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**Title:** Application of Protection Motivation Theory in Determining Predictors of Unsafe Driving Among 19 Years Old and above on, in Yazd City

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**Abstract:** Background and Objective: Road traffic injury is one of the most significant global public health issues of the 21st century. The human factor appears in the literature as the most prevalent contributing factor of road traffic crashes. The purpose of this study was to utilize components of the Protection Motivation Theory (PMT) to predict unsafe driving behaviors among 19 years old and above people in Yazd city.

Methods: In this cross-sectional study, total number of 379, 19 years old and above people, which had a driving license entered in the study with a clustered random sampling from 10 health care centers of Yazd. Data was collected with a researcher designed questionnaire based on PMT and analyzed using SPSS software.

Results: The mean score of unsafe driving was 14.49 out of 85. The most reported unsafe driving behavior was becoming impatient with a slow driver in the outer land and over take on the inside. The occurrence of unsafe driving behaviors was higher among younger, male and single drivers. There was a significant correlation between unsafe driving with perceived self efficacy, response efficacy, severity, rewards, costs and unsafe driving intention at 0.01 level. Regression analyses indicated that the perceived self-efficacy, perceived response efficacy, perceived rewards, perceived response costs and fear, predict 36.5 percent of the variances in unsafe driving behaviors. Perceived rewards was the most important predictor ($\beta=0.317$) of unsafe driving.

Conclusion: The result of the present study supported the effectiveness of Protection Motivation Theory in prediction of unsafe driving behavior; So PMT can be used as a conceptual framework for designing educational programs aimed to improve the driving style and decreasing road traffic accidents.

**Keywords:** Protection Motivation Theory, Unsafe Driving, Road Traffic Injury

**Presentation:** Oral