



Seeing Yourself in Highway Safety

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News Flash!



- People die in traffic crashes every day.
- Most of us understand this fact, but does it change our driving behavior?
- Today we will investigate traffic safety culture and behaviors.

Uh Oh, Parents!

- ▣ She said what?



Double Standards

- “Do as I say, not as I do” attitude.
- It’s like your boss parking by the door, but making you park far away.
- Changing culture means we have to change our behaviors. Who goes first? Law enforcement? High Risk Drivers? Engineers?

These aren't your typical E's

- Have we Enforced all we can?
- Have we Educated enough?
- Have we Engineered ourselves into a corner?

- Then why are people still dying on our roads?

Enforcement

- Enforcement works because people don't want to pay money or suffer consequences. Not because beliefs or attitudes have changed.

Engineering

- Treats the symptom, not the problem.
- How do you engineer for a texting driver?
- We can't engineer sustained behavior change

Education

- Only works if we change attitudes, beliefs, morals and societal attitudes.
- The loss of life is not enough to change these.

What's Missing?

■ EVERYONE!



The problem with safety

- Beliefs are easier to change than Behaviors.

REALITY OF THE ROAD

■ VIDEO

We changed their beliefs...

Safety on our roads

- Depends on the behavior of everyone on our roads
- Depends on Social norms determined by our peer groups

Types of behavior

- Ritual Behavior- doctrine
- Habitual Behavior- phone
- Reactive Behavior- mommy arm
- Planned Behavior- Oprah's No Phone Zone

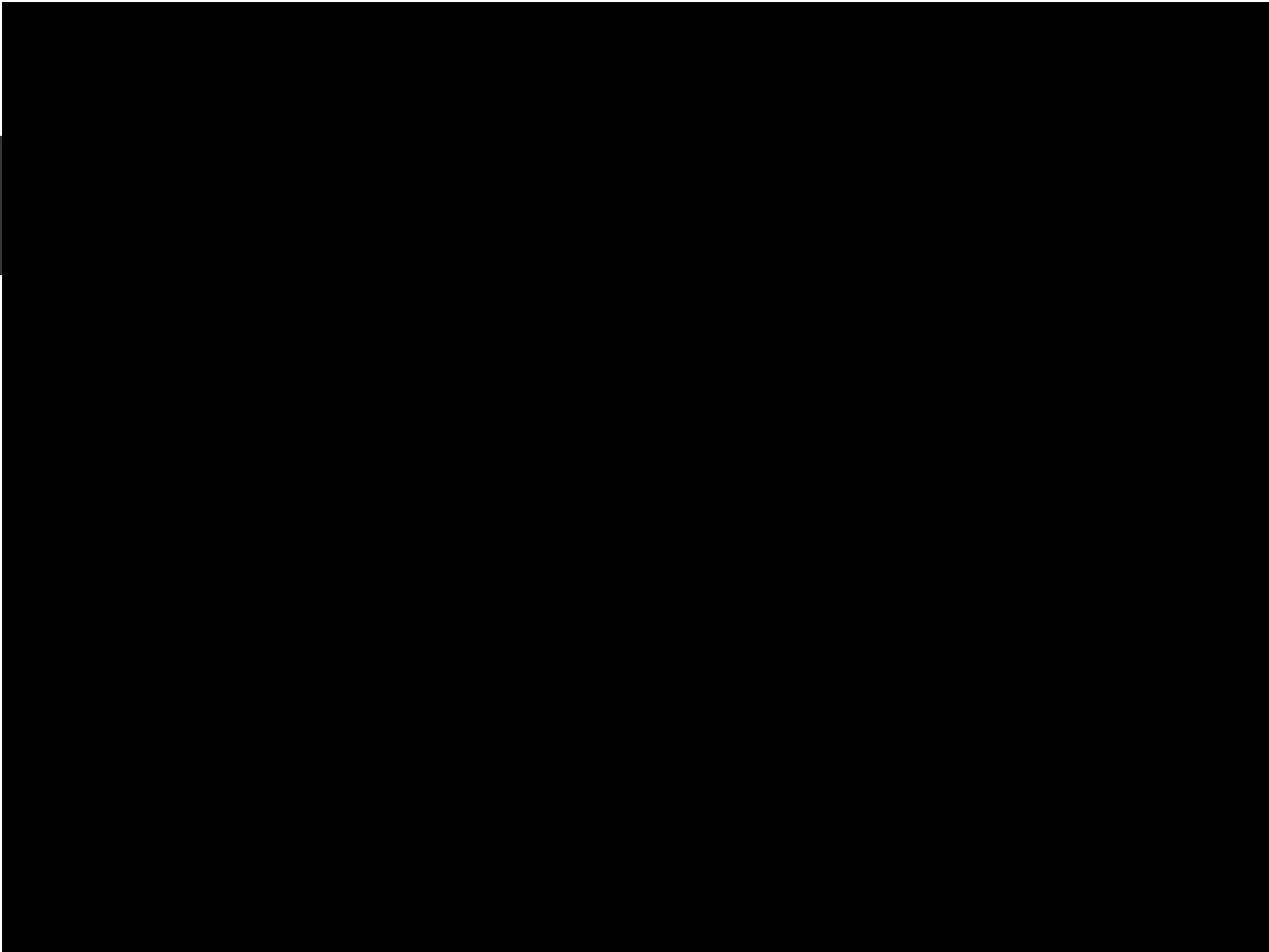
The root cause

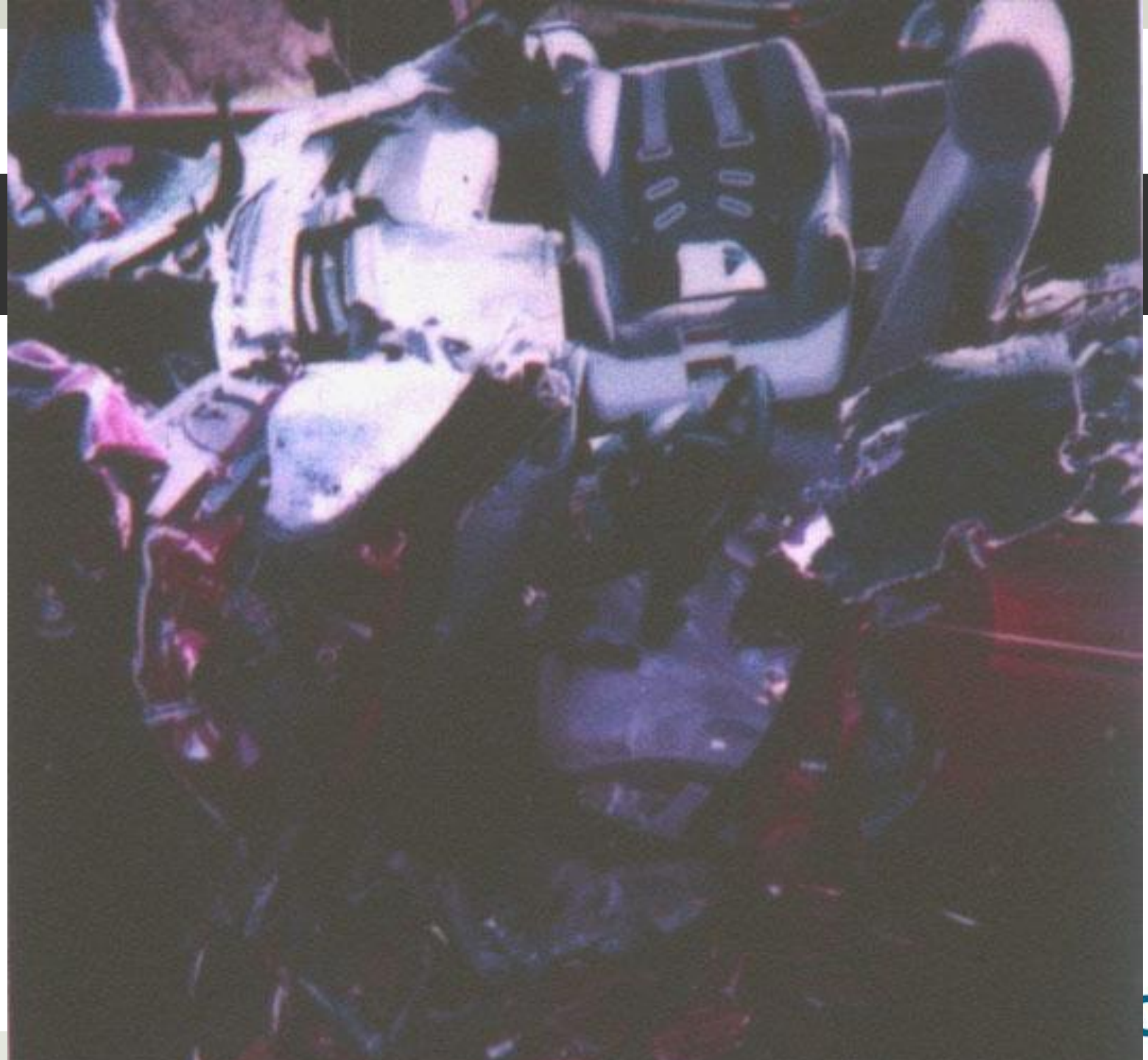
- No one else thinks they are the problem!
 - Speeding
 - Talking on the Phone
 - Texting, reading, emailing

Peer groups accept the behavior!!!!

Speeding











The Cost vs. Personal Choice

- Medical Expenses
- Lost productivity
- Loss of Insurance coverage
- Societal cost of injury
- Emotional
- Physical



Contact Me

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References:

Ward, Nicholas et al. "White Paper on Traffic Safety Culture", Western Transportation Institute, College of Engineering, Montana State university