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

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

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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.
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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 2. Pages 5-8 of the Proactive Traffic Safety Primer
Figure 3. Pages 9-12 of the Proactive Traffic Safety Primer
SECTION 3: LET ME SEE IF: PROACTIVE TRAFFIC SAFETY BEHAVIORS IN ACTION

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.  
- 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.

2. NHTSA. Automated Hut-Ordnance Data: 2012.  

We Are in This Together

The majority of road users already engage in safe behaviors.

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


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**

- The roadway transportation system is a shared community.
- Each of us is a member of the community because we depend on this shared system to connect us with people, places, goods, and services.
- For this system to meet everyone’s needs and be sustained, we have an obligation to one another to act in ways that support the system.
- Compliance… AND SOMETHING MORE!

### COMMITMENT

- To achieve higher levels of safety, individuals need to go beyond compliance to commitment – a commitment to safety for themselves and others.
- A commitment to safety means committing to avoiding risk as well as committing to taking actions to keep safe.

### PROACTIVE TRAFFIC SAFETY IS…

- Proactive behaviors demonstrating commitment to a safe roadway transportation system.

- “Proactive”
  - “acting in anticipation of future problems, needs, or changes”\(^1\)
  - “serving to prepare for, intervene in, or control an expected occurrence or situation, especially a negative or difficult one”\(^2\)

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Figure 12. Slides 10-12 of the Presentation
Figure 13. Slides 13-15 of the Presentation

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

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

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**PROACTIVE TRAFFIC SAFETY – Where We Go from Here**

- Proactive traffic safety is a new opportunity to improve traffic safety.
- It’s an approach that leverages our existing positive traffic safety culture and, once established, is likely to be sustained.
- Action is needed to move this approach forward.
  - Tools
  - Tips
  - Reflection Questions

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**PROACTIVE TRAFFIC SAFETY – Where We Go from Here**

**TOOLS**

- A Proactive Traffic Safety Primer
- A Proactive Traffic Safety PowerPoint Presentation
- A Conversation Guide
- A Proactive Traffic Safety Poster
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](image-url)
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](image-url)
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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