



# Traffic Safety Culture: Don't just leave it up to the professionals

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Traffic Topics

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# What we will cover today...

- What is Traffic Safety Culture?
- How is Traffic Safety Culture applied in Minnesota?
- How to add Traffic Safety Culture strategies to your tool kit?

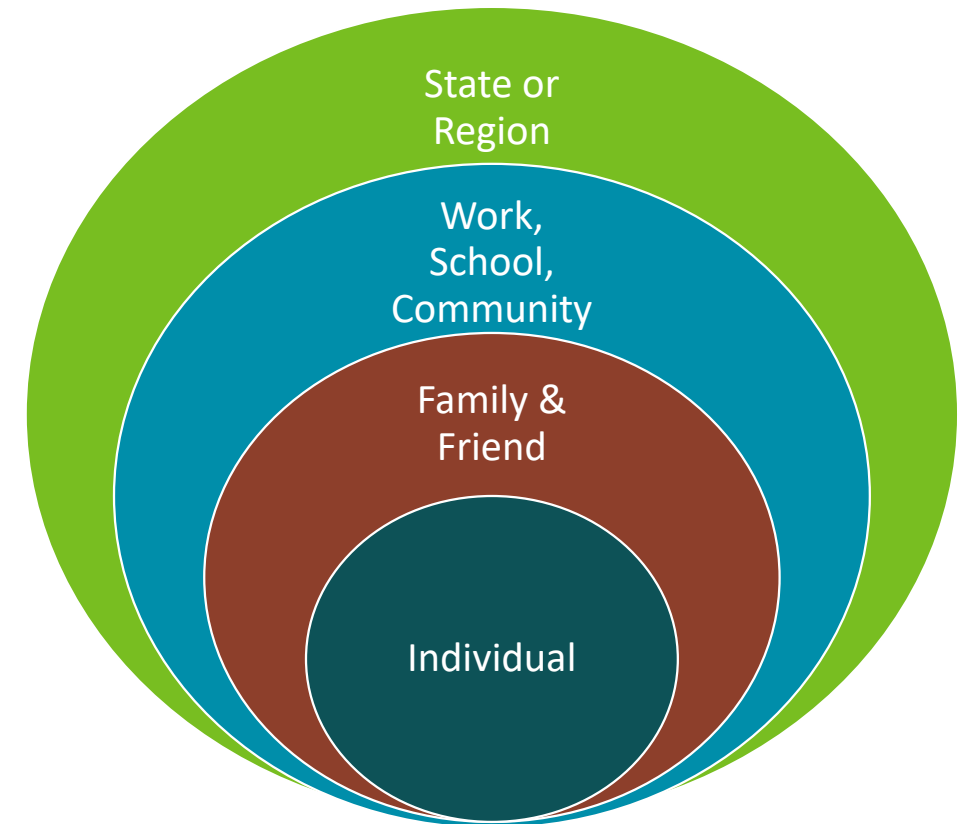
# What is Traffic Safety Culture

# Why should you care?

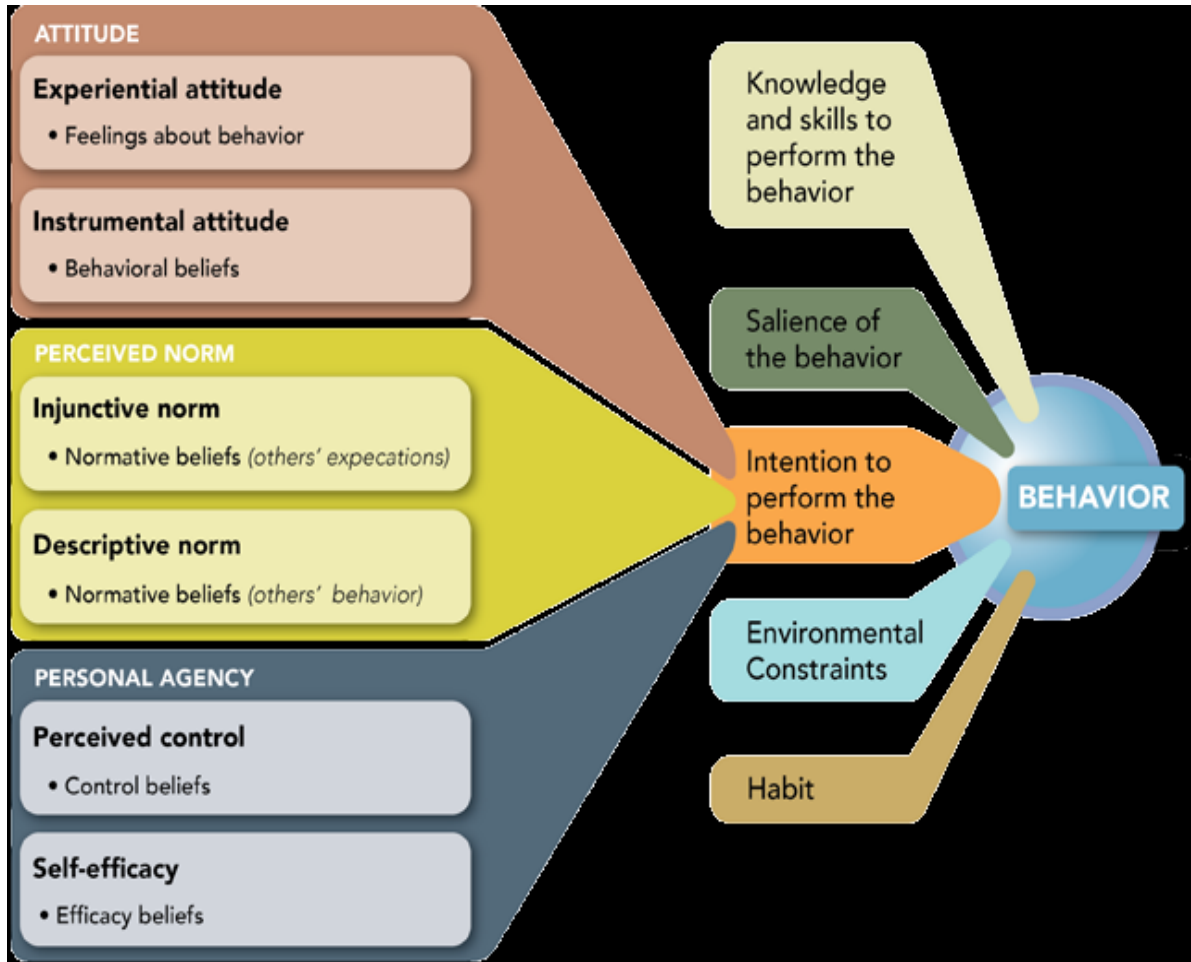
- More than 90% of crashes are behavior related
- Engineering strategies are effective at the site where it is installed
- Enforcement strategies are effective when law enforcement is present... and the length of time road users where their halo after seeing an officer
- Traffic Safety Culture goes to the root of unsafe behavior
- Positive safety culture helps you do your job
- Safety Culture is not new....

# Traffic Safety Culture is...

- Shared values, norms, beliefs and attitudes
- Values inform what we do, how we see ourselves, and the artifacts of our culture
- Traffic Safety Culture is informed by science



# Integrated Behavior Model – Framework for Safety Culture



- Source: [Measuring Minnesota's Traffic Safety Culture](#)
- Base framework for the survey and the framework for safety culture strategies

Integrated Behavior Model adapted from from Glanz, Rimer, & Viswanath, 2008

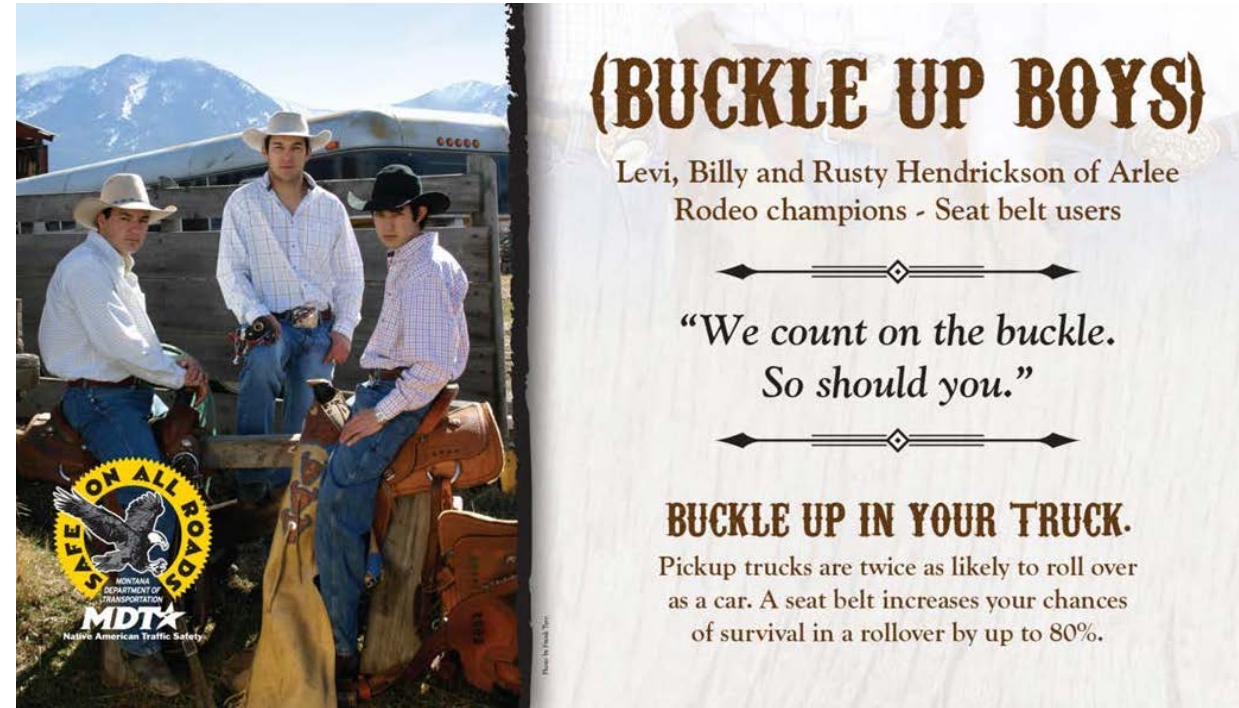
# Perceived Descriptive Norms

- When someone believes most people drink and drive, they are more likely to drink and drive
- Help dispel erroneous beliefs about an uncommon behavior
- Share that information in Social Norming Campaigns



# Using Positive (and relevant) Images

- Messages should resonate with the audience.
- This poster was created for the high school, where the Rodeo Team are stars in the high school
- How might this look different for a high school that has a champion cross country running team or la Crosse team?





# Leverage Existing Values

- This example leverages the behavior of wearing a seat belt to respond to the common values of protecting people we care about and protecting ourselves for the sake of those we care about
- Who is the target audience? How might this look different if the target audience were middle aged men?
  - [Embrace Life](#)



# Leverage Existing Values

- Most respondents think speeding is wrong, but automated enforcement is often rejected because of the belief it is intended solely as an income generation strategy for enforcement agencies
  - TSC approach can work within an existing value and build support for enforcement efforts
- The Speed Lottery disrupts the perception of revenue generation and is consistent with the value that speeding is wrong
- Speed Lottery was introduced in Sweden  
<https://www.youtube.com/watch?v=iynzHWwJXaA>



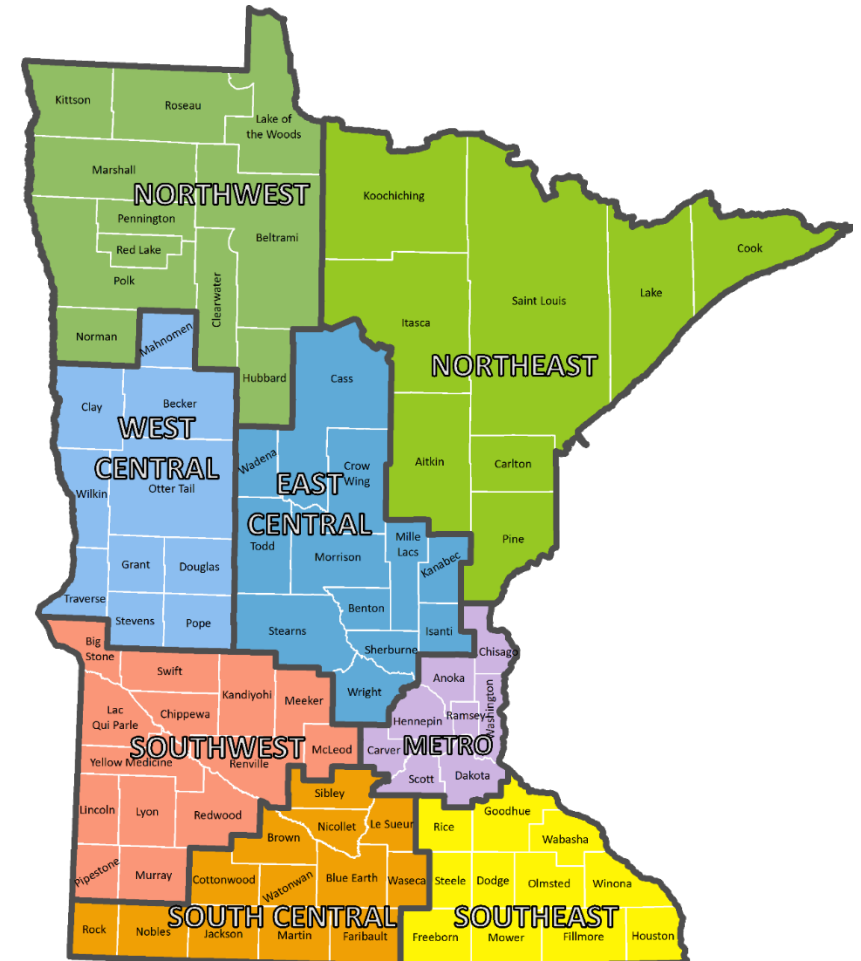
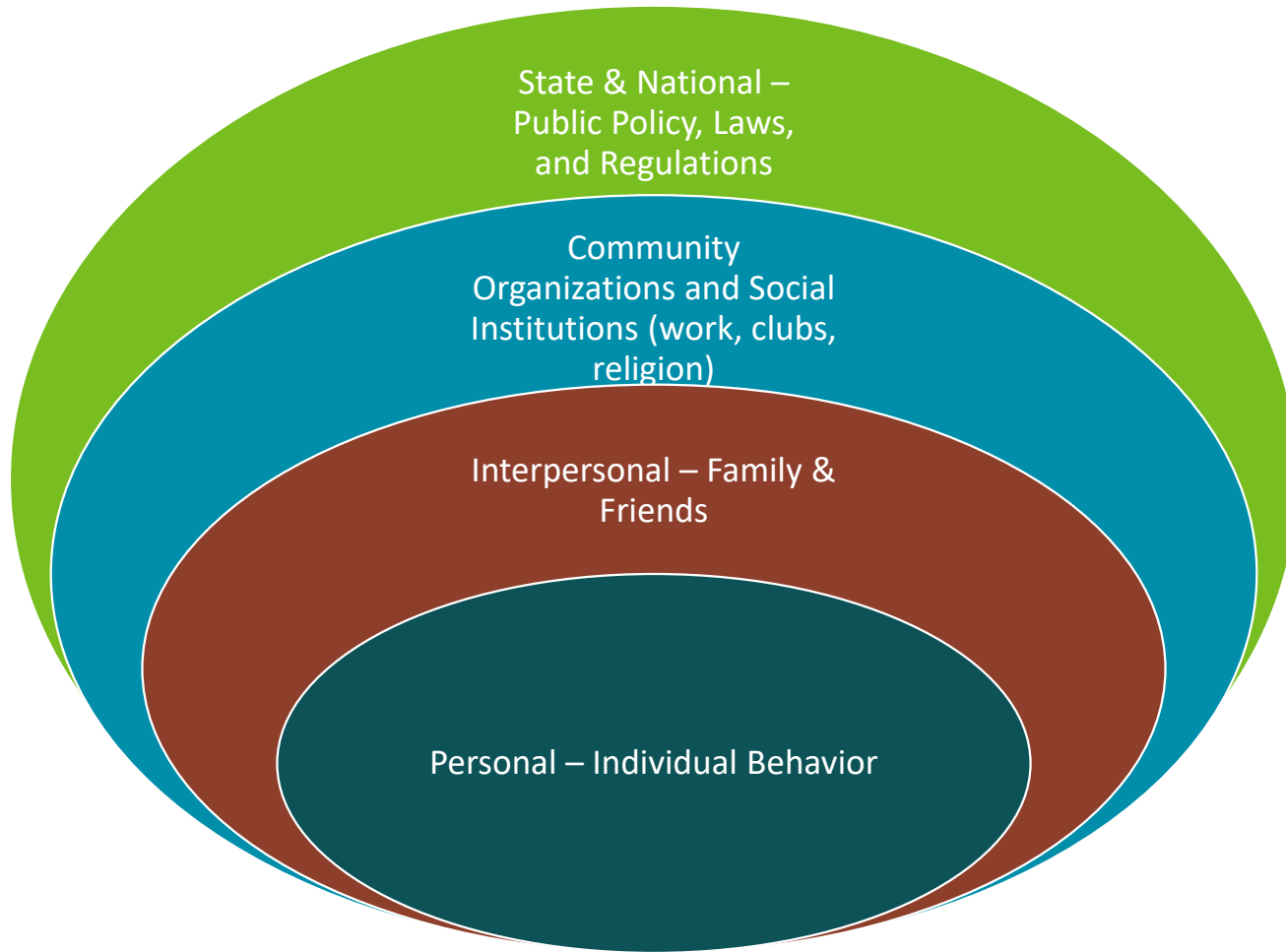


## Traffic Safety Culture in Minnesota

# Toward Zero Deaths & Traffic Safety Culture

- 2003: Toward Zero Deaths Program (TZD) established
- 2005: 3-year pilot project in Southeast Minnesota launched, now the SE TZD Region
- 2007-2012: Seven more TZD Regions were established
- 2012: TZD Regional Evaluation conducted
- 2013-2015: Minnesota's TSC Baseline established, *Measuring Minnesota's Traffic Safety Culture*
- 2016-2019: TSC Central Focus to the State Strategic Highway Safety Plan
- 2016: Traffic Safety Culture Action Team established
- 2017: Traffic Safety Community Pilot Project begins (Park Rapids, Minn.)
- 2020-2024: TSC Overarching focus of the State Strategic Highway Safety Plan

# TZD and the Social Ecology



# Traffic Safety Culture in Minnesota

- It all started with leadership and empowerment
- Measuring Minnesota's Traffic Safety Culture Project
- TZD Partners were doing TSC without realizing it
  - Network of Employers for Traffic Safety (NETS) Program
  - Promoting New Driver Contracts – and Family Rules about Traffic Safety
  - Safe Rides Home programs



# Traffic Safety Culture Pilot Project – Community Strategy



## 3-Phase Work Plan:

- Establish community partnerships
- Develop traffic safety culture strategies
- Evaluate the process

## Light bulb moments:

- Count the hats not the heads
- Empowerment – “We don’t have to wait for a program or funding”
- Inclusion – Model behavior and talk about it. At home, friends, work, community

# Traffic Safety Culture - TZD Stakeholders



**North Memorial Health Care**

## Safeway Driving School





# Organizational Safety Culture

## Organizational Safety Culture

- Put your money where your mouth is
  - Organizational Safety Culture Committee
- TZD Decals on vehicles
- Policies should reflect what you expect the public to do



# Community Buy-in, Traffic Safety Culture





## Adding Traffic Safety Culture Strategies to our Toolkit



# How to get started

- Don't overestimate the role of leadership
- You point to the spot on the horizon
  - Engage your champions (you can not do this alone)
  - Empower your champions
  - Recruit partners
  - **Think beyond the E**

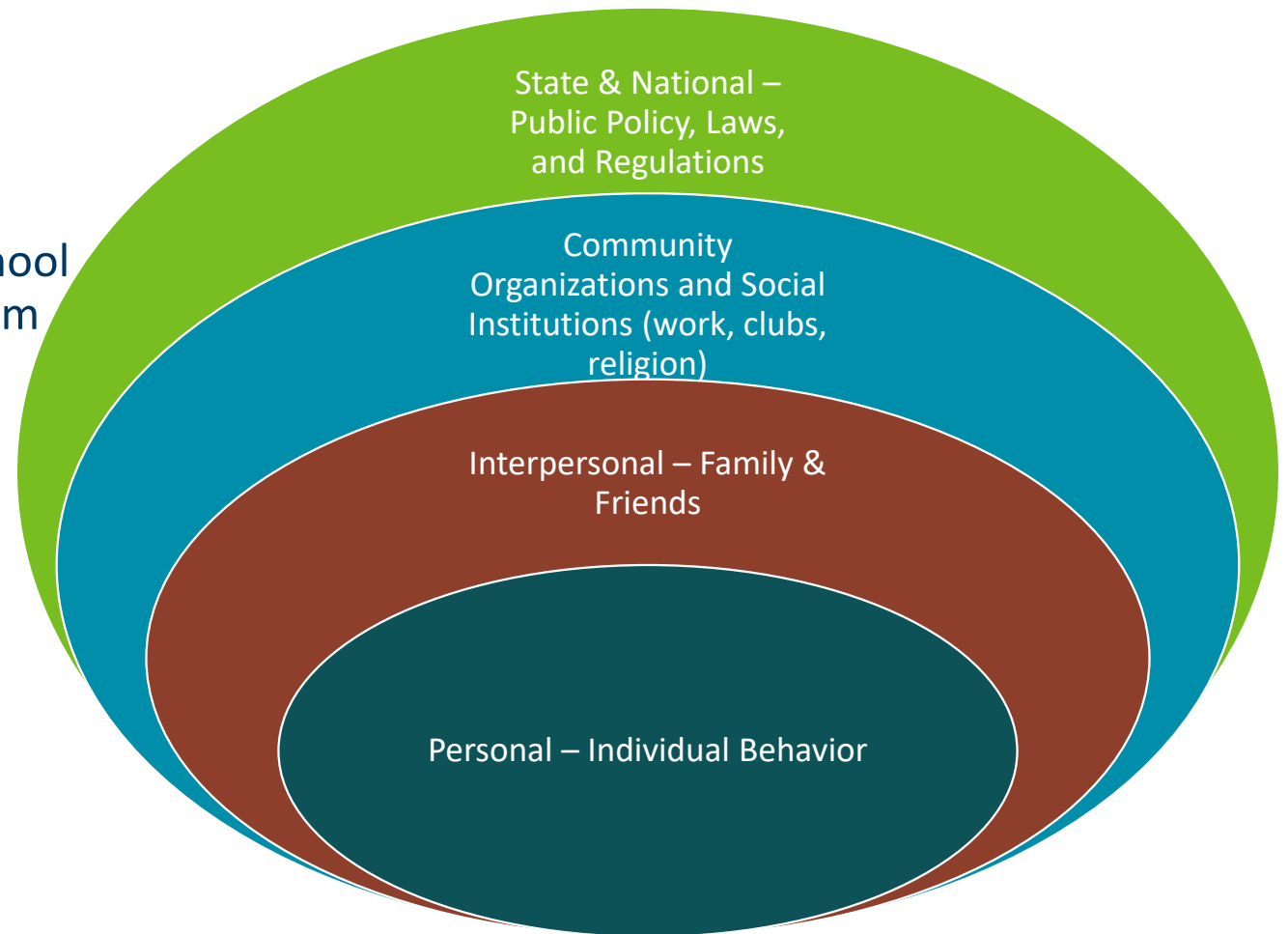


# Do not pass Go!

- Understand the culture you are working with – invest in a baseline measure the traffic safety culture you are working with...
- Leverage existing values in your community
- Leverage universal values
- Leverage the entire community...

# For Consideration

- Are there erroneous beliefs about common behaviors?
  - Dispel erroneous beliefs i.e. Most Minnesotans Drive Sober; Most High School Students Want Their Friends to Stop Them From Drinking and Driving
- Can you leverage existing values?
- Can you leverage Universal Values to protect one's families
- Think about Traffic Safety across the Social Ecology



# Everyone has a stake in traffic safety.... Everyone has a role in traffic safety!

- Leverage your nontraditional partners to promote traffic safety throughout the community
  - Sports teams, community clubs, business owners,
- Promote traffic safety workplace policies
- Promote family rules about traffic safety
- Promote programs/strategies that enable people to make safer choices
  - Sober ride programs, safety citizenship, celebrate designated drivers, etc.

# Questions?





- [Minnesota TZD](#) – Partnership of law enforcement, engineering, emergency medical and trauma response, traffic safety education
- [Minnesota TZD Webinars](#)
- [Measuring Minnesota's Safety Culture Report](#)
- [Montana State University, Center for Health and Safety Culture](#)
- [Minnesota Strategic Highway Safety Plan 2014-2019](#)
- [Minnesota Strategic Highway Safety Plan 2020-2024](#)

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