(CM #3) Introduction to Traffic Safety Culture
Participant Workbook

Disclaimer: If you need an accessible version of the participant workbook, please let the instructor know and they will provide you with the full PPT file instead, as it will work best in a reader.

Established by

# Introduction to Traffic Safety Culture

Core Module (CM) #3

Agenda

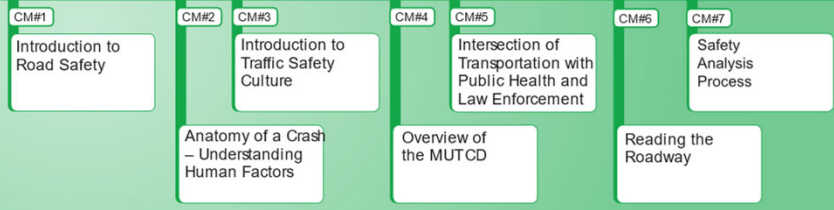| Activity	Time
Introduction	0:00 – 0:10
Lesson 1: Traffic Crashes: Prevalence, Trends, Costs	0:10 – 0:35
Lesson 2: Human Behavior and Beliefs	0:35 - 1:00
Break	1:00 - 1:10
Lesson 3: Traffic Safety Culture	1:10 – 1:55
Review and Evaluation	1:55 – 2:00

Logistics

- Duration is two hours and is being recorded

- For quality of recording, phones will be muted during the training

- If listening on the phone, please mute your computer speakers

- If you have audio issues, please try the phone line at xxx

- To maximize the presentation on your screen, click the 4 arrows in the top right of the presentation

- At the end of each section, there will be time for Q&A using the chat pod

- There is a handout pod at the bottom of the screen
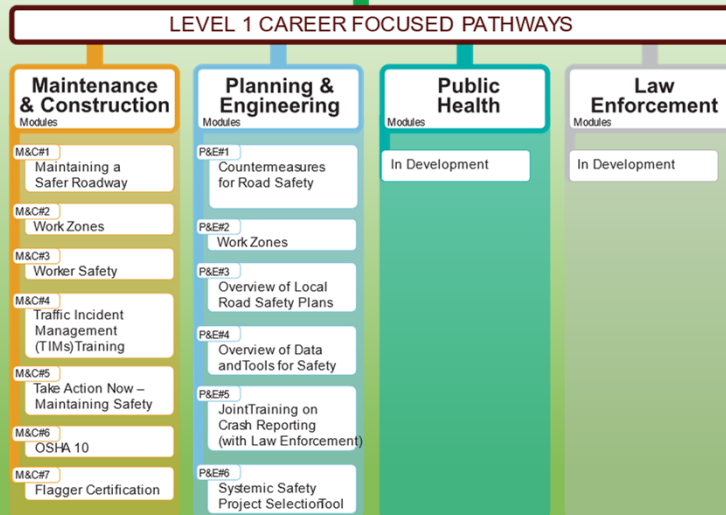
- Please complete follow-up surveys

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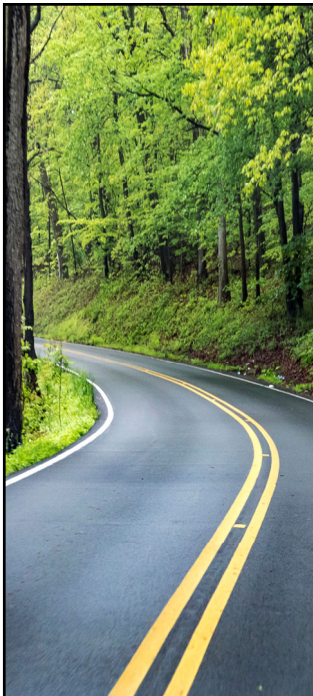
Level 1 Core Modules

LEVEL 1 CORE MODULES (CM): Required for all Career Pathways

CM#1	CM#2	CM#3	CM#4	CM#5	CM#6	CM#7
Introduction to Road Safety		Introduction to Traffic Safety Culture		Intersection of Transportation with Public Health and Law Enforcement		Safety Analysis Process
	Anatomy of a Crash – Understanding Human Factors		Overview of the MUTCD		Reading the Roadway	

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Level 1 Modules

LEVEL 1 CAREER FOCUSED PATHWAYS

Maintenance & Construction
Modules

M&C#1 Maintaining a Safer Roadway

M&C#2 Work Zones

M&C#3 Worker Safety

M&C#4 Traffic Incident Management (TIMs) Training

M&C#5 Take Action Now – Maintaining Safety

M&C#6 OSHA 10

M&C#7 Flagger Certification

Planning & Engineering
Modules

P&E#1 Countermeasures for Road Safety

P&E#2 Work Zones

P&E#3 Overview of Local Road Safety Plans

P&E#4 Overview of Data and Tools for Safety

P&E#5 Joint Training on Crash Reporting (with Law Enforcement)

P&E#6 Systemic Safety Project Selection Tool

Public Health
Modules

In Development

Law Enforcement
Modules

In Development

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Acknowledgements

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National Center for Rural Road Safety
A Federal Highway Administration Center for Excellence

NATIONAL ASSOCIATION NACE COUNTY ENGINEERS

National **LTAP & TTAP** Association

WEST REGION Transportation Workforce Center

Module Creator

MONTANA STATE UNIVERSITY
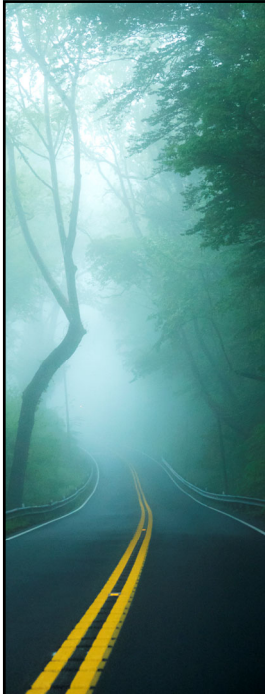Center for Health & Safety Culture

Administering Organization

(Add logo)

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Instructor Introduction

Instructor's Name

Instructor's Agency

Email
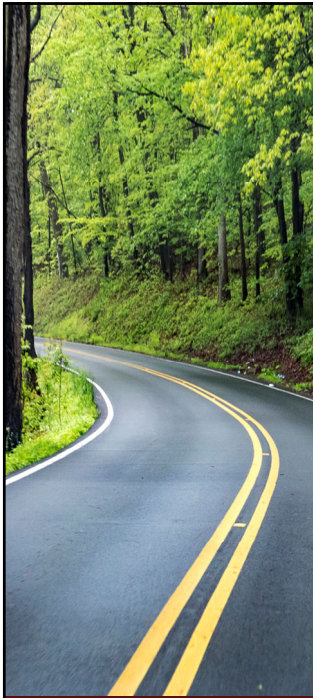
Insert a few bio bullet points to introduce yourself

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Participant Introductions

Name

Role

Agency

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About the Handouts

Interactive

Key Ideas

Action Ideas

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Module Goal

Provide a high-level overview of traffic safety culture and strategies to foster improved traffic safety culture

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Learning Outcomes

- Describe traffic safety as a public health concern

- Recognize that behavior is influenced by beliefs

- Define how we develop beliefs

- Define traffic safety culture

- Identify strategies that grow traffic safety culture

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Introduction to Traffic Safety Culture
Lesson 1

Traffic Crashes: Prevalence, Trends, Costs

| Introduction | Lesson 1 | Lesson 2 | Break | Lesson 3 | Review and Evaluation |

Traffic Crashes: Prevalence, Trends, Costs

How many of you know of someone who was killed or seriously injured in a crash?

Public Health Lens

Motor Vehicle Crashes

- Kill more than 38,000 people annually (more than 100 people a day)
- Injure more than 2 million people annually
- Are the leading cause of death of U.S. teens
- Are the leading cause of death of U.S. young adults (18 to 25)
- Cost $44 billion in medical and work loss costs (2013)

U.S. crash rate is TWICE that of other high-income countries.

Source: CDC, https://www.cdc.gov/vitalsigns/motor-vehicle-safety/index.html

Public Health Lens Activity

- Review the list on your handout and indicate how well you think various stakeholders in your community know these facts

- Discuss with the person sitting next to you what might change if these stakeholders knew these facts

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Contributing Circumstances of Crashes and Injuries

More than 38,000 people killed in traffic crashes, approximately:

- 10,800 were occupant protection related

- 11,600 were alcohol-impaired driving related

- 11,200 were speed related

What is common about all these factors?

Source: NHTSA 2020

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Public Health Lens Activity

1. Review the list below and indicate how well you think various stakeholders in your community know these facts.

	Not at all well	Somewhat well	Moderately well	Very well	I don't know
You	☐	☐	☐	☐	☐
Your immediate supervisor	☐	☐	☐	☐	☐
The top leader of your organization	☐	☐	☐	☐	☐
The mayor(s) in your area	☐	☐	☐	☐	☐
The county leaders in your area	☐	☐	☐	☐	☐
Your state's representatives	☐	☐	☐	☐	☐
Local law enforcement in your area	☐	☐	☐	☐	☐
Local judges in your area	☐	☐	☐	☐	☐
Local doctors in your area	☐	☐	☐	☐	☐

2. Discuss with the person sitting next to you what might change if these stakeholders knew these facts.

Tip Repeatedly share these facts with key leaders, stakeholders, and the general public to raise concern about traffic safety as a public health issue.

Language Matters

Accident:

"an unfortunate incident that happens unexpectedly and unintentionally, typically resulting in damage or injury."

Most "vehicle accidents" are NOT accidents.
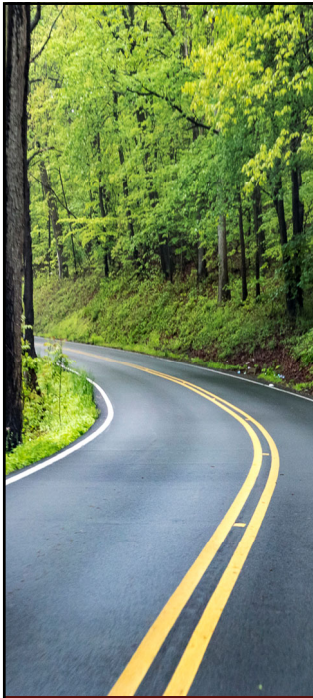
Call them "crashes."

Tips

- Always use the term "crash" when speaking with others and explain why you do.
- Create hope and a sense that we can do something by teaching people that crashes are preventable. Many other countries have reduced crash rates; we can too.

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Lesson 1: Share "Ahas" and Action Ideas

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Lesson 1: Questions

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Lesson 1: Assessment

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Review Question 1

What percentage of crashes are the result of human behavior?

A. Less than 50%

B. 50% to 70%

C. 70% to 90%

D. More than 90%

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Introduction to Traffic Safety Culture
Lesson 2
Human Behavior and Beliefs

| Introduction | Lesson 1 | Lesson 2 | Break | Lesson 3 | Review and Evaluation |

Video: Exploring Intentional Behavior

Understanding How Safety Culture Impacts Health and Safety
Module No. 1

Dr. Nicholas J. Ward
Center for Health and Safety Culture

▶ ▶❙ 🔊 0:11 / 5:17

https://www.youtube.com/watch?v=kWhdKocwFiA
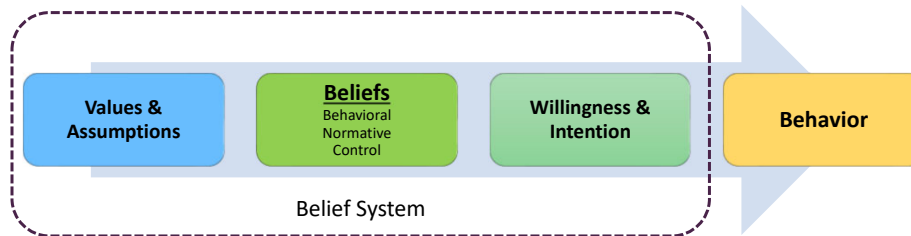
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Human Behavior and Beliefs

What are behaviors that increase the risk of having a fatal or serious injury crash?

Remember: Behaviors are observable. Things people do.

👁

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Behavioral Model

Remember: A Belief System is based on thoughts. Thoughts are NOT observable.

Source: CHSC

Behavioral Model: Behavioral Beliefs

"What's in it for me?"

- What are the benefits to me for engaging in this behavior?
- What are the negative outcomes to me?

Examples

- I can be more productive if I take calls while driving.
- Speeding is fun.
- If I wear a seat belt, I won't get a ticket.

Behavioral Model: Normative Beliefs

"What's **expected and typical** in this context?"

• What do people who are important to me want me to do?

• What do most people in this situation do?

Examples

• My parents expect me to wear my seat belt.

• My boss expects me to answer the cell phone while I am driving.

• Most people drive within two hours of drinking. [FALSE!]

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Behavioral Model: Control Beliefs

"How much am I **in control**?"

• How comfortable am I doing this?
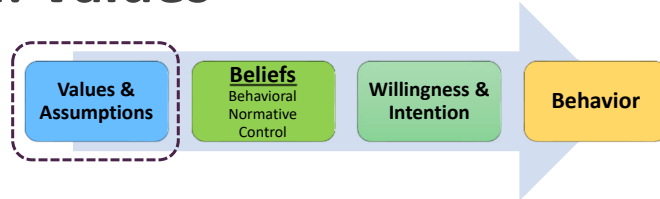
• How confident am I doing this?

Examples

• I can choose NOT to answer my cell phone while driving.

• I am comfortable asking other people to wear a seat belt.

• I can plan so that I do not drive when I am excessively tired.

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Behavioral Model: Values

"What's **important** to me?"

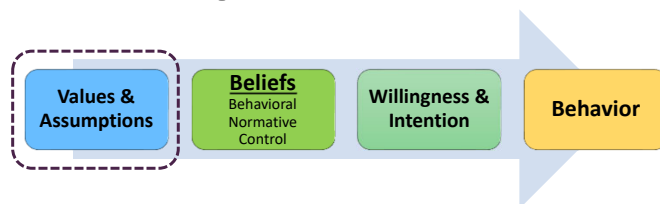| Values & Assumptions	**Beliefs** Behavioral Normative Control	Willingness & Intention	Behavior

Examples

- Being effective at what I do is important to me.

- Eliminating fatal and serious injury crashes is important to me.

- The safety and wellbeing of my family is important to me.

Source: CHSC

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Behavioral Model: Assumptions

"What are my underlying **thoughts** about this?"

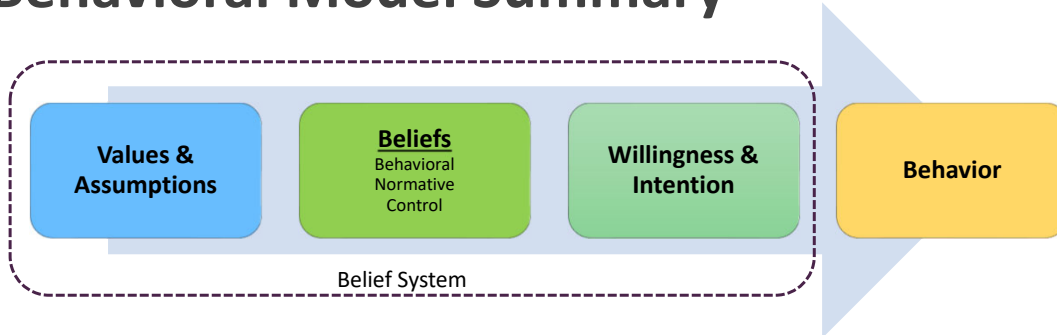| Values & Assumptions	**Beliefs** Behavioral Normative Control	Willingness & Intention	Behavior

Examples

- Impairment begins with the first sip of alcohol.

- Pickup trucks are big and will protect me in a crash.

- I know my boss thinks getting this job done on time is all that matters.

Source: CHSC

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Behavioral Model Summary

| Values & Assumptions | **Beliefs** Behavioral Normative Control | Willingness & Intention | Behavior |

Belief System

Big Idea: To change behaviors, we must change beliefs.

Source: CHSC

How We Develop Beliefs – Question 1

Think of your first few days at your present job – when you first joined the organization.
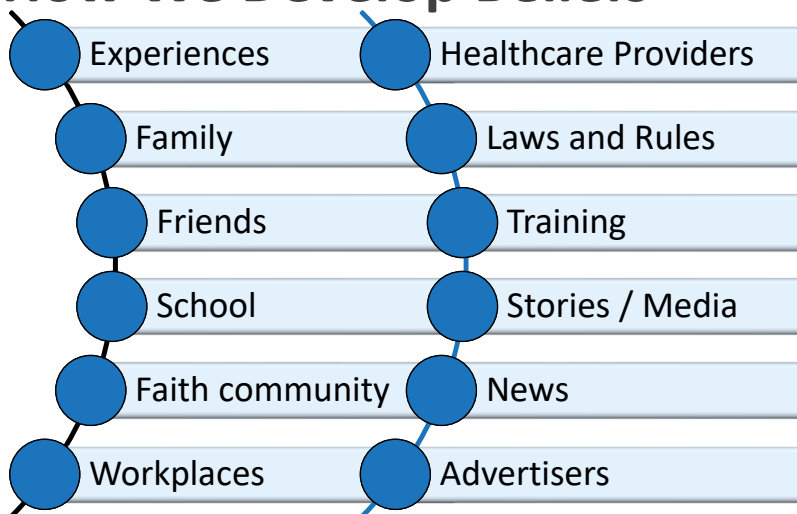
What safety beliefs were conveyed to you and how?

How We Develop Beliefs – Question 2

Besides our workplace, what are other organizations, people, or things that influence our beliefs?

How We Develop Beliefs

- Experiences
- Family
- Friends
- School
- Faith community
- Workplaces
- Healthcare Providers
- Laws and Rules
- Training
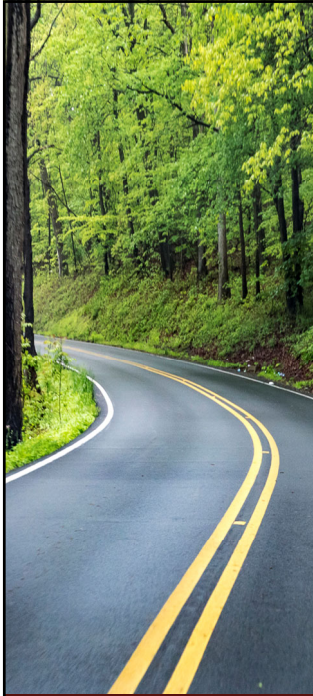- Stories / Media
- News
- Advertisers

Source: CHSC

How We Develop Beliefs – Question 3

What would it be like if ALL THESE sources of information promoted how to be safe on our roadways?

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Lesson 2: Share "Ahas" and Action Ideas

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Lesson 2: Questions

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Lesson 2: Assessment

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Review Question 2

A behavioral model helps us understand…

A. How where people live influence their behavior
B. How people's driving record predicts their risky driving behavior
C. How people's beliefs influence their behavior
D. How people's background influences their behavior

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10 MINUTE BREAK

Introduction → Lesson 1 → Lesson 2 → **Break** → Lesson 3 → Review and Evaluation

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Introduction to Traffic Safety Culture
Lesson 3

Traffic Safety Culture

| Introduction | Lesson 1 | Lesson 2 | Break | Lesson 3 | Review and Evaluation |

Traffic Safety Culture

TRAFFIC SAFETY CULTURE is the **shared beliefs** (including values, assumptions, etc.) of a group which affect **behaviors** related to traffic safety.

Key Ideas
- Shared
- Group of people
- Affect behaviors related to safety

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Traffic Safety Culture – Question 1

TRAFFIC SAFETY CULTURE is the shared beliefs (including values, assumptions, etc.) of a group which affect **behaviors related to traffic safety**.

Question: What are behaviors related to traffic safety?

- Remember, behaviors are observable
- Focus on behaviors (not thoughts, beliefs, or attitudes)
- Think beyond just drivers!

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Video: Role of Social Ecology

Understanding How Safety Culture Impacts Health and Safety
Module No. 1

Dr. Kari Finley
Center for Health and Safety Culture

0:10 / 9:57

https://www.youtube.com/watch?v=3DsfhV_yc5U

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Traffic Safety Culture – Social Environment

Nested layers of relationships that influence our beliefs

Individual | Family/Friends | Workplace/School | Community | State | National
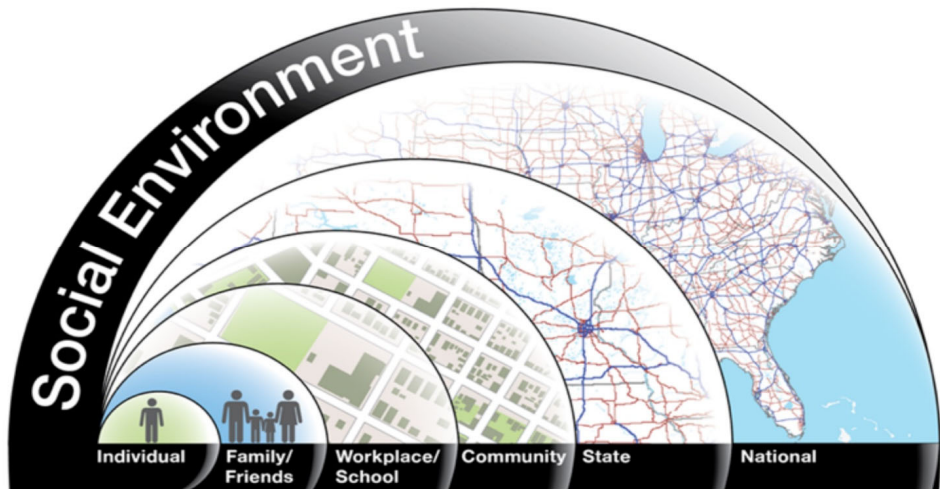
Source: Traffic Safety Culture Primer, CHSC

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TOGETHER FOR LIFE

Discuss how this approach to increasing seat belt use may be more effective.

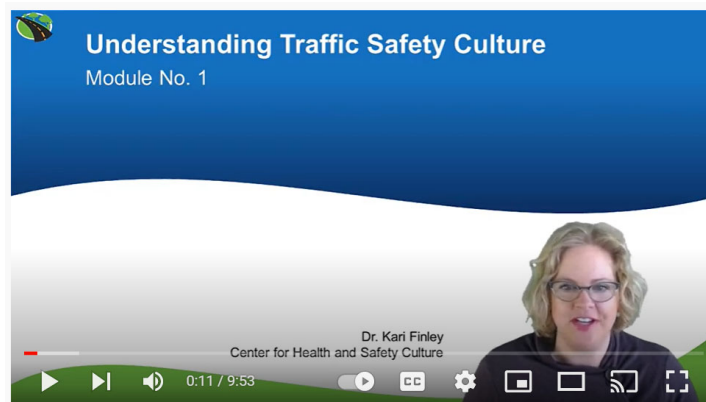| Social Environment	Key Actions
Individuals	Asking others to wear a seat belt
Families	Family seat belt rules
Schools	Education / Promotion bystander engagement
Workplaces	Workplace seat belt policies
Law Enforcement	Officers always wearing seat belts Consistent enforcement
Key Leaders	Advocating for policies, engagement

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Traffic Safety Culture Strategies

Traffic safety culture strategies increase actions by stakeholders/leaders across the social environment to improve traffic safety culture among various groups.

Stakeholder/Leader is someone who has greater influence in that layer of the social environment.

Imagine if all the stakeholders/leaders across your social environment PROMOTED that everyone always wears a seat belt.
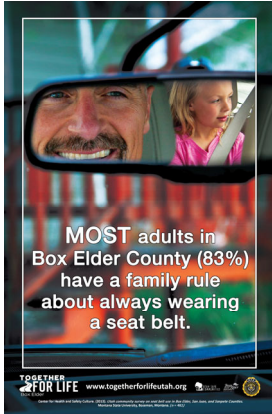
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Video: Examples to Grow Seat Belt Usage

https://www.youtube.com/watch?v=ibANDmKFwz8

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Traffic Safety Culture Strategies Family Rules

MOST adults in
Box Elder County (83%)
have a family rule
about always wearing
a seat belt.

TOGETHER
FOR LIFE   www.togetherforlifeutah.org

Example: Family Rules

Promoting family rules about traffic safety fosters safe beliefs and behaviors among family members.

- Always wear a seat belt
- Never drive after drinking
- Never drive distracted

Who are the key stakeholders to reach families?

Source: UTAH Safety Highway Safety Office

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Traffic Safety Culture Strategies Workplaces

Example: Adding safety behaviors to annual workplace evaluations

1. Do you have traffic safety policies at work?
2. Do you have annual work performance evaluations?
3. Do the evaluations address safety performance?
   a) Your safety?
   b) The safety of those you manage or supervise?

Who are the key stakeholders?

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Traffic Safety Culture Strategies Governmental Agencies

Example: Governmental agencies require safety policies and training among contractors

1. Does your agency require contractors to have safety policies?
2. Do these policies require training as well?

Who are the key stakeholders?

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Review

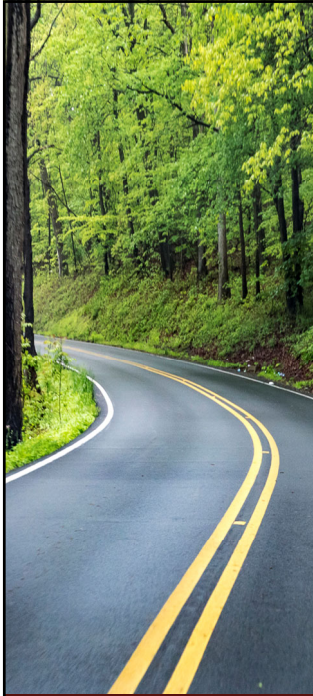Discuss what content was most valuable to you and why.

Traffic safety is a public health issue with significant impact on health and with high economic costs

Behavior is influenced by beliefs including behavioral, normative, control, values, and assumptions

We develop beliefs in many ways including through experiences and people in different settings

Traffic safety culture is the shared beliefs of a group which affect behaviors related to traffic safety

Traffic Safety Culture Strategies increase actions by stakeholders across the social environment to improve traffic safety culture among various groups

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Lesson 3: Share "Ahas" and Action Ideas

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Lesson 3: Questions

Road SAFETY CHAMPION Program

Lesson 3: Assessment

Review Question 3

The social environment (also called the social ecology) describes...
  A. Nested layers of relationships that influence people's beliefs and behaviors
  B. How the environment impacts road design and the safety of roads
  C. How the push to make cars more environmentally friendly has led to smaller vehicles
 D. How road design can promote social interactions among people

Review Question 4

In this module, traffic safety culture is defined as…

A. Values, beliefs, behaviors, and artifacts related to traffic safety
B. The shared beliefs (including values, assumptions, etc.) of a group which affect behaviors related to traffic safety
C. A history of independent drivers who consider driving a right and not a privilege
D. A national strategy that zero deaths and serious injuries is the only acceptable goal for traffic safety

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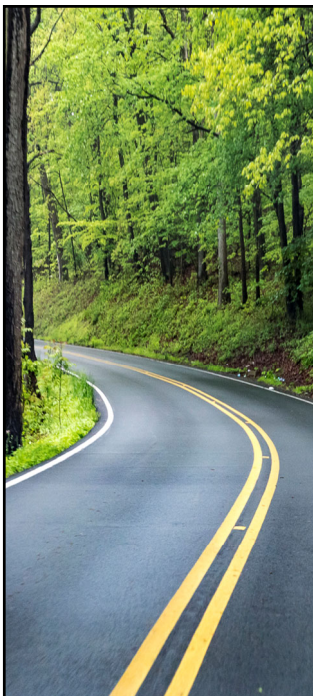
Review Question 5

Traffic safety culture strategies include which of the following:

A. Growing family rules about safe driving behaviors like always wearing a seat belt, never driving after drinking, and turning off cell phones while driving
B. Increasing workplace policies and training about safe driving behaviors
C. Increasing consistent and visible enforcement by local law enforcement agencies
D. All of the above

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Introduction to Traffic Safety
Culture
Review and Evaluation

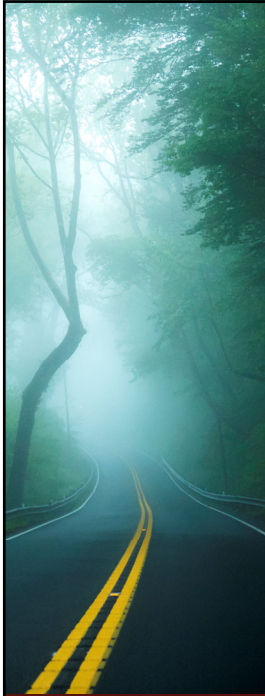| Introduction | Lesson 1 | Lesson 2 | Break | Lesson 3 | Review and Evaluation |

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Review: Learning Outcomes

- Describe traffic safety as a public health concern

- Recognize that behavior is influenced by beliefs

- Define how we develop beliefs

- Define traffic safety culture

- Identify strategies that grow traffic safety culture

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Resources Part 1

- **National Center for Rural Road Safety**
  https://ruralsafetycenter.org/

- **National LTAP & TTAP Association**
  https://nltapa.org/

- **National Association of County Engineers**
  https://www.countyengineers.org/

- **West Region Transportation Workforce Center**
  https://wrtwc.org/

- **FHWA Local Rural Road Safety Program**
  https://safety.fhwa.dot.gov/local_rural/

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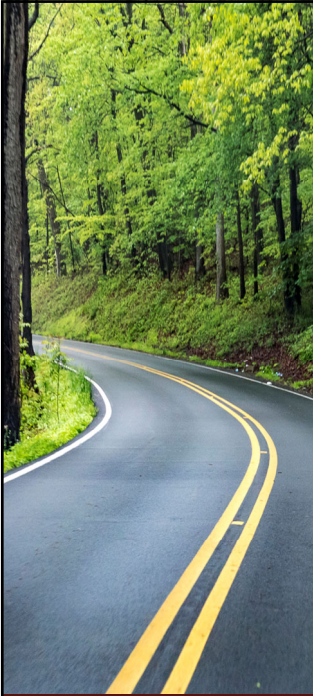
Resources Part 2

- **Center for Health and Safety Culture**
  www.CHSCulture.org

- **Traffic Safety Culture Primer**
  https://www.mdt.mt.gov/research/projects/trafficsafety-primer.aspx

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Evaluation

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