

交通安全文化を変える

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技術



教育



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)

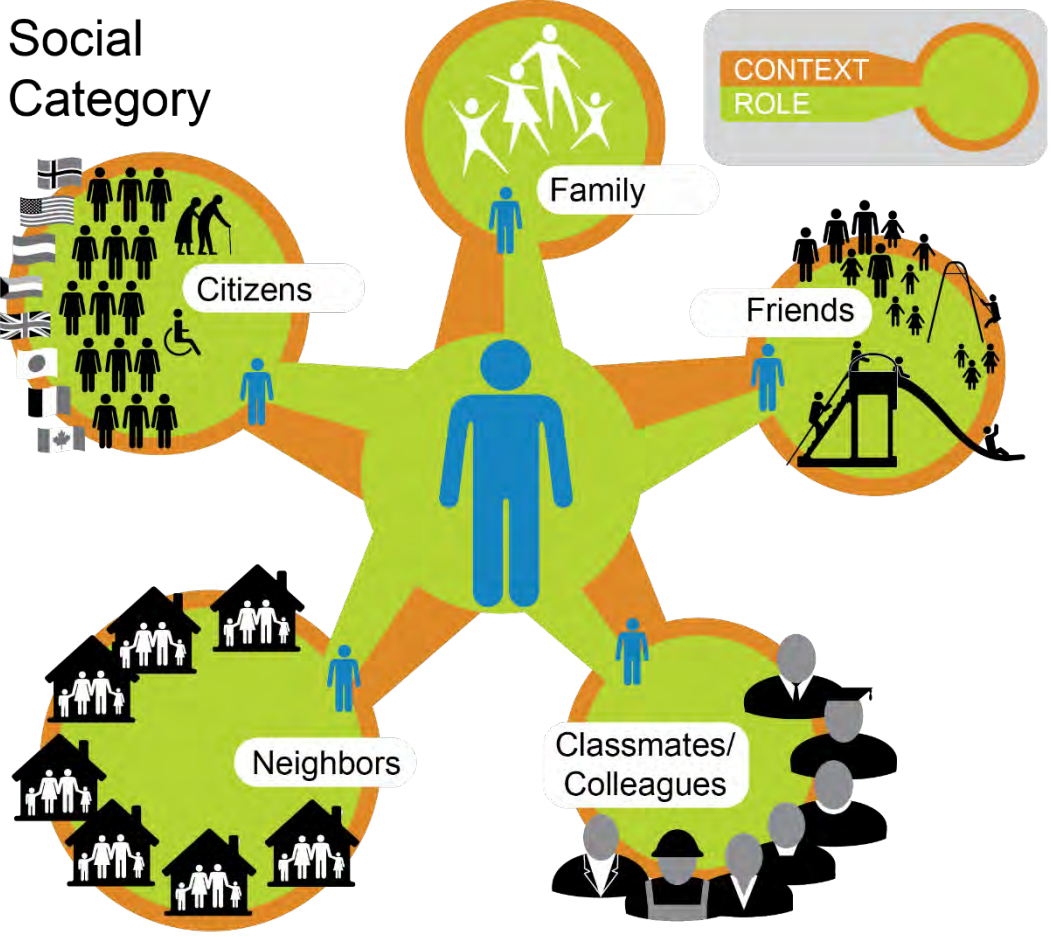
法執行



文化



社会環境

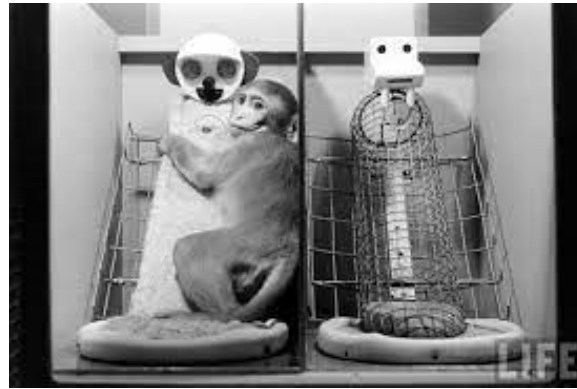


社会的存在

アイデンティティ



帰属意識



協力



社会的動機付け



社会的動機付け



定義

「人をあるグループのメンバーとして他のグループから区別するため、集団としてプログラムされた意識」

[出典: Kluckhohn著・1951]



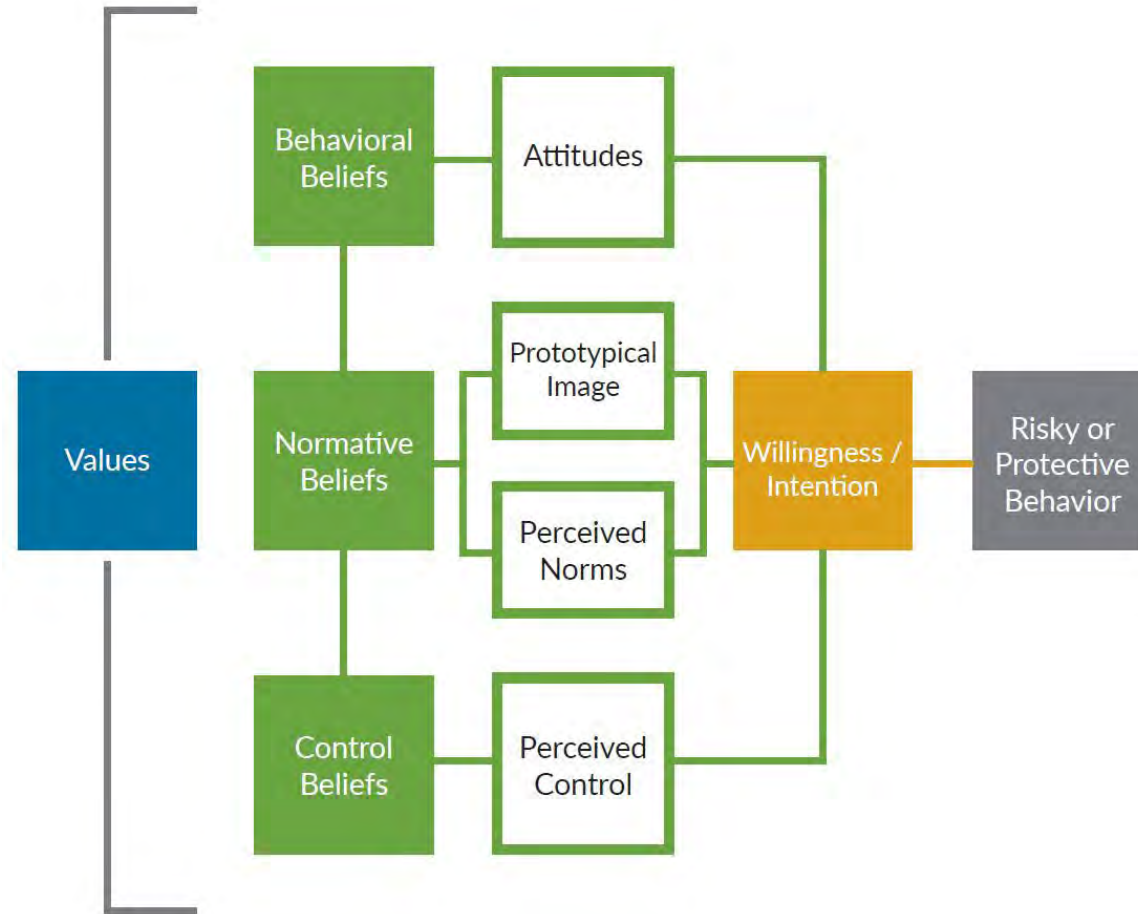
「道路利用者や利害関係者のグループで共有される価値観や信念は交通の安全性を左右する行動を決定する上で多大な影響力がある」

[出典: NCHRP 17-69]

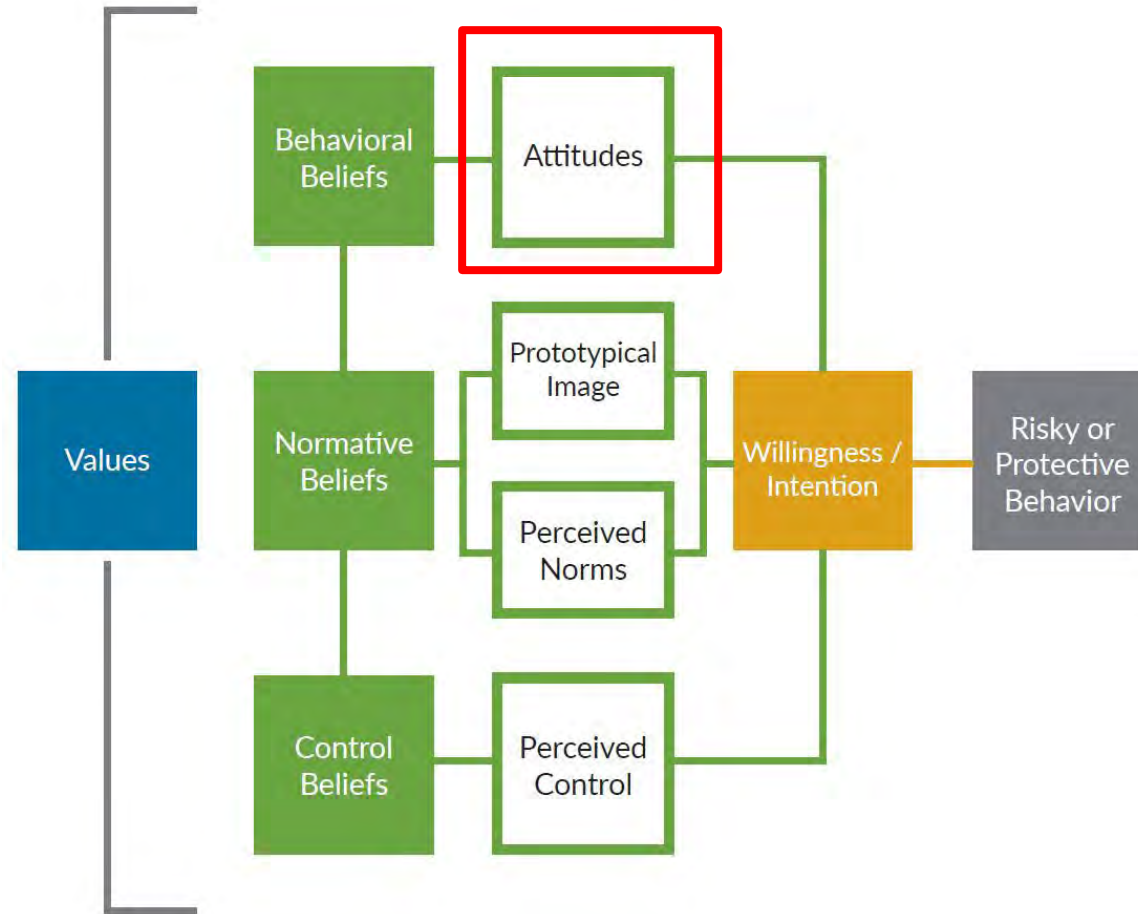
道路利用者



モデル



結果を示す



起こした行動による帰結

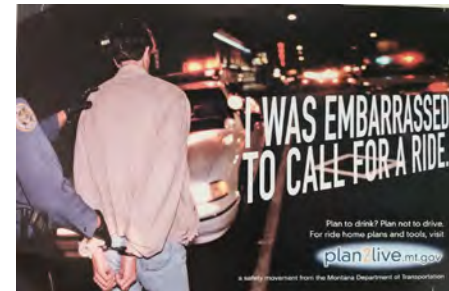
身体的帰結



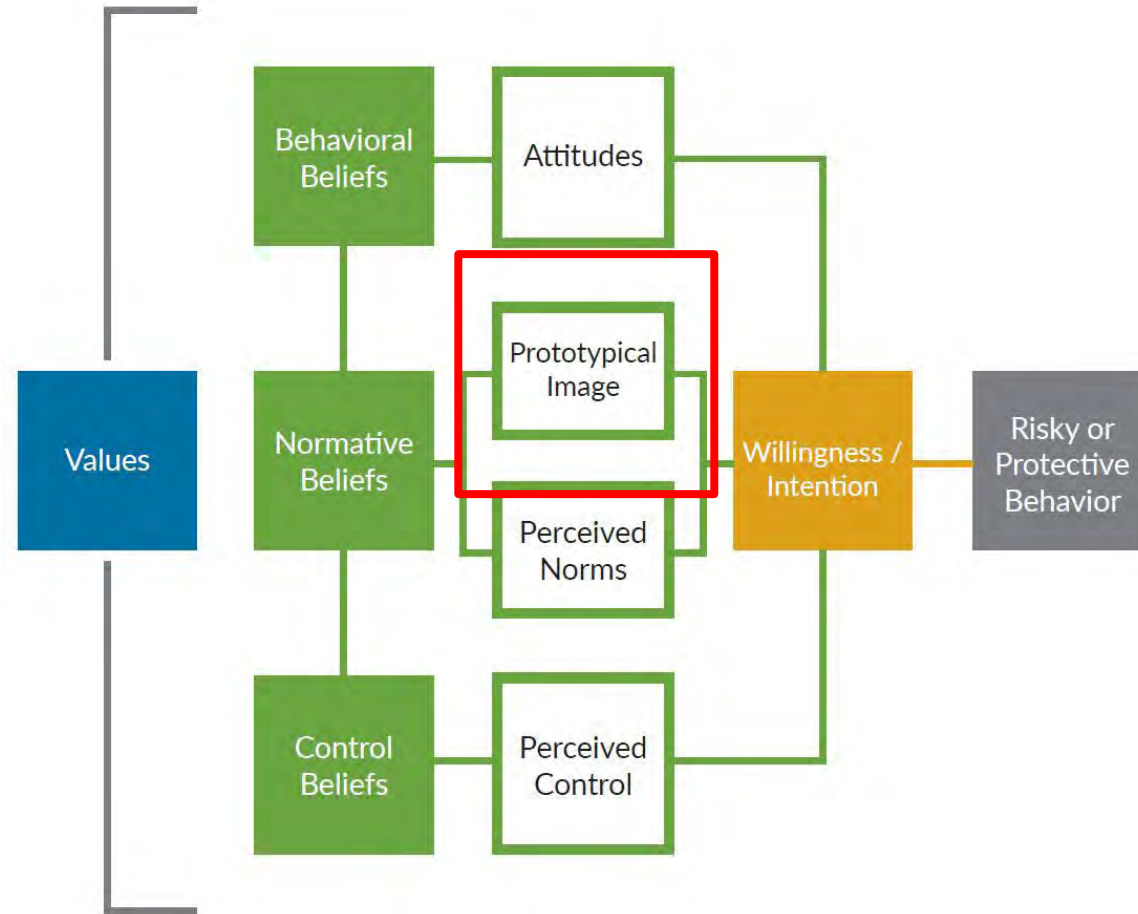
経済的帰結



社会的帰結



周知徹底させる





(BUCKLE UP BOYS)

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



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

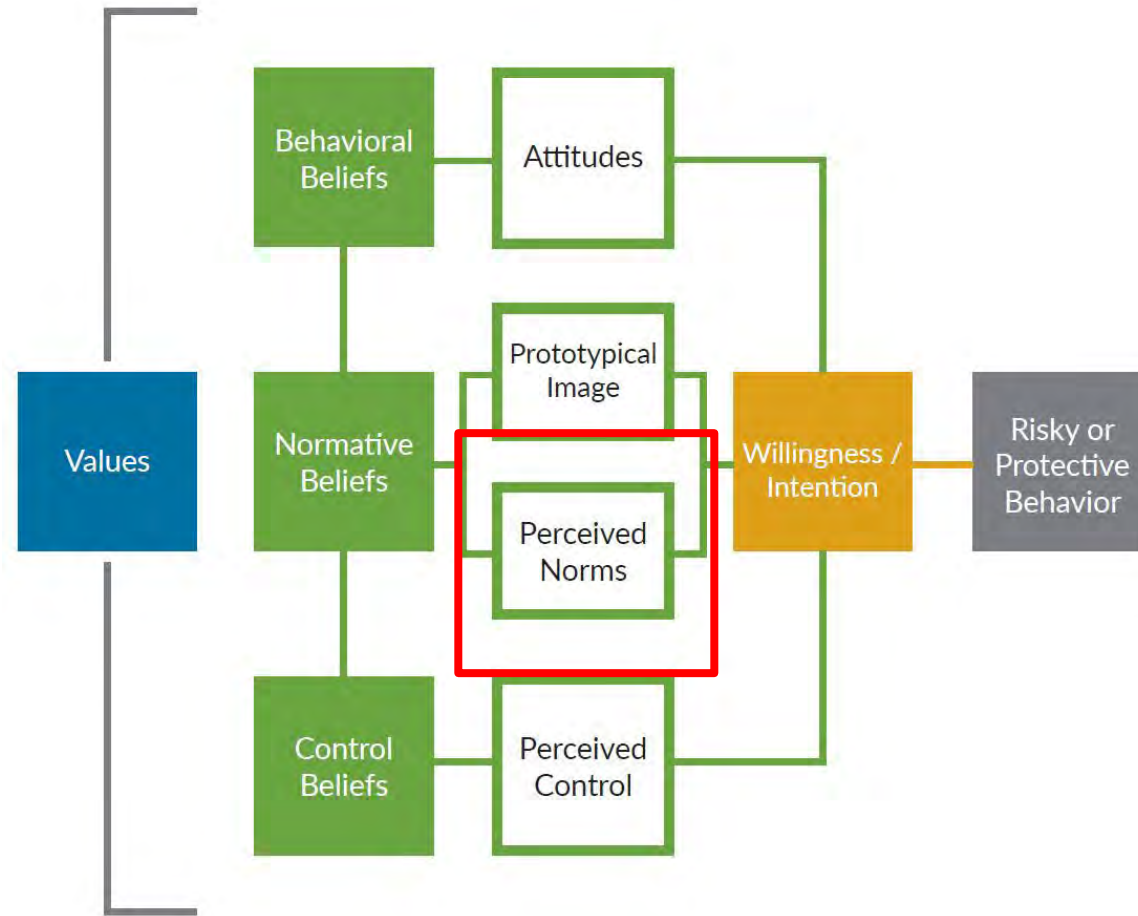


BUCKLE UP IN YOUR TRUCK.

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 Tjoo

前向きな態度を見せる



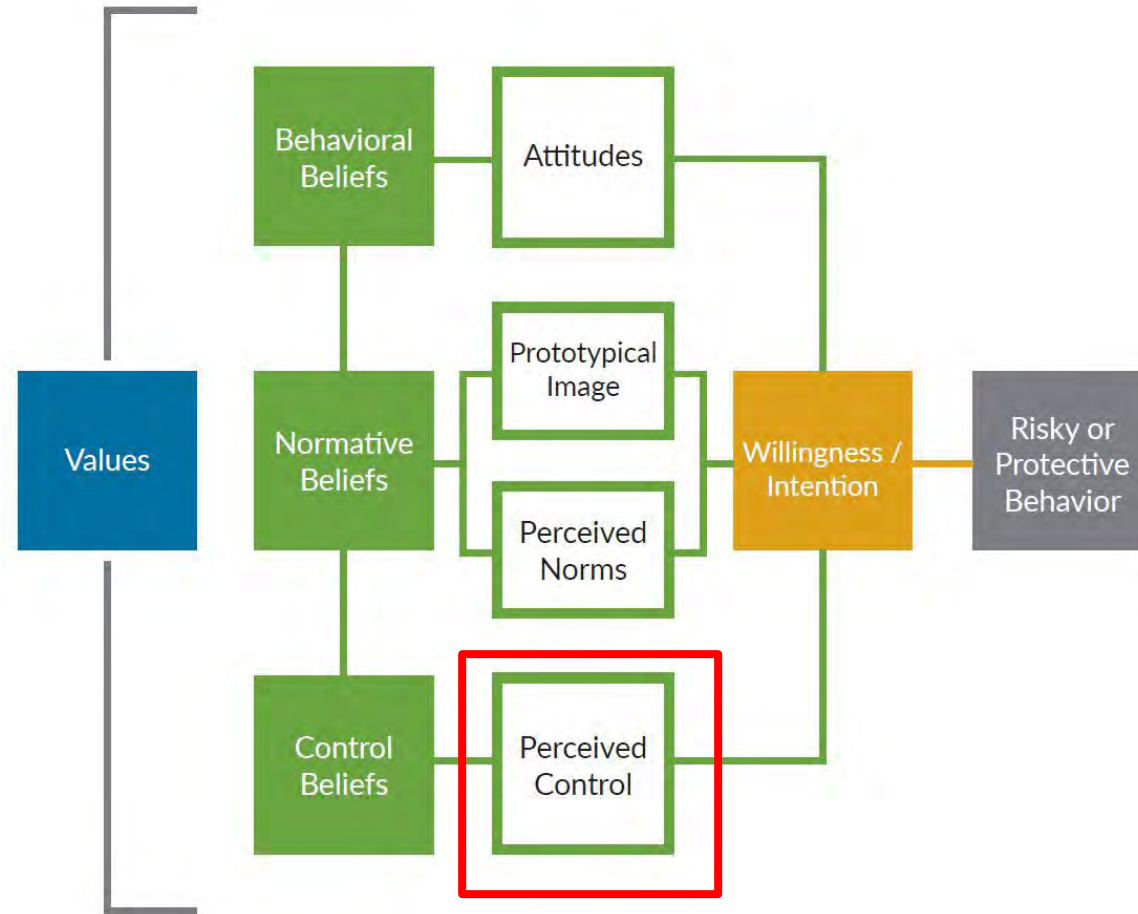
Most Montanans
(3 out of 4)
Wear Seatbelts

[www. MOSTofus.org](http://www.MOSTofus.org)
MONTANA SOCIAL NORMS PROJECT

MDT
Montana Department of Transportation

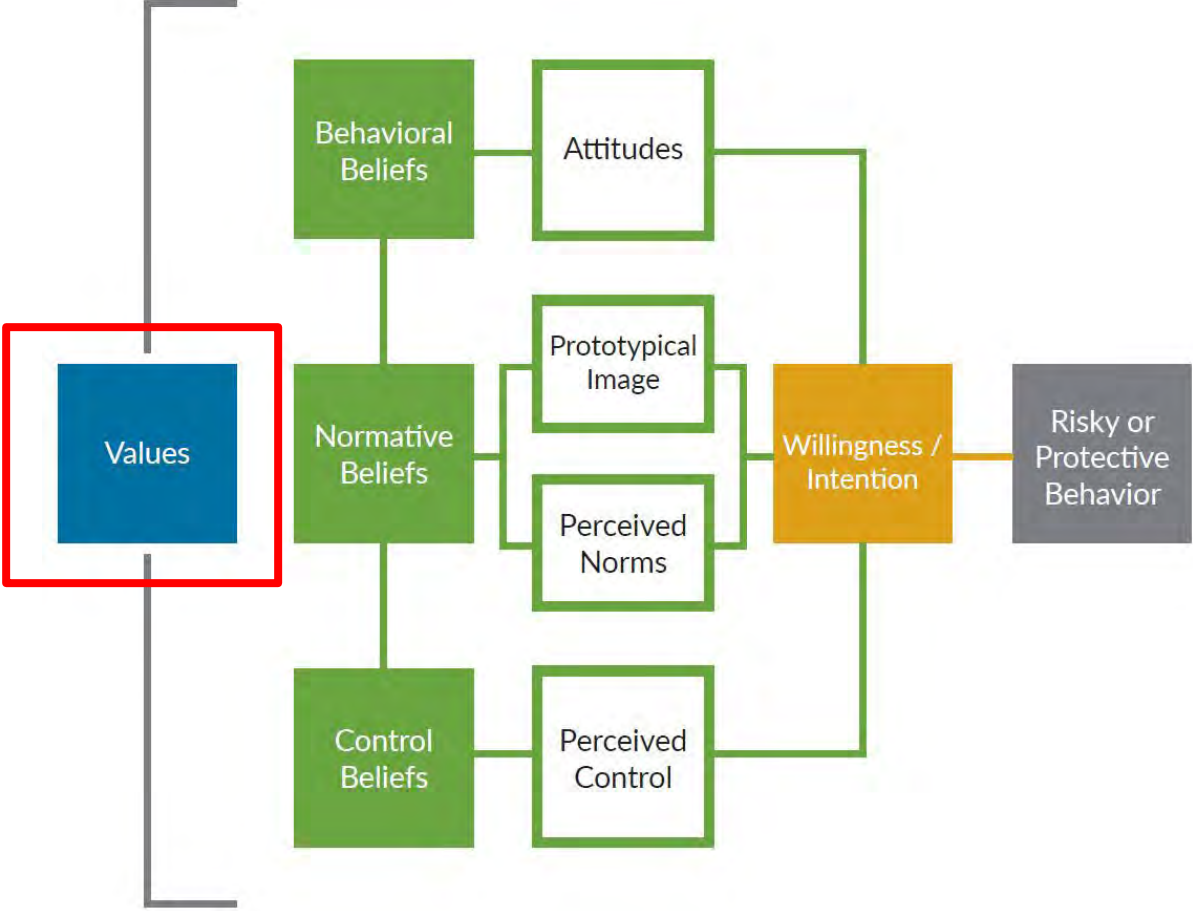
Data Source: Montana Observational Seatbelt Survey 2002 (n= 17,000)

変化を促す



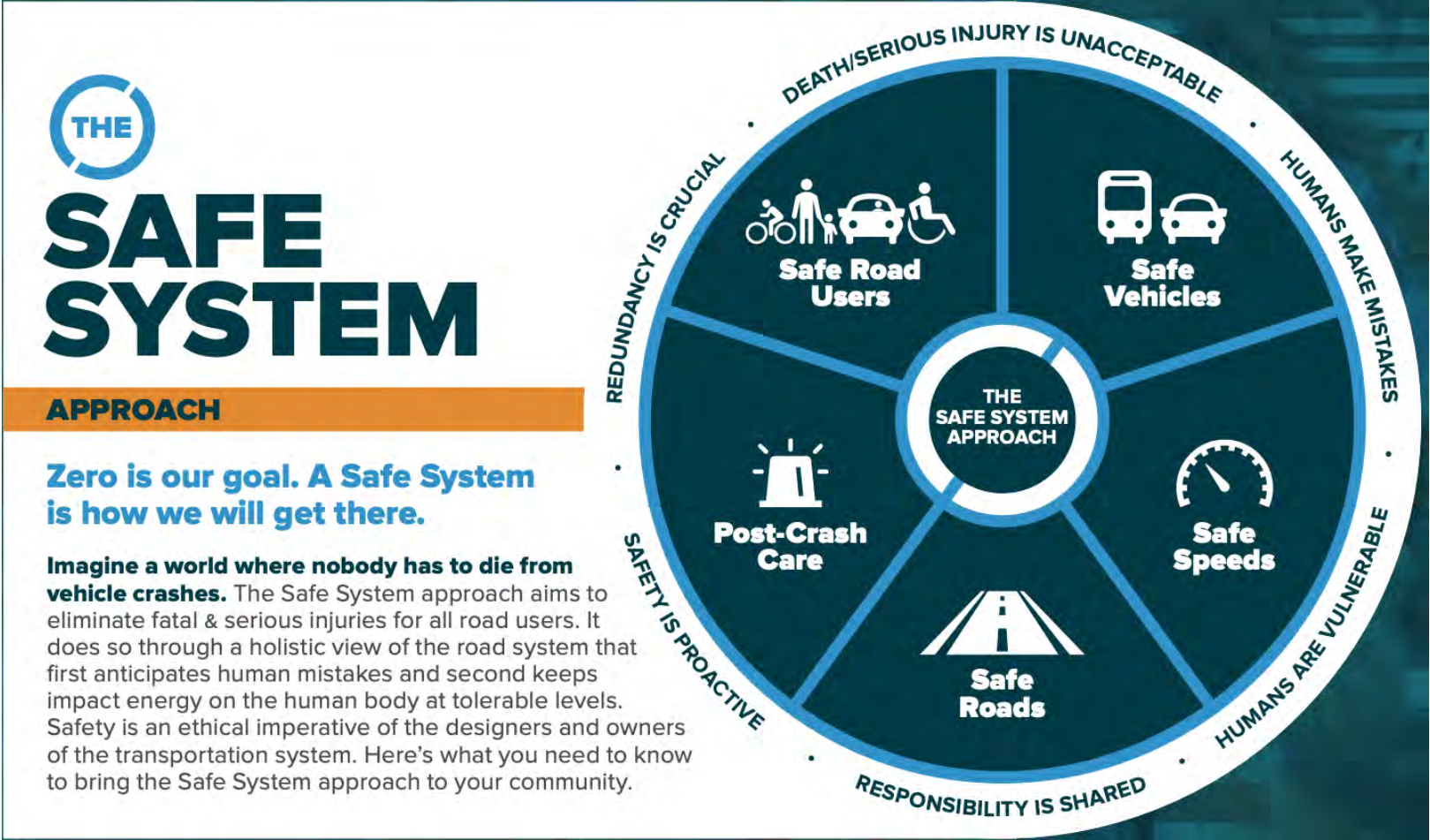


ポジティブ要素を活用する











利害関係者



原則

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.

準備

