



Traffic Safety Culture

Presented by:
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Senior Research Analyst
MnDOT





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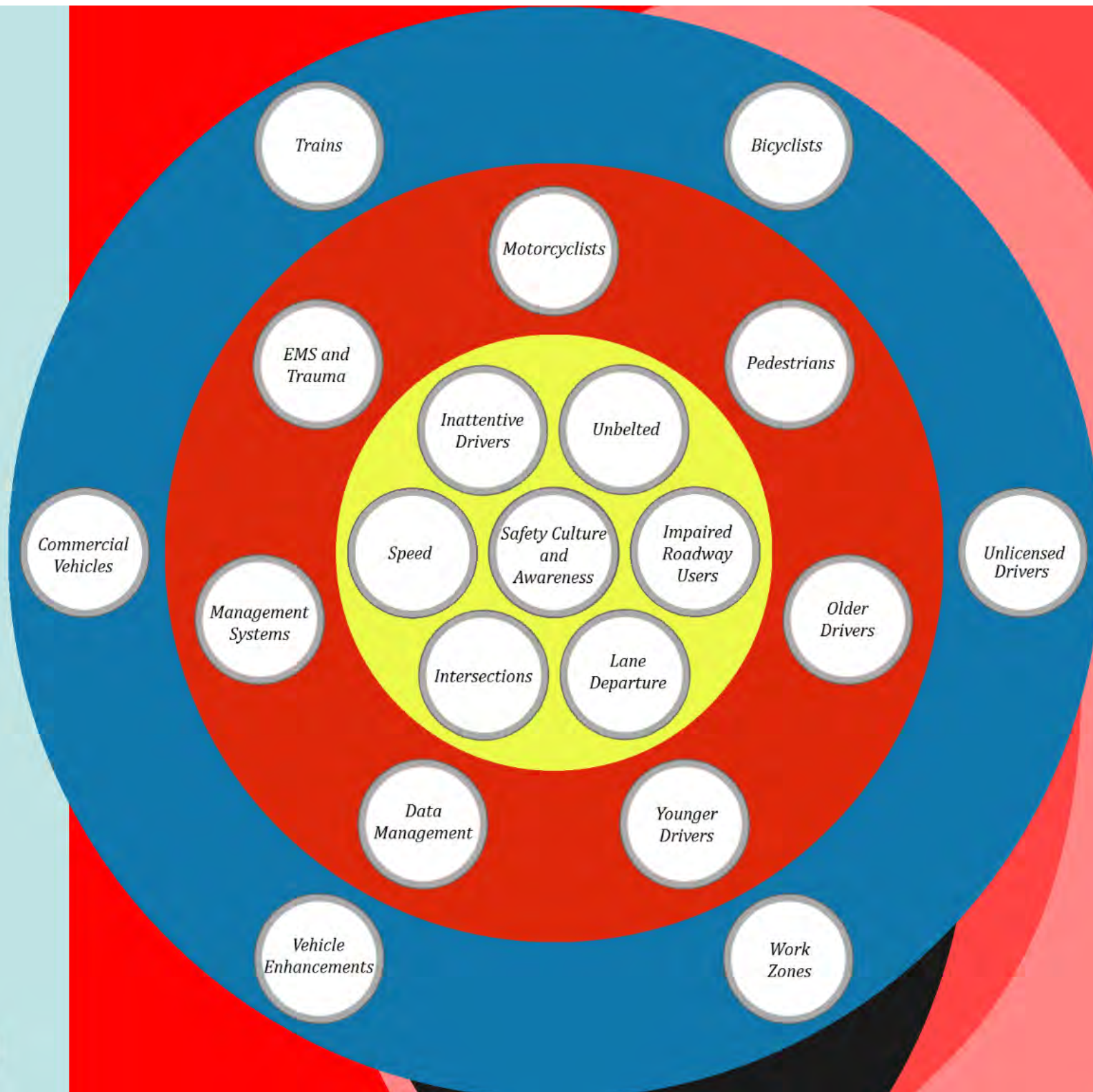


Traffic Safety Culture

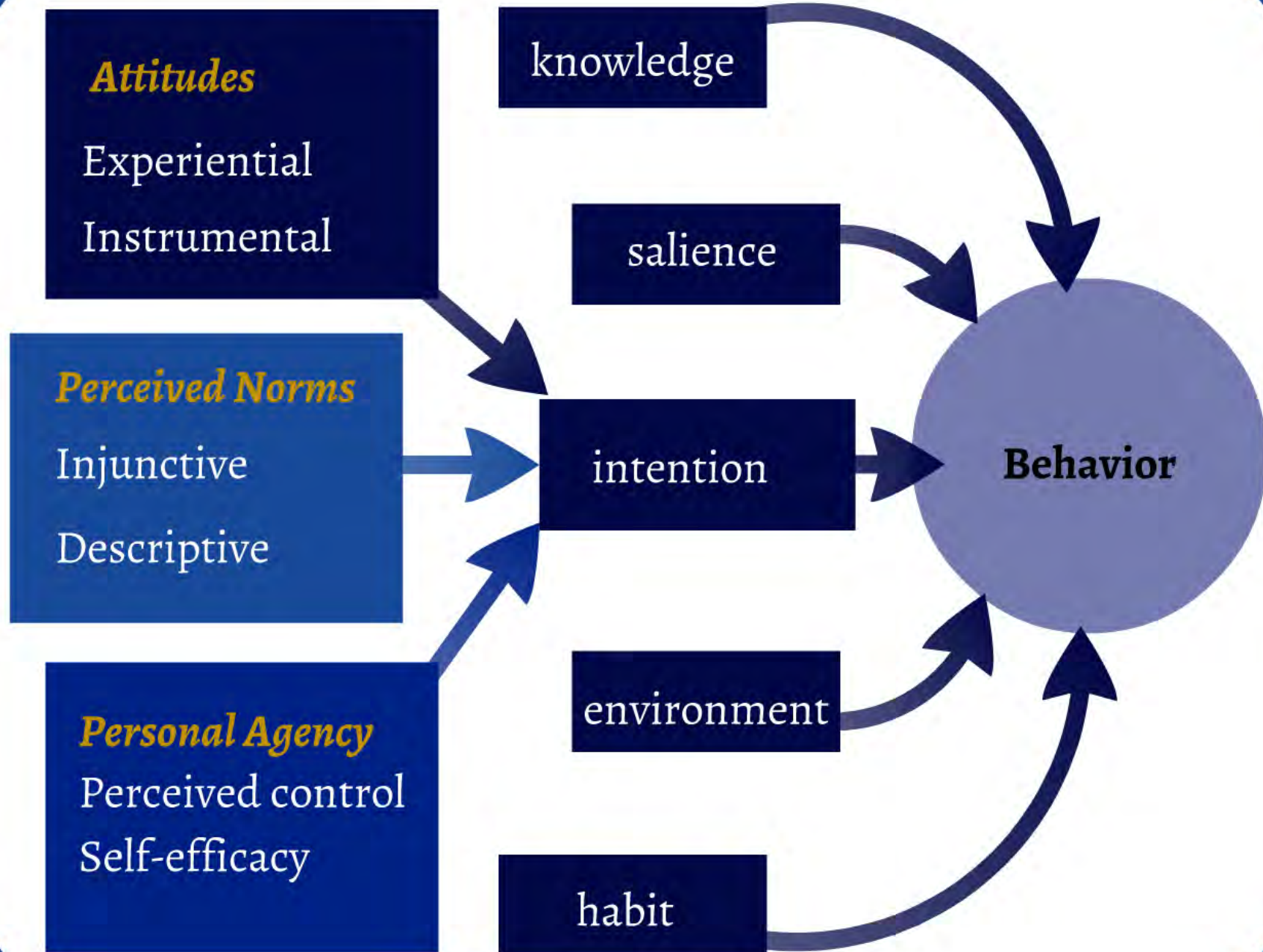
Traffic Safety Culture is...

The shared values, beliefs, norms, and attitudes that influence behavioral choices related to traffic safety.

TSC impacts the expectations and acceptance of efforts by traffic safety agencies.



Integrated Behavior Model



Acme Hospital

Level II Trauma Center

In Attendance...

Dr. [Name] - Chief of Staff
Dr. [Name] - Trauma Surgeon

Our staff supports include...

Dr. [Name] - Trauma Nurse
Dr. [Name] - Trauma Physician Assistant



In Minnesota...

Most people believe that the only acceptable number of traffic fatalities for their family or friends is zero

Our study suggests that....

TSC strategies leverage the common value: protect those we care about and protect ourselves for the sake of our loved ones.



Road safety rules at school...

Road safety rules at home

In Minnesota...

Those we care about strongly influence the choices we make.

People with family rules about seat belts reported significantly higher frequency of seat belt use in the last 30 days.

The same is true for speed and alcohol.

Our study recommends that

Encourage Minnesota families develop their own traffic safety rules.



In Minnesota...

Those we care about strongly influence the choices we make.

People with family rules about seat belts reported significantly higher frequency of seat belt use in the last sixty days.

The same is true for speed and alcohol.

Our study recommends that

Encourage Minnesota families develop their own traffic safety rules.



Prezi

Demand safety
those



*Acme Academy
High School*

Bobby goes to high school

Tailored messages that resonate
with the audience.

Messages are specific to the target audience

Who is the target audience? What do they value.



(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 Tice

Promote the desired behavior in a positive way...

Use s



Use strategies that offer an accurate experience of traffic safety...





Acme University

Prezi



Bobby goes to college in a different state

Everyone is drinking and driving...or are they?

In Minnesota...

The power of everyone is doing it...

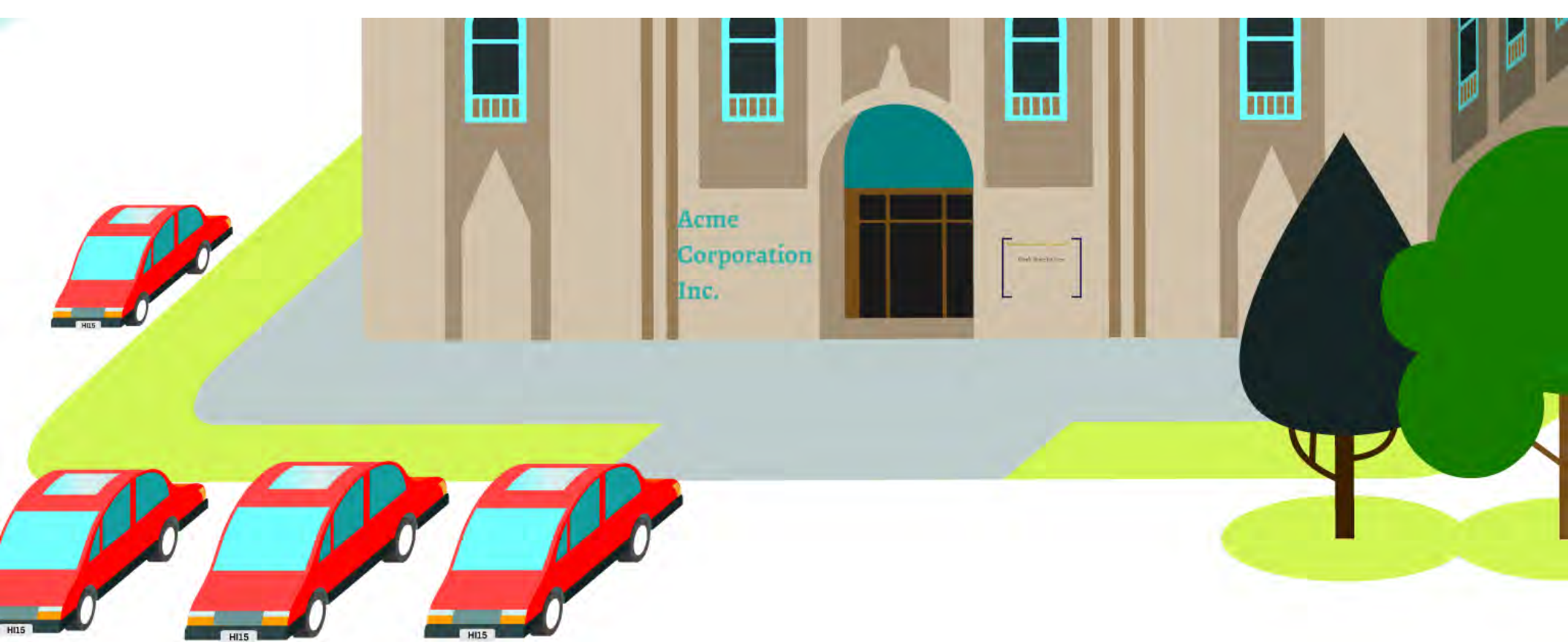
Respondents who believe most people speed
are **10 times more likely** to also speed!

Our study suggests



Positive social norming
messages are proven
effective...





Bobby starts a career at Acme Corporation Inc.

Work Place Policies

In Minnesota...

Those who reported having a workplace rule about not driving after drinking, were significantly less likely to report drinking after driving in the past 60 days.

Our study suggests...

Promote traffic safety policies in the workplace.

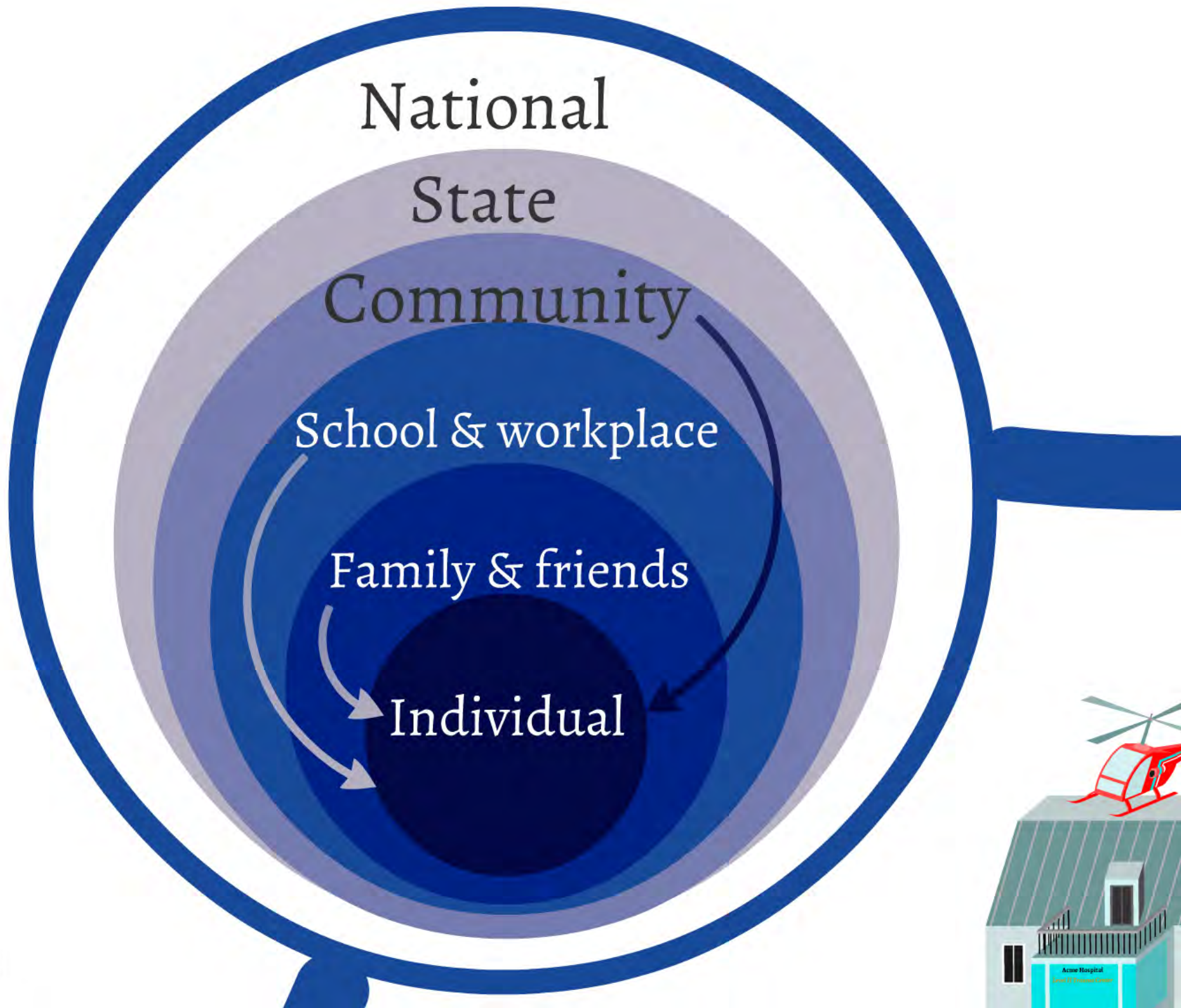




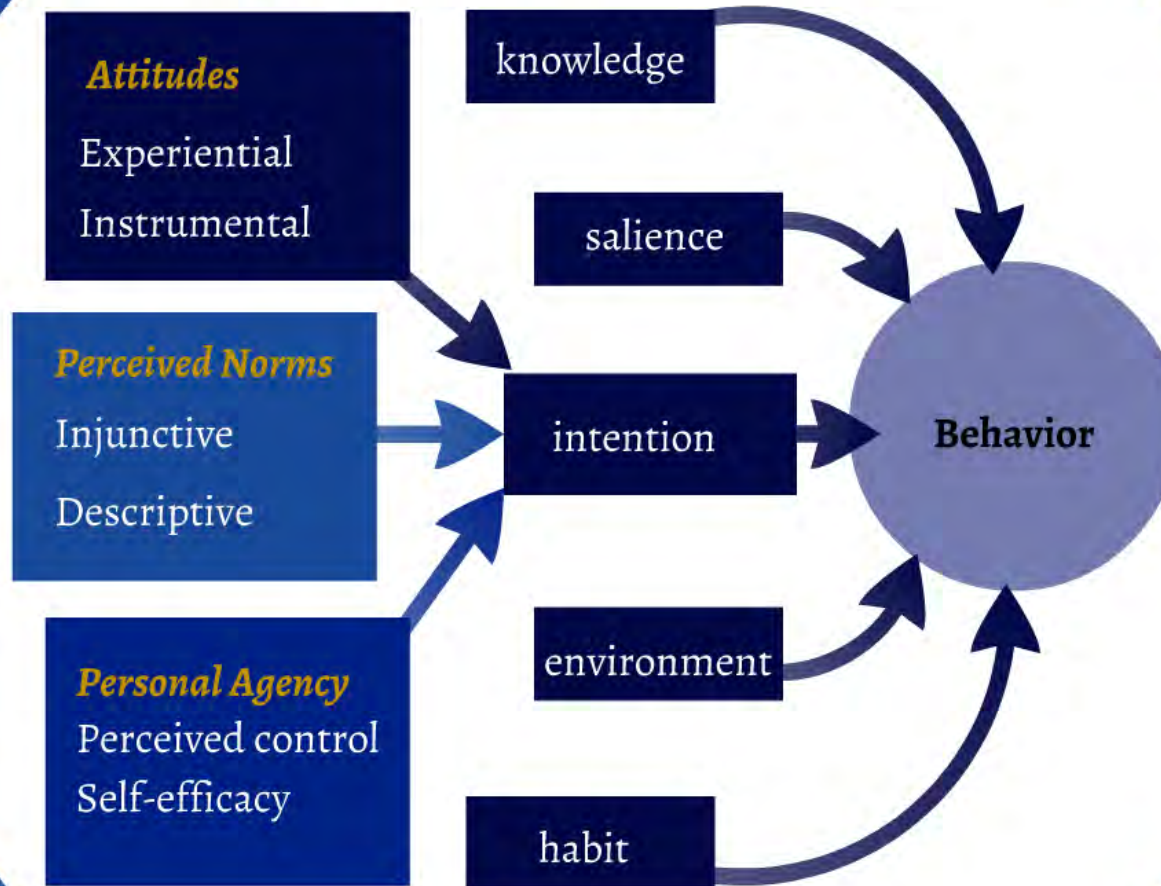
National
State
Community
School & workplace



Prezi



Integrated Behavior Model



We CAN change behavior
There are tested and proven way to impact behavior

Communities with positive TSC....

Are interested and engaged partners for traffic safety.

Demand safety strategies to protect themselves and
those they care about on the road

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Image by Don Smith for Prezi



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