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

PROACTIVE TRAFFIC SAFETY

The roadway transportation system is a shared community that includes various users and stakeholders. For this system to meet everyone’s needs and be sustainable, all involved have an obligation to one another to act in ways that support the system.

At a basic level, individuals can meet this obligation by complying with existing laws and regulations. However, compliance means we accept the status quo (i.e., that over 37,000 people are killed every year because of current laws). To achieve higher levels of safety, individuals need to go beyond compliance to commitment – a commitment to safety for themselves and others.

This commitment can be demonstrated by engaging in proactive traffic safety behaviors. These proactive behaviors demonstrate a commitment to safety beyond oneself to include the safety of the broader transportation system.

WHAT IS PROACTIVE TRAFFIC SAFETY?

The proactive traffic safety initiative is a new opportunity to improve traffic safety. A primer is available to help traffic safety professionals grow proactive traffic safety (at the below URL). Additional tips to grow proactive traffic safety include:

- Develop a shared commitment to safety
- Encourage proactive behaviors that support safety efforts
- Encourage proactive behaviors that extend beyond one’s own safety to support the safety of others
- Expand the focus of safety efforts to include the large group of road users in ways that align with proactive traffic safety efforts
- Enhance existing Strategic Highway Safety Planning efforts

PROACTIVE TRAFFIC SAFETY INCLUDE...• Supporting existing traffic safety efforts
• Sharing informed of safety-related issues
• Planning a safe way to get home before drinking alcohol
• Speaking up about other people’s unsafe behaviors like not wearing a seat belt or driving distracted
• Establishing family rules like always wearing a seat belt, 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

WHY SHOULD WE GROW PROACTIVE TRAFFIC SAFETY?

Growing proactive traffic safety:
• Creates a shared commitment to safety
• Encourages proactive behaviors that support safety efforts

IMPLEMENTATION

Proactive traffic safety is a new opportunity to improve traffic safety and primer is available to help traffic safety professionals grow proactive traffic safety (at the below URL). Additional tips to grow proactive traffic safety include:

- Tip #1. Think in Terms of Allies and Partners
  - Who are my allies in promoting traffic safety?
  - How can I engage these allies?
  - With whom can I partner?
- Tip #2. Establish a shared commitment to safety
  - Who is my partner in growing proactive traffic safety?
  - Why is their role important in growing proactive traffic safety?

PROJECT URL: https://www.mdt.mt.gov/research/projects/trafficsafety-cc-tools.shtml

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CONTACT INFORMATION

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