LifeSaver's Conference

State Highway Safety Assessments - How to Use Them as a Blueprint for Success and Changing CULTURE!

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Center for
Health & Safety
Culture

MONTANA
STATE UNIVERSITY
Western Transportation
Institute

Our Purpose

We are an interdisciplinary center serving communities and organizations through research, training and guidance to cultivate healthy and safe cultures.

About the Clickers

First, wait until the question is active.

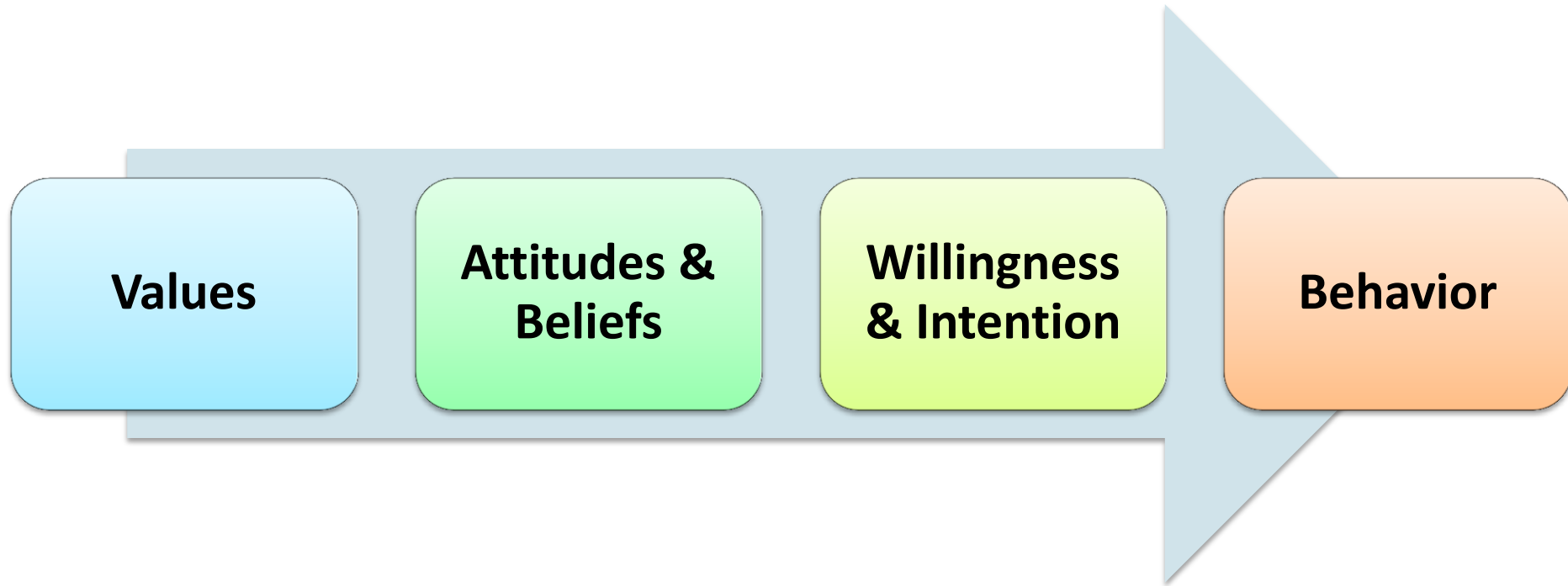Then, to respond to a question, simply press the button for your answer. You just have to press it once.

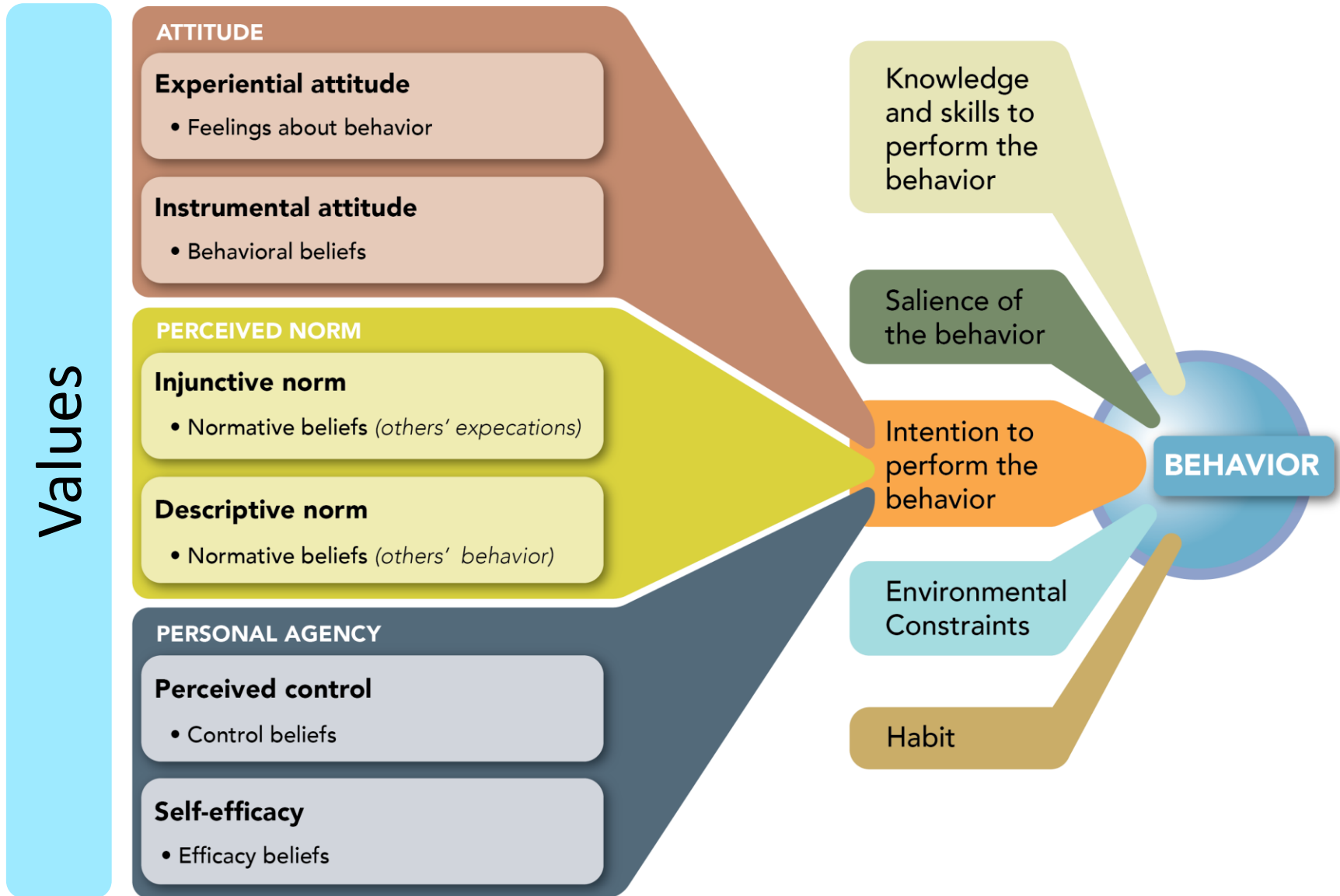# Can you change someone else's behavior?

77%   A. Yes

23%   B. No

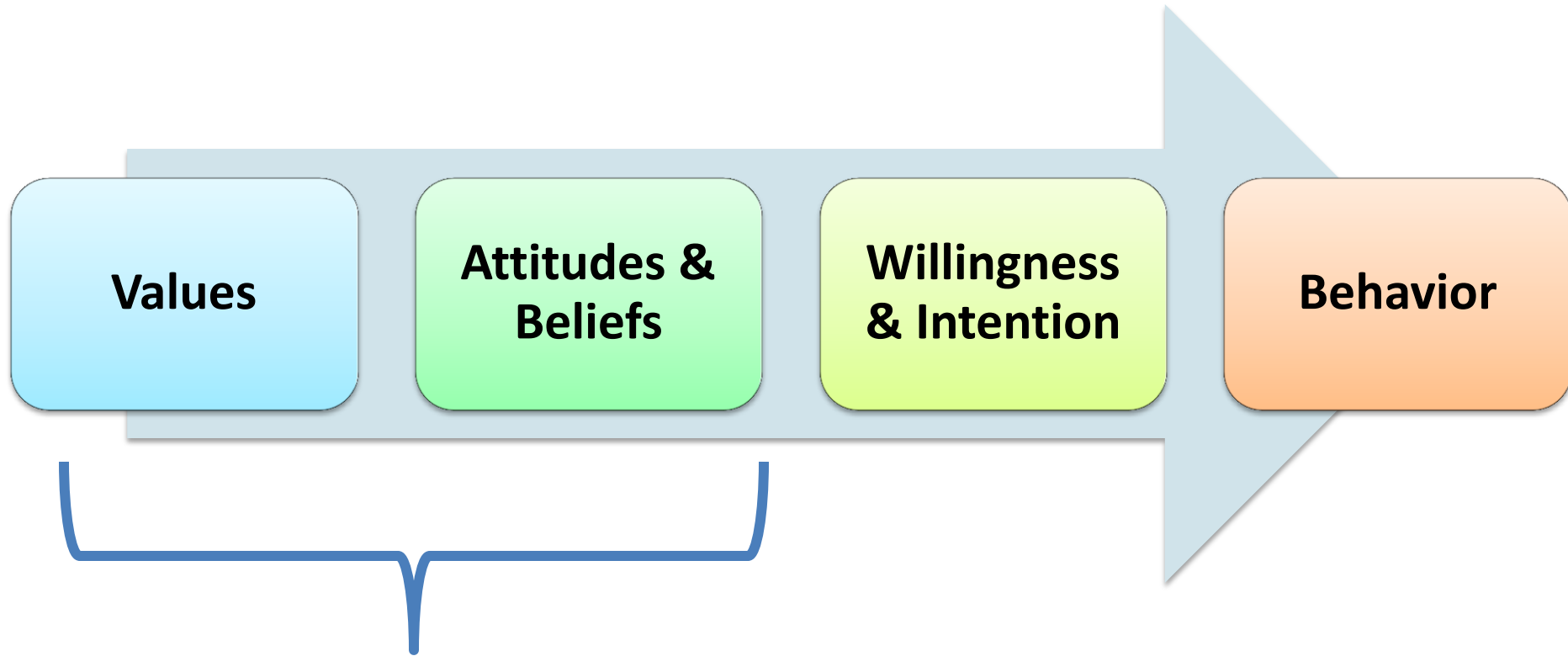**0%**   C. I don't know

Simplified Behavior Model

| Values | Attitudes & Beliefs | Willingness & Intention | Behavior |

(represents one individual)

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Integrated Behavior Model

Simplified Behavior Model

Values → Attitudes & Beliefs → Willingness & Intention → Behavior

Where do values, attitudes, and beliefs come from?

Social Ecological Model

What percentage of U.S. high school students drove when they had been drinking alcohol (in the past 30 days)?
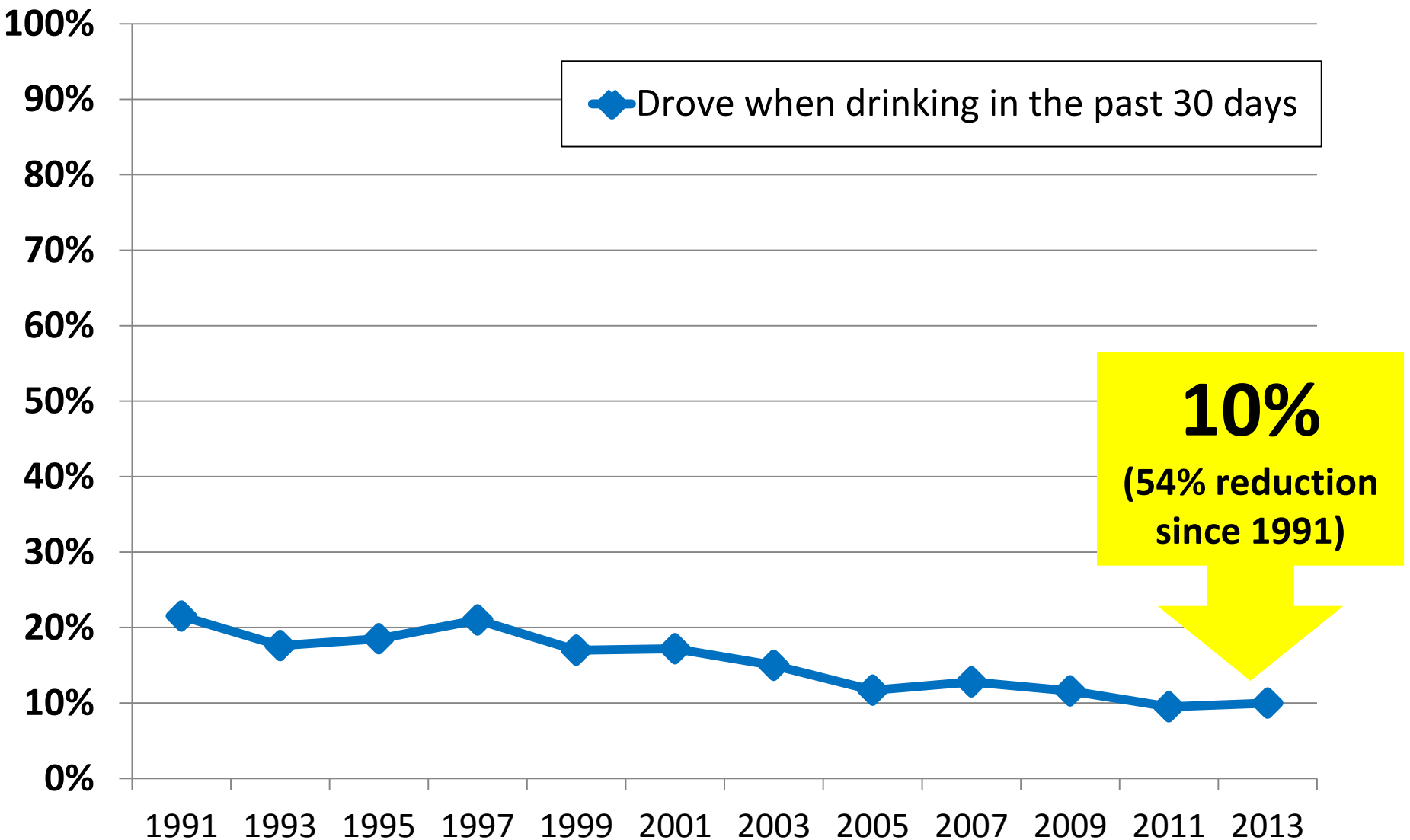
12%   A. 0 – 15%

28%   B. 16 – 30%

33%   C. 31 – 45%

18%   D. 46 – 60%

9%   E. 61 – 85%

Drinking and Driving Among U.S. HS Students

Legend: Drove when drinking in the past 30 days

10%
(54% reduction since 1991)

Source: Centers for Disease Control, Youth Risk Behavior Survey

71%

(among 11th and 12th graders)
perceived that MOST students in their <u>school</u> had driven after or while drinking
(2.6 times more likely)

Source: MN P&I 2013 PCN Student Survey, Grades 11-12, n=1464

What percentage of adults in US wear their seat belts?

0%   A. 0 – 20%

2%   B. 21 – 40%

10%   C. 41 – 60%

45%   D. 61 – 80%

43%   E. 81 – 100%

87%

US adults wear
a seat belt

National Highway Traffic Safety Administration (NHTSA), January 2014

75%

perceived that MOST adults in their community did NOT usually wear a seat belt

Intervention

experience created to intentionally change specific beliefs

Family Rules

4.5* times more likely to always wear a seat belt

*3.13, 6.66 95% CI; Source: UT Community Survey, 2013

Workplaces

Training to support bystander engagement

Communities

Law Enforcement

➢ Seat belt use

➢ Consistent enforcement

➢ Seat belt advocacy

Society

Conclusion

- ✓ Understand the cultural factors that influence behavior

- ✓ Take a systems approach

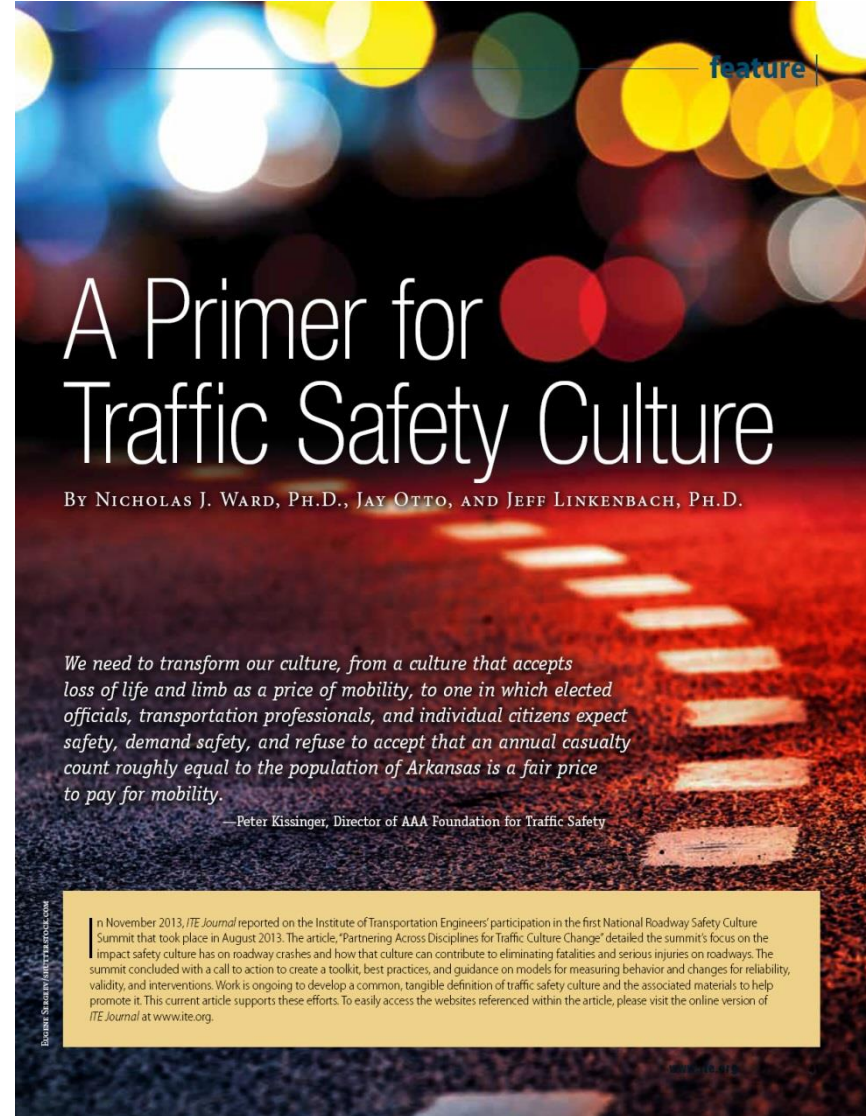- ✓ Recognize that significant cultural misperceptions exist

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Learn More

ITE Journal, VOL: 84, NO: 5, May 2014

Institute of Transportation Engineers, ISSN: 0162-8178

Webinar on Traffic Safety Culture

https://connectdot.connectsolutions.com/p1f2z2622k5

www.MostofUs.org

feature

A Primer for Traffic Safety Culture

By Nicholas J. Ward, Ph.D., Jay Otto, and Jeff Linkenbach, Ph.D.

We need to transform our culture, from a culture that accepts loss of life and limb as a price of mobility, to one in which elected officials, transportation professionals, and individual citizens expect safety, demand safety, and refuse to accept that an annual casualty count roughly equal to the population of Arkansas is a fair price to pay for mobility.

—Peter Kissinger, Director of AAA Foundation for Traffic Safety

In November 2013, *ITE Journal* reported on the Institute of Transportation Engineers' participation in the first National Roadway Safety Culture Summit that took place in August 2013. The article, "Partnering Across Disciplines for Traffic Culture Change" detailed the summit's focus on the impact safety culture has on roadway crashes and how that culture can contribute to eliminating fatalities and serious injuries on roadways. The summit concluded with a call to action to create a toolkit, best practices, and guidance on models for measuring behavior and changes for reliability, validity, and interventions. Work is ongoing to develop a common, tangible definition of traffic safety culture and the associated materials to help promote it. This current article supports these efforts. To easily access the websites referenced within the article, please visit the online version of *ITE Journal* at www.ite.org.

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