

2ND NATIONAL SUMMIT ROAD ON RURAL SAFETY

Handouts for

Innovative Ideas for Shifting Rural Safety Culture and Addressing the Human Behavior Problem to Get to Zero



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Agenda

- Welcome & Introductions
- Exploring Traffic Safety Culture
- Introduce Chatham County

[break]

- Chatham County Case Study
- Action Planning

Exploring Traffic Safety Culture

Public Health Lens

- Kill more than _____ people annually (about 90 a day)
- Injure more than _____ annually
- Are the leading cause of death of _____
- Are the leading cause of death of U.S. young adults (18 to 25)

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

Motor vehicle incidents in the workplace cause over _____ workplace injuries.

Economic Costs of Motor Vehicle Crashes

- Cost _____ in medical and work loss costs (2013)
- Cost workplaces \$60 billion (work loss, insurance, etc.)
- Resulted in _____ in property damage (2016)

Table 1. Number, incidence rate, and median days away from work for nonfatal occupational injuries and illnesses involving days away from work by private industry, state government, and local government, 2015.

	Total private, state and local government	Private industry	State government	Local government
Number of injuries	1,153,490	902,160	59,590	191,750
% of total		78.2%	5.2%	16.6%
Injury incidence rate	104.0	93.9	149.2	177.5
Compared to private sector			+58.9%	+89.0%
Median days away from work	8	8	11	9

Approximately 156,000,000 total jobs in the U.S.: 14.2% are in the public sector

1.8% in Federal Government

12.4% in State and Local Government

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

Sources

- <https://www.cdc.gov/vitalsigns/motor-vehicle-safety/index.html>
- <https://injuryfacts.nsc.org/work/work-overview/top-work-related-injury-causes/>
- Occupational Safety and Health Administration, "Guidelines for Employers to Reduce Motor Vehicle Crashes."

Causes of Crashes and Injuries

More than 32,000 people killed

- 9,500 were not using _____
- 10,000 were result of _____
- 9,500 were impacted by _____

What is common about all these factors?

Over 90% of crashes are the result _____.

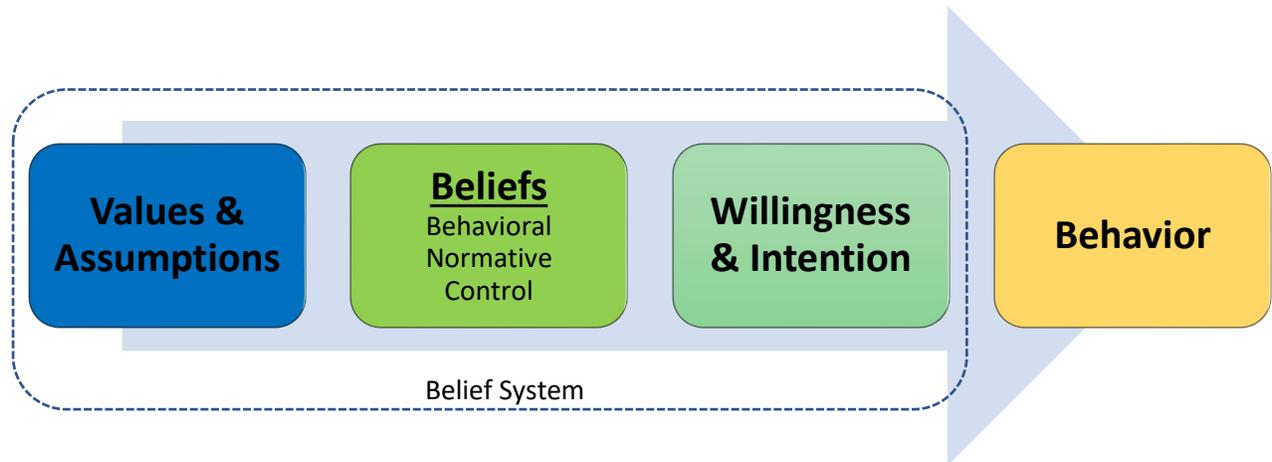
Traditional Approach: 4 “E”s

- Engineering
- Education
- Enforcement
- Emergency Services

Sources

- <https://www.cdc.gov/vitalsigns/motor-vehicle-safety/index.html>
- Singh, S. (2015, February). Critical reasons for crashes investigated in the National Motor Vehicle Crash Causation Survey. (Traffic Safety Facts Crash Stats. Report No. DOT HS 812 115). Washington, DC: National Highway Traffic Safety Administration.

Simplified Behavioral Model



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

BIG IDEA: To change behaviors, we must change beliefs.

Social Environment

- layers of relationships that influence your beliefs



Traffic Safety Culture

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

Steps for Growing Safety Culture

Step 1. Plan and Advocate

TASKS

- a) Raise concern about safety with key organizational stakeholders using national and organizational data.
- b) Identify and recruit stakeholders across the social environment.
- c) Form a working group.

WHY

- Changing culture requires support from leadership and involves the organization's entire social environment.
- Changing culture takes time and is never complete. We should always be working on our safety culture.

Step 2. Assess

TASKS

- a) Gather organizational data about consequences and beliefs.
- b) Gather information about existing safety strategies, programs.

WHY

- Data-based decision making will focus efforts on the most important safety issues.
- Working on existing strategies may be faster and less expensive than developing new strategies.

Step 3. Prioritize

TASKS

- a) Prioritize efforts based on consequences, changeability, and current strategies.

WHY

- Focused efforts are more effective (change is difficult).

Step 4. Identify Strategies

TASKS

- a) Identify strategies to address priority issues.
- b) Adapt strategy and plan for pilot implementation within the organization.

WHY

- Virtually all strategies will have to be adapted for each organization. Planning leads to better implementation.

Step 5. Pilot and Refine

TASKS

- a) Implement and evaluate a pilot of the strategy.
- b) Review how it went and what might be adapted before going organization-wide.

WHY

- Catching problem early saves time, builds trust, and avoids costly mistakes.

Step 6. Implement

TASKS

- a) Implement the strategy across the organization.
- b) Align policy, training, and evaluations to support the strategy.

WHY

- Culture extends across the entire organization; inconsistent support across the social environment will lead to individuals not using the new strategy.

Step 7. Evaluate

TASKS

- a) Monitor adoption of the strategy.
- b) Monitor consequence and incident data.

WHY

- The goal is to improve safety. If strategies do not improve safety, they should be re-visited and perhaps adapted or new approaches taken.

Dialogue

How are these steps similar to and different from your existing planning processes?

Welcome to Chatham County

In 2015 Chatham County joined only a handful of local governments in Georgia and created a budget for the Occupational Safety and Risk Management Department.

- Since budget adoption in FY2016 the department has grown from 4 employees to 6 focused on providing safety, risk management and ADA services to a team of 1,900 public service workers.

Case Study- Marking Vehicles to Reduce Rear-end Collisions

What did you learn from this case study that was helpful in understanding safety culture?

Take Action

Activity

1. Identify potential next steps that you can take to grow Traffic Safety Culture.
 - Think about your circle of influence.
2. Share with others at your table and refine your ideas.
3. Large group report out.

Notes

“Ahas”

ACTION IDEAS