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

- We Are in This Together
- Proactive Traffic Safety – What You Need to Know
- Where We Go from Here
The only acceptable traffic safety goal is to reduce fatalities and serious injuries to zero.

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.

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

- Tip #1. Think in Terms of Allies and Partners
- Tip #2. Engage Others about Proactive Traffic Safety
- Tip #3. Grow a Shared Understanding of Proactive Traffic Safety
- Tip #4. Think about Hosting a Meeting, Providing a Presentation, and/or Facilitating a Conversation about Proactive Traffic Safety
- Tip #5. Use the Available Communication Tools
- Tip #6. Integrate Proactive Traffic Safety into Existing Strategic Highway Safety Plans
REFLECTION QUESTIONS

• How could growing proactive traffic safety help you achieve your desired traffic safety outcomes?

• What are the opportunities for applying proactive traffic safety to your current efforts right now?
Traffic safety professionals and stakeholders must continue to evolve and seek innovative ways to reduce risky driver behaviors and increase safer behaviors.

Growing proactive traffic safety cultivates a traffic safety culture where people commit to a safer transportation system.

Growing proactive traffic safety behaviors is a new opportunity to strategically address risky traffic behaviors and ultimately achieve and sustain our Towards Zero Deaths goals.
Traffic Safety Culture Pooled Fund

The transportation Pooled Fund (TPF) Program allows federal, state, and local agencies and other organizations to combine resources to support transportation research studies.

Current participating States: CA, CT, ID, IL, IN, IA, LA, MS, MT, NV, TX, UT, VT, and WA.

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