

TRAFFIC DISCIPLINE EDUCATION PROGRAM TOWARD TRAFFIC ACCIDENTS REDUCTION IN BARANGAY LAWANG BATO, VALENZUELA CITY

ABSTRACT

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Criminology

KEYWORDS

*awareness campaign,
community outreach,
enforcement*

ARTICLE ID

AASGBCPJMRA-AB01709

The study examines road accidents caused by poor discipline among road users. Despite government enforcement and sanctions, unsafe behaviors like reckless driving and overspeeding persist. The research evaluates a traffic discipline education program as a preventive measure to improve road safety awareness and reduce accidents. Methodologically, the researchers employed a quantitative descriptive design. Data were collected from a total of 50 respondents, consisting of 40 drivers Bato and 10 Traffic Management Officers assigned to the area. A structured survey questionnaire served as the primary instrument, and the results were analyzed using frequency, percentage, Average Weighted Mean (AWM), and the Mann-Whitney U Test. The key findings revealed that the respondents "Strongly Agreed" with the effectiveness of awareness campaigns for both pedestrians and drivers. While community outreach and collaboration with the Traffic Management Office were rated as "Agree," the collaboration with the PNP Traffic Management Unit received a "Strongly Agree" interpretation. Critically, the statistical analysis showed no significant difference in assessments across different respondent profiles. However, significant challenges were identified, most notably a 96% frequency for both a lack of resident awareness regarding the program and a general lack of interest in attending educational seminars. The study concluded that while education is viewed as a vital tool for improving traffic discipline, its success in Barangay Lawang Bato is currently hindered by community apathy and gaps in information dissemination. To address these issues, the researchers proposed a strategic framework that prioritizes barangay-wide information drives, interactive seminars, and regular safety briefings at checkpoints. Ultimately, the research emphasizes that reducing traffic accidents requires a synergetic approach that balances sustained education with consistent multi-agency enforcement and active community engagement.

RECOMMENDED CITATION

Aurena, J., Canoy, R. J., Ecleo, W., Ruba, D., & Taniegra, D. (2026). Traffic Discipline Education Program toward Traffic Accidents Reduction in Barangay Lawang Bato, Valenzuela City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(5), 10.