

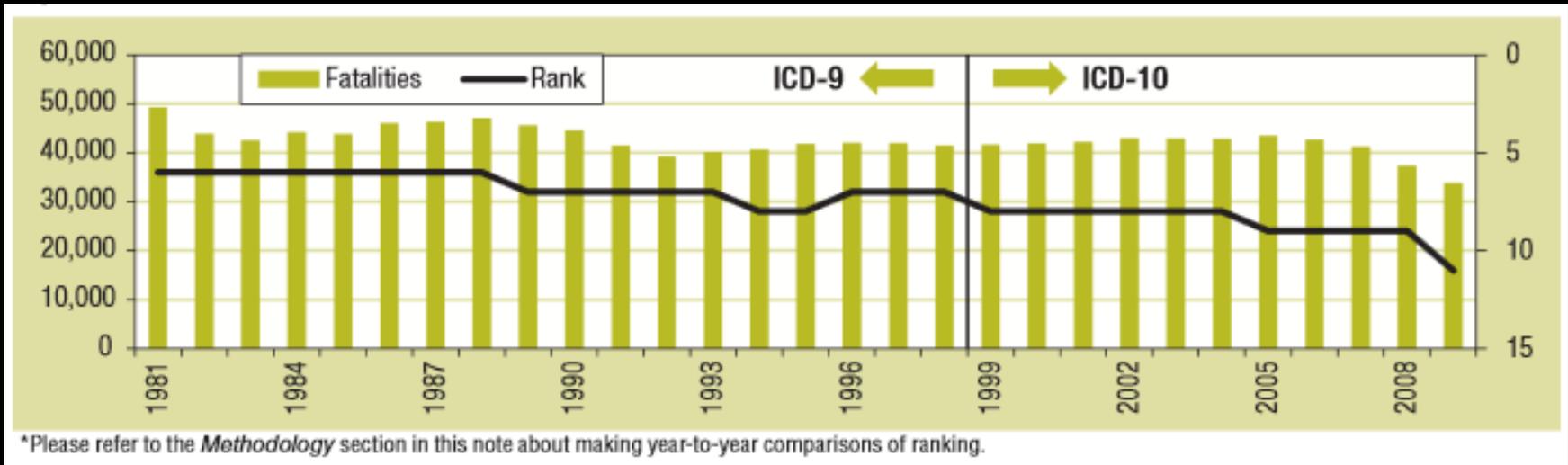
*Coming together to transform our
traffic safety culture.*

Dr. Nicholas Ward

*Center for Health
and Safety Culture*

Montana State University

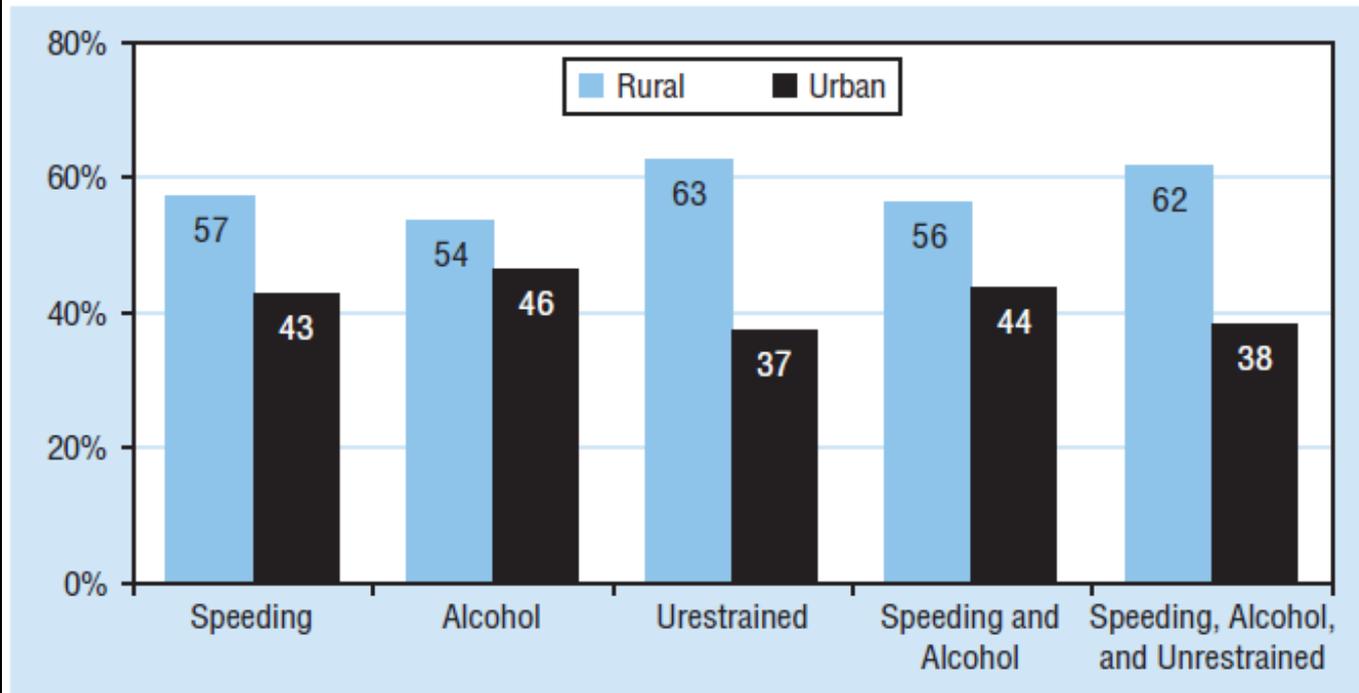
Traffic Safety



[Source: DOT HS 811 620]

Driver Behavior

Figure 3
Speeding, Alcohol Involvement, and Unrestrained Drivers Involved in Fatal Crashes by Location, 2006



Note: Percent known land use.

DOT HS 810 812]

Old Paradigm

Engineer Behavior Out



Engineer Forgiveness In

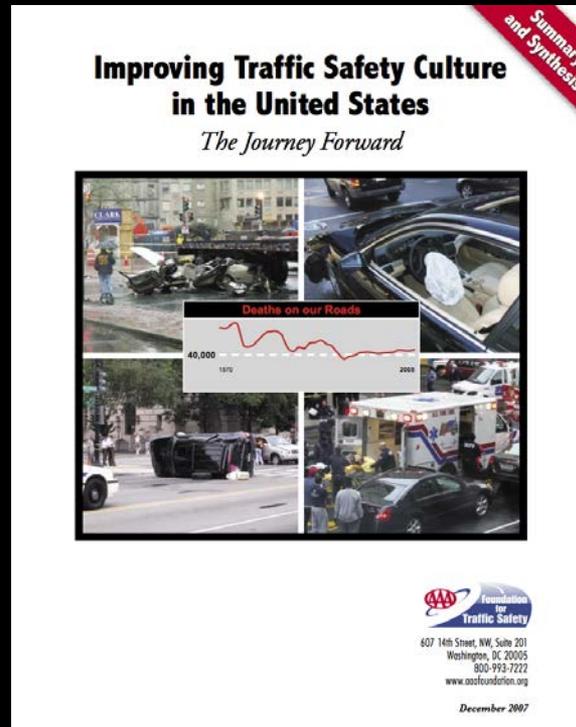


Paradigm Shift

“It is difficult to expect that people will change their behavior easily when many forces in the social, cultural, and physical environment conspire against such change.”

[Source: Syme & Belfour, 1998]

Landmarks



2007

2008

2009

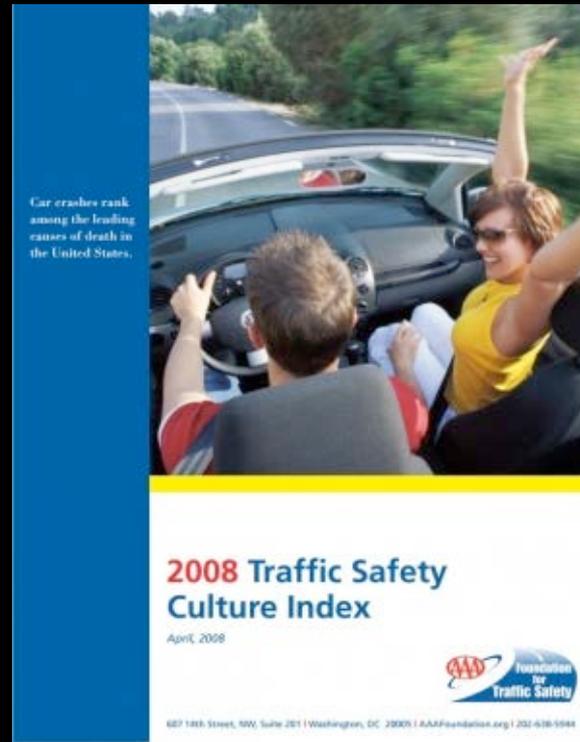
2010

2011

2012

2013

Landmarks



2007

2008

2009

2010

2011

2012

2013

Landmarks



2007

2008

2009

2010

2011

2012

2013

Landmarks

White Papers for: *“Toward Zero Deaths: A National Strategy on Highway Safety”*

— White Paper No. 2 —

White Paper on Traffic Safety Culture

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Under Subcontract to:

Vanasse Hangen Brustlin, Inc.

July 7, 2010



2007

2008

2009

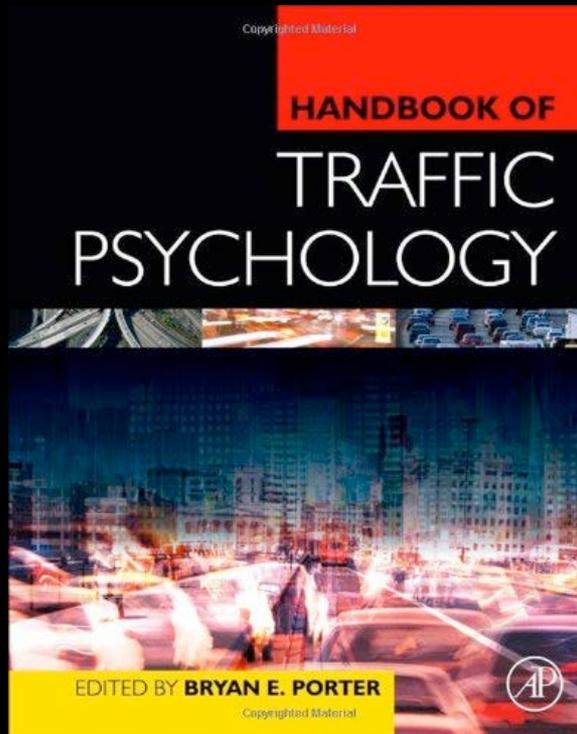
2010

2011

2012

2013

Landmarks



2007

2008

2009

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2013

Landmarks



2007

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2009

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2012

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Landmarks

Roadway Safety Culture Summit

August 20-21, 2013

The Keck Center of the National Academies
Washington, DC

Organized by
Transportation Research Board

Sponsored by
Roadway Safety Culture Subcommittee (AN000(1))

Co-Sponsored by
AAA Foundation for Traffic Safety



2007

2008

2009

2010

2011

2012

2013

1. Organization Safety Culture

“The set of beliefs, norms, attitudes, roles, and social and technical practices that are concerned with minimizing the exposure of employees, managers, customers and members of the public to conditions considered dangerous or injurious.”

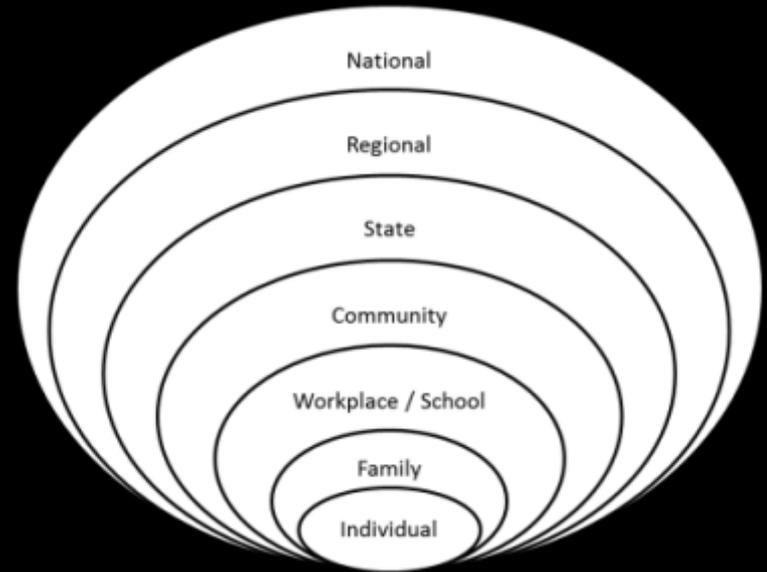
- Pidgeon (1991)



2. **Traffic** Safety Culture Paradigm

“The shared cognitions generated by a group of people that motivate their individual decisions to behave safely as road users.”

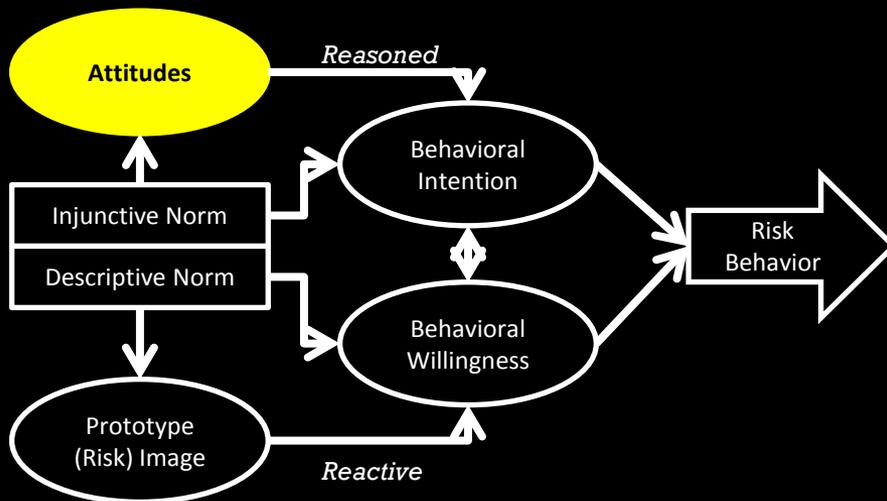
- Ward (2013)



3. Traffic Safety Culture Strategies

Change behaviors ...

by changing social constructs.

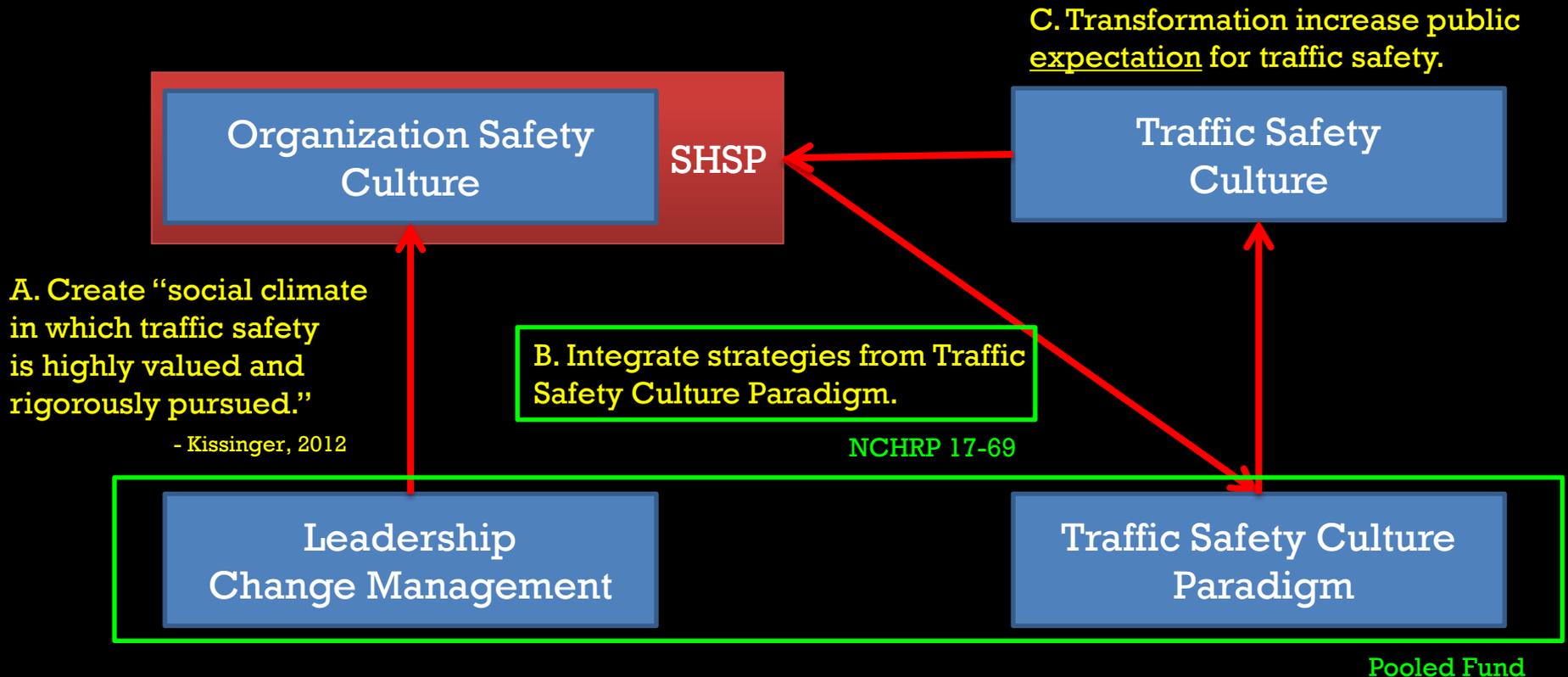


Goal

“The goal is to develop a process for changing values and attitudes so that safety is a part of every transportation decision, whether individual or organizational.”

[Source: Sorel & Costales, 2012]

Process



Why?

- No existing dedicated funding.
- Need for systematic research.
- Paradigm operates over long-term.
- Notion of “culture” implies cooperation.
 - Shared issues, environments, and users.
 - Synergy and support from partnerships.

How?

- Steering committee develops annual and integrated research agenda.
 - Provide services and tools.
 - Formulate transformation strategies.
 - Implement demonstration projects.
- Forum for reviewing and applying research need statements.
- Partnerships for sub-projects.

Questions?

