



An Assessment of Traffic Safety Culture: Exploring Traffic Safety Citizenship

Traffic Safety Culture Pooled Fund Meeting
September 29, 2015

Center for
Health & Safety
Culture


MONTANA
STATE UNIVERSITY
Western Transportation
Institute

Project Purpose

- Define prosocial, traffic safety behaviors that would reduce traffic fatalities and serious injuries.
- Measure their prevalence among US adults (aged over 18 years).
- Identify cultural factors that are predictive of these behaviors.
- Propose methods of increasing traffic safety citizenship based the identified cultural factors.

Project Schedule

Month	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Calendar Month	J	J	A	S	O	N	D	J	F	M	A	M	J	J
Task 0. Project Management Quarterly Reports	X	X	X	X X	X	X	X X	X	X	X X	X	X	X	X
Task 1. Literature Review Report	X	X	X	X X										
Task 2. Survey Design Survey			X	X	X	X	X X							
Task 3. Survey Implementation / Analysis Report							X	X	X	X	X	X		
Task 4. Final Report / Webinar Final Report Project Summary Report Recorded Webinar												X	X	X X X X

Task 1. Literature Review

- Submitted tomorrow

Safety Citizenship Behavior

A Brief Overview

Presenter: Dr. Kari Finley

Introduction

- Safety is a priority for organizations.
- Human error is a leader cause of safety risks, safety incidents, accidents, and injuries.
- The traditional approach to safety and a search for something new...
- Safety Citizenship Behaviors are similar to Organizational Citizenship Behaviors expect that they are focused on improving the safety performance of other team members and the organization (Didla, et al., 2009)

What is Safety Citizenship Behavior?

- “Behaviors that are discretionary, not directly or explicitly recognized by the formal reward system, and that in the aggregate promote the effective functioning of the organization.” (Didla et al., 2009)
- Acts that go beyond one’s formally prescribed duties.
- A proactive approach to risk management
- SCB allows employees to use their discretion with respect to safety of their work which in turn is likely to increase their safety consciousness.

Theoretical Foundations

- Social Exchange Theory
- Role Definition/Discretion
 - Work Ownership
 - Psychological Ownership

Safety Citizenship Behavior

A higher-order construct consisting of various behaviors

- Stewardship
- Voicing One's Opinions
- Helping Co-Workers
- Whistle-Blowing
- Initiating Workplace Change
- Civic Virtue

What Motivates People to Engage in SCB?

- Individual Level
- Group Level
- Organizational Level

The Role of Safety Citizenship in Traffic Safety

- Transportation and organizations have followed a similar path.
- Growing traffic safety citizenship by everyone is a strategic shift which focuses on the engagement of the larger majority of safe road users to influence the behaviors of the smaller risk group.

Definition: Traffic safety citizenship behaviors are discretionary, extra-role behaviors that together contribute to the individual and collective safety of all road users.

Reflections or Questions?

Task 2. Survey Development

Phase 1

- Interviews to inform survey development

Phase 2

- Collect initial survey responses

Phase 3

- Pilot test full draft of survey

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