Road Safety Culture

The Problem

In 2013, there were more than 17,000 vehicle fatalities on rural roads. 30% of them resulted from speeding-related crashes, 31% from alcohol-impaired-driving, and 51% from not wearing a seat belt.
[Source: NHTSA Traffic Safety Facts 2013 Data – Rural/Urban Comparison]

There is no accident when it comes to these risky behaviors. People make a conscious choice to engage in these actions. Many factors can influence road user behavior. An often overlooked influence on our decisions are the social factors that define what is acceptable and unacceptable within our culture. **Road Safety Culture** is a topic that focuses on how the social influence from the different group cultures influence how we behave as road users.

Definition

Road Safety Culture is defined as: the values and beliefs shared among groups of road users and stakeholders that influence their decisions to behave and act in ways that affect road safety. [Source: Draft, NCHRP 17-69]

The Solution

Knowing more about **Road Safety Culture** and how it impacts users can benefit any traffic safety program by helping target messaging, providing specifics that resonate with a person's belief system, and provide insight for the individuals who design and engineer our roadways and the surrounding environment. Following are a list of resources currently available at the Safety Center that will help you understand more about **Road Safety Culture.** And, if you have a program or project in this area – please let us know and we will share it with others around the country.

Safety Culture Resources at the Safety Center

- **Introduction to Road Safety Culture Video**
  http://bit.ly/2sZNPt2
- **Library of Safety Culture Resources**
  http://bit.ly/2tEABQs
- **Archived January 2017 Webinar "Assessing the Operational and Cultural Environment of the Transportation Workforce"**
  http://bit.ly/2knZ8HD
- **Archived March 2016 Webinar "*An Overview of the Factors that Increase Organization Safety Culture*"**
  http://bit.ly/2knZ8HD
- **Archived December 2015 Webinar "*Understanding Organizational Culture and Its Impact on Safety Culture*"**
  http://bit.ly/2knZ8HD

Your trusted "safety sidekick'' to make rural road travel safer!