: Post Office Road and Abuja Road	Shaba: Ibrahim Taiwo Road and Ahmadu Bello Way
2	Sabon Tasha; Unguwan Sunday and NNPC Quarters.	Gaji: Gumel Road and Constitution Road
3	Kakau: Gonin Gora I and Gonin Gora II	Unguwan Dosa: Commissioner Road and M.C Quarters.
4	Kujama: Kakura Market Road and NEPA Road	Kawo: Gwari Crescent and Makarfi Road
5	Unguwan Yelwa: Beside Kaduna Polytechnic and Majalisa Street	Hayin Banki: Galadima Road and Abba Road

Method of Data Collection

The research instruments used in this study were the questionnaire and interviews.

Quantitative Data

A questionnaire was used to collect the quantitative data from the respondents. Seventeen (17) item questions divided into two segments were developed. The first segment dealt with the demographical characteristics of the respondents (personal data), while the second segment was concerned with questions meant to elicit information needed for the study. The questionnaire was closed-ended questions randomly administered to three hundred and eighty-eight (388) respondents from the selected wards. Also, two research assistants were selected to administer the questionnaire copies to the respondents. The distribution of the questionnaire is shown in Table 4.

Table 4: Distribution of Questionnaire

S/N	Locations	Number of Respondents
Chikun Local Government Area		
1	Kakau: Gonin Gora I and Gonin Gora II	42
2	Kujama: Kakura Market Road and NEPA Road	38
3	Narayi: Post Office Road and Abuja Road	38
4	Sabon Tasha: Unguwan Sunday and NNPC Quarters	38
5	Unguwan Yelwa: Beside Kaduna Polytechnic and Majalisa Street	38
Kaduna North Local Government Area		
1	Shaba: Ibrahim Taiwo Road and Ahmadu Bello Way,	38
2	Gaji: Gumel Road and Constitution Road	38
3	Unguwan Dosa: Commissioner Road and M.C Quarters	38
4	Kawo: Gwari Crescent and Makarfi Road	42
5	Hayin Banki: Galadima Road and Abba Road	38
Total		388

Qualitative Data

Interview was also used to collect qualitative data from the respondents. The purposive sampling technique was applied to select respondents for the face-to-face oral interview. Thus, twelve (12)

participants were selected: road users (private car owners), Keke Drivers, Producers/ Presenters of radio programmes, KASTELA, Members of the Nigerian Union of Road Transport Workers, and Road Safety Officers. The choice of purposive sampling is justified because it is a sampling method used to identify and select participants based on the

richness of the information they can provide and relevant to the study purpose (Palinkas et al., 2015). Based on this, the researcher selected twelve (12) participants to educate road users about highway safety in Kaduna State. Details of the interviewees are presented in Table 5.

Table 5: Details of Interviewees

S/N	Designation	Location	No of Interviewer	Date/Time of Interview
1	PRO	Police HQ. Kaduna State Command	1	24May2023 / 4 pm
2	Road Safety Officer	Road Safety HQ Kaduna.	1	07June2023 / 3 pm
3	Presenter Oga Driver	KSMC	1	23May2023 / 7 pm
4	Producer Radio Corps Marshal	Freedom Radio	1	25May2023 / 8:15 am
5	Intelligent Officer	AFIT	1	19June2023 / 10 am
6	Private Car Owner	AFIT	1	06June2023 / 11:24 am
7	Private Car Owner	Salama 98.1FM	1	24May2023 / 6:05 pm
8	KASTELA Marshal	KASTELA Kawo	1	24May2023 / 10:50am
9	Keke Driver I	Hayin Banki	1	25May2023 / 10:50am
10	Keke Driver II	Ahmadu Bello Way	1	25May2023 / 12:15 am
11	Member	Nigerian Union of Road Transport Workers, Kawo	1	24June2023 / 8 am
12	Member	Nigerian Union of Road Transport Workers, Kawo	1	24May2023 / 8:30 pm
TOTAL			12	

Ethical Consideration

Ethical considerations are vital in research involving human participants in data collection through questionnaires, interviews, or observation (Denscombe, 2010). In this case, the participants were treated with respect, informed of their right to withdraw from this study at any time without implications (Morina, 2021). They were also informed that their participation was voluntary, and assurances were provided that their anonymous responses would not be disclosed (Morina, 2021). The research study reported here complied with common standards of good practice and represented the guiding principles under the National Open University of Nigeria research's ethics policy.

RESULTS AND DISCUSSION

Questionnaire Data Presentation and Analysis

Summary of Questionnaire: Three hundred and eighty-eight (388) copies of the questionnaire were administered, and 378 copies were correctly filled out and returned; three (3) copies were found unusable because they were mutilated, while seven were not returned. Therefore, the data presentation and analysis are based on the 378 correctly filled and returned copies of the questionnaire. This implies that the study recorded a 2.6% mortality rate. However, the mortality rate is considered insignificant to have any effect on the overall outcome given the fact that there was a 97.4% return rate of the questionnaire administered. Consequently, the data presented and analyzed is based on the 97.4 %

return rate of the questionnaire administered, which is an overwhelming representation of the views of the target population studied. A detailed summary of the distribution of the questionnaire is shown in Table 6.

Table 6: Summary of Questionnaire

Item	Frequency	Percentage
Number of Questionnaires Administered	388	100
Number of Returned Questionnaires	378	97.4
Number of lost Questionnaire	7	1.8
Number of damage Questionnaire	3	0.8
Number of Valid Questionnaires for analysis	378	95.4
Total	388	100

Demographic Distribution of Respondents: The data collected for the study is presented in Table 7 and

analyzed in the sequence of the questions in the questionnaire.

The table shows that out of the total population sampled, 221 respondents (58.5%) were male and 157 (41.5%) were female. Although males constituted the majority, this does not impact the study's outcome, as it is not based on gender.

The age distribution shows that 215 respondents (56.9%) were between 18 and 29 years, 147 (38.9%) were aged 30 to 39, and 16 (4.2%) were between 40 and 49 years, indicating that many participants are youths. In terms of marital status, 187 respondents (49.5%) were single, 164 (43.4%) were married, 10 (2.6%) were divorced, and 17 (4.5%) were widowed. Regarding educational background, 18 respondents (4.8%) had primary education, 31 (8.2%) had secondary education, and the majority—329 respondents (87.0%)—had attained tertiary education, suggesting a well-educated sample capable of providing reliable information. Lastly, occupational data show that 27 respondents (7.1%) were farmers, 141 (37.3%) were traders, 172 (45.5%) were civil servants, and 38 (10.1%) were students.

Table 7: Demographic Distribution of Respondents

Variables	No of Respondents	Percentage
Sex		
Male	221	58.5
Female	157	41.5
Total	378	100
Age Range		
18 – 29	215	56.9
30 – 39	147	38.9
40 – 49	16	4.2
50 and above	00	00
Total	378	100
Marital Status		
Single	187	49.5
Married	164	43.4
Divorced	10	2.6
Widowed	17	4.5
Total	378	100
Educational Qualification		
Primary Education	18	4.8
Secondary Education	31	8.2
Tertiary Education	329	87.0
Total	378	100
Occupation		
Farming	27	7.1
Trading	141	37.3
Civil Servant	172	45.5
Student	38	10.1
Total	378	100

Respondent's Access to Radio: The data in Table 8 shows that 335(88.6%) respondents had unlimited access to radio, and 43(11.4%) respondents had partial access to radio. This information shows that almost all the respondents listen to the radio. This implies that their responses are considered helpful in analyzing the subsequent questions.

Table 8: Respondents Access to Radio

Variables	No of Respondents	Percentage
Unlimited Access	335	88.6
Partial Access	43	11.4
No Access	00	00
Total	378	100

Respondent's awareness of "Radio Corps Marshal" and "Oga Driver" programmes on Radio:

The data in Table 9 shows respondents' awareness of "Radio Corps Marshal" and "Oga Driver" programmes on the radio. Accordingly, 371(98.1%) respondents are aware of the "Radio Corps Marshal" and "Oga Driver" programmes on the radio, and only 6(1.9%) respondents were not aware. Most respondents know about the "Radio Corps Marshal" and "Oga Driver" programmes on the radio.

Table 9: Respondents' awareness of "Radio Corps Marshal" and "Oga Driver" programmes on Radio

Variable	No of Respondents	Percentage
Yes, I am Aware	371	98.1
No, I am not Aware	6	1.9
Total	378	100

Respondent's frequency in listening to "Radio Corps Marshal" and "Oga Driver":

Table 10 shows respondents' frequency in listening to "Radio Corps Marshal" and "Oga Driver" programmes on the Radio. Consequently, 271(71.7%) respondents listened to "Radio Corps Marshal" and "Oga Driver" programmes every day, 25(6.6%) respondents listened to both programmes twice a week, and 82(21.7%) respondents listened to both programmes at least once a week. Most respondents, representing 71.7%, listened to both programmes every day. This means that respondents are correctly positioned to provide helpful information for analysis.

Table 10: Respondents frequency in listening to "Radio Corps Marshal" and "Oga Driver" programmes on Radio

Variable	No of Respondents	Percentage
Everyday	271	71.7
Twice in a week	25	6.6
Every week	82	21.7
Never	00	00
Total	378	100

Level of respondents' awareness about "Radio Corps Marshal" and "Oga Driver" programmes on Radio:

Table 11 shows respondents' awareness of "Radio Corps Marshal" and "Oga Driver" programmes on the radio. As a result, 279(73.8%) respondents' level of awareness was high, 66(17.5%) respondents' level of awareness was average, and 23(23%) respondents' level of awareness was low. In contrast, ten respondents, representing 2.6%, were indifferent about their level of awareness. Information from this table revealed that a large portion of the population is aware of "Radio Corps Marshal" and "Oga Driver" programmes on radio. This means that their information will be reliable and relevant for analysis.

Table 11: Level of respondents' awareness about "Radio Corps Marshal" and "Oga Driver" programmes on Radio

Variable	No of Respondents	Percentage
High	279	73.8
Average	66	17.5
Low	23	6.1
Indifferent	10	2.6
Total	378	100

Respondent's Mode of Participation in the programme:

Table 12 shows the mode respondents participated in "Radio Corps Marshal" and "Oga Driver" programmes on Radio. Out of the total sample, 74(19.6%) respondents participated by phone-in format, 126(33.3%) respondents only listened to the programmes, whereas 178(47.1%) respondents both participated by listening and phone-in simultaneously. Since most respondents, representing 47.1%, both participated by listening and phone-in, it means "Radio Corps Marshal" and "Oga Driver" programmes allow the radio stations to elicit feedback from their audience who are interested in the topic of discussion (road traffic).

Table 12: Mode of participation in the programme

Variable	No of Respondents	Percentage
Production	00	00
Phone-in	74	19.6
Listening to the programme	126	33.3
All of the above	178	47.1
Total	378	100

Importance of “Radio Corps Marshal” and “Oga Driver to respondents:

The Data contained in Table 13 shows the importance of “Radio Corps Marshal” and “Oga Driver to respondents. Out of the total sampled, 76(20.1%) respondents believed that the importance of “Radio Corps Marshal” and “Oga Driver to them is because it gave room for people’s views on road/traffic issues, 121(32.0%) respondents indicated contributed in proffering solutions to traffic problems, 42(11.1%) respondents went for enhanced audience feedback on radio and 141(37.3%) respondents picked all the three options as importance of “Radio Corps Marshal” and “Oga Driver to them.

This table showed that the importance of “Radio Corps Marshal” and “Oga Driver to listeners gave room for people’s views on road/traffic issues, contributed to proffering solutions to traffic problems and enhanced audience feedback on the radio.

Table 13: The importance of “Radio Corps Marshal” and “Oga Driver to respondents

Variable	No of Respondents	Percentage
Gives room for people’s views on road/traffic issues	76	20.1
Contributes to proffering solutions to traffic problems	121	32.0
Enhances audience feedback on radio	42	11.1
All of the above	141	37.3
Total	378	100

Role of the programmes “Radio Corps Marshal” and “Oga Driver” in respondents’ lives as listeners:

Table 14 shows the role the programmes “Radio Corps Marshal” and “Oga Driver” played in respondents’ lives as listeners. Out of the sampled, 63(16.7%) respondents said they educate them, 62(16.4%) respondents were entertained, 72(19.0%) respondents were informed, and 181(47.9%) respondents were educated, entertained and informed.

Most respondents, representing 47.9%, were educated, informed and entertained by the “Radio Corps Marshal” and “Oga Driver” programmes. This is consistent with

previous research, which identifies three primary functions of radio: to inform, educate, and entertain (Akanbi & Aladesanmi, 2014; Chukwunalu et al., 2022).

Table 14: Role the programmes “Radio Corps Marshal” and “Oga Driver” play in respondents’ lives as listeners

Variable	No of Respondents	Percentage
It educates	63	16.7
It entertains	62	16.4
It informs	72	19.0
All of the above	181	47.9
Total	378	100

Respondents’ application of the information obtained from the programme:

Table 15 shows how respondents applied the information from the “Radio Corps Marshal” and “Oga Driver” programmes. Out of the sampled, 73(19.3%) respondents drove safely, 69(18.3%) respondents observed traffic rules and regulations, 42(11.1%) respondents used walkways appropriately, 60(15.9%) respondents educated others on the tenets of traffic, and 134(35.5%) respondents indicated all the listed options.

Most respondents, representing 35.5%, applied the information from the “Radio Corps Marshal” and “Oga Driver” programmes by driving safely, observing traffic rules and regulations, using the walkways appropriately and educating others on the tenets of traffic.

Table 15: Respondents’ application of the information obtained from the programme

Variable	No of Respondents	Percentage
By driving safely	73	19.3
Observing traffic rules and regulations	69	18.3
Using the walkways appropriately	42	11.1
Educating others on the tenets of traffic	60	15.9
All of the above	134	35.5
Total	378	100

The effectiveness of respondents’ application of the information obtained from the programme:

Table 16 shows the effectiveness of respondents’ application of the information obtained from the “Radio Corps Marshal” and “Oga Driver” programmes. 160(42.3%) respondents believed both programmes were very effective, 197(52.1%) respondents held that

both programmes were quite adequate, and 21(5.6%) respondents thought that both programmes were not effective.

Most respondents, representing 52.1%, believed applying the information from the “Radio Corps Marshal” and “Oga Driver” programmes was quite effective. This means that although the applied information was reasonable, there needs to be improvement for the maximum utilization of information and knowledge from the “Radio Corps Marshal” and “Oga Driver” programmes.

Table 16: The effectiveness of respondents’ application of the information obtained from the programme

Variable	No of Respondents	Percentage
Very effective	160	42.3
Quite effective	197	52.1
Not effective	21	5.6
Total	378	100

Respondents’ level of comfort with the appropriateness of the programme “Radio Corps Marshal” and “Oga Driver”:

Data in Table 17 shows the respondents’ comfort level with the appropriateness of the programmes “Radio Corps Marshal” and “Oga Driver”. 163(43.1%) respondents were very comfortable with the appropriateness, 182(48.2%) respondents were quite comfortable and 33(8.7%) respondents were not comfortable. Most respondents, representing 48.2%, were quite comfortable.

Table 17: Respondents’ level of comfort with the appropriateness of the programme “Radio Corps Marshal” and “Oga Driver”

Variable	No of Respondents	Percentage
Very comfortable	163	43.1
Quite comfortable	182	48.2
Not comfortable	33	8.7
Total	378	100

Suggestions by respondents on the best ways to enhance the Programmes:

The data in Table 18 shows the suggestions made by respondents on the best ways to enhance the production

and packaging of “Radio Corps Marshal” and “Oga Driver” to attract road users. Out of the total sampled, 72(19.1%) respondents suggested that audience research should be carried out to produce suitable content, 63(16.7%) respondents suggested improving audience participation, 64(16.9%) respondents suggested that giving multiple listening options to listeners will attract more road users. In contrast, 179(47.4) respondents chose all the options mentioned. This means that most respondents suggested that the best ways to enhance the production and packaging of “Radio Corps Marshal” and “Oga Driver” to attract road users include conducting audience research to produce suitable content, improving audience participation and giving multiple listening options to listeners.

Table 18: Suggestions by respondents on the best ways to enhance and packaging of “Radio Corps Marshal” and “Oga Driver” to attract road users to the production

Variable	No of Respondents	Percentage
Audience research to produce suitable content	72	19.1
Improve audience participation	63	16.7
Give multiple listening options to listeners	64	16.9
All of the above	179	47.4
Total	378	100

Factors hindering the effectiveness of “Radio Corps Marshal” and “Oga Driver” as a phone--in programmes:

Table 19 shows the factors hindering the effectiveness of “Radio Corps Marshal” and “Oga Driver”. 78(20.6%) respondents indicated language barrier, 69(18.3%) respondents indicated audience illiteracy, 60(15.9%) respondents went for lack of audience research and 119 (31.5%) respondents picked all the aforementioned options. Since most respondents, representing 31.5%, went for all the options, factors hindering the effectiveness of “Radio Corps Marshal” and “Oga Driver” programmes include language barrier, audience illiteracy, poor communication signals and lack of audience research.

Table 19: Factors hindering the effectiveness of "Radio Corps Marshal" and "Oga Driver" as phone-in programmes.

Variable	No of Respondents	Percentage
Language barrier	78	20.6
Audience Illiteracy	69	18.3
Poor communication signals	60	15.9
Lack of audience research	52	13.8
All of the above	119	31.5
Total	378	100

Ways radio has contributed to the safety of road users in Kaduna: Data in Table 20 shows how radio programmes, especially "Radio Corps Marshal" and "Oga Driver," contribute to the safety of road users in Kaduna. Accordingly, 71(18.8%) respondents indicated Increased use of seat belts, 79(20.9%) respondents indicated reduction in speeding, 50(13.2%) respondents went for reduced drink-driving behaviour, 82(21.7%) respondents opted for increased awareness of risky behaviour and 96(25.4%) respondents picked all the options above.

Given that most respondents 25.4% selected every option, it can be concluded that the radio has improved road user safety in Kaduna by promoting the use of seat belts, decreasing speeding, decreasing drunk driving, and raising public awareness of dangerous behaviour.

Table 20: Ways radio has contributed to the safety of road users in Kaduna

Variable	No of Respondents	Percentage
Increase the use of seat belts	71	18.8
Reduction in speeding	79	20.9
Reduced Drink-driving behaviour	50	13.2
Increased awareness of risky behaviour	82	21.7
All of the above	96	25.4
Total	378	100

Interview Data Presentation and Analysis

The analysis was conducted qualitatively using interview data, with a consistent set of questions asked across

participants to ensure data reliability. Interviews were held with various stakeholders, including road users, Keke drivers, radio programme producers/presenters, Kaduna State Traffic Law Enforcement Authority (KASTELEA) officials, Nigerian Union of Road Transport Workers (NURTW) members, and Road Safety Officers, and the findings are presented under the following themes:

Level of Listenership to the Programme "Radio Corps Marshal" and "Oga Driver" by Road Users in Kaduna Metropolis:

This question was slated to assess the level of listenership to the radio programmes "Radio Corps Marshal" and "Oga Driver" among road users in the Kaduna metropolis. Responses were gathered from Keke drivers, programmes producers/presenters, KASTELEA staff, and members of the Nigerian Union of Road Transport Workers (NURTW), who form part of the programmes target audience.

The data indicate a high level of engagement with these programmes among road users. Two Keke drivers, Mr. A. M., and Mr. I. A., noted that people, including security agents and the public, regularly tune in to stay informed about current and past road-related events. Similarly, a KASTELEA officer and a NURTW member confirmed that they listen to both programmes daily, except on weekends.

However, the staff of KASTELEA said he does not listen to both programmes regularly due to his job constraint. He also stated that challenges such as the cost and durability of radio batteries and inconvenient broadcast times sometimes hinder consistent listening. Despite these obstacles, he acknowledged the radio programme's informative value and effectiveness in raising awareness.

Based on the views of the informants, it can be concluded that the overall level of listenership to "Radio Corps Marshal" and "Oga Driver" in the Kaduna metropolis is notably high. This indicates that road users are actively engaging with radio campaigns on road safety. Atakiti et al. (2016) support this by asserting that radio is the most effective medium for disseminating traffic-related information due to its wide reach and popularity. Shaw *et al.*, (1999) also emphasize the media's role in shaping public perception by highlighting key issues through consistent news coverage. Similarly, Daramola (2003) notes that in Nigeria, radio serves as a vital tool for raising awareness and discouraging dangerous driving behaviour, thanks to its portability and broad accessibility.

The Impact of "Radio Corps Marshal" and "Oga Driver" on Road Users within Kaduna Metropolis:

On the above theme, responses were sourced from Keke Drivers, Producers/ Presenters, KASTELEA, Car Owners, Members of the Nigerian Union of Road Transport Workers, and Road Safety Officers revealed that the

radio programmes have had significant impacts on road users. These impacts include better adherence to traffic rules, reduced accidents, increased awareness of road incidents, and improved knowledge of vehicle registration and driver licensing.

The producer of *Radio Corps Marshal* noted that the programme, in collaboration with agencies like Federal Road Safety Corps of Nigeria (FRSC), the police and even accident victims, has helped reduce accidents and encouraged formal driving education.

Similarly, the presenter of *Oga Driver* highlighted that the program has been impactful and attracts wide listenership, educating both drivers and pedestrians on safe road use, regardless of age or vehicle ownership.

Furthermore, the KASTELA Marshal, Head of the Provost Department Officer, stated that the programmes have changed road user attitudes and increased public involvement in reporting traffic violations. A private car owner also agreed, stating that these radio programmes have helped shape daily driving habits and road awareness.

Supporting literature (Riaz et al., 2019; Atakiti et al., 2016) reinforces these findings, showing that similar traffic radio initiatives serving as a platform for teaching and information dissemination, have educated and influenced road users' behaviour. Overall, the study confirms that *Radio Corps Marshal* and *Oga Driver* inform, educate, entertain and positively influence road users, promoting safer roads and responsible behaviour.

Appropriateness of "Radio Corps Marshal" and "Oga Driver" programmes to the safety of road users within Kaduna Metropolis:

Responses from Keke drivers, presenters, police officers, KASTELA officials, Members of the Nigerian Union of Road Transport Workers, private car owners, and road safety personnel show that the *Radio Corps Marshal* and *Oga Driver* programmes are appropriate for road users, with 10 out of 12 participants confirming the content meets their needs. Few respondents, however, suggested extending the programme's allotted time.

A senior Police officer from Kaduna State Command, who has participated as a guest several times, emphasized that the 7 a.m. broadcast time is ideal, coinciding with morning rush hour when people are commuting or preparing for the day. He added that the timing enhances listener engagement, as reflected in frequent calls during and after the show.

The presenter of *Oga Driver* noted that the programme's content is research-driven and vetted by a committee to ensure relevance.

Members of the Nigerian Union of Road Transport Workers (NURTW) also agreed that the programme offers useful information and reaches listeners during rush hours. They praised the content for educating listeners on speed limits, proper vehicle spacing, and the importance of licensing, all aimed at

preventing road accidents and improving traffic behaviour.

A Road Safety Officer added that both shows help reduce road risks and crashes, particularly by presenting content in Pidgin English, a language accessible to both literate and non-literate audiences.

A KASTELA official shared that the programmes provide vital knowledge on proper road usage and current incidents within Kaduna. He noted that security agents rely on broadcast information when they are not physically present at incident scenes, underlining the programmes' practical relevance.

In summary, the above are supported by earlier studies (Popoola et al., 2013; Wallace, 2013; Atakiti et al., 2016; Apata & Azeez, 2019) highlighting the value of interactive traffic education through radio as a public service medium. However, a few participants recommended increasing the airtime for a broader impact.

Factors that could hinder the effectiveness of the "Radio Corps Marshal" and "Oga Driver" on road users within Kaduna Metropolis as phone-in programmes:

On the above theme, responses from Keke Drivers, Producers/ Presenters, KASTELA, Members of the Nigerian Union of Road Transport Workers, and Road Safety Officers. The response revealed several factors that hinder the effectiveness of the "Radio Corps Marshal" and "Oga Driver" on road users within Kaduna Metropolis.

For road users, challenges include inconvenient airtime, poor network connectivity, irregular power supply, and low literacy levels.

From the perspective of producers and regulators, obstacles such as network failures, lack of phone airtime, and multiple callers jamming phone lines hinder effective audience interaction. The senior Police officer also noted that low public engagement and lack of motivation for producers can reduce the programmes' overall impact.

Participants emphasized that when listeners are disengaged or unable to call in, the programmes lose some of their intended influence. This aligns with previous recommendations, which include broadcasting in local languages (Akanbi & Aladesanmi, 2014), involving traffic experts to improve credibility, and expanding interactive segments like call-in shows to enhance listener participation and address real-time road issues (Ewaoyenikan, 2017).

What measures or strategies should be adopted to enhance the production and packaging of "Radio Corps Marshal" and "Oga Driver" to attract road users?

On the above theme, responses from Keke Drivers, Producers/ Presenters, KASTELA, Members of the Nigerian Union of Road Transport Workers, Private Car Owners and Road Safety Officers, highlighted the

importance of audience research in improving the quality of the programmes. It helps tailor content to listener needs, boosts participation, and offers more listening options.

NURTW members noted that loyal listeners enhance a radio station's popularity and success, making audience targeting essential by creating programs to please them.

Road safety officers emphasized engaging regular callers, building connection and listener loyalty, and interactions through opinions, shout-outs, and feedback.

In summary, audience research enhances content relevance, increases listener engagement, and supports effective programme packaging. This aligns with Ewaoyenikan (2017), who stressed that understanding media preferences through research improves communication, influences behaviour, and enhances road safety outcomes.

Limitations of the Study

No study can be considered complete without encountering various challenges, some of which are resolvable while others may be unavoidable.

One significant challenge was securing interviews with key regulators, such as a Federal Road Safety Officer, a Police Officer, and KASTELA officers. Another obstruction was the long wait for some of the research assistants to simultaneously turn in copies of their questionnaires.

These milestones were achieved through the researcher's persistence and determination.

CONCLUSION

This study concludes that the *Radio Corps Marshal* and *Oga Driver* programmes have significantly influenced road users by informing, educating, and sensitizing the public on traffic rules, accident prevention, and responsible road use.

However, their overall effectiveness is hindered by several factors. For road users, these include limited time, poor network connectivity, inconsistent power supply, and low literacy levels. For producers and regulators, challenges include network disruptions, limited phone airtime, and call congestion during live broadcasts.

Despite these constraints, both programmes have proven to be valuable tools for road safety communication. They offer a platform for knowledge sharing, real-time updates, and audience interaction, which are essential for fostering a culture of responsible road use in Kaduna and beyond.

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