Symposium

# Traffic Safety Culture and the Safe System Approach for Achieving Vision Zero

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MONTANA STATE UNIVERSITY | Center for Health & Safety Culture

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# Purpose?

# Change Behavior!

# Crashes

## Table 1. Driver-, Vehicle-, and Environment-Related Critical Reasons

| Critical Reason Attributed to | Estimated | |
| --- | --- | --- |
| | Number | Percentage* ± 95% conf. limits |
| Drivers | 2,046,000 | 94% ±2.2% |
| Vehicles | 44,000 | 2% ±0.7% |
| Environment | 52,000 | 2% ±1.3% |
| Unknown Critical Reasons | 47,000 | 2% ±1.4% |
| Total | 2,189,000 | 100% |

*Percentages are based on unrounded estimated frequencies
(Data Source: NMVCCS 2005–2007)

# Influences

Biology

Psychology

Physical Environment

Social Environment

Culture → Behavior

# Identity

# Belonging

**Group Acceptance**



**Group Rejection**

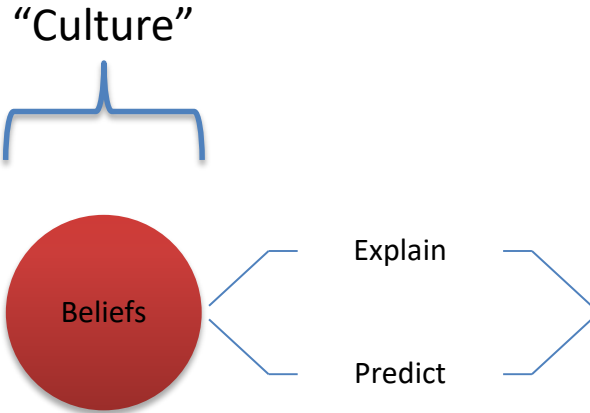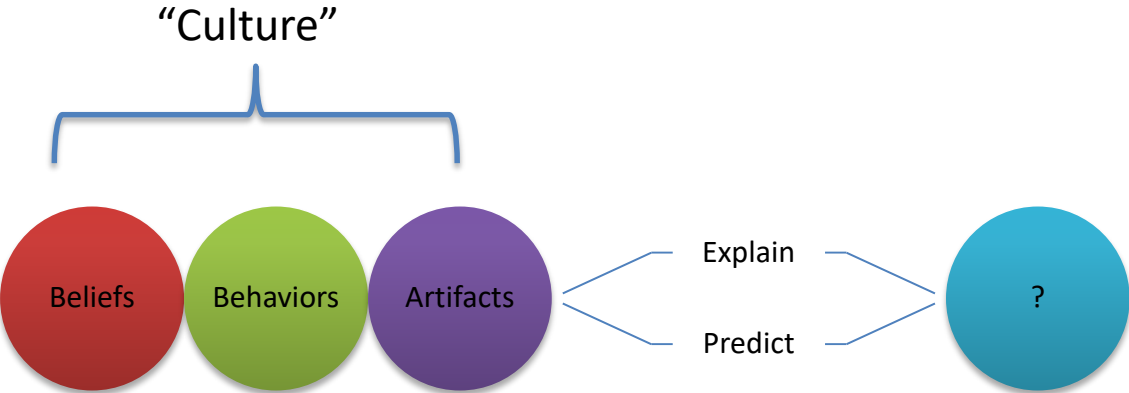# Cooperation

# Definition

"If behaviors are the target of change, … then behaviors must be understood as something informed by BUT separate from culture"

- Myers et al., 2014, p. 27

"Culture"

Beliefs · Behaviors · Artifacts — Explain / Predict — ?

"Culture"

Beliefs — Explain / Predict

# Common Language:

## Key concepts and standard terminology.

## Vision Zero

**Vision Zero** represents the goal of eliminating all traffic fatalities and serious injuries. It is a moral declaration that "zero" is the only acceptable number of traffic fatalities and serious injuries in our society.

## Safey System Approach

"**The safe system approach** to road safety is a holistic view which provides a framework to assess, guide and improve travel safety. At the core of this is the need for responsibility for reducing risk to be shared by road users and those [stakeholders] who design, maintain and operate all parts of the road transport system." RoadWise Program

## Traffic Safety Culture

"**Traffic safety culture** encompasses the shared values, assumptions, and beliefs that influence road user behaviors and stakeholder actions." FHWA Compass
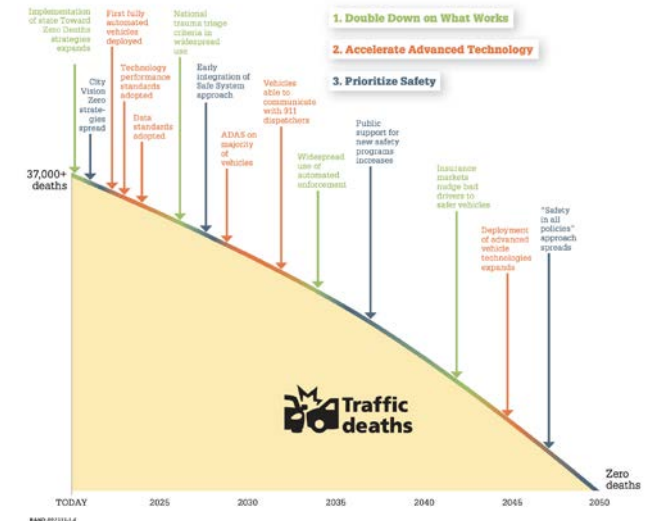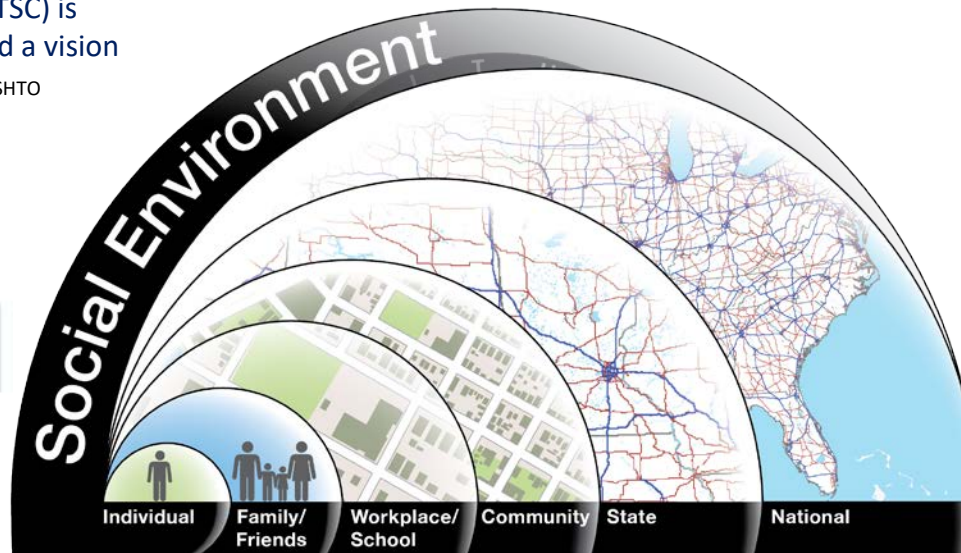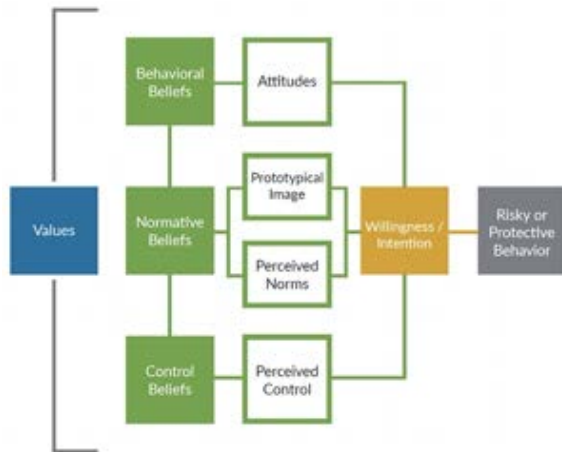
# Shared Understanding:

Understanding relationship amongst concepts.
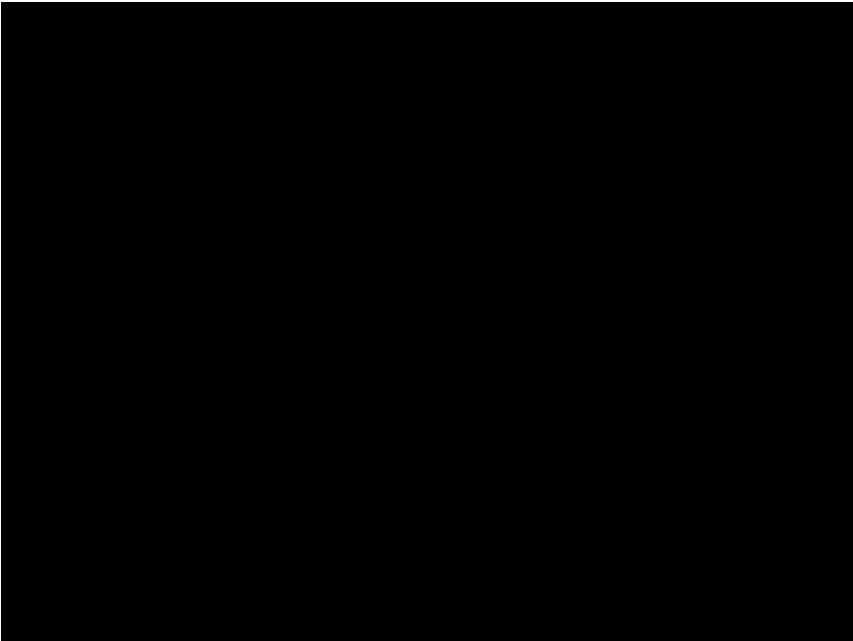
**Traffic Safety Culture** **is our foundation.**

"Creating a positive traffic safety culture (TSC) is integral to helping our nation move toward a vision of a highway system with no fatalities." AASHTO

The **Safe System Approach** **is our strategy.**

**Vision Zero** **is our target.**

RTZ Coalition

# Frame

**Fear**

**Hope**

# Seat Belt Commercial



**Source:** Together for Life, Utah
https://www.youtube.com/watch?v=teK0arQV-U0&feature=emb_logo

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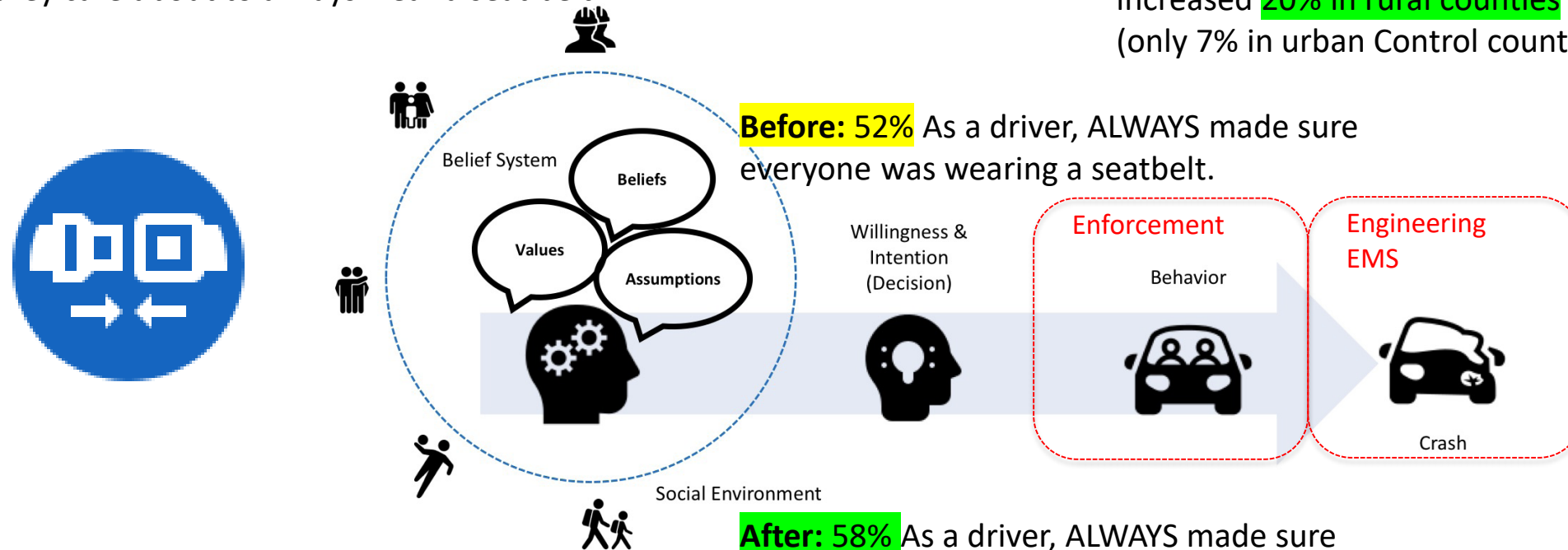
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# To change behavior, it is necessary to change culture.

**Before:** 78% STRONGLY AGREE they want people they care about to always wear a seat belt.

**Seatbelt Use:** Observed seatbelt use increased 20% in rural counties (only 7% in urban Control counties).

**Before:** 52% As a driver, ALWAYS made sure everyone was wearing a seatbelt.



Belief System

Beliefs

Values

Assumptions

Willingness & Intention (Decision)

Enforcement

Behavior

Engineering EMS

Crash

Social Environment

**After:** 58% As a driver, ALWAYS made sure everyone was wearing a seatbelt.

**After:** 86% STRONGLY AGREE they want people they care about to always wear a seat belt.

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