

# Changing traffic safety culture

*Professor Nicholas Ward*

Center for Health and Safety Culture

Montana State University

# Engineering



# Education



**Table 2. Driver-Related Critical Reasons**

Critical Reason	Estimated (Based on 94% of the NMVCCS crashes)	
	Number	Percentage* ± 95% conf. limits
Recognition Error	845,000	41% ±2.2%
Decision Error	684,000	33% ±3.7%
Performance Error	210,000	11% ±2.7%
Non-Performance Error (sleep, etc.)	145,000	7% ±1.0%
Other	162,000	8% ±1.9%
Total	2,046,000	100%

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

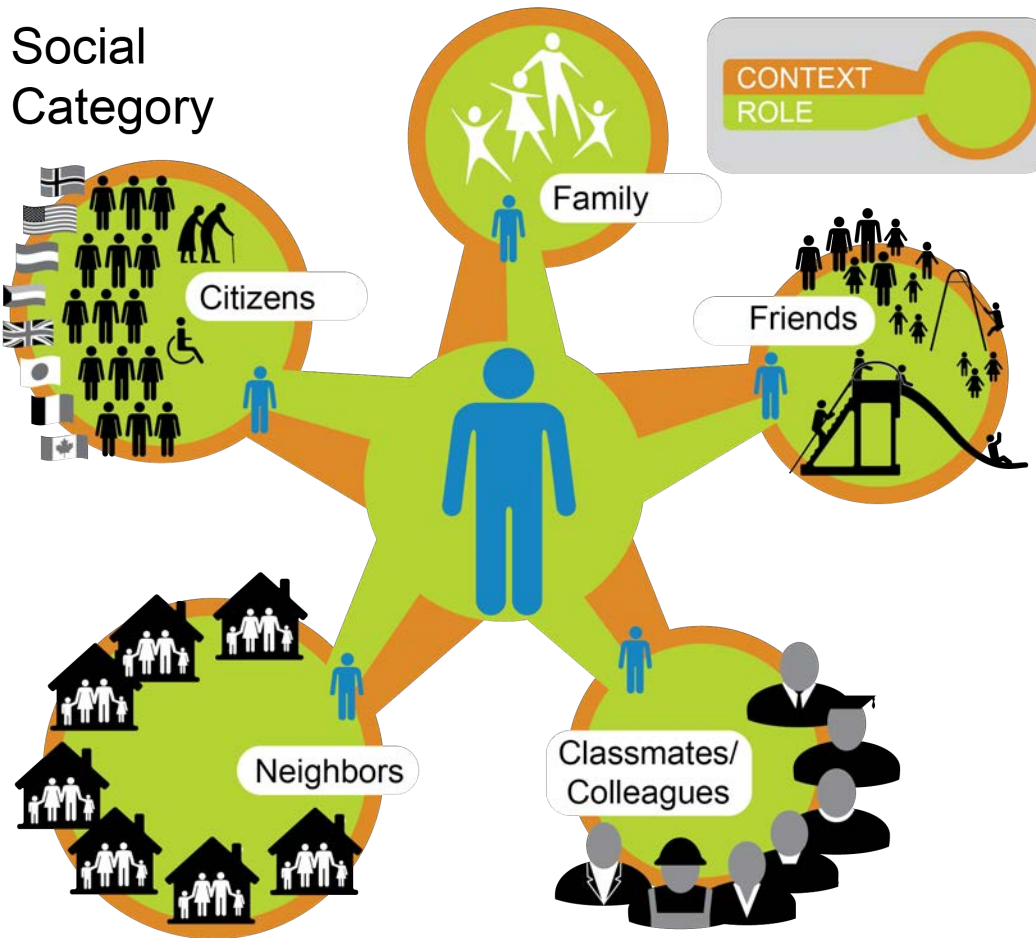
# Enforcement



# Culture



# Social Environment



# Social Beings

Identity



Belonging



Cooperation



# Social Motivation





# Social Motivation



# Definition

“The collective programming of the mind which distinguishes the members of one human group from another”

[Source:

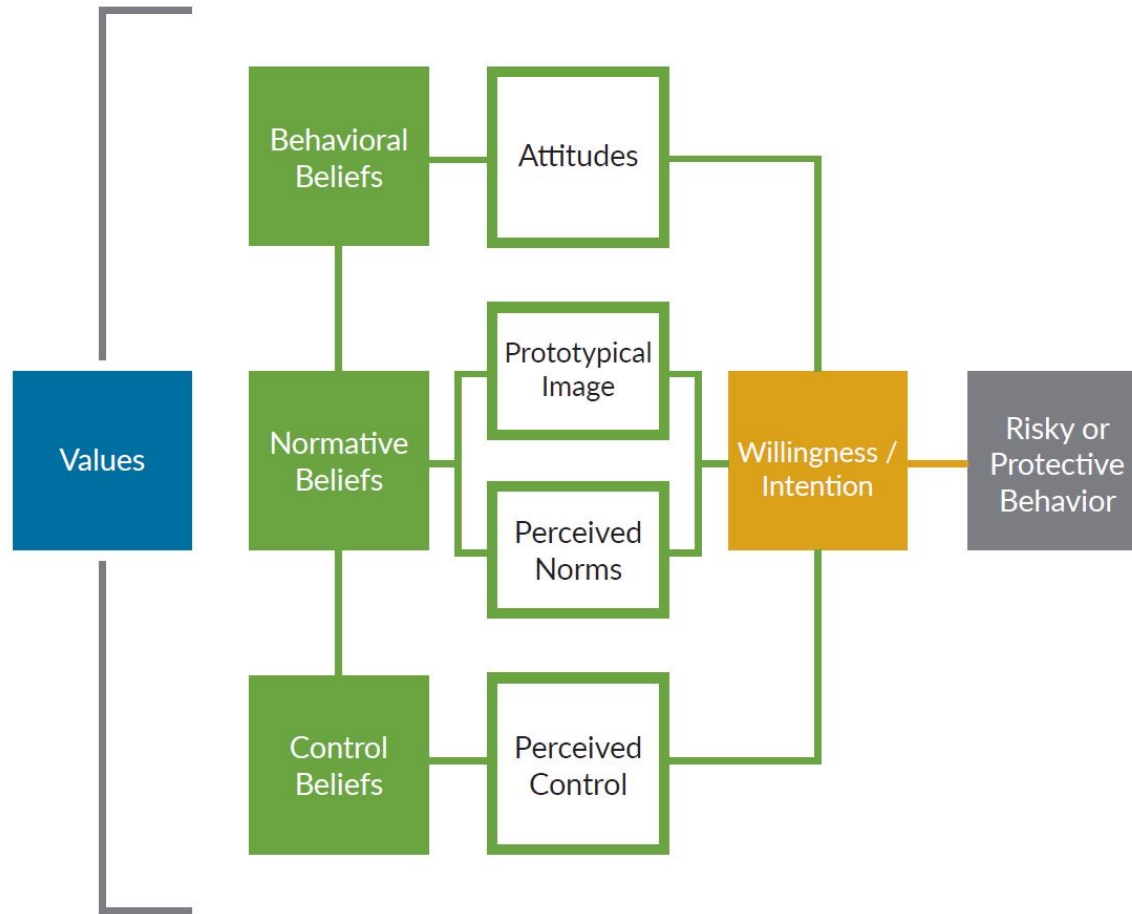


“The values and beliefs shared among groups of road users and stakeholders that affect decisions to behave or act in ways that affect traffic safety.”

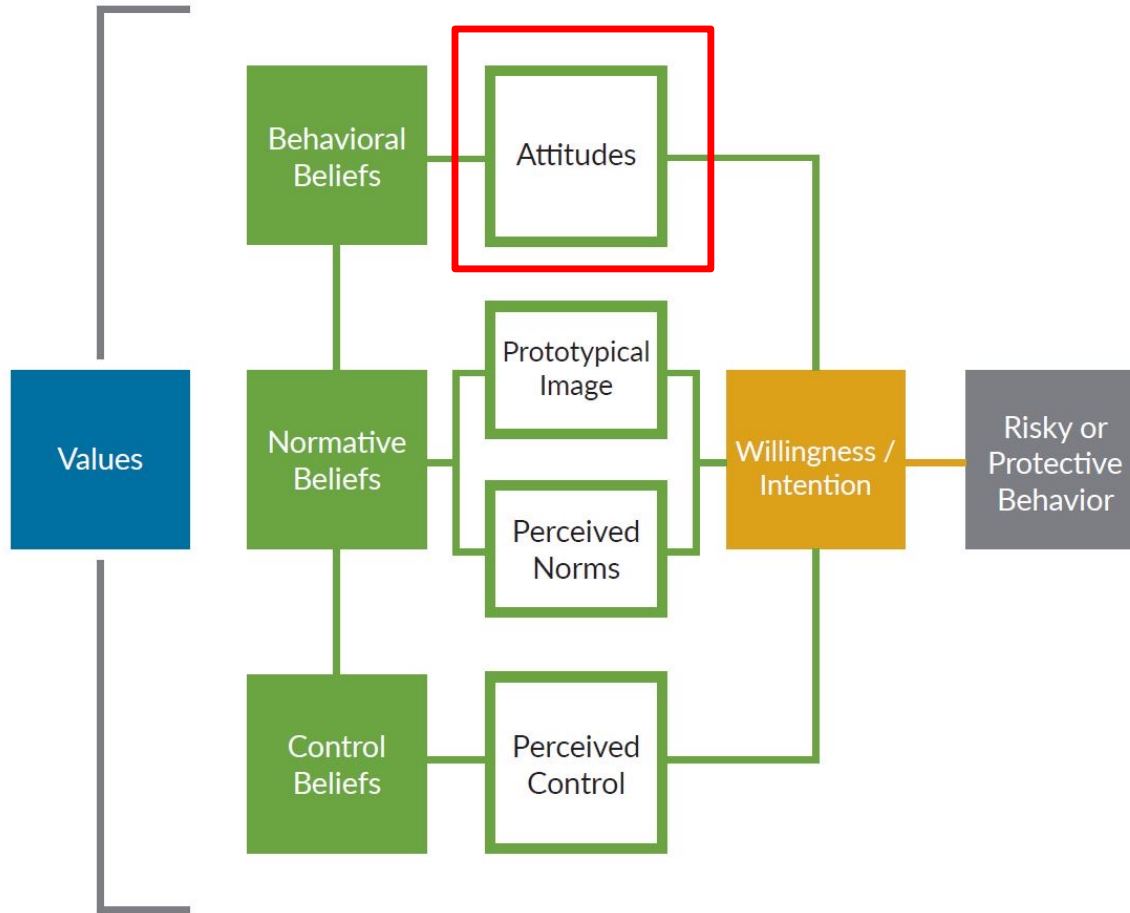
[Source:

NCHRP 17-69]

# Model



# Show Consequences



# Behavioral Beliefs

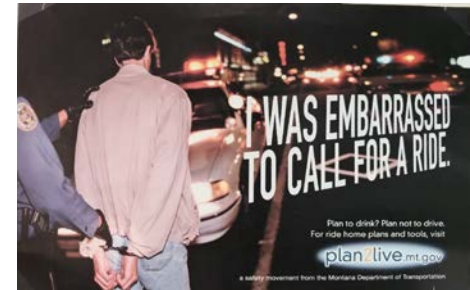
## Physical



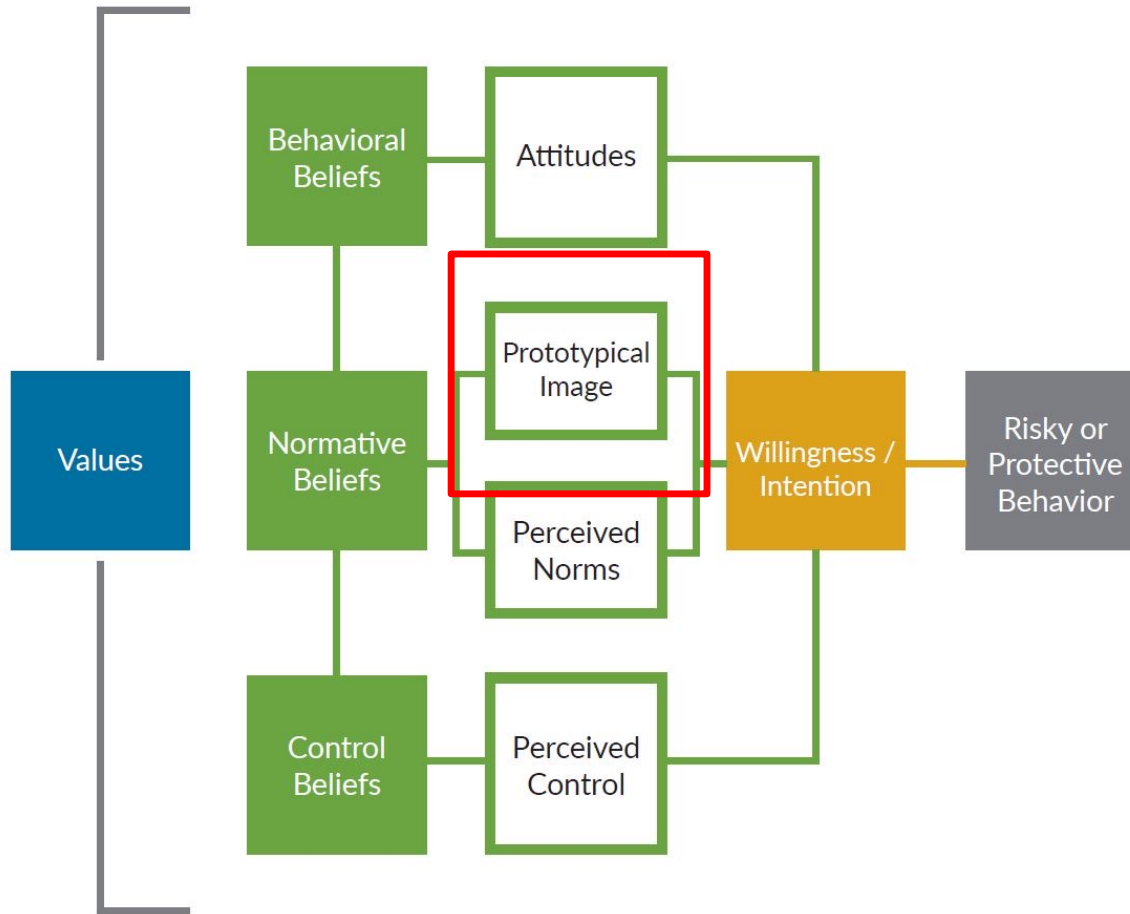
## Financial



## Social



# Make it popular





# (BUCKLE UP BOYS)

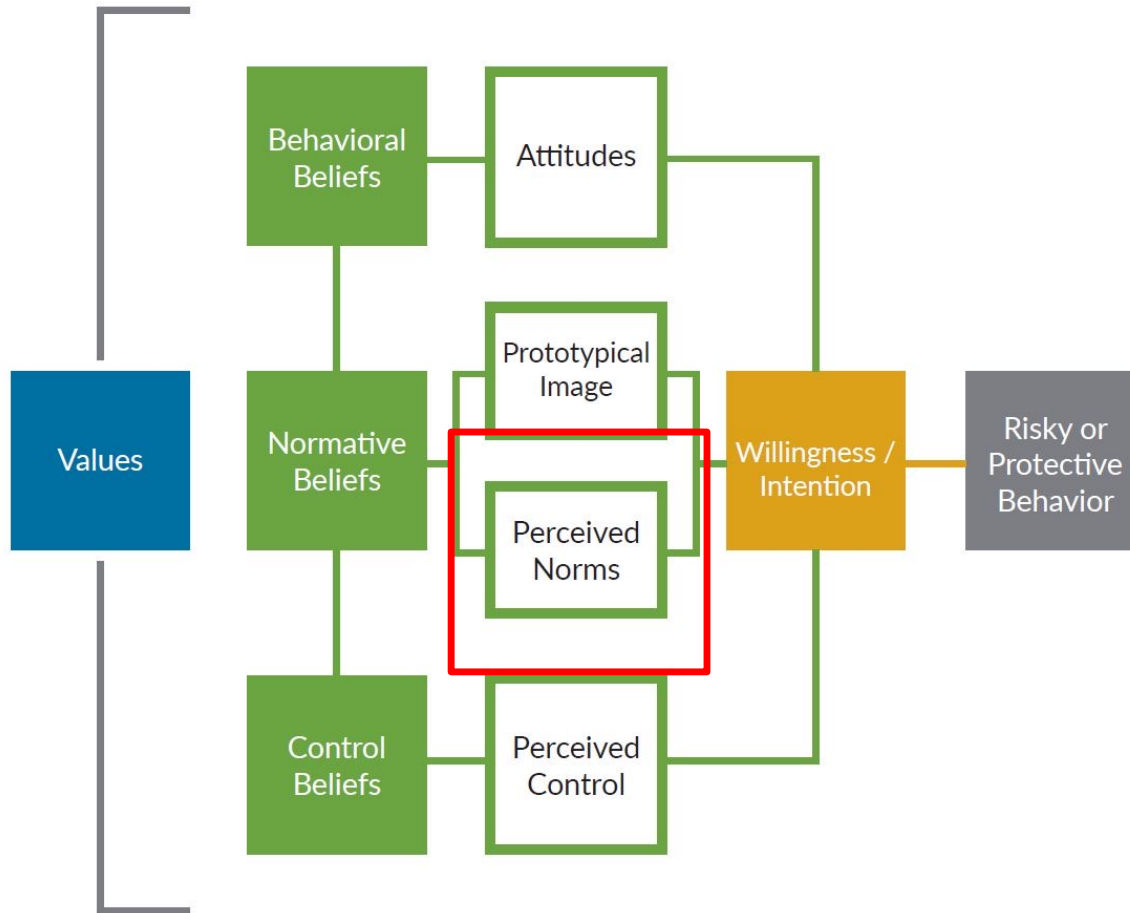
Levi, Billy and Rusty Hendrickson of Arlee Rodeo champions - Seat belt users

—◆—  
*“We count on the buckle.  
So should you.”*  
—◆—

**BUCKLE UP IN YOUR TRUCK.**  
Pickup trucks are twice as likely to roll over as a car. A seat belt increases your chances of survival in a rollover by up to 80%.

Photo by Frank Tiro

# Show the positive





# Most Montanans

(3 out of 4)

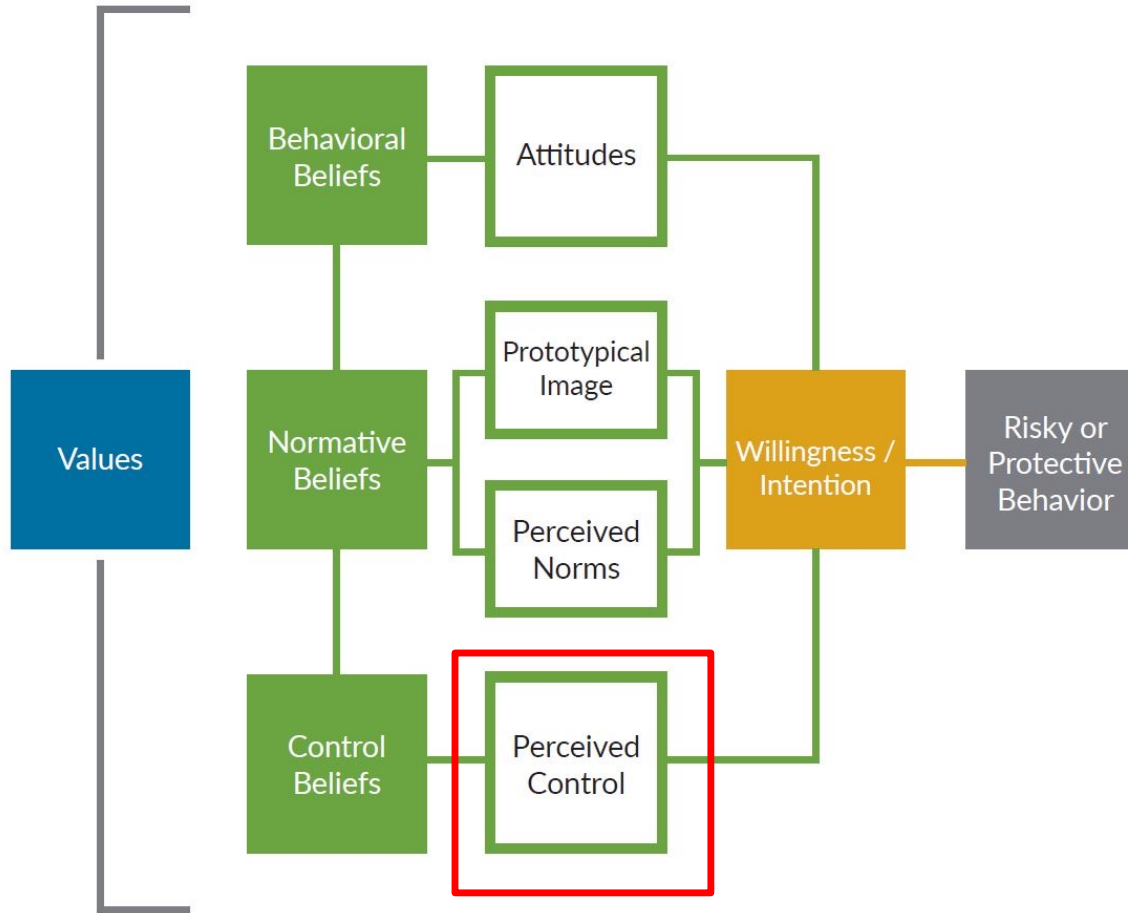
# Wear Seatbelts

www.MOSTofUS.org  
MONTANA SOCIAL NORMS PROJECT



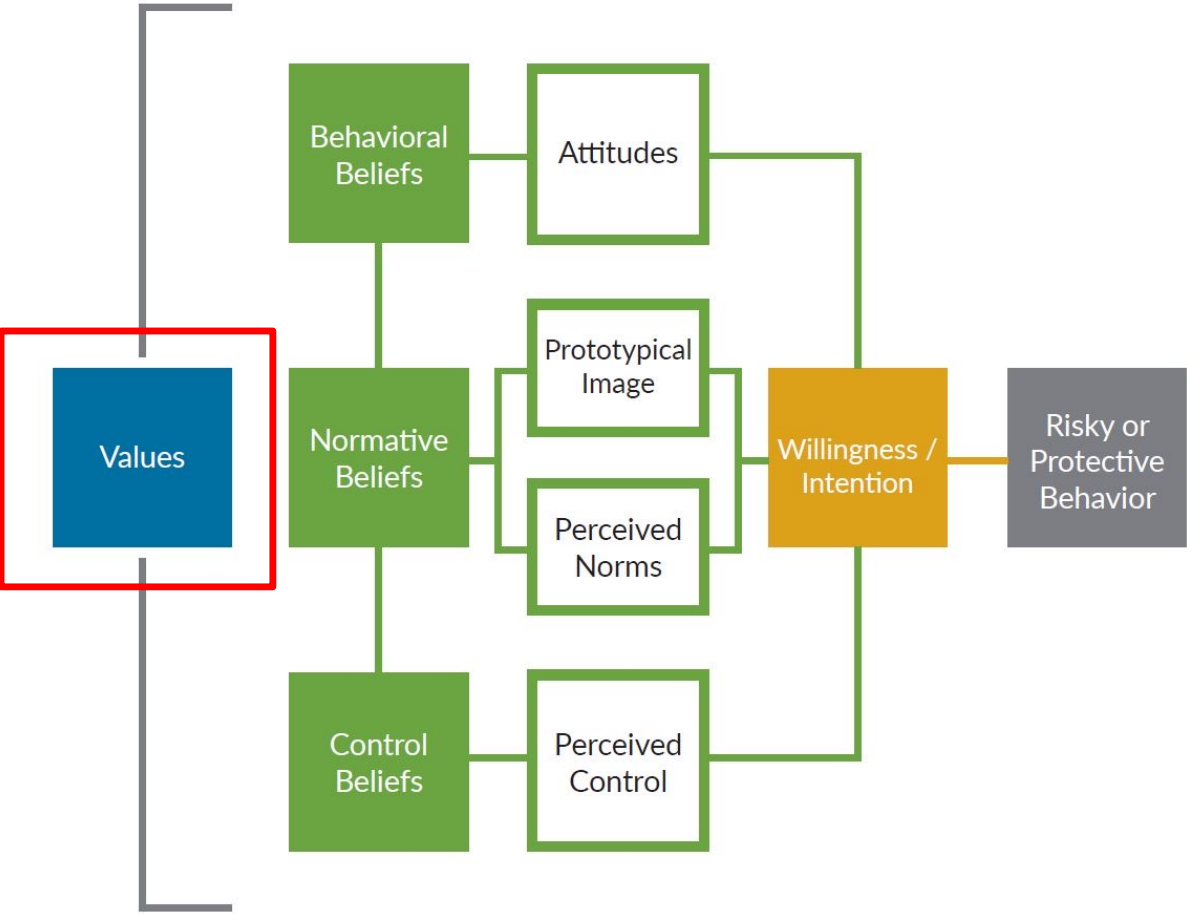
Data Source: Montana Observational Seatbelt Survey, 2002, (n= 17,000)

# Empower change



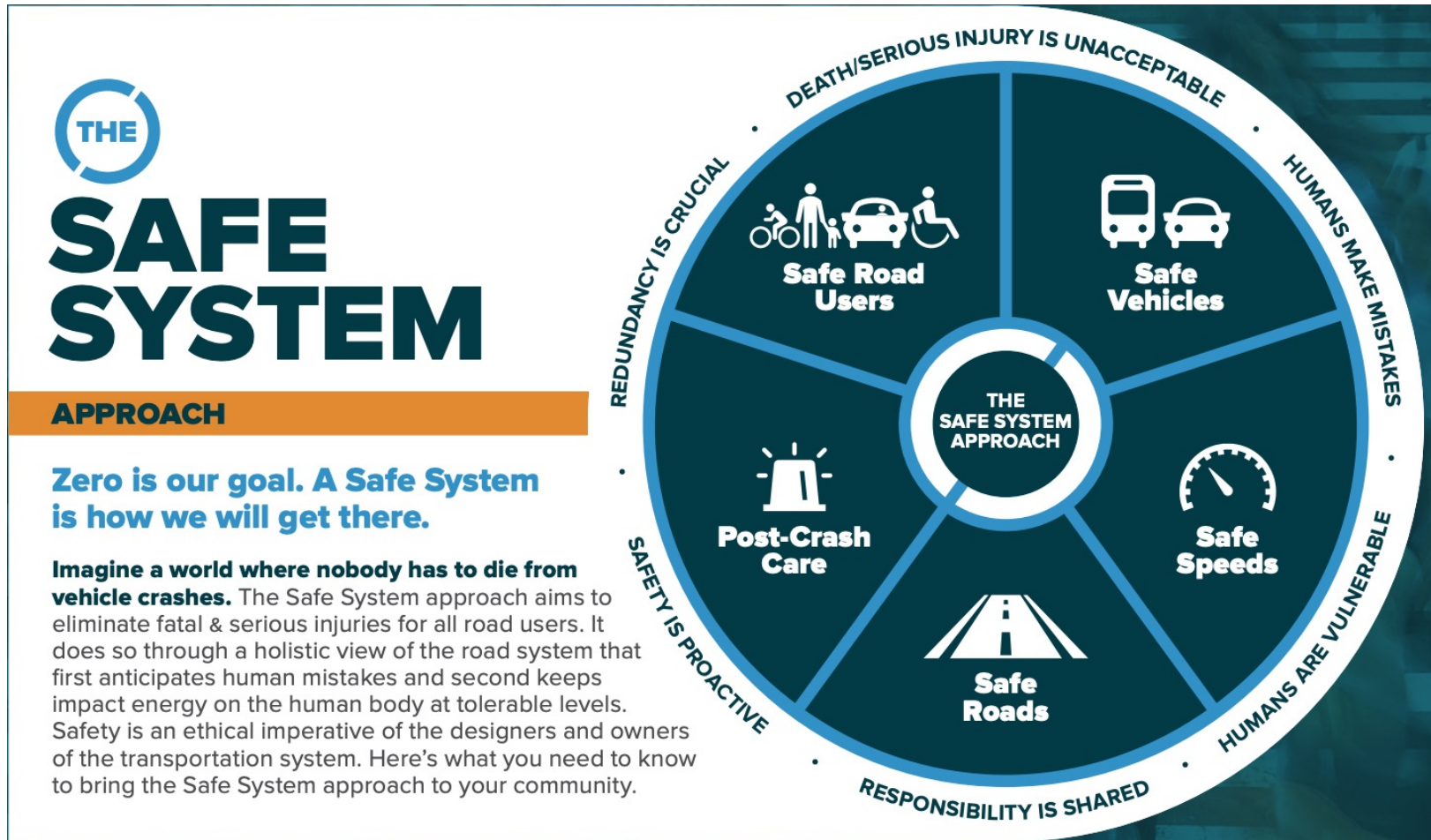


# Leverage the positive





# Stakeholders



# Stakeholders

## SAFE SYSTEM PRINCIPLES



### Death/Serious Injury is Unacceptable

While no crashes are desirable, the Safe System approach prioritizes crashes that result in death and serious injuries, since no one should experience either when using the transportation system.



### Humans Make Mistakes

People will inevitably make mistakes that can lead to crashes, but the transportation system can be designed and operated to accommodate human mistakes and injury tolerances and avoid death and serious injuries.



### Humans Are Vulnerable

People have limits for tolerating crash forces before death and serious injury occurs; therefore, it is critical to design and operate a transportation system that is human-centric and accommodates human vulnerabilities.



### Responsibility is Shared

All stakeholders (transportation system users and managers, vehicle manufacturers, etc.) must ensure that crashes don't lead to fatal or serious injuries.



### Safety is Proactive

Proactive tools should be used to identify and mitigate latent risks in the transportation system, rather than waiting for crashes to occur and reacting afterwards.



### Redundancy is Crucial

Reducing risks requires that all parts of the transportation system are strengthened, so that if one part fails, the other parts still protect people.

# Stakeholders

