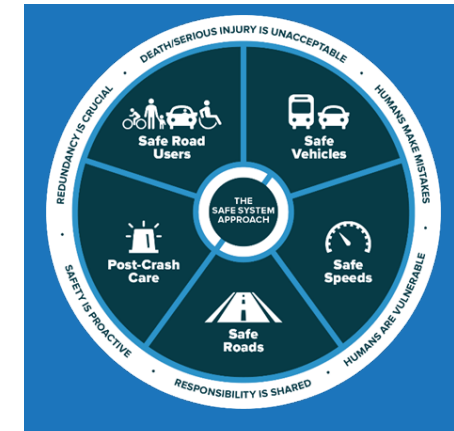




National  
Center  
for  
Rural  
Road  
Safety

## Improving Rural Road Safety with the Safe System Approach



## A 6-part Webinar Series

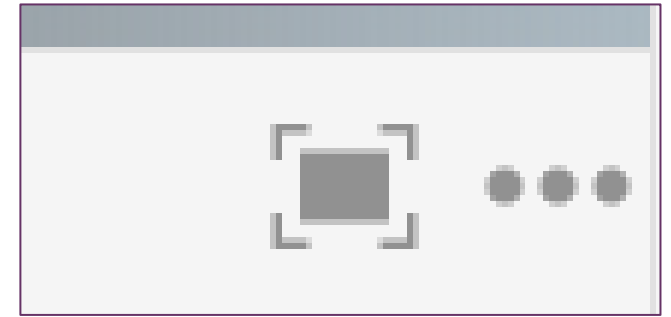
## Part 2: Safe Road Users

Presented by:

- Joseph Marek, P.E., PTOE, Transportation Safety Program Manager, Clackamas County
- Abe Moland, Health and Transportation Impact Planner, Clackamas County
- Rob Sadowsky, Transportation Safety Outreach Coordinator, Clackamas County



# Webinar Logistics



- Duration is 11:00 AM - 12:30 PM Mountain
- Webinar – recorded and archived on website. For quality of recording, phone will be muted during presentation
- If listening on the phone, please mute your computer
- To maximize the presentation on your screen, click the “window box” in the top right of the presentation
- At the end of each section, there will be time for Q&A
- There is a handout pod at the bottom of the screen
- Please complete follow-up surveys; they are vital to assessing the webinar quality





# Certificates of Completion/CEUs

## Survey Link –

<https://lp.constantcontactpages.com/sv/3zoguri>

- Survey closes 2 weeks after webinar
- Expect certificate/CEU form approx. 4-6 weeks after webinar
- Return CEU form to [ContinuingEd@montana.edu](mailto:ContinuingEd@montana.edu) **NOT** Rural Safety Center
- Request a verification of completion form





# Today's Presenter



**Joseph Marek,  
Transportation Safety  
Program Manager**



**Abe Moland,  
Health and  
Transportation Impact  
Planner**



**Rob Sadowsky,  
Transportation Safety  
Outreach Coordinator**



# Goals of this Webinar

Once you have completed this webinar, you will have:

an understanding of the Safe Road User element in the Safe System Approach and how it applies to rural areas.



# Learning Outcomes

To achieve the webinar goal, you will learn to:

Describe Clackamas County's road safety vision.

Define the Health and Safety in All Policies approach used by Clackamas County.

Identify Clackamas County's media campaign and social marketing principles to support Safe System work.

# Safe System Approach

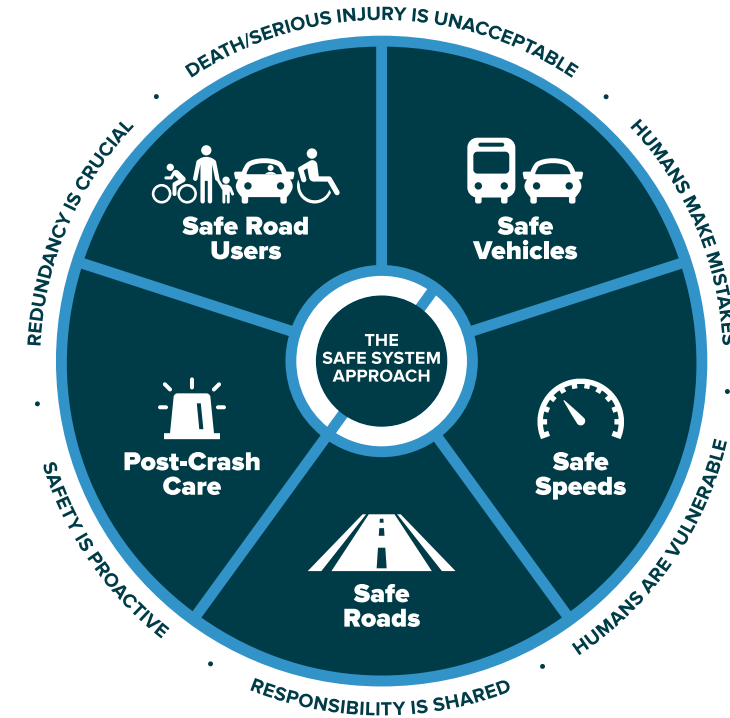
The Safe System approach aims to eliminate fatal and serious injuries for all road users by:

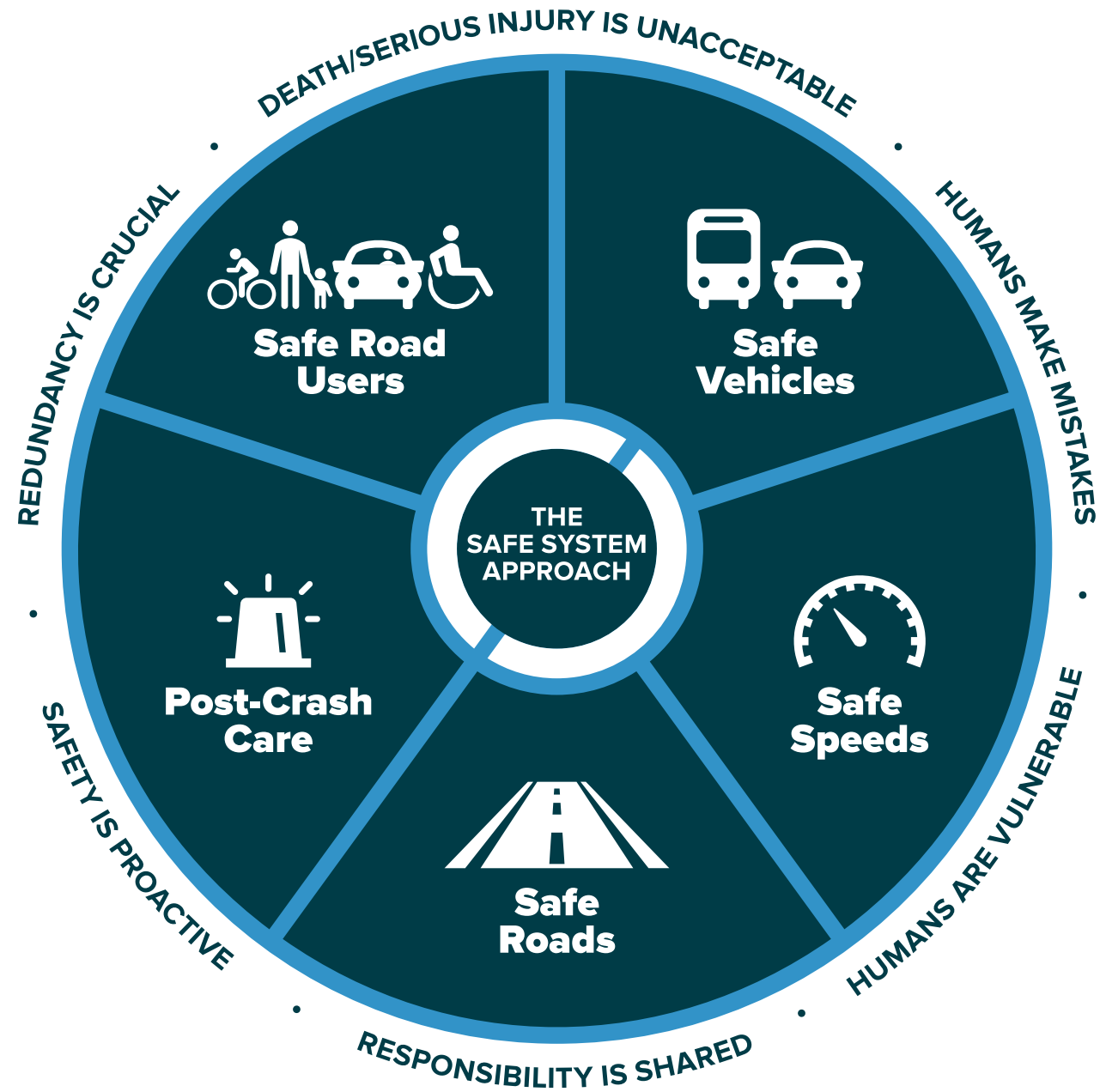


**Accommodating human mistakes**



**Keeping impacts on the human body at tolerable levels**







# The 6 Safe System Principles



**Death/serious injury  
is unacceptable**



**Humans make  
mistakes**



**Humans are  
vulnerable**



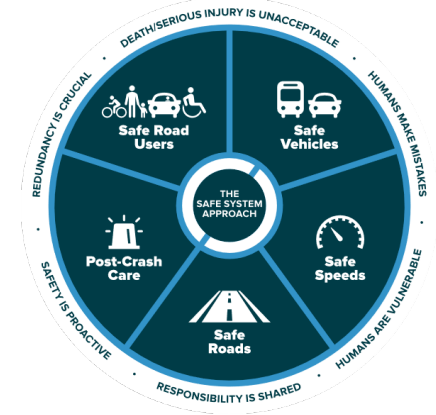
**Responsibility is  
shared**



**Safety is proactive**



**Redundancy  
is crucial**





## Shared Understanding: *relationship between the concepts*

- Traffic Safety Culture is our foundation
- The Safe System Approach is our framework
- Zero is our goal





Joseph Marek,  
Transportation Safety  
Program Manager



National  
Center  
for  
Rural  
Road  
Safety

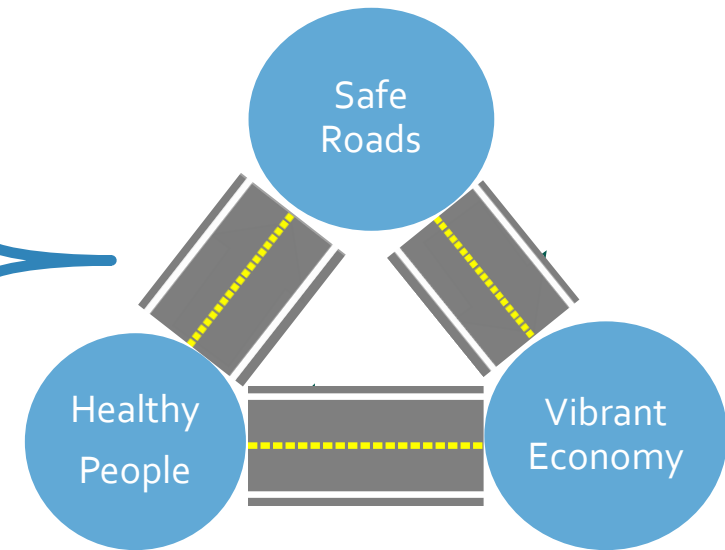
Describe Clackamas County's road safety vision.

Define the Health and Safety in All Policies approach used by Clackamas County. 5

Identify Clackamas County's media campaign and social marketing principles to support Safe System work.

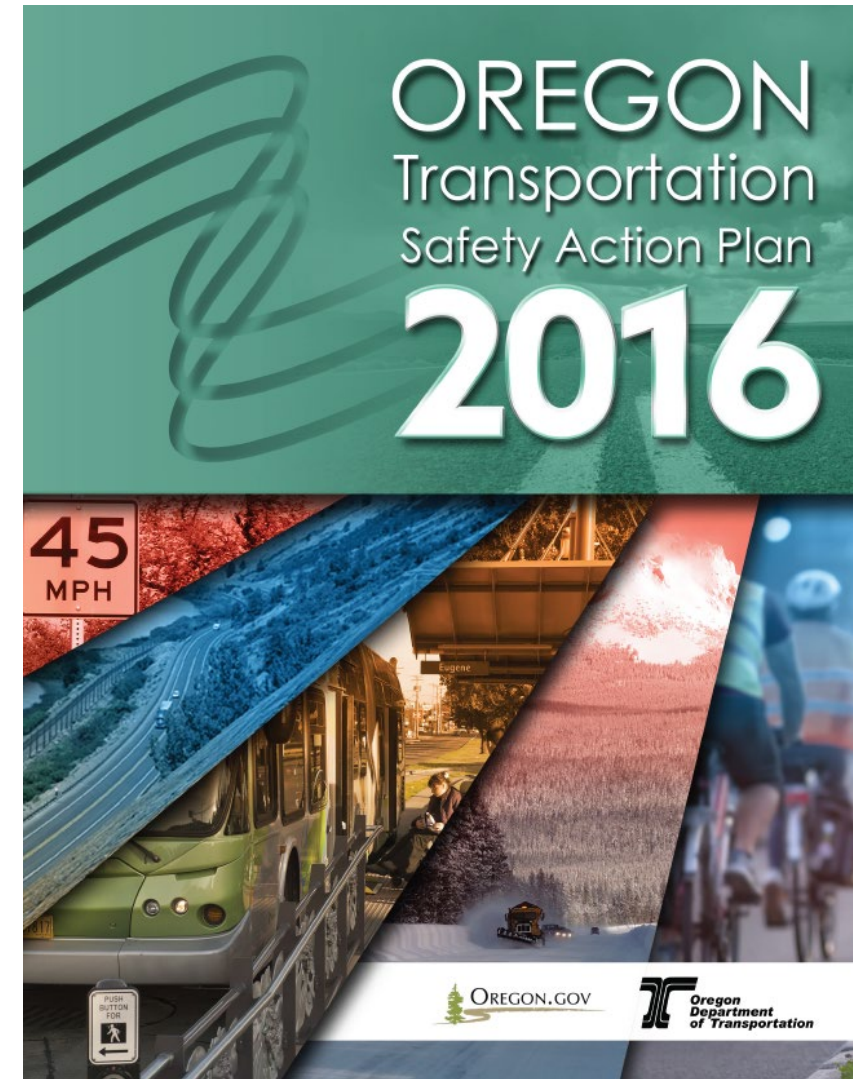
# County Strategic Priorities

- Build public trust through good government
- Grow a vibrant economy
- Build a strong infrastructure
- Ensure safe, healthy and secure communities
- Honor, utilize, promote and invest in our natural resources



# 2016 ODOT Transportation Safety Action Plan

“Eliminate Fatal  
and Serious  
Injury Crashes  
by 2035”



# 2017 H<sub>3</sub>S Community Health Improvement Plan

## Goals



### Blueprint for a Healthy Clackamas County

2017 - 2020



Health, Housing  
& Human Services  
CLACKAMAS COUNTY

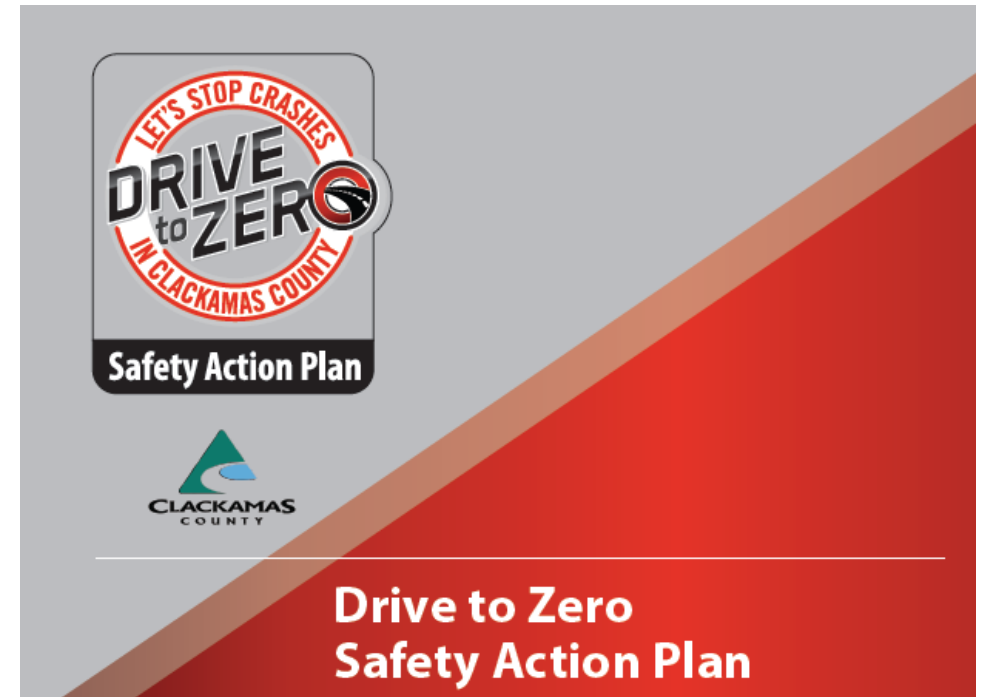


**Eliminate all pedestrian, bicycle and motor vehicle traffic crash fatalities in Clackamas County.**



2018 Clackamas  
County  
Transportation  
Safety Action  
Plan (update of  
2012 plan)

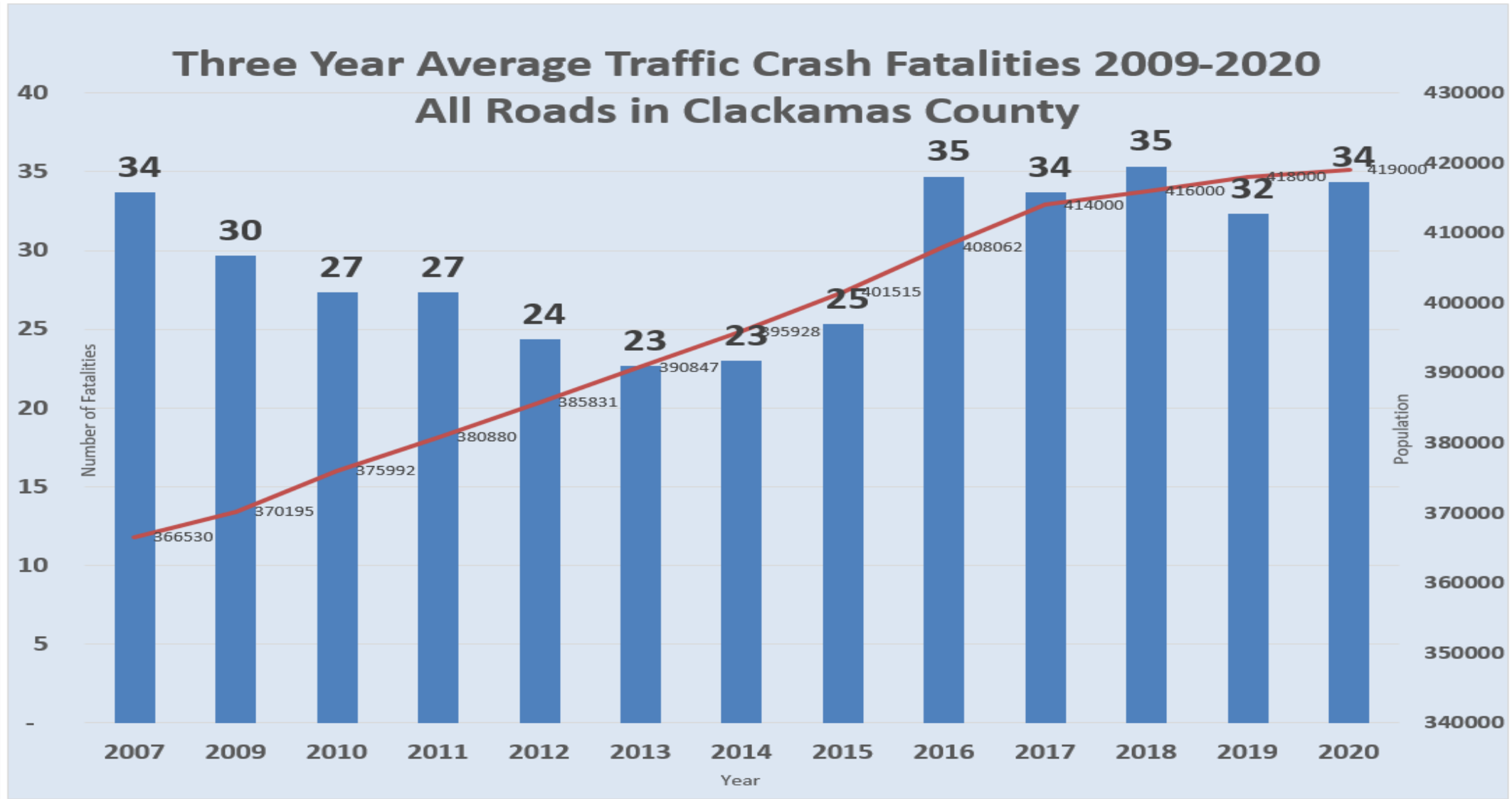
**“Eliminate  
Fatal and  
Serious Injury  
Crashes by  
2035”**



# Drive to Zero Safety Action Plan

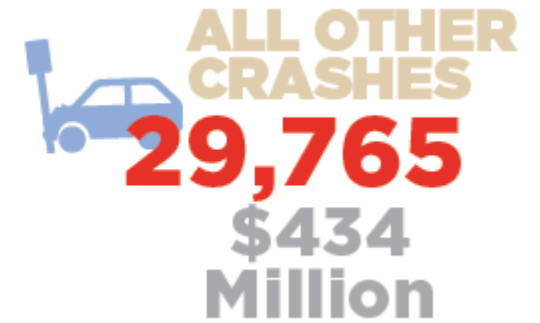
- Existing Crash Data Trends
- Safe Drivers and Passengers
- Safe Infrastructure
- Safe Vehicles
- Safe Vulnerable Users
- Enhanced Emergency Medical Services
- Safety Culture
- Safety Management





# Crash Data

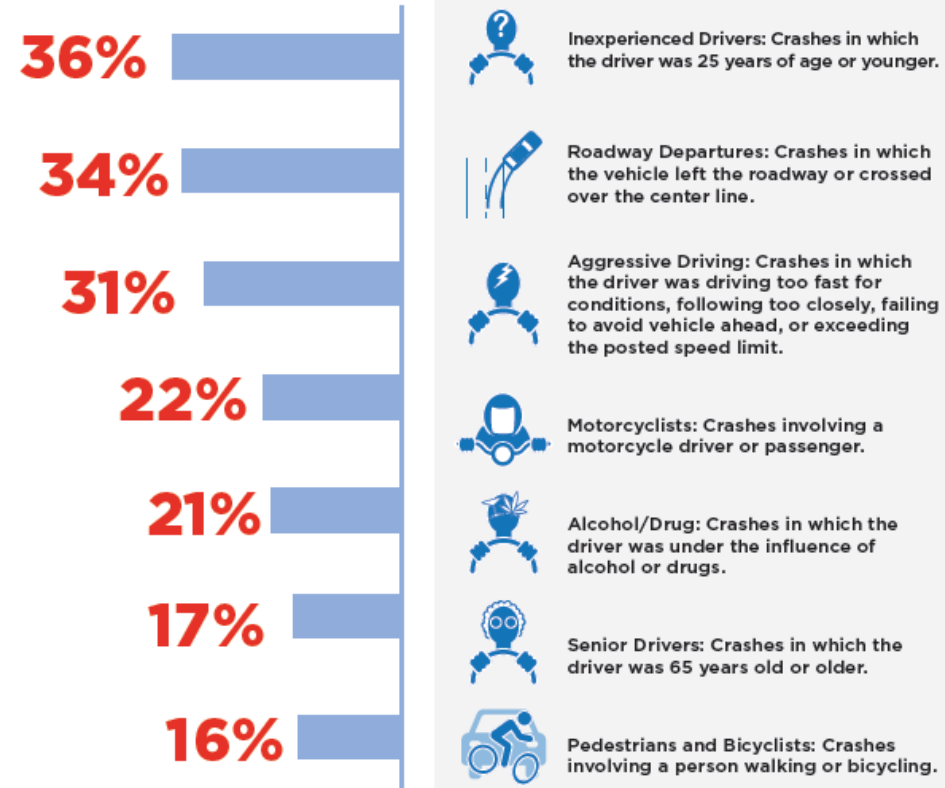
*From 2009 to 2015: County figures with economic impact.*



## The most frequent contributing factors in reported crashes are:



### Fatal and Serious Injury Crashes by Contributing Factor



### The most frequent contributing factors to fatal and serious injury crashes are:



Inexperienced Drivers: Crashes in which the driver was 25 years of age or younger.



Roadway Departures: Crashes in which the vehicle left the roadway or crossed over the center line.



Aggressive Driving: Crashes in which the driver was driving too fast for conditions, following too closely, failing to avoid vehicle ahead, or exceeding the posted speed limit.



Motorcyclists: Crashes involving a motorcycle driver or passenger.



Alcohol/Drug: Crashes in which the driver was under the influence of alcohol or drugs.



Senior Drivers: Crashes in which the driver was 65 years old or older.



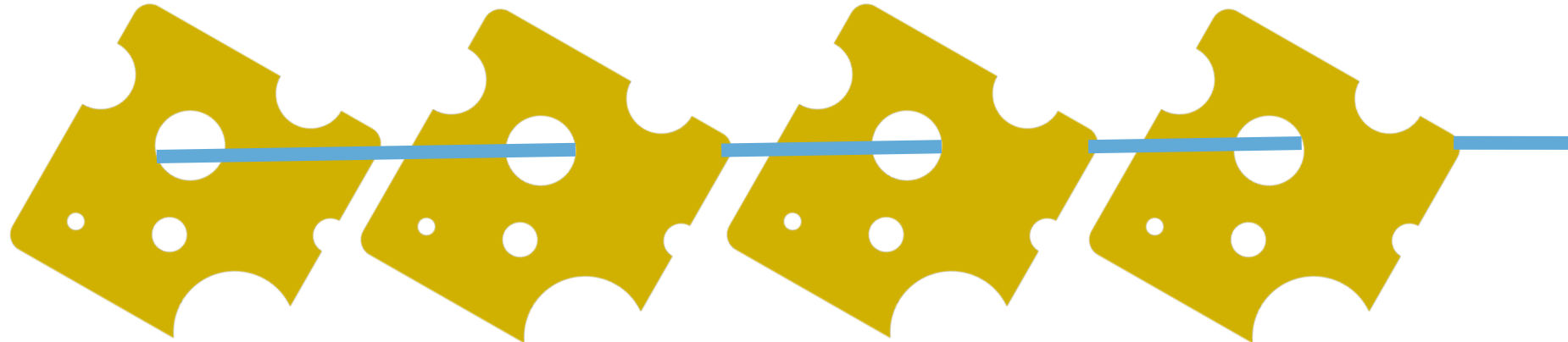
Pedestrians and Bicyclists: Crashes involving a person walking or bicycling.

Safe Road Users

Safe Vehicles

Safe Speeds

Unsafe Roads



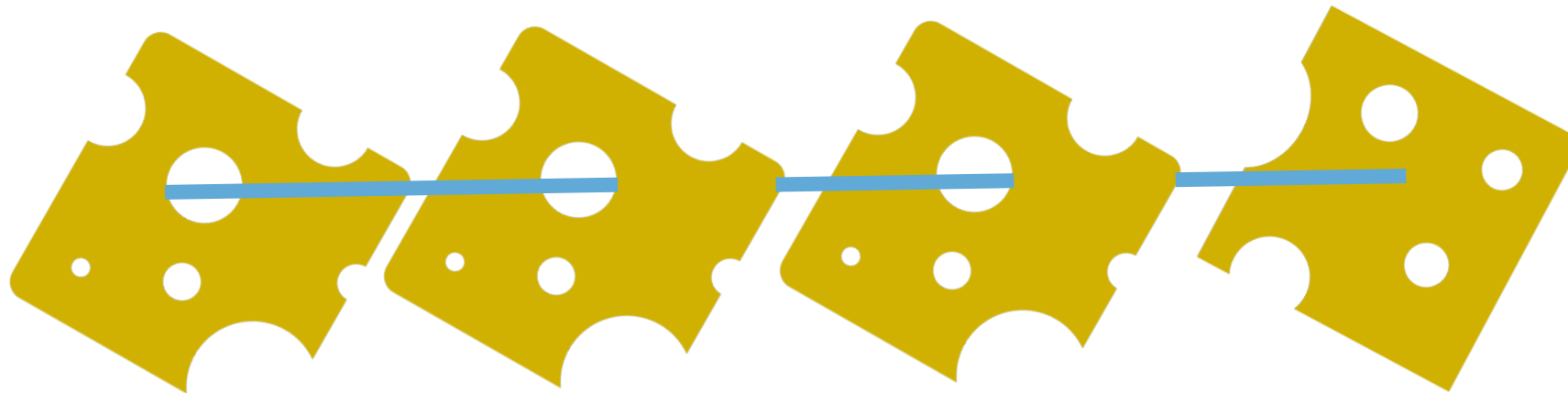
All systems fail

Safe Road Users

Safe Vehicles

Safe Speeds

Safe Roads



Redundancy  
creates layers  
of protection

# TSAP Building Blocks

- Understanding your crash data for all modes
- Recognition and inclusion of Public Health in role of safety
- Staff, management and elected official recognition of the importance of safety and desire to prioritize eliminating Fatal and Serious Injury Crashes
- Community support of safety and public health goals
- Intertwining Safety and Public Health policies across the organizational structure to ensure longevity
- Funding to do the work –
  - Infrastructure
  - Non-Infrastructure
  - Public Health elements

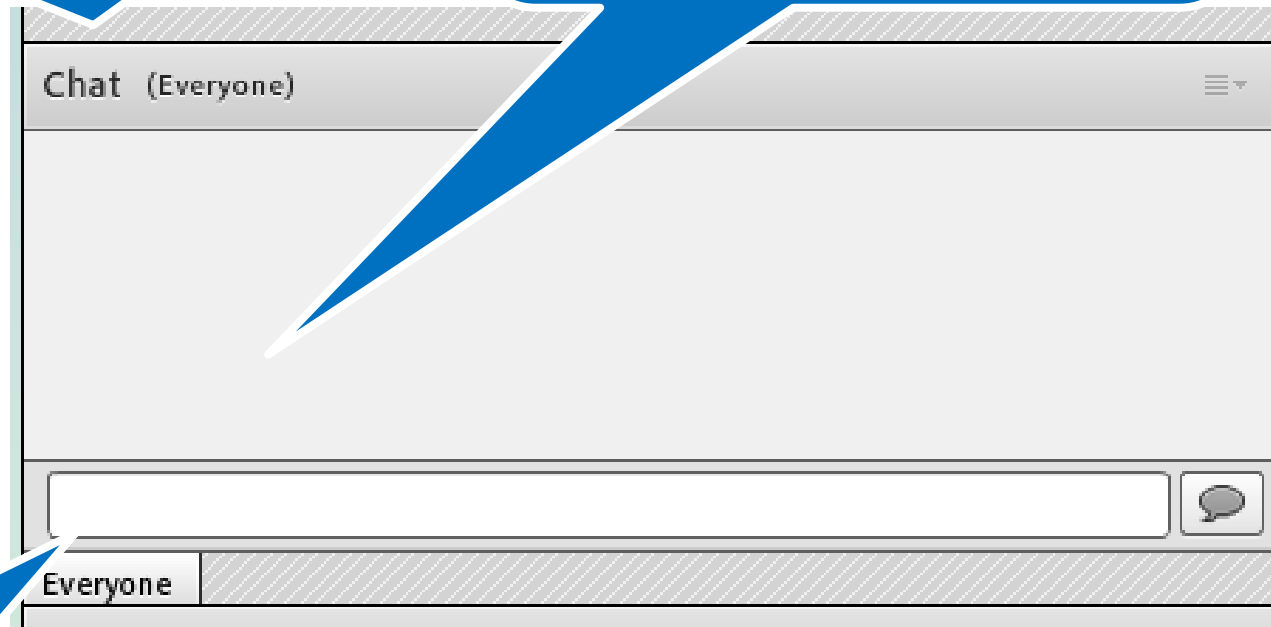


## Directing Your Questions via the Chat Pod

1. Chat pod is on left side of screen between attendees pod & closed caption pod

3. Answers will appear here unless addressed verbally

2. Type your question or comment here





Abe Moland,  
Health and Transportation  
Impact Planner



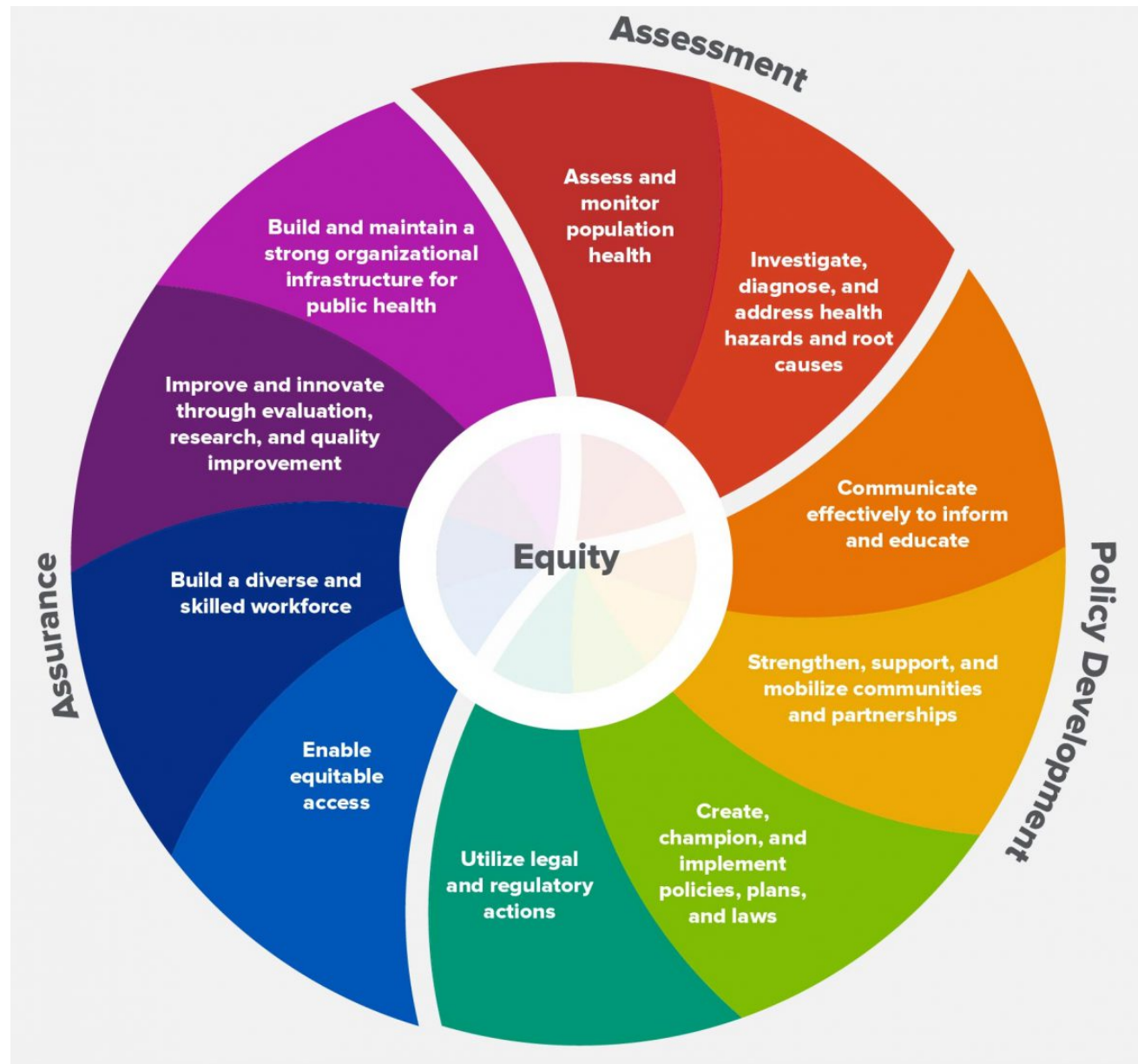
National  
Center  
for  
Rural  
Road  
Safety

Describe Clackamas County's road safety vision.

Define the Health and Safety in All Policies approach used by Clackamas County.

Identify Clackamas County's media campaign and social marketing principles to support Safe System work.

# 10 Essential Functions of Public Health



<http://phnci.org/national-frameworks/10-ephs>

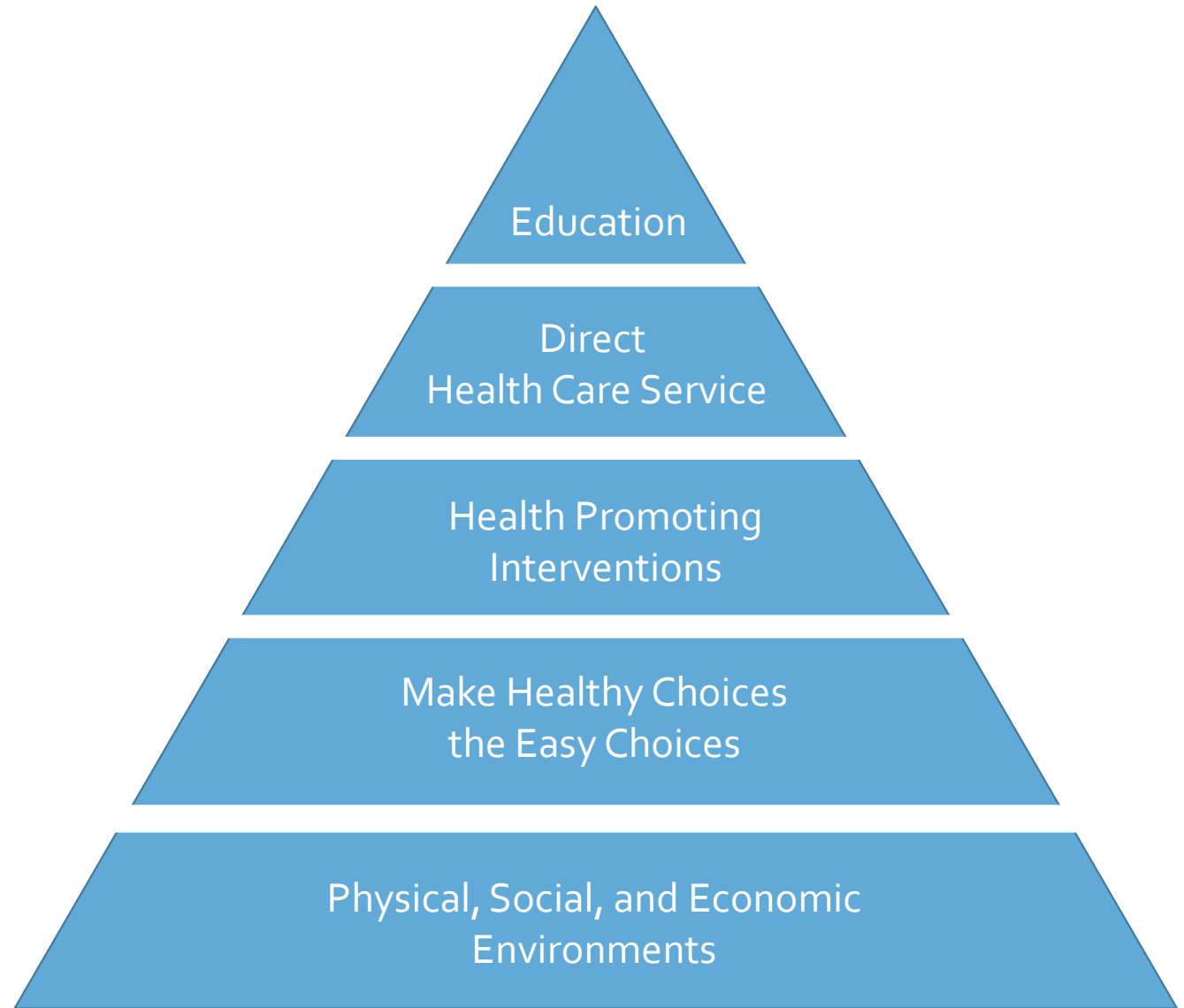


# Health Impact Pyramid

Individual



Societal



# Safe Systems Approach



People **will make mistakes** that lead to crashes



The human body **has a limit** to tolerating crashes



Road safety is **everyone's responsibility**, especially those who design the roads

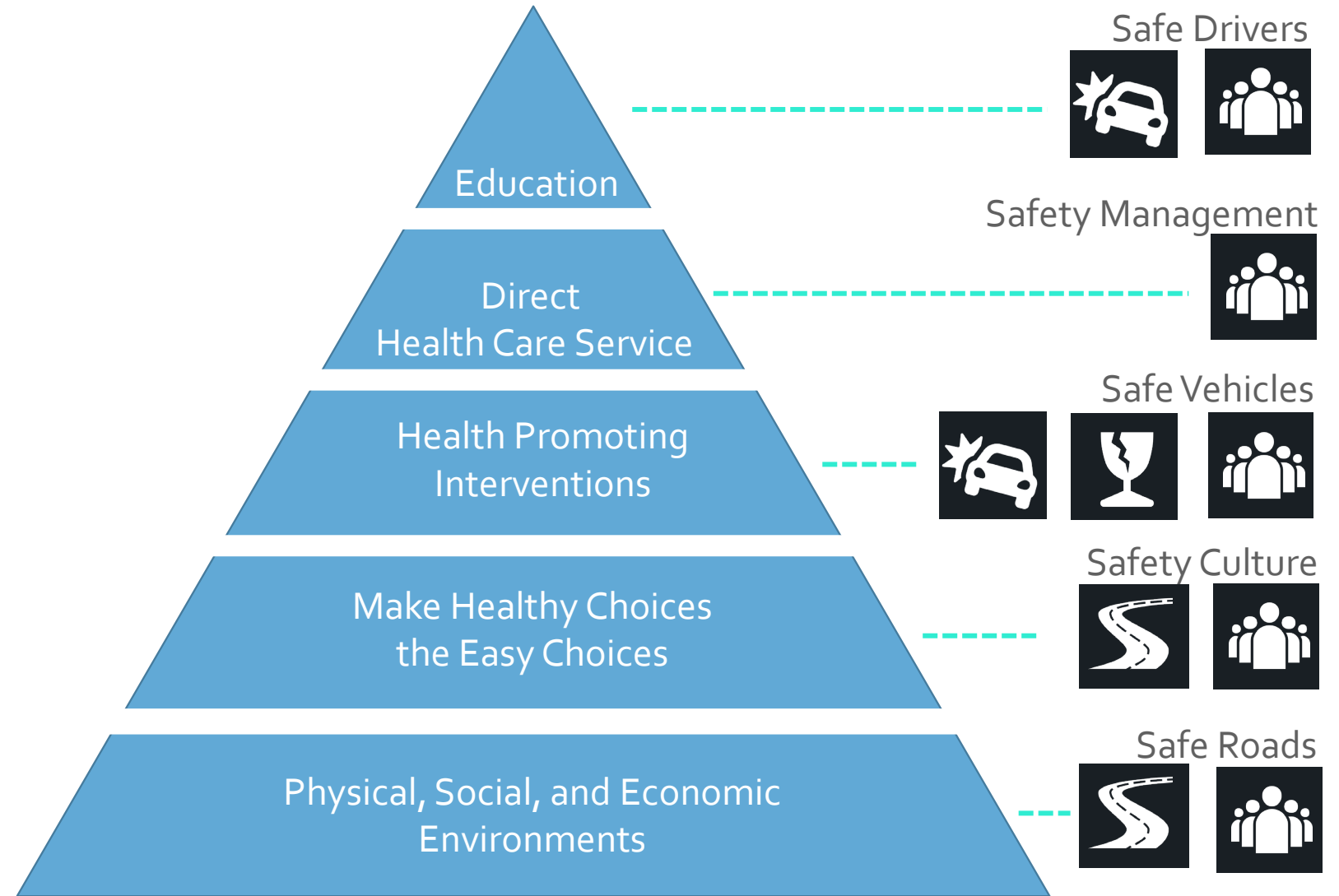


**All elements of the road system** must be strengthened to multiply protective efforts

Individual

Societal

# Connections



# Health Equity in Road Safety

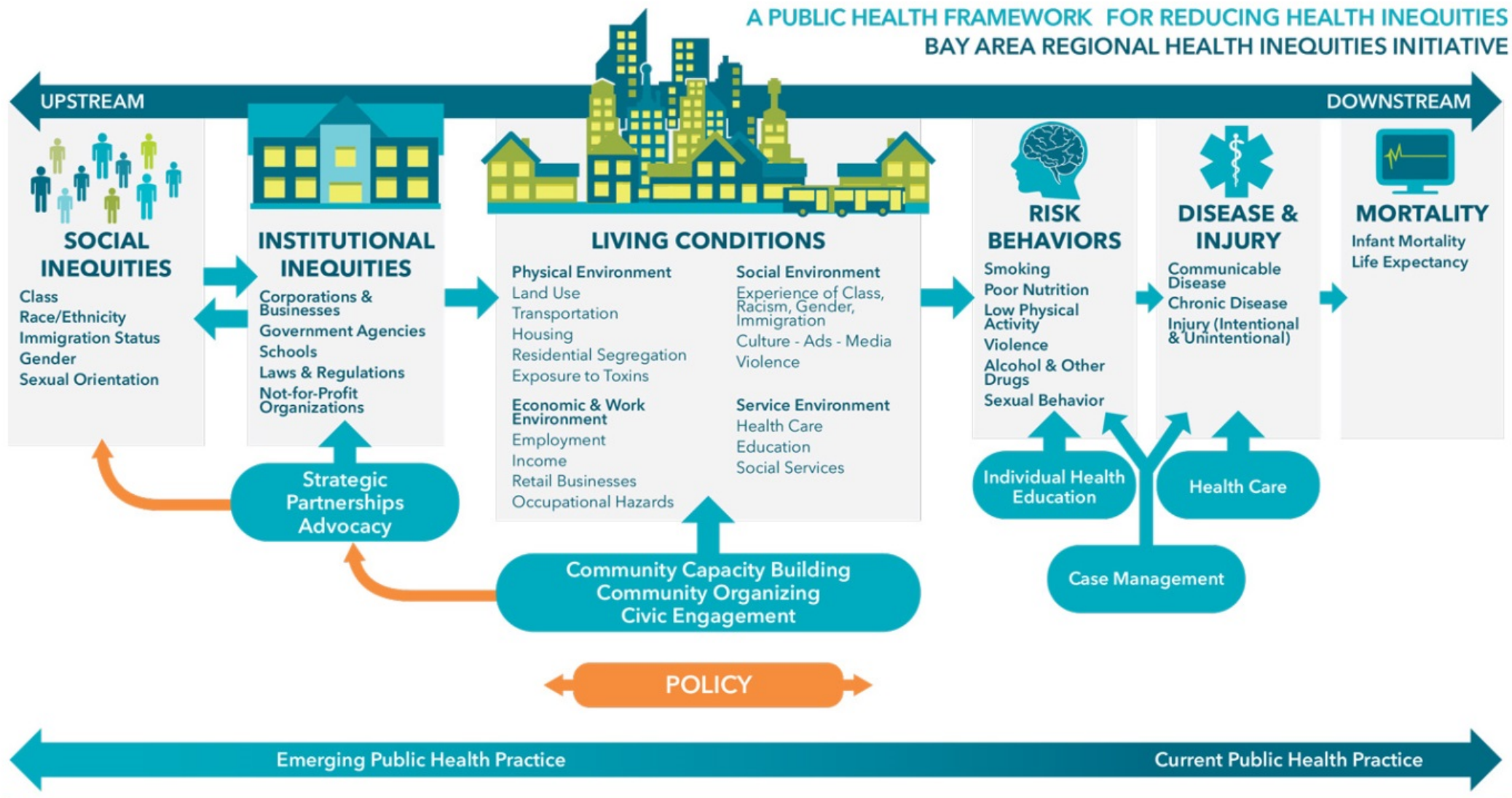


# Operationalizing Equity:

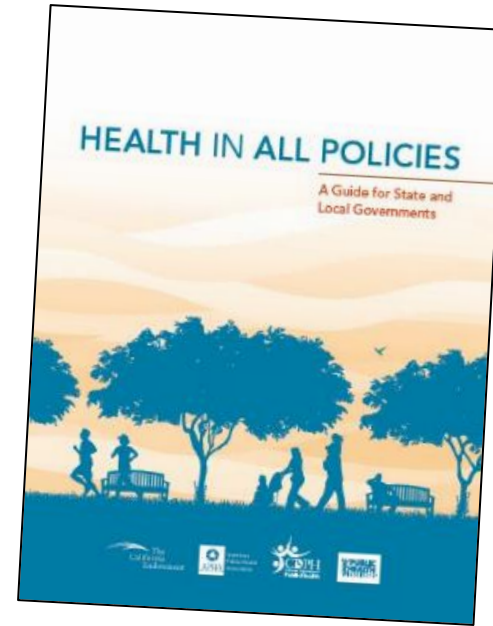
# Targeted Universalism

1. Establish a universal goal based on a broadly shared societal problem
2. Assess general population performance relative to the universal goal
3. Identify groups and places that are performing differently with respect to the goal.
4. Assess and understand the structures that support or impede each group or community from achieving the universal goal
5. Develop and implement targeted policy, systems, and environmental changes for each group to reach the universal goal.

<https://belonging.berkeley.edu/targeteduniversalism>



# Health and Safety in All Policies (HSIAP)



<https://www.apha.org/topics-and-issues/health-in-all-policies>

- Collaborative approach to integrating health and safety into all decision-making processes.
- Focuses on social, physical, and economic influences on health to address inequities in health outcomes.

# HSIAP Action Areas

**1-4**

*Gase, L., Pennotti, R., Smith, K., (2013). "Health in all Policies": Taking stock of emerging practices to incorporate health in decision making in the United States. Journal of Public Health Management, 529-540, 19 (6).*

Developing  
Cross-sector  
relationships



Committees, work groups,  
MOU's

Incorporating  
Health into  
Decision  
Making Process



Goal setting, checklists, HIAs

Enhancing Workforce  
Capacity



Training, joint conferences,  
hiring 'non-traditional' staff

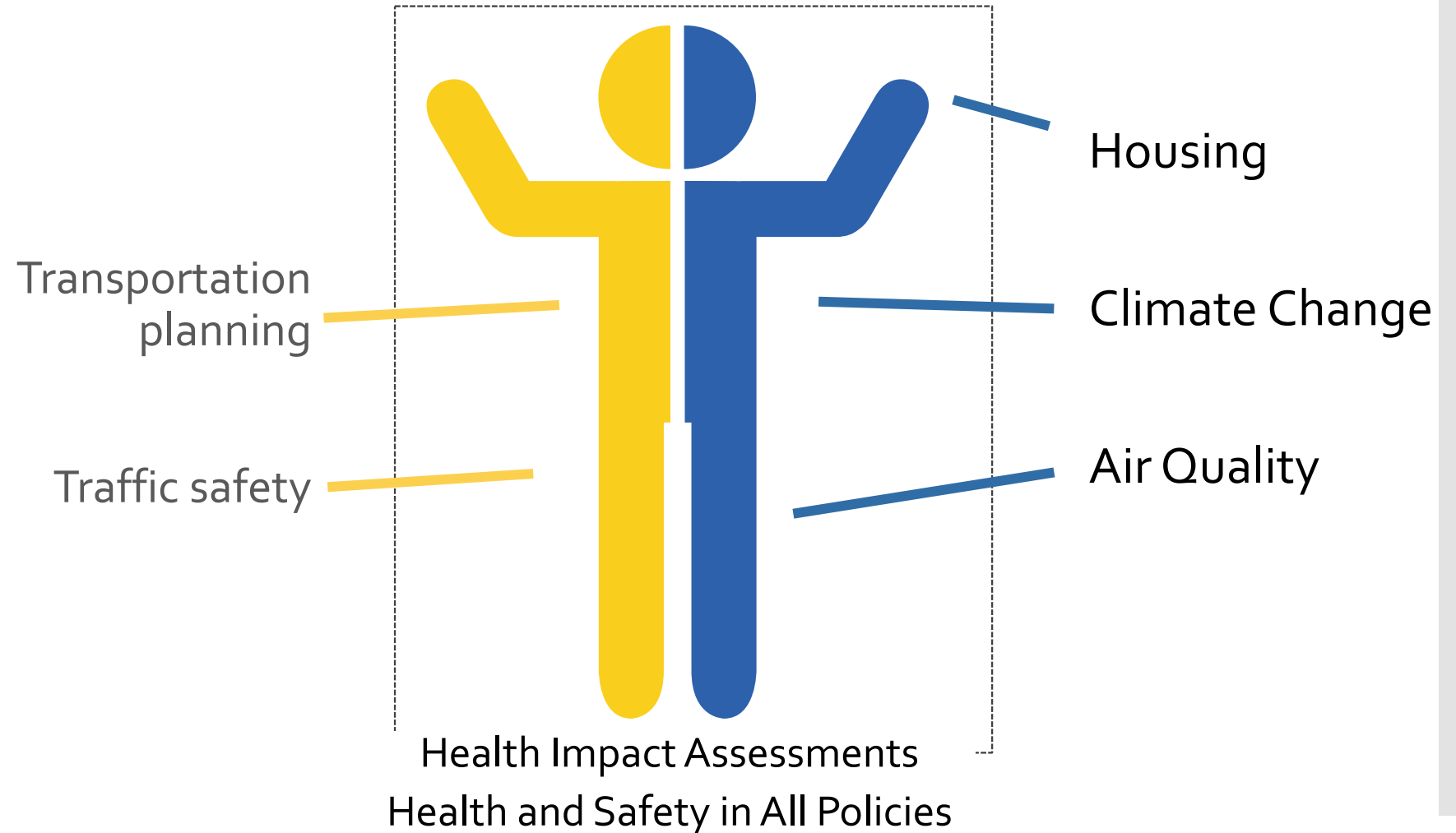
Coordinating Funding



Cross-sector review of  
funding announcements,  
interdisciplinary investment



# Cross Sector Bridge Staff



# HSIAP Action Areas 5-7

*Gase, L., Pennotti, R., Smith, K., (2013). "Health in all Policies": Taking stock of emerging practices to incorporate health in decision making in the United States. Journal of Public Health Management, 529-540, 19 (6).*

## Integrating Research, Evaluation, and Data



Developing and using health performance metrics, review of 'non-health' policies

## Syncing Messaging



Sharing platforms, sharing messaging, connecting concepts

## Implementing Accountability Structures



Shared objectives and performance metrics

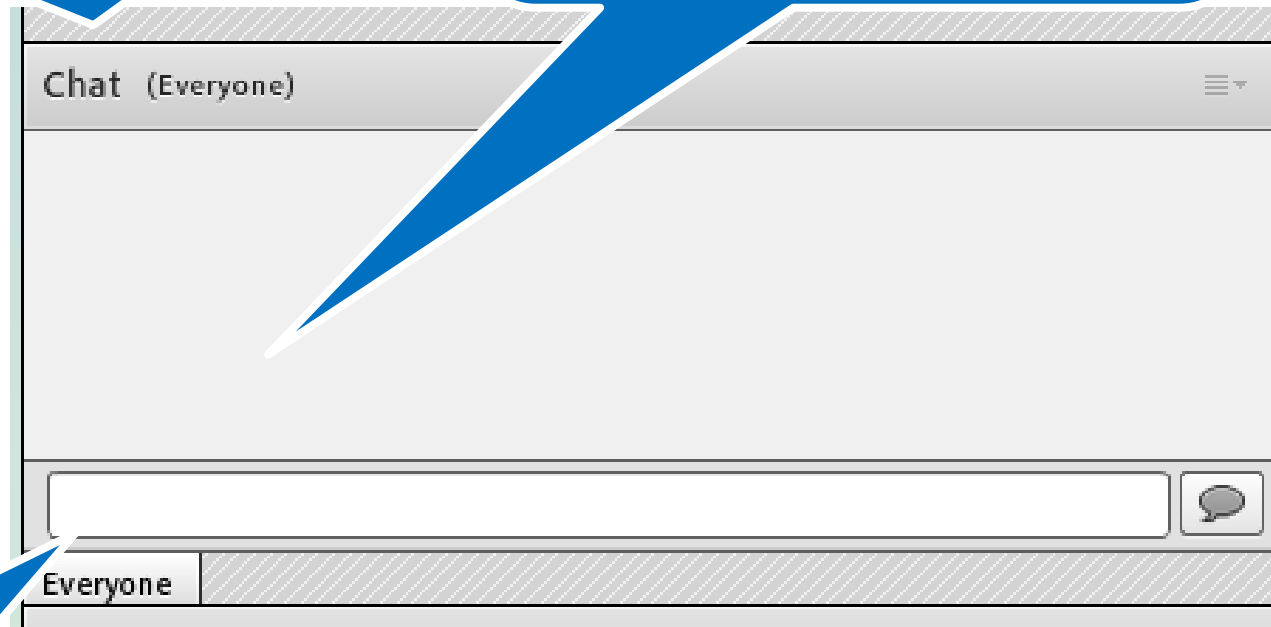


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Rob Sadowsky,  
Transportation Safety  
Outreach Coordinator



National  
Center  
for  
Rural  
Road  
Safety

Describe Clackamas County's road safety vision.

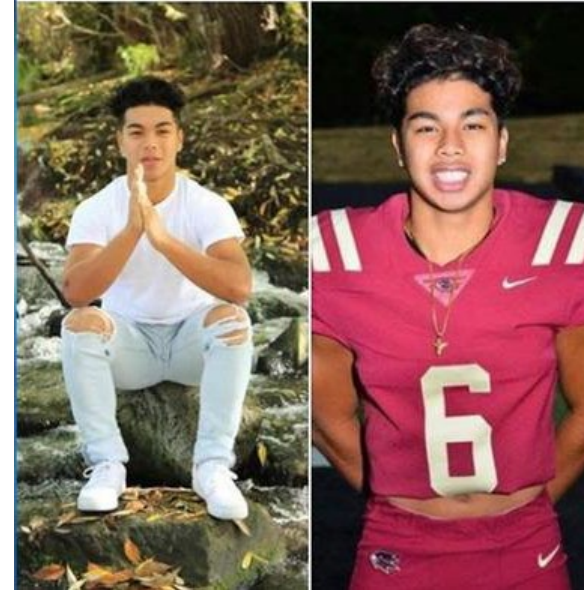
Define the Health and Safety in All Policies approach used by Clackamas County.

Identify Clackamas County's media campaign and social marketing principles to support Safe System work.

# Media Campaigns and Social Marketing for Safe Road Users

1. Understand that traffic safety is a public health matter.
2. Establish overall community norms that reinforce safe driving and traffic safety.
3. Clearly anchor the County as caring deeply about traffic safety.
4. Understand the people and the data.
5. Build community collaborations.
6. Direct education, focused on where we can make a difference.
7. Highly targeted, focused campaigns.

# Traffic crashes are a public health issue and effects many people



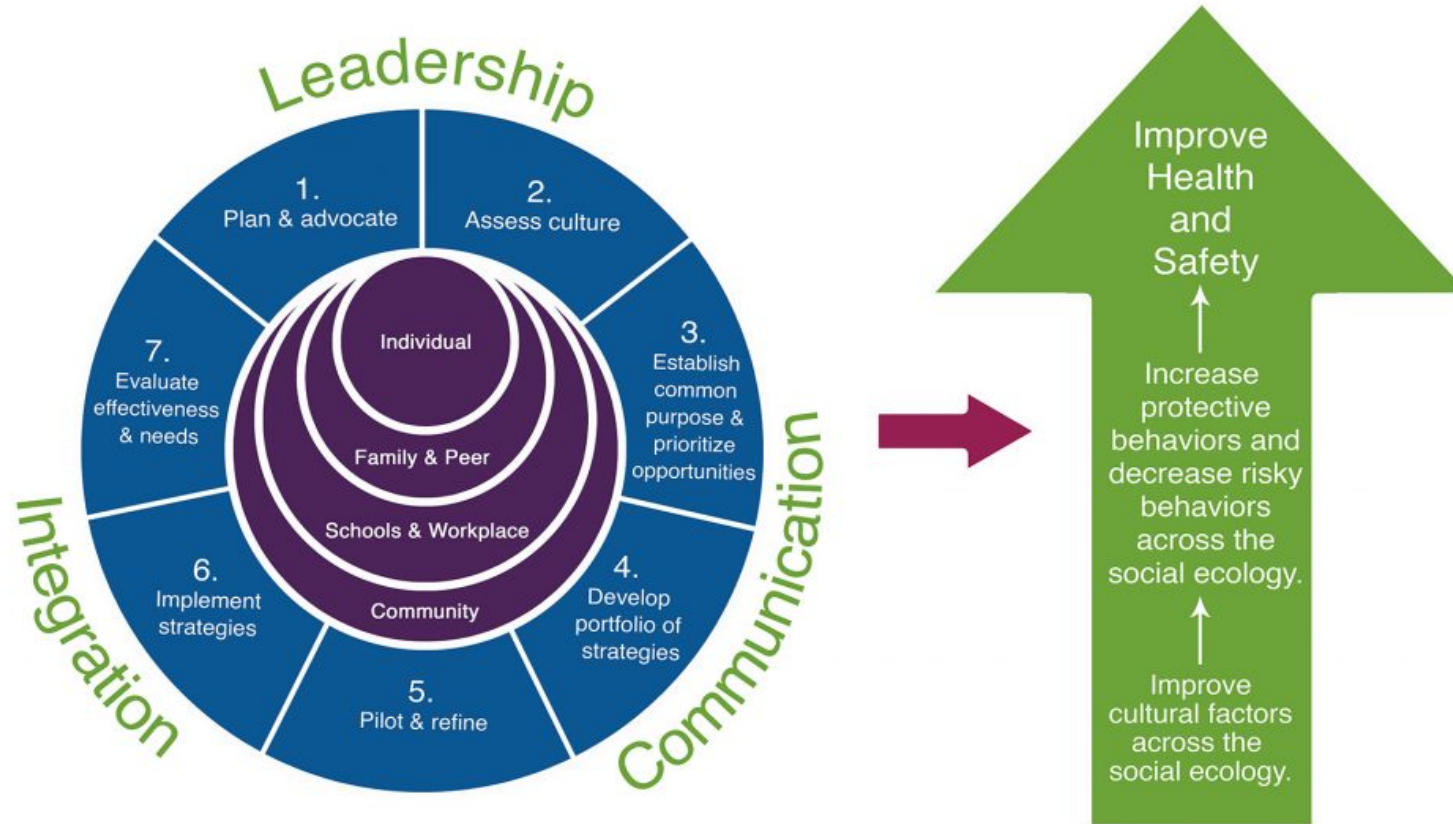
Clackamas County Sheriff and Southridge High School Twitter Posts



**MONTANA**  
STATE UNIVERSITY

Western  
Transportation  
Institute

**Center for Health & Safety Culture**



Center for Health and Safety Culture. (2016). Positive culture framework: A foundation for cultural transformation. Montana State University.



# DRIVE TO ZERO

Achieving the goal of zero traffic fatalities will involve everyone.



Clackamas County, TSAP 2019





stay healthy and keep others healthy  
—even when you're feeling good and  
the weather is nice.

Who do you stay home for? Tag us in  
your photos! #StayHomeChallenge

40w



**clackamascounty**  #stayhome  
#stayhomesavelives #covid  
#covid19 #clackamascovid  
#clackamascounty #clackco  
#lovemyclackco #coronavirus  
#oregon #psa #localgov



40w Reply



**jessie\_kirk**   



40w 1 like Reply



Liked by **parkplaceperennial** and others

APRIL 13, 2020

Add a comment...

Post



clackamascounty 🌟 We are so thankful for the @tipnw volunteers who have been assisting our #ClackCo communities with the aftermath of the #ClackamasWildfires. "Returning home" after a disaster can be a deeply emotional and unsettling experience. We acknowledge that trauma is not a linear experience for people and that their lives will take time to rebuild and recover. These volunteers are specially trained everyday people who give their time to provide emotional first aid and practical support to people experiencing hardship. They're available every day and hour of the year and they respond when called on by emergency responders to assist in the field. Thank you for being there for #ClackCo!



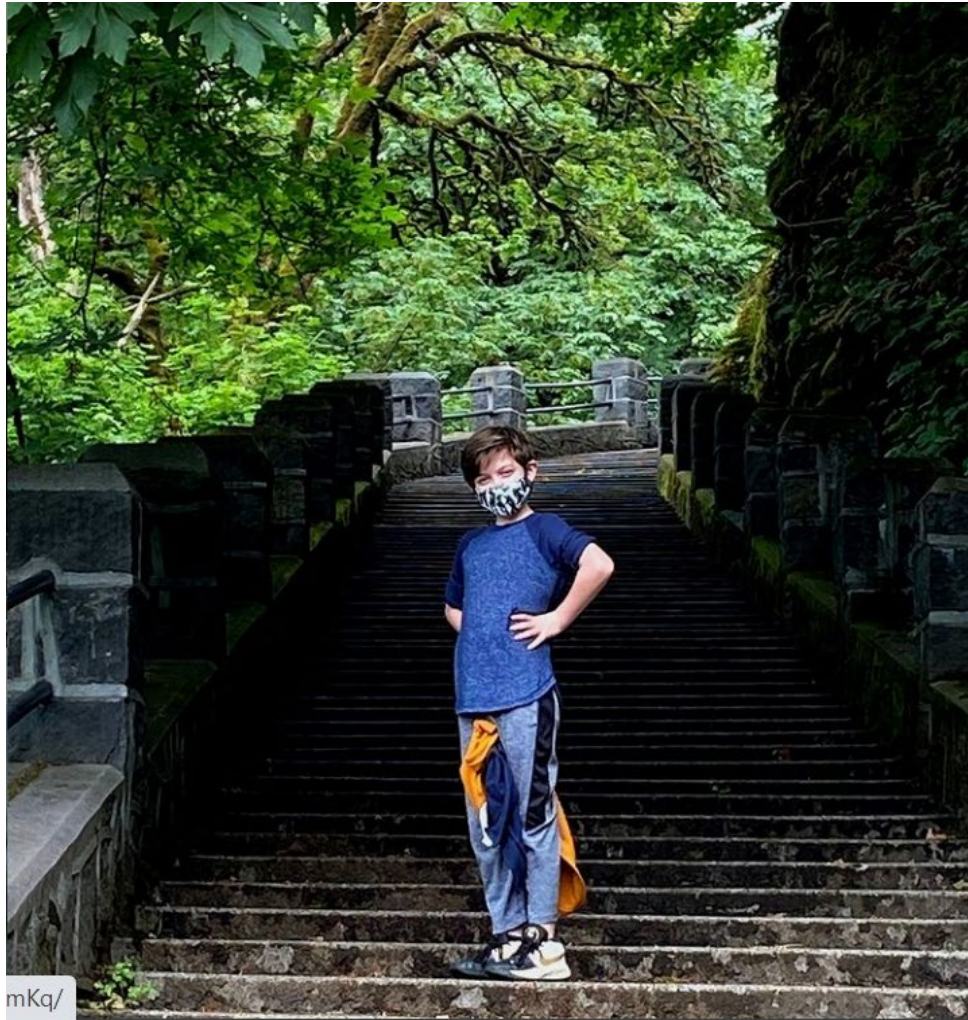
Liked by sandywatershed and others

SEPTEMBER 29, 2020

Add a comment...

Post





mKq/



clackamascounty • Following  
Oregon City, Oregon



clackamascounty Face covering  
Physical distance  
Soaking up the final weeks of summer  
in #ClackCo, safely

21w



clackamascounty  
#clackamascounty  
#lovemyclackco #oregoncity  
#maskup #oregonforward  
#summer #covid19 #covidsafety  
#wearamask

21w Reply



lintemple Where is this?

21w Reply





clackamascounty • Following  
Clackamas, Oregon



clackamascounty If you choose to go out, be a good neighbor and stay at least six feet apart from others at all times, wear a face covering and smile with your eyes! We can move #OregonForward by working together. Who do you wear a face covering for? Tag @ClackamasCounty in your photos.

27w



clackamascounty #maskup  
#covid19 #clackamascovid19  
#coronavirus #clackamascounty  
#clackco #lovemyclackco  
#oregon #pacificnorthwest

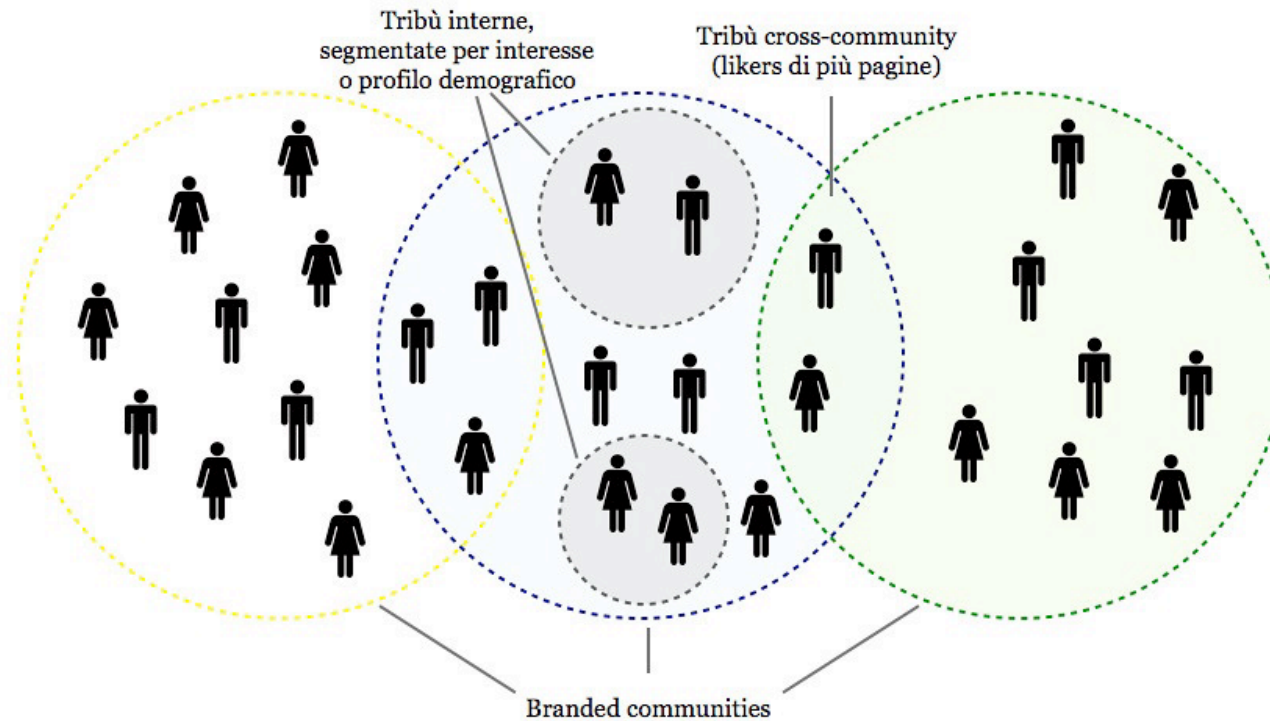
27w Reply







Clackamas County 2018



**we are social** / stefano maggi

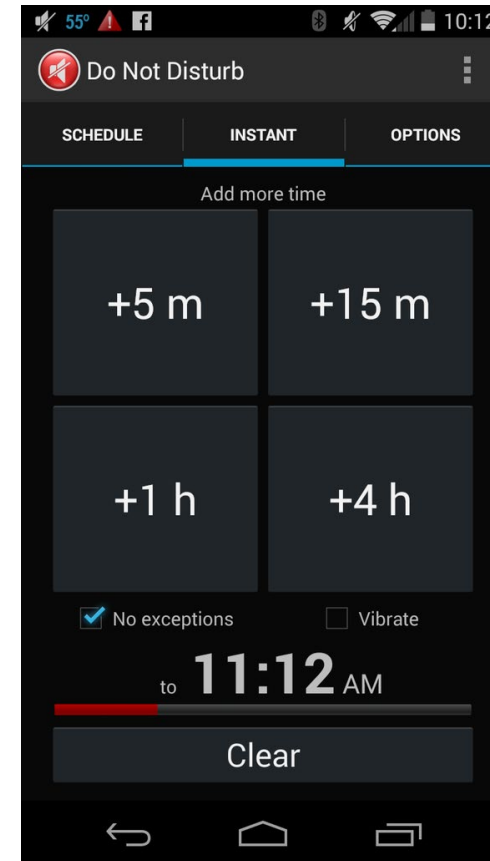
© Licensed under Creative Commons Attribution - Noncommercial - NoDerivs. The content can be used with the attribution "by We Are Social / Stefano Maggi" and link to <http://wearesocial.it> or <http://wearesocial.net>.

Micro-Targeting is a marketing strategy that uses consumer data and demographics to create audience subsets/segments. It's possible to predict the buying behavior and to influence behavior through hyper-targeted advertising.



CAUSES OF CRASHES	DESIRED BEHAVIOR	IMPACT ON REDUCING FATAL AND SERIOUS INJURIES (CAMPAIGN PURPOSE)	SIZE NOT CURRENTLY DOING THE BEHAVIOR	WILLINGNESS TO DO	OVERALL SCORE	Calculated Score
Distracted Driving – Cellphones	Before you start driving, place electronic devices in a location you can't access while driving	High - 14	High – 12 Medium - 2	Medium – 5 Low - 9	H – 26 M – 7 L - 9	101
	Assign a designated texter	High – 3 Medium – 9 Low – 2	High – 14	High – 2 Medium - 1 Low – 11	H – 19 M – 10 L - 13	90
	Pull over in a legal spot to use the device	High – 9 Medium – 5	High – 14	Medium – 3 Low - 11	H – 23 M – 8 L - 11	96
	Consume food before or after driving	Medium – 9 Low – 5	High – 10 Medium – 4	High – 1 Medium – 11 Low - 2	H – 11 M – 24 L - 7	88
	Activating DND while driving function on phones	High – 10 Medium – 4	High – 10 Medium – 4	High – 4 Medium – 7 Low - 3	H – 24 M – 15 L - 3	105
	Parents model good behavior for children	High – 5 Medium – 7 Low – 2	High – 11 Medium – 3	High – 3 Medium – 9 Low - 2	H – 18 M – 19 L - 4	96
	Set your map/ music	High – 7	High – 6	High – 4	H – 17	99

It's easy to be safe.





Your phone  
needs a break  
from your  
continually  
checking in.

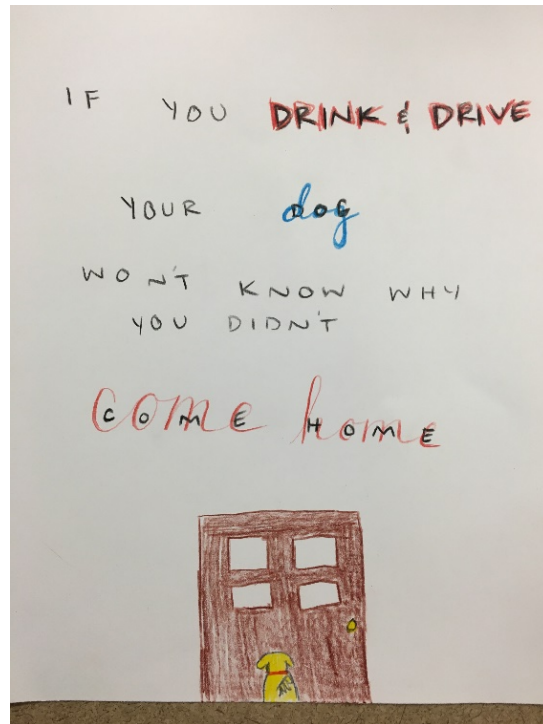


## Engaging with Community

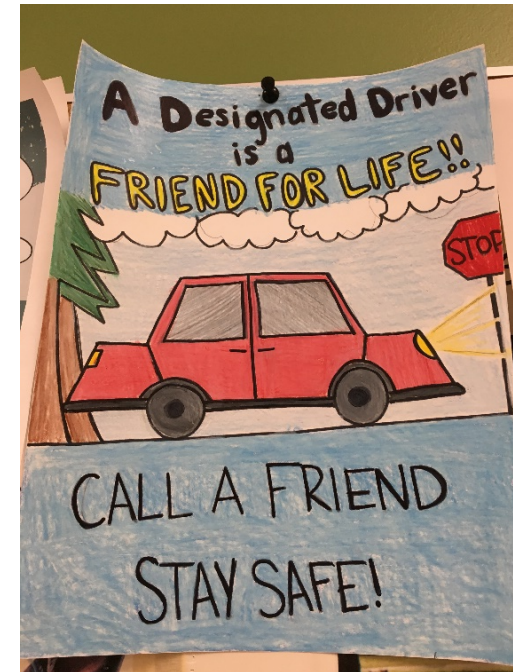
Wrapping messaging with developing community norms, classic presentations, community events and tabling.







In the  
classroom



In the  
auditorium







# Partners



Collaboration  
requires  
commitment to  
a new way of  
doing work.



Snow Leopard Trust, CC BY-SA 4.0  
<<https://creativecommons.org/licenses/by-sa/4.0/>>,  
via Wikimedia Commons



Positive Culture  
Framework  
helps provide  
behavioral  
change model  
for all work

- Positive Culture Framework Training  
<https://chsculture.org/training/>

## Clackamas Funding & Philosophy

- Fund the staffing through to prevent losing staff if grants do not come through.
- Using correct funding source based on restrictions
- Go after grant money for creative, new programs but build long term capacity into general budget.

## Clackamas Funding Sources

- General Funds (unassigned funding)
- Road Fund (use for roads/roads-related work)
- ODOT Safe Communities (NHTSA)
- All Roads Transportation Safety (FHWA/ODOT funding)
- Vehicle Registration Fees (separate County-only fee)
- Private donors

# Resources

- [www.drivetozero.org](http://www.drivetozero.org)
- Clackamas TSAP/Local Road Action Plan  
<https://www.clackamas.us/transportation/tsap.html>
- Social Marketing Association of North America (local chapters):  
<https://smana.org/>
- All photo credits Clackamas County unless otherwise cited.



## Opportunities to Collaborate

- Co-branded campaigns.
- Co-developing new campaigns with targeted shared audiences.
- Sharing sessions on best practices.
- Benchmarking data, applies to apples.

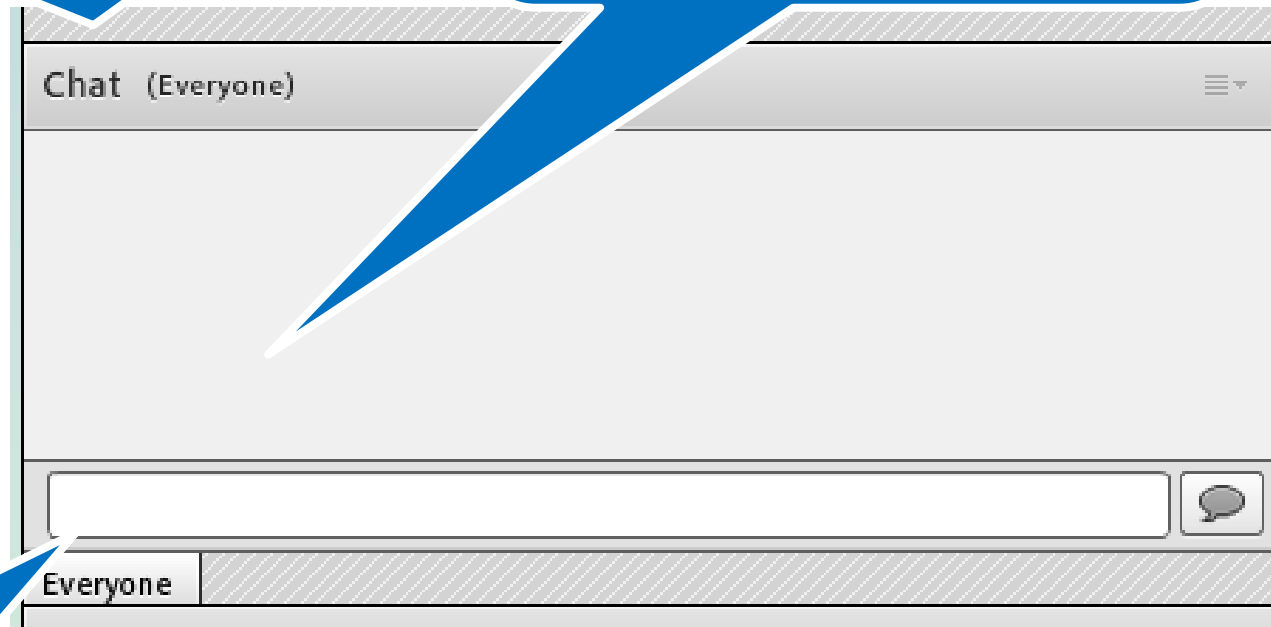


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# Upcoming 2021 Webinars

- Safe System for Rural Areas Webinar Series
  - Part 3: Safe Vehicles (Wed. September 29<sup>th</sup> from 1-2:30 PM ET)
  - Part 4: Safe Speeds (Wed. October 27<sup>th</sup> from 1-2:30 PM ET)
  - Part 5: Safe Roads (November)
  - Part 6: Post-Crash Care (December)

## Archived Webinars

[Access the webinar archives](#)





# Contact Information

***If you have any questions related to this presentation, please contact:***

Joseph Marek – [JoeMar@clackamas.us](mailto:JoeMar@clackamas.us)

Abe Moland – [AMoland@clackamas.us](mailto:AMoland@clackamas.us)

Rob Sadowsky - [RSadowsky@clackamas.us](mailto:RSadowsky@clackamas.us)

***Or contact the National Center for Rural  
Road Safety Help Desk at:***

**(406) 994-7368 or [info@ruralsafetycenter.org](mailto:info@ruralsafetycenter.org)**

**<http://ruralsafetycenter.org/>**

