THE INTERSECTION BETWEEN HEALTH AND TRAFFIC SAFETY

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CAR CRASHES ARE PART OF A MUCH BIGGER SYSTEM.

WHAT IS TRAFFIC SAFETY CULTURE?
The values and beliefs shared among groups of road users and stakeholders that influence their decisions to behave or act in ways that affect traffic safety. (Mott et al., 2015)
TEAM TEXAS

Coaches
Mandy Slag, RN, BSN, MPH
Minnesota
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Iowa

PROJECT GOALS

• Incorporate Shared Risk and Protective Factor approach to traffic safety within Houston Region
  ○ Application of health model
  ○ Social ecological model
  ○ Theory of planned Behavior
• Utilize existing programmatic strengths as youth serving organizations to enhance project
• Develop 2 separate workshops on speeding and distracted driving
• Train a total of 45 stakeholders (adult and youth)

RISK FACTORS
Characteristics at the biological, psychological, family, or community level that precedes and are associated with a higher likelihood of negative outcomes.

PROTECTIVE FACTORS
Characteristics at the biological, psychological, family, or community level that are associated with a lower likelihood of negative outcomes or that reduces the negative impact of a risk factor.
RESULTS - YOUNG DRIVERS

Pre: N = 17
Post N = 10

Attitude
Attitudes are subjective evaluations of an object or behavior in terms of emotional reaction (e.g., "Speeding is exciting") and perceived utility (e.g., "Seat belts are useless")

- 81% decrease in agreement that driving 5 mph over the speed limit is safe
- 43% decrease in agreement that driving 10 mph over the speed limit is safe
- 12% decrease in agreement that using a cell phone use while driving is safe
- 12% decrease in agreement that driving while multitasking is safe

Intention
Intention is the deliberate decision to commit a behavior in an anticipated situation.

- 51% improvement in willingness to drive the speed limit at all times
- 42% improvement in willingness to not drive distracted.
RESULTS - YOUNG DRIVERS

- 13% increase in self-reported driving while distracted in the past 30 days
- 5% increase in self-reported driving over the speed-limit in the past 30 days
- 38% increase in self-reported conversations with youth related to traffic safety