

An Evaluation of the Effectiveness of Televised, Locally Oriented Driver Reeducation

JOHN W. HUTCHINSON and CHARLES S. COX, University of Kentucky; and
B. R. MAFFET, U. S. Public Health Service

ABRIDGMENT

•TELEVISION, with its ability to reach large audiences, has been used extensively in driver-education efforts, but its effectiveness has never been measured. The purpose of this research was to measure the effectiveness of a televised, locally oriented, "candid camera" type of driver reeducation program. The measures of effectiveness included a study of changes in driver errors at 8 local intersections and an analysis of changes in accident-involvement rate for 48 local intersections.

The televised program entitled "Traffic Madness" consisted of an 18-month series of 2- to 3-minute locally oriented traffic safety films, produced by research project staff. These showed local drivers in the process of making errors at both rural and urban locations throughout Lexington-Fayette County, Kentucky. In sequence with each type of driver error shown, the corresponding correct driving procedure was illustrated.

Both driver errors and total accidents were significantly reduced, 17.4 percent ($p < 0.01$) and 12.5 percent ($p < 0.01$) respectively. Driver errors were counted only during home-from-work rush hour traffic, Tuesdays and Thursdays, 4:00 to 5:30 p. m., whereas the accident study encompassed all hours of the week when out-of-county drivers, to whom the program was not exposed, made up a proportionately larger percentage of drivers in the sample.