PROACTIVE TRAFFIC SAFETY:
EMPOWERING BEHAVIORS TO REACH OUR
SHARED VISION OF ZERO DEATHS AND
SERIOUS INJURIES

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Proactive Traffic Safety: Empowering Behaviors to Reach Our Shared Vision of Zero Deaths and Serious Injuries

Final Report

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Prepared for:
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2701 Prospect Avenue
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August 2019
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<td>Growing proactive traffic safety is a novel approach that strategically shifts our focus to the engagement of the larger majority of safe road users to influence the behaviors of the smaller group engaging in risky behaviors. Previous research sponsored by the Traffic Safety Culture Pooled Fund to understand traffic safety citizenship revealed a variety of opportunities to bolster proactive traffic safety to reduce traffic crashes and fatalities. However, in order for state highway safety agencies and stakeholders to embrace this strategic approach, information learned from research must be translated to practice. This final report provides the final drafts of four proactive traffic safety communication tools that can be used to communicate and integrate proactive traffic safety into existing traffic safety efforts. The communication tools include: a proactive traffic safety primer, PowerPoint presentation, conversation guide, and poster.</td>
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1 INTRODUCTION

Growing proactive traffic safety is a novel approach that strategically shifts our focus to the engagement of the majority of safe road users to influence the behaviors of the smaller group engaging in risky behaviors. Previous research sponsored by the Traffic Safety Culture Pooled Fund to understand traffic safety citizenship revealed a variety of opportunities to bolster proactive traffic safety to ultimately reduce traffic crashes and fatalities. However, proactive traffic safety is a new approach to improving traffic safety and one that requires communication tools that make proactive traffic safety easy to understand and easy to integrate into existing traffic safety efforts. It is essential that information learned from research be translated into practice. It is at the practice level that true change and transformation can occur.

The Proactive Traffic Safety Project takes the information learned about traffic safety citizenship from research and provides practical and meaningful communication tools that can be implemented immediately to build the capacity of critical stakeholders regarding proactive traffic safety.

The final content of four communication tools are provided in this report:

- A primer, which introduces traffic safety professionals and stakeholders to the concept of proactive traffic safety
- A PowerPoint presentation, which traffic safety professionals and stakeholders can use to introduce proactive traffic safety to other professionals, stakeholders, and the community
- A conversation guide to facilitate efforts to engage others about proactive traffic safety as a strategy to improve traffic safety
- A poster for traffic safety professionals to disseminate information in a traffic safety poster session
2 PRIMER CONTENT

This section includes the proactive traffic safety primer. Figure 1 through Figure 8 show the text of the primer with final formatting.

Figure 1. Pages 1-4 of the Proactive Traffic Safety Primer
Figure 2. Pages 5-8 of the Proactive Traffic Safety Primer
PROACTIVE TRAFFIC SAFETY IS BUILT ON A STRONG FOUNDATION

While the concept and application of proactive traffic safety is relatively new in traffic safety, its roots are well established in the research. Proactive traffic safety builds on the concept of safety citizenship behavior which was first introduced by Hoffner, Heggeness, and others in 2002. Since that time, the concept of fostering a culture of safety has gained traction in workplace settings and has been shown to have a significant impact on safety outcomes. In addition, proactive behaviors are encouraged in organizations to further enhance safety culture.

In 2018, adults age 16 and older from the United States completed a survey about proactive traffic safety behaviors. This study, sponsored by the Traffic Safety Culture Foundation, found that the majority of people (69%) believe that proactive traffic safety behaviors are important. However, there is still a need for more research to fully understand the impact of proactive behaviors on safety outcomes.

There are three key areas where proactive traffic safety behaviors can be applied:

1. **Driver Behavior:** Encouraging proactive driving behaviors such as maintaining a safe following distance, avoiding distracted driving, and adhering to speed limits can significantly reduce the risk of traffic accidents.
2. **Organizational Citizenship:** Proactive behaviors at the organizational level include investing in safety training, providing incentives for safety behavior, and fostering a culture of safety among employees.
3. **Community Engagement:** Proactive traffic safety behaviors can also be applied at the community level through education campaigns, public awareness programs, and partnerships with local organizations to promote safe driving practices.

Drawing proactive traffic safety is an opportunity for traffic safety professionals and stakeholders to create lasting and sustainable improvements in traffic safety.

In conclusion, proactive traffic safety is a critical component of effective traffic safety strategies. By adopting proactive behaviors and fostering a culture of safety, we can work towards reducing traffic accidents and improving road safety for all.
SECTION 3: LET ME SEE IT: PROACTIVE TRAFFIC SAFETY BEHAVIORS IN ACTION

This section highlights specific examples of growing proactive traffic safety. Several examples demonstrate how traffic safety professionals and stakeholders have prioritized proactive traffic safety with real-world examples to address existing traffic safety issues during driving alcohol and not wearing a seat belt.

EXAMPLE #1: REDUCING HARM BEFORE A TRAFFIC INCIDENT OCCURS

Improved driving is a common high-risk behavior factor for traffic safety professionals outside the United States. Alcohol involved in approximately 51% of traffic fatalities in the United States 1 and related crashes cost approximately $42 billion every year. 2

The "Collaborative Safety Program" funded by the New Orleans, Louisiana, Department of Transportation is dedicated to improving public engagement and reduce drunk driving. The program's main objective is to make people decide to act to prevent harm and reduce the potential harm caused by drinking.

The Center for Health and Safety Culture conducted formative research to understand people's behaviors about driving, drinking, and engaging as a pedestrian. To prevent someone who is too intoxicated to drive and needs to drink,

We have therefore partnered with the Louisiana State Police Highway Safety Office to improve public education campaigns that educate drivers about the risks of drinking and driving.

To increase seat belt use, the Louisiana Department of Public Safety combined the Center's research on behavior and policy to "co-brand" the seat belt and motorcycle rider campaigns. The objective of the campaign was to increase seat belt use, encourage safe driving practices, and promote the importance of safety.

The "Collaborative Safety Program" is an example of proactive traffic safety in action.

EXAMPLE #2: INTEGRATING PROACTIVE TRAFFIC SAFETY ACROSS THE SOCIAL ENVIRONMENT

Observational studies show that approximately 95 percent of people in the United States who drive alcohol and not wear seat belts, leaving a relatively small number of people (10 percent) who do not. A leading risk factor for death and serious injury is not wearing a seat belt. While various public safety messages have successfully encouraged seat belt use, the Louisiana State Police Highway Safety Office recognized that while various efforts have been successful at encouraging higher seat belt use, efforts have not been as effective in reducing fatalities. Data showed that those involved in crashes between urban and rural roads were more likely to wear seat belts in urban areas. 3

Table 4. Proactive Traffic Safety Strategies Across the Social Environment

<table>
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<tr>
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<th>Description</th>
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<tr>
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<td>Enforcement</td>
<td>Increase the visibility of traffic signals and signs.</td>
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<tr>
<td>Sensitivity</td>
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<tr>
<td>Engagement</td>
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Reflection Questions:
1. How could you expand your efforts to reduce impaired driving by also increasing pedestrian engagement?
2. In what ways could you encourage drivers to use seat belts?
3. What proactive safety behaviors could be developed among alcohol consumers to reduce impaired driving?
4. What role do traffic safety leaders play in promoting such efforts?

Figure 4. Pages 13-16 of the Proactive Traffic Safety Primer
Figure 5. Pages 17-20 of the Proactive Traffic Safety Primer
Figure 6. Pages 21-24 of the Proactive Traffic Safety Primer
Figure 7. Pages 25-28 of the Proactive Traffic Safety Primer
Figure 8. Pages 29-31 of the Proactive Traffic Safety Primer
3 POWERPOINT PRESENTATION

This section includes the final content of the PowerPoint presentation. Figure 9 through Figure 15 show the final style and content of the slides.

Figure 9. Slides 1-3 of the Presentation
We Are in This Together

- Driver behavior is a significant factor contributing to motor vehicle crashes.\(^1\)
- To improve traffic safety, we must focus on strategies that influence risky driver behaviors.
- Risky driver behaviors include deliberate behaviors like:
  - speeding,
  - texting while driving,
  - impaired driving, and
  - not wearing a seat belt.


We Are in This Together

The majority of road users already engage in safe behaviors.

- Most people (90%) wear a seat belt.\(^1\)
- Most people (92%) do not drive within two hours of drinking alcohol.\(^2\)
- Most people (95%) do not drive within two hours of using cannabis.\(^2\)
- Most people (81%) do not speed (in excess of 10 mph over the posted speed).\(^3\)


We Are in This Together

**QUESTION**

- How do we leverage the large group of people already engaging in safe road user behaviors to influence the smaller group engaging in risky road user behaviors?

**ANSWER**

- Proactive Traffic Safety

Figure 10. Slides 4-6 of the Presentation
Figure 11. Slides 7-9 of the Presentation
**Figure 12. Slides 10-12 of the Presentation**

**PROACTIVE TRAFFIC SAFETY – What You Need to Know**

**PROACTIVE TRAFFIC SAFETY INCLUDES PROACTIVE BEHAVIORS LIKE:**
- Supporting existing traffic safety efforts
- Staying informed of safety-related issues
- Planning a safe way to get home before drinking alcohol

**PROACTIVE TRAFFIC SAFETY – What You Need to Know**

**PROACTIVE TRAFFIC SAFETY INCLUDES PROACTIVE BEHAVIORS LIKE:**
- Speaking up about unsafe behaviors like not wearing a seat belt or driving distracted
- Establishing family rules about safety like never texting while driving or never riding with someone who has been drinking alcohol
- Establishing a workplace policy like always wearing a seat belt in a company vehicle

**PROACTIVE TRAFFIC SAFETY – What You Need to Know**

**GROWING PROACTIVE TRAFFIC SAFETY**
- Creates a shared commitment to safety
- Encourages proactive behaviors that support safety efforts
- Encourages proactive behaviors that extend beyond one’s own safety to support the safety of others
- Expands the focus to include the large group of safe road users as a way to influence the small group engaging in risky behaviors
- Enhances existing Strategic Highway Safety Plan efforts
Figure 13. Slides 13-15 of the Presentation
Figure 14. Slides 16-18 of the Presentation
Figure 15. Slides 19-20 of the Presentation
4 CONVERSATION GUIDE

This section includes the content of the final conversation guide. The purpose of the guide is to promote dialogue to foster shared understanding and actions to grow proactive traffic safety. Figure 16 shows the content and layout of the conversation guide.

Figure 16. Page 1-2 of the Conversation Guide
5 POSTERS

This section includes the content of the final poster. The purpose of the poster is to disseminate information in a traffic safety poster session. There are two versions of the poster (one poster includes background images and one poster has no background images). Figure 17 show the final style and content of the posters.

Figure 17. Proactive Traffic Safety Posters
6 CONCLUSIONS

Proactive traffic safety is a new approach to improve traffic safety and one that requires communication tools that make the concept easy to understand and easy to integrate into existing traffic safety efforts. This Task 3 Report includes final drafts of four communication tools: a primer, a PowerPoint presentation, a conversation guide, and a poster.
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