Abstract: Introduction and Aims: In Iran, the basis of most interventions for reducing road traffic crashes is education or enforcement and marketing, as the third approach, has not been considered much. In social marketing, commercial marketing techniques and principles are used to increase the acceptance of an idea or action and this research has studied the impact of an intervention based on this planning model to reduce risky driving behaviors among taxi drivers in Tehran.

Methods and Materials: In this interventional study, the subjects were selected from taxi drivers’ community in two municipal districts of Tehran with the highest rate of traffic crashes. These two districts were considered as intervention and control groups. Formative research consisted of two studies, qualitative and quantitative, were designed to determine the intervention and products. In qualitative phase, 42 participants in four focus group discussions expressed their views on risky driving behaviors and the observational behaviors were studied for all subjects by checklist. In quantitative study, attitudes and self-reported behaviors were assessed by questionnaire. Based on the results, Intervention consisted of communicating persuasive message in the form of stickers installed before driver's eyes and pamphlet, and taxi route supervisors as opinion leaders, was implemented for eight weeks. After six weeks, risky driving behaviors were assessed by checklists and compared.

Results: Taxi drivers had desirable attitudes about risky driving behaviors and reported their behavior as good and non-risky. Observation suggested that most of the behaviors especially tailgating and not driving between lines were frequent. After intervention, permitting tailgating and not driving between lines were reduced significantly in intervention group compared to control group. Logistic Regression showed that odds ratio for not permitting these behaviors was significantly high in intervention group.

Discussion and Conclusion: Taxi drivers as a large group of commercial drivers, are the most active drivers and usually keep driving for almost a whole day. Therefore, they can be a potential example for other drivers and influence on the rate of traffic crashes in Tehran. Using social marketing approaches based on identifying audience's needs, wants and preferences, factors affecting the behavior market, and suitable communication channels, might results in designing and implementing specific and more effective interventions for specific audience segments.

Road traffic crashes, Risky driving behavior, Social marketing, Taxi drivers, Tehran

Presentation: Oral