Qualitative Methods for Community Road Safety Studies Training Course

Professional Development Training Course Outline

Category	Traffic Management & Road Safety	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Road traffic injuries are a major public health challenge, disproportionately affecting vulnerable populations worldwide. Understanding community behavior, perceptions, and local road safety practices requires rigorous qualitative research methods. Qualitative Methods for Community Road Safety Studies Training Course equips participants with advanced qualitative skills including focus group discussions, in-depth interviews, participatory observation, and ethnographic techniques to analyze community road safety challenges and design evidence-based interventions. Leveraging participatory approaches, this course emphasizes real-world application, ensuring that community voices shape impactful road safety policies and programs.

Participants will gain hands-on experience in designing qualitative studies, collecting and analyzing data, and translating insights into actionable recommendations. Through interactive modules, practical exercises, and case studies of urban and rural road safety initiatives, learners will develop competencies in stakeholder engagement, behavior change analysis, and policy advocacy. This course empowers public health professionals, urban planners, transport engineers, and road safety advocates to apply cutting-edge qualitative methods, bridging research and practice to reduce accidents, enhance traffic safety, and promote sustainable community mobility.

Programme Curriculum

Qualitative Methods for Community Road Safety Studies Training Course

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Course Duration

5 days

Course Objectives

1. Understand fundamental qualitative research methods for road safety studies.
2. Design community-focused qualitative research studies.
3. Conduct effective in-depth interviews with diverse stakeholders.
4. Facilitate focus group discussions for behavioral insights.
5. Apply participatory observation techniques in traffic environments.
6. Analyze qualitative data using coding and thematic analysis.
7. Translate qualitative findings into actionable road safety interventions.
8. Develop culturally sensitive and context-specific research instruments.
9. Integrate community perspectives into urban road safety planning.
10. Evaluate the effectiveness of community-based road safety programs.
11. Enhance stakeholder engagement and advocacy skills.
12. Utilize case study methodologies to learn from real-world interventions.
13. Leverage technology tools for qualitative data collection and analysis.

Target Audience

1. Public health professionals
2. Road safety officers and traffic police
3. Urban planners and transport engineers
4. Community development practitioners
5. NGO workers in mobility and safety sectors
6. Researchers in transport and public health
7. Policy makers and government officials
8. Academics and graduate students in safety and mobility studies

Course Modules

Module 1: Introduction to Qualitative Research in Road Safety

- Principles of qualitative research for traffic studies
- Comparative overview: qualitative vs quantitative methods

- Role of community participation in road safety
- Ethical considerations and informed consent
- Case Study: Community-based road safety assessment in India

Module 2: Designing Qualitative Studies for Road Safety

- Formulating research questions and objectives
- Selecting study sites and populations
- Sampling strategies for qualitative research
- Developing interview guides and discussion protocols
- Case Study: Participatory road hazard mapping in Brazil

Module 3: In-Depth Interviews and Stakeholder Engagement

- Techniques for conducting semi-structured interviews
- Building rapport and eliciting honest responses
- Managing sensitive topics and conflict situations
- Recording, transcribing, and documenting interviews
- Case Study: Interview-based analysis of motorbike safety in Vietnam

Module 4: Focus Group Discussions (FGDs) for Behavioral Insights

- Planning and organizing FGDs
- Moderation techniques and group dynamics management
- Data collection and note-taking strategies
- Coding and thematic analysis of FGD data
- Case Study: Traffic rule compliance perception study in Kenya

Module 5: Participatory Observation and Field Methods

- Observational techniques for traffic behavior
- Mapping road hazards and community hotspots
- Ethical considerations in observation
- Combining observation with interviews for triangulation
- Case Study: Pedestrian safety observational study in South Africa

Module 6: Qualitative Data Analysis and Interpretation

- Introduction to coding, categorization, and theme generation
- Use of qualitative data analysis software
- Validity, reliability, and triangulation in qualitative studies
- Interpreting results in community context
- Case Study: Qualitative analysis of child pedestrian injuries in Indonesia

Module 7: Translating Findings into Road Safety Interventions

- Linking qualitative insights to policy and planning
- Designing community-based road safety programs
- Behavior change strategies and social marketing approaches
- Reporting and presenting findings to stakeholders
- Case Study: Implementing traffic calming measures using community feedback in Mexico

Module 8: Technology and Innovations in Qualitative Road Safety Research

- Mobile apps and digital tools for data collection
- GIS mapping for road safety observations
- Online focus groups and remote interviewing
- Integrating multimedia for data visualization
- Case Study: Using drones and participatory GIS for urban traffic safety in the Philippines

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

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