

**FACTORS RELATED TO PREVENTIVE BEHAVIOR ON ROAD  
TRAFFIC INJURIES OF STUDENT MOTORCYCLE RIDERS AT  
HANOI MEDICAL UNIVERSITY IN VIETNAM**



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**ABSTRACT**

This cross-sectional descriptive study aimed to identify the factors associated with preventive behavior on road traffic injuries (RTIs) of student motorcycle riders at Hanoi Medical University in Vietnam. The association between the socio-demographic factors, knowledge about RTI prevention, perceptions towards hazards of RTI, perceptions towards benefits of and barriers to RTI prevention, and cues to action with preventive behavior on RTIs of respondents was indentified. The sample size was 240 students who were motorcycle drivers. Data was collected using a self-administered questionnaire. Data was analyzed using descriptive statistics with percentage, mean, standard deviation. The Chi-Square test was used to find the association between independent variables and the dependent variable.

Results revealed that the factors that were significantly related to the preventive behavior regarding RTI were gender ( $p = 0.02$ ), previous road traffic injuries ( $p=0.008$ ), knowledge about RTI prevention ( $p = 0.028$ ), perceptions towards hazards of RTIs ( $p = 0.011$ ), and family members' influence ( $p = 0.026$ ).

In order to reduce road traffic injuries, the School-based Educational Program should be applied and the public awareness campaign should be improved by the National Traffic Safety Committee (NTSC) to be more effective. Family members were the most influential in stimulating preventive behavior of the respondents. Therefore, family leaders should provide more information about RTI prevention, discuss the hazards of RTIs, and encourage young drivers to implement preventive behavior, especially young male drivers.

**KEY WORDS : ROAD TRAFFIC INJURIES / PREVENTIVE BEHAVIOR / STUDENT MOTORCYCLE RIDERS**

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