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

Nathan Benson
Occupational Safety and Risk Management Director
Chatham County, GA

Jay Otto
Research Scientist
Center for Health and Safety Culture
Montana State University

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. |
|---|---|---|---|
| Number of injuries | Total private, state and local government | Private industry | State government | Local government |
| % of total | 1,153,490 | 902,160 | 59,590 | 191,750 |
| Injury incidence rate | 78.2% | 5.2% | 59.59% | 191.75% |
| Compared to private sector | 104.0 | 93.9 | 149.2 | 177.5 |
| Median days away from work | +10.6% | +58.9% | +89.0% |

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://injuryfacts.nsc.org/work/work-overview/top-work-related-injury-causes/](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

Simplified Behavioral Model

**Belief System**

- **Values & Assumptions**
- **Behaviors**
  - Behavioral Normative Control
- **Willingness & Intention**

**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 revisited and perhaps adapted or new approaches taken.
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.
<table>
<thead>
<tr>
<th>“Ahas”</th>
<th>ACTION IDEAS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>