

TSC Pooled Fund

Related Efforts

TSC Pooled Fund Meeting
Bozeman, MT, September 27-28



College of Engineering
Western Transportation Institute

NCHRP 17-69

NCHRP 17-69 [Active]

A Strategic Approach to Transforming Traffic Safety Culture to Reduce Deaths and Injuries

Project Data	
Funds:	\$300,000
Staff Responsibility:	Lori L. Sundstrom
Research Agency:	Western Transportation Institute of Montana State University
Principal Investigator:	Nic Ward
Effective Date:	7/1/2014
Completion Date:	7/1/2016

BACKGROUND

A key element of the Toward Zero Deaths (TZD) National Strategy on Highway Safety is to encourage change in the traffic safety culture in the United States among road users, including non-motorized users, and other organizations that have an existing or potential role in traffic safety, e.g., agencies responsible for public safety, education, or public health. Although extensive research related to culture change has been conducted across many disciplines, little has been done to apply that knowledge to improve traffic safety—reducing deaths and injuries—by influencing or changing the traffic safety culture of individuals and organizations. Road users need to make safety-driven decisions related to how they drive, walk, cycle, and ride. Basing decisions on factors such as potential time savings, a perceived lack of impact on other road users, or an overestimation of their own abilities can lead to actions that harm themselves or others. Successfully changing the traffic safety culture among road users should result in road user decisions that recognize potential safety impacts on themselves or other road users. From a professional and organizational perspective, a positive change in safety culture would result in safety having an appropriate weight in decisions that impact the transportation network and its operation. Changing safety culture is a complex challenge because there are many levels of social influence that give rise to a culture. For example, the traffic safety culture in the United States is a reflection of social influences from local (e.g., family, workplace, and community) as well as more distant influences (e.g., state and national). A successful program focused on changing traffic safety culture should achieve lasting change as opposed to changes in short-term behavior. Research is needed to provide state departments of transportation (DOTs) and their traffic safety partners with a strategic approach to reduce traffic-related injuries and deaths by changing the safety culture of the public and of organizations whose actions impact traffic safety.

OBJECTIVE

The objective of this research is to develop a strategic approach that state DOTs and their traditional and non-traditional traffic safety partner organizations can use to transform public and organizational traffic safety culture to enable sustainable improvements in traffic safety for all road users, including non-motorized users.

At a minimum, the approach should provide the following (no relative significance or order of performance is implied):

An operational definition of traffic safety culture that (1) is informed by existing theoretical models based in social science research that describes the key elements (factors) that are part of culture according to the identified theoretical models, (2) relates to strategic traffic safety planning processes, and (3) should enhance implementation of state Strategic Highway Safety Plans.

Identification of the roles of relevant stakeholders necessary to support the transformation process.

A program development model to guide the prioritization, design, implementation, and assessment of strategic programs to transform the traffic safety culture.

Scalable guidance on when and how to conduct an assessment of traffic safety culture and how to apply the results.

Existing and promising culture change strategies from traffic safety or other disciplines that can be implemented by state DOTs and/or their traditional and non-traditional partner organizations.

RESEARCH PLAN

The final deliverable(s) should be presented in a format that is appropriate for a multidisciplinary and lay audience and will include: (1) a strategic approach that state DOTs and their traditional and non-traditional traffic safety partner organizations can use to transform public and organizational traffic safety culture to enable sustainable improvements in traffic safety for all road users, including non-motorized users; (2) documentation of the conduct of the research project, incorporating all other specified deliverable products of the research; (3) an executive summary that outlines the research results; and (4) the research team's recommendation of research needs and priorities for additional related research.

STATUS: Research is in progress.

To create a link to this page, use this URL: <http://apps.trb.org/cmsfeed/TRBNetProjectDisplay.asp?ProjectID=3662>

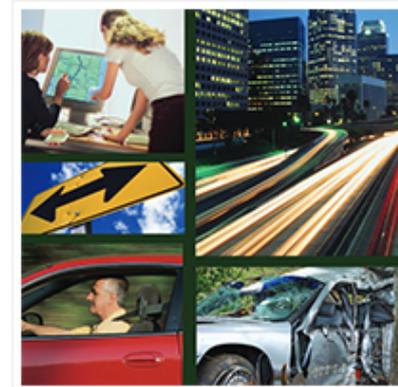
NCHRP Domestic Scan

14-03 — Successful Approaches for the Development of an Organization-Wide Safety Culture in Transportation Agencies

Improving transportation-system safety is an important national goal pursued by government transportation agencies and others. New technology and regulatory action can contribute to reducing transportation fatalities, injuries, and property damage, but experience in many fields has shown that more fundamental changes in culture are needed as well. Road users and organizations with a role in transportation safety implicitly accept the levels of risk inherent in the system.

Changing the culture entails enhancing everyone's understanding of what these risk levels are, how their actions influence their own and others' risks, and actions they can take to reduce risk in general. Large organizations in a variety of business areas have learned that changing their own organization's safety culture is an important step toward improving safety for their customers as well as themselves, and that such change can yield a range of benefits.

Discussions of traffic safety culture are becoming more frequent among transportation safety professionals, but clear, practical paths forward for highway agencies have yet to be developed. One promising approach is to begin at home, with the safety culture of the agency itself.

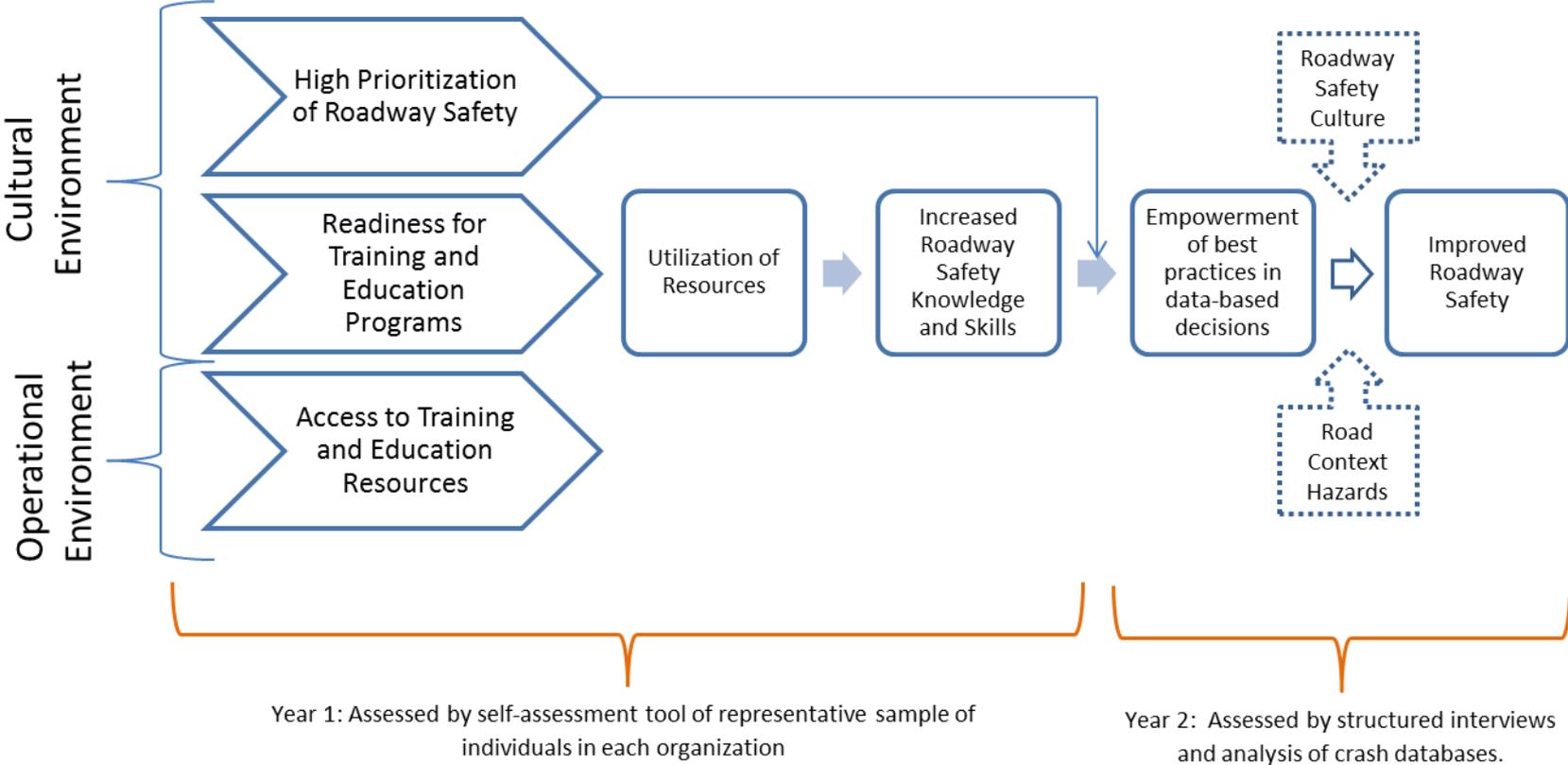


National Center
(<http://ruralsafetycenter.org/>)



National Center for
Rural Road Safety

Center Research



Minnesota TSC Survey

Measuring Minnesota's Traffic Safety Culture

Nicholas Ward, Principal Investigator
Western Transportation Institute
Montana State University

April 2015

Research Project
Final Report 2015-13

Minnesota
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TOGETHER FOR LIFE

Layers	Key Actions
Individuals	Asking others
Families	Family rules
Schools	Education / Promotion
Workplaces	Workplace policies
Law Enforcement	Wearing seat belts Consistent enforcement
Key Leaders	Advocating

ITD – Impaired Driving



- Bystander engagement to reduce impaired
- Media campaign changed critical beliefs

WV – Underage Drinking

- Working 12 counties in West Virginia to reduce underage drinking and alcohol-related crashes among youth
- Using a cultural approach

Clackamas County, Oregon

- Demonstration project to use a broad-based, cultural approach to improve traffic safety at the community level
 - Wide variety of stakeholders (traditional and non-traditional)
 - Seeking long-term, sustained change and transformation

TraSaCu

(<http://www.trasacu.eu/>)



TZD Conference

**2nd National Summit on Roadway Safety Culture: Moving Toward Zero Deaths
through Organizational Transformation**

November 5-6, 2015

**The Keck Center of the National Academies
Washington, DC**

**Organized by
Transportation Research Board
Conference Committees
Roadway Safety Culture Subcommittee AN000(1)
Transportation Safety Management Committee ANB10
Toward Zero Death Subcommittee ANB10(9)
Co-Sponsored by
AAA Foundation for Traffic Safety**



TRB is sponsoring the 2nd National Summit on Roadway Safety Culture on November 5-6, 2015 in Washington, D.C. The Summit will focus on Moving Toward Zero Deaths through Organizational Transformation – what this means, what it looks like, and how to make it happen. In particular, participants will engage in active dialogue addressing three key factors impacting safety culture changes in transportation organizations:

- Leadership – The role leadership plays in creating and sustaining changes in organizational safety culture
- Communications – Effective ways to foster and use all forms of communication to support organizational transformation
- Impetus for Cultural Change – The use of data and other information and events to highlight and create an impetus for change

<http://www.cvent.com/events/2nd-national-summit-on-roadway-safety-culture-moving-toward-zero-deaths-through-organizational-trans/event-summary-0a132e1b22484605963f84c7adfd2514.aspx>

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Special Edition



Transportation Research Part F: Traffic Psychology and Behaviour

Volume 26, Part B, September 2014, Pages 291–292

SI: Traffic safety culture



Editorial

In consideration of traffic safety culture

Nicholas J. Ward

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Edited Book

Traffic Safety Culture: Theory, Measurement and Application

Due Date to Publisher: November 7th, 2016

Editors:

Nicholas Ward (<http://www.coe.montana.edu/ie/faculty/ward/>)

Barry Watson, CEO, Global Road Safety Partnership (www.GRSProadsafety.org)

Türker Özkan, Middle East Technical University (<http://psy.metu.edu.tr/turker-ozkan>)

Summary

Traffic crashes are predicted to be the third largest cause of death and debilitating injury in the world by 2020. Whereas most traditional safety efforts teach safe behavior (education), punish risky behavior (enforcement), or design the environment to minimize crash injury resulting from those behaviors (engineering), there is also the need to understand the culture of our social environments that influence our behavioral choices and concern for traffic safety. Indeed, there is growing interest in this Traffic Safety Culture (TSC) paradigm. However, this paradigm is relatively new and has not yet developed a robust theoretical foundation or amassed large body of research. Moreover, those traffic safety strategies that have applied this paradigm have seldom included comprehensive evaluations to validate effectiveness. In this context, the purpose of this reference book is to provide traffic safety researchers and practitioners with an international and multi-disciplinary compendium of theoretical and methodological concepts relevant to the research and application of TSC as an important paradigm for traffic safety and the vision of zero traffic fatalities. For example, relevant topics for this book may include:

- *Why is culture relevant to traffic safety?*
- *How is traffic safety culture defined?*
- *How can traffic safety culture be measured?*
- *How can culture be transformed to improve traffic safety?*
- *What can be learned from other domains that have used culture to improve health and safety?*