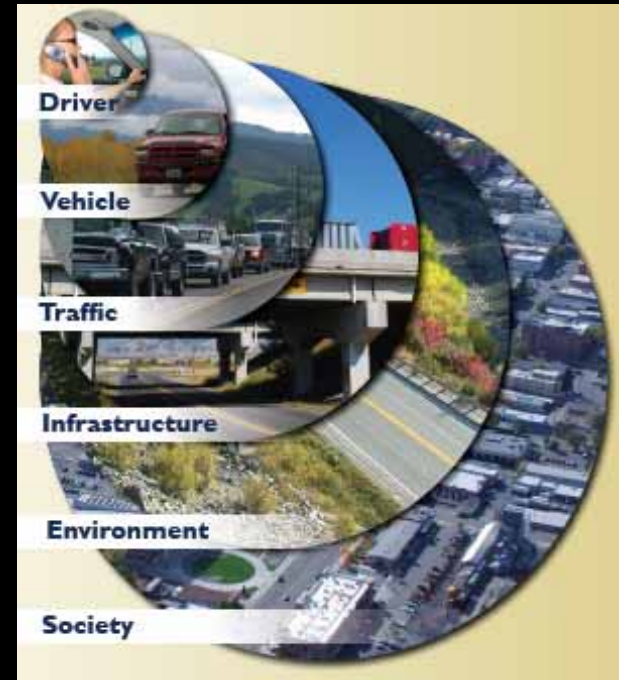


Traffic Safety Culture: Introduction



Nicholas J. Ward

**Western Transportation
Institute**

www.westerntransportationinstitute.org

Montana State University

Public Health Issue

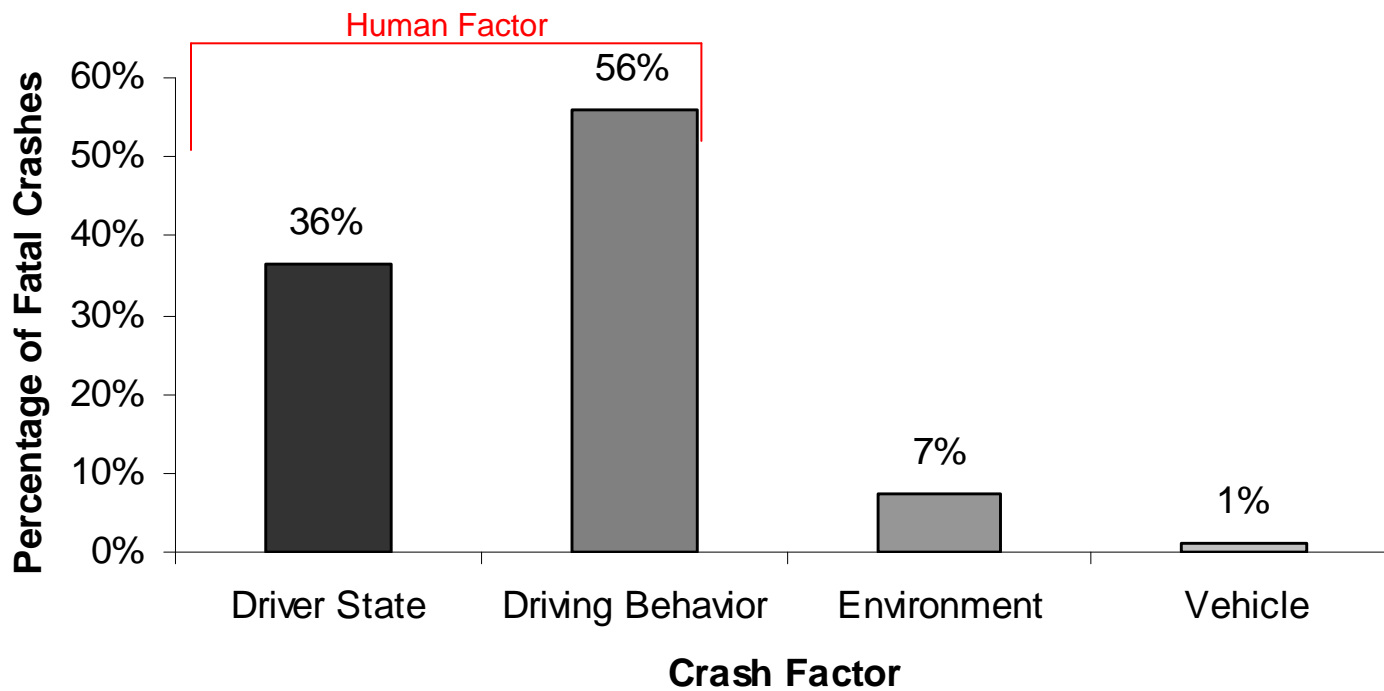
Projected change in the ranking of the 15 leading causes of death and disease (DALYs) worldwide, 1990-2020 (WHO, 2002)

1998 Disease or Injury	2020 Disease or Injury
1. Lower respiratory infections	1. Ischaemic heart disease
2. HIV/AIDS	2. Unipolar major depression
3. Perinatal conditions	3. Road traffic injuries
4. Diarrhoeal diseases	4. Cerebrovascular disease
5. Unipolar major depression	5. Chronic obstructive pulmonary disease
6. Ischaemic heart disease	6. Lower respiratory infections
7. Cerebrovascular disease	7. Tuberculosis
8. Malaria	8. War
9. Road traffic injuries	9. Diarrhoeal diseases
10. Chronic obstructive pulmonary disease	10. HIV/AIDS

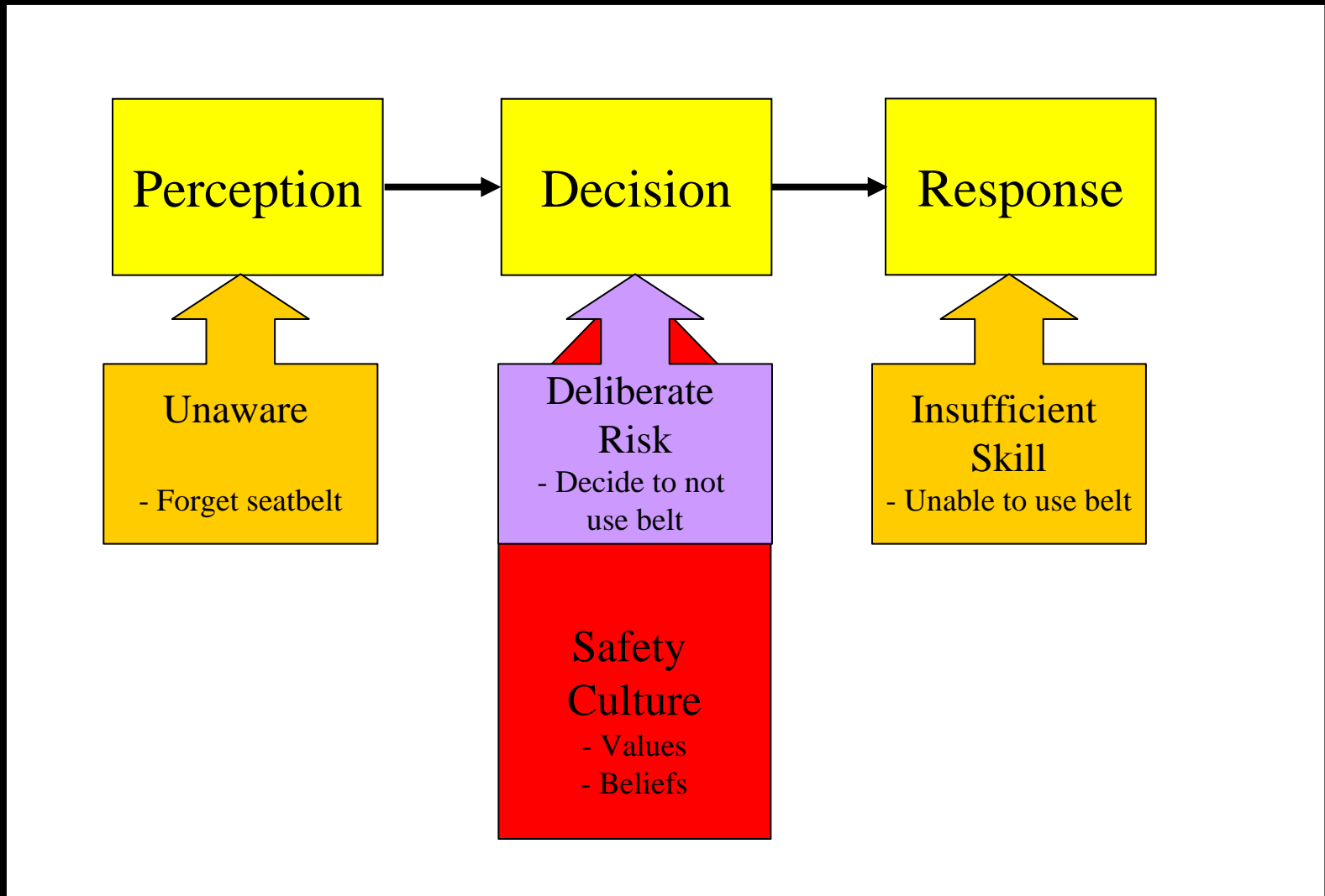
Source : WHO, Evidence, Information and Policy, 2000

Human Factor

Minnesota Fata Crashes (1998 - 2000)



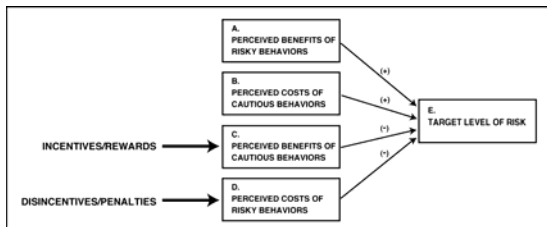
Human Factor



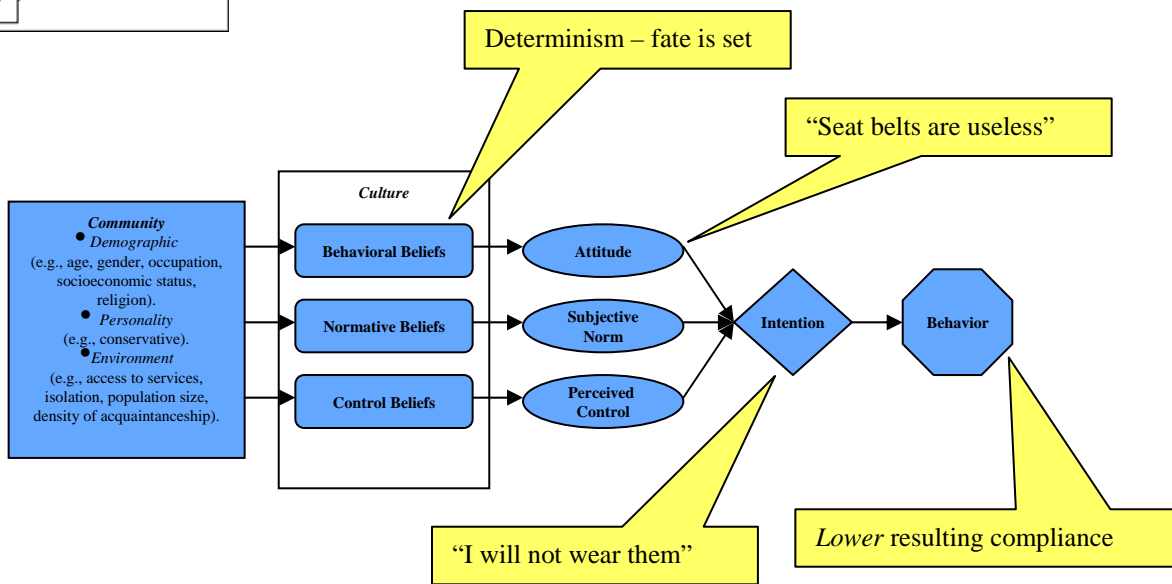
Culture



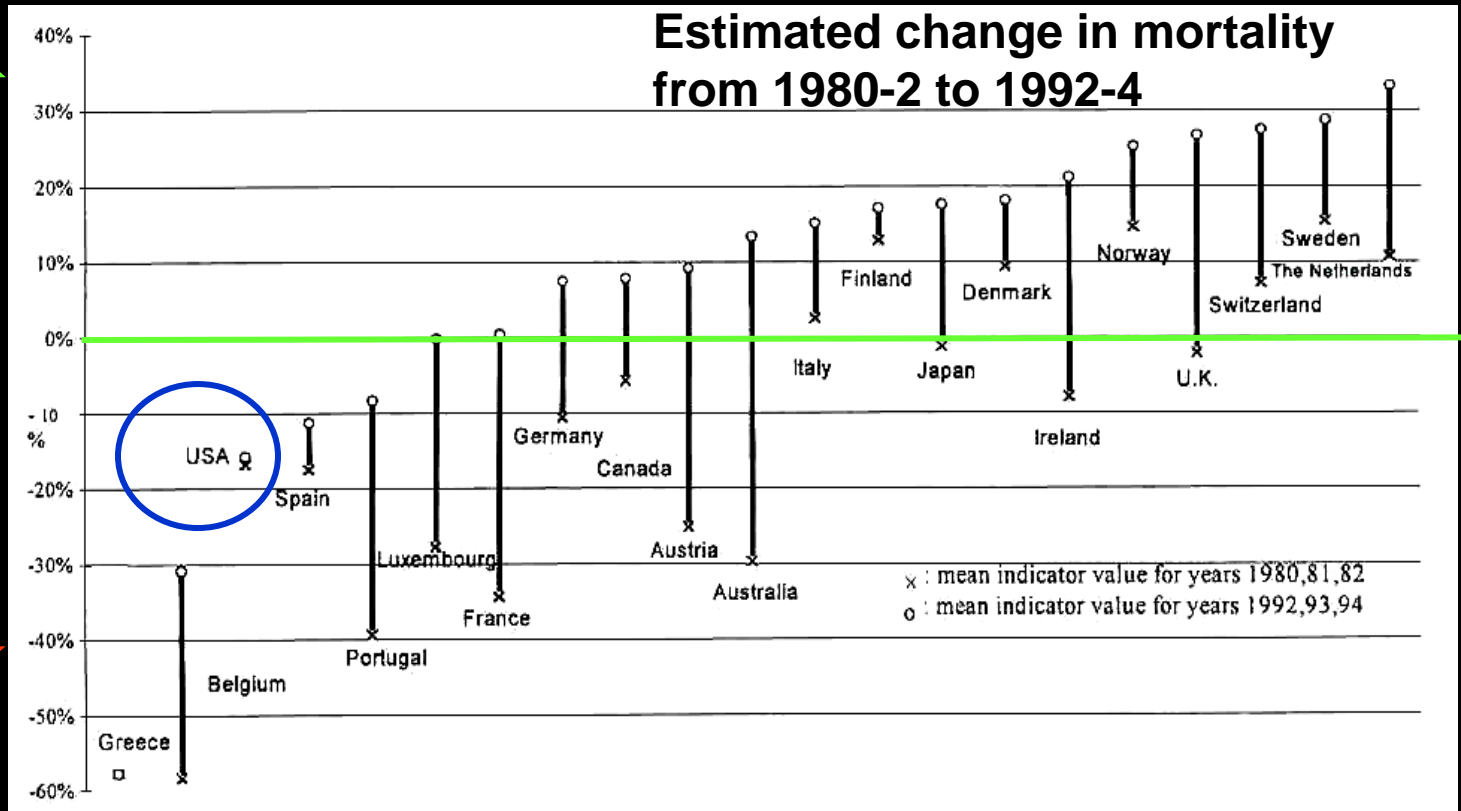
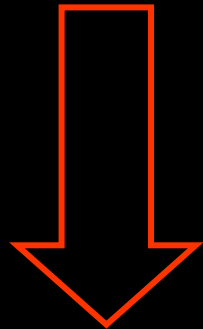
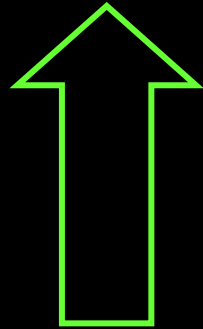
Value Set



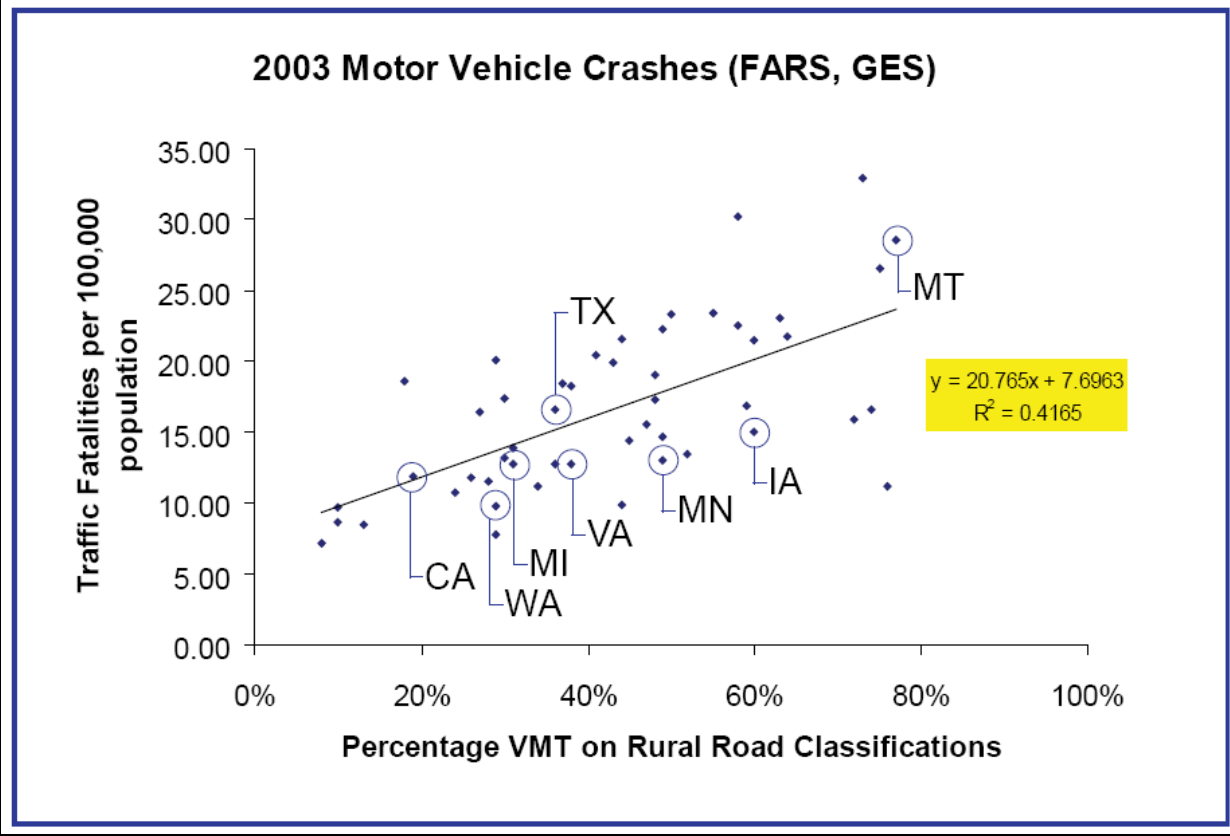
Belief System



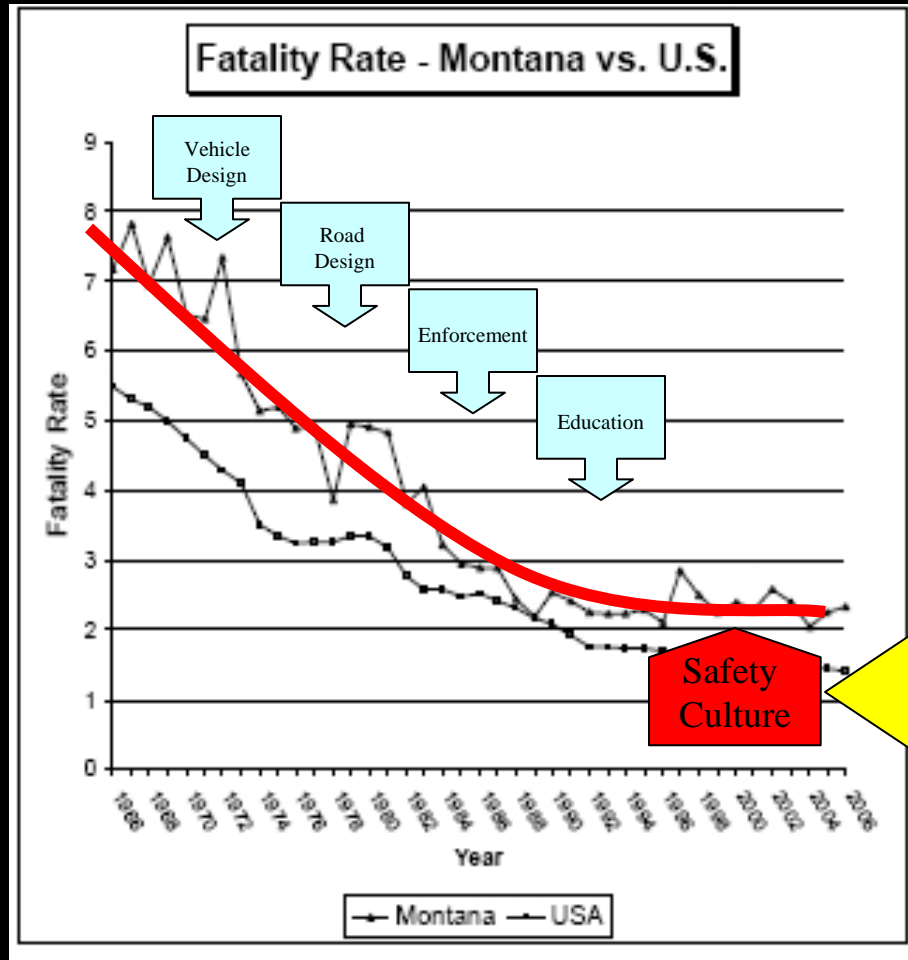
Safety Culture



Rural America



Safety Flat-line



- 1. Social apathy
- 2. Risk acceptance
- 3. Safety resistance

Social Apathy



Risk Acceptance

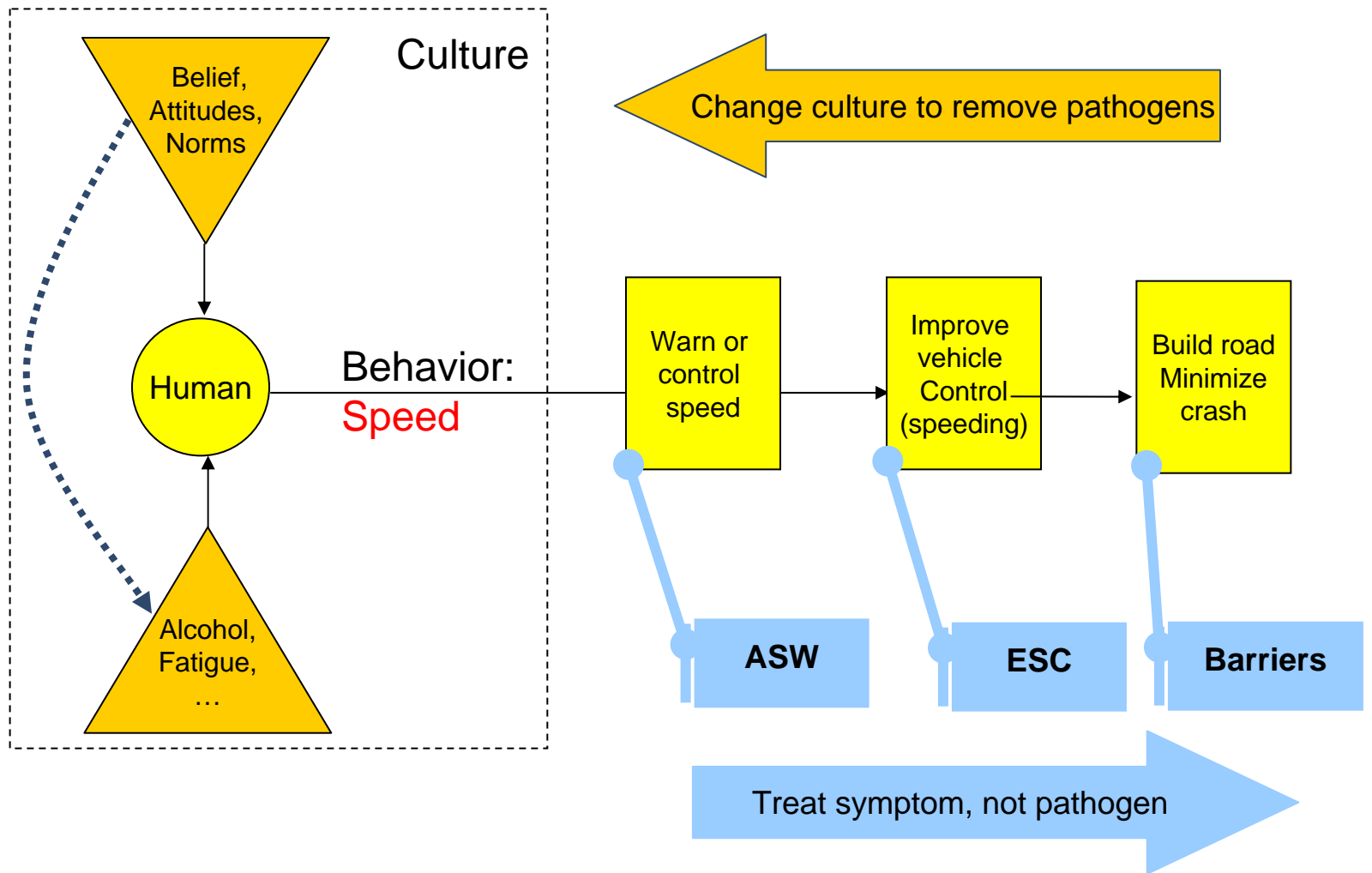


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Safety Resistance

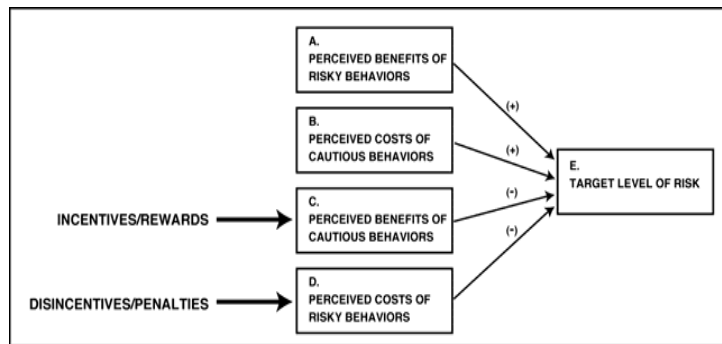


New Paradigm

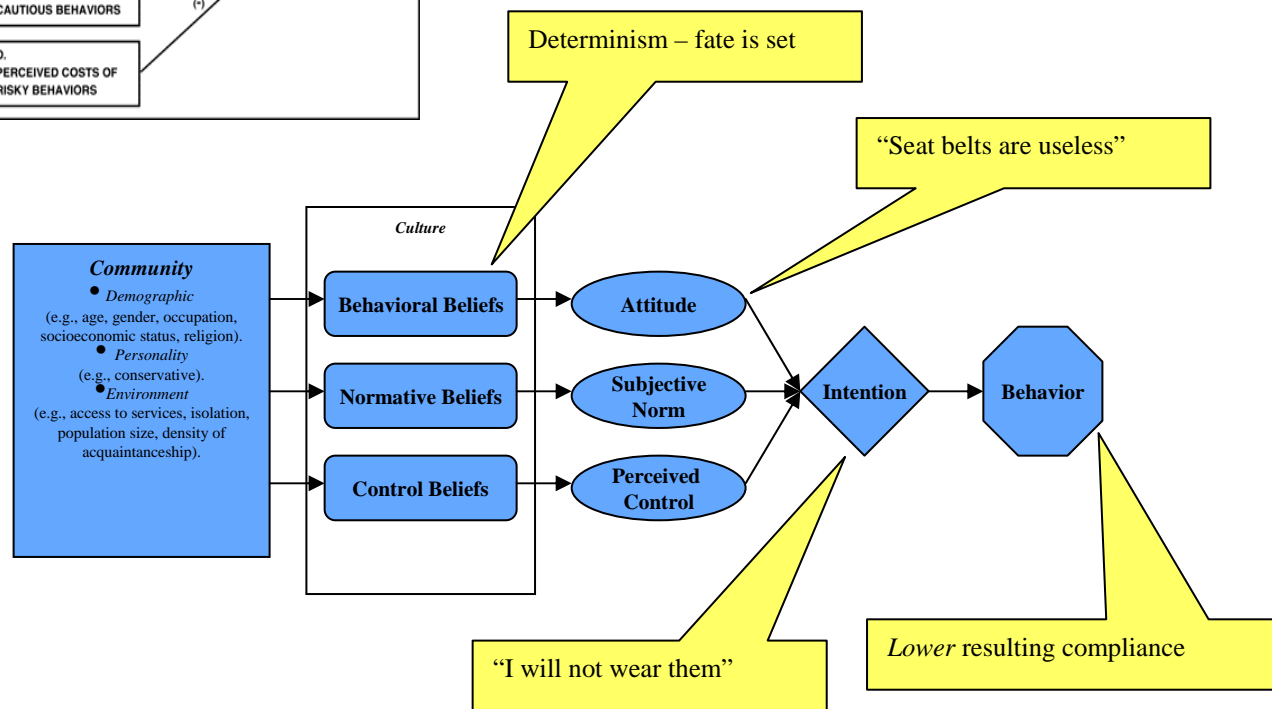


Theory-Driven

Value Set



Belief System



Cultural Interventions

Belief System

- Change beliefs
- Calibrate norms
- Role models

Value Set

- Add cost
- Reveal cost
- Add reward



Cultural Interventions

Belief System

- Change beliefs
- **Positive norms**
- Role models

Value Set

- Add cost
- Reveal cost
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Cultural Interventions

Belief System

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Captain James T. Kirk

Cultural Interventions

Belief System

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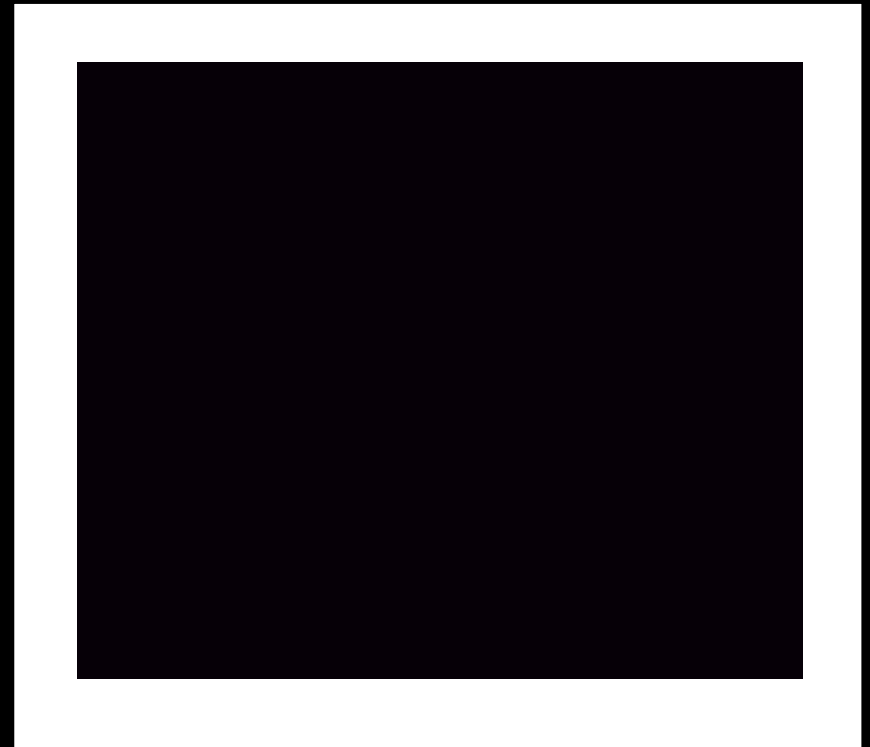
Cultural Interventions

Belief System

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Cultural Interventions

Belief System

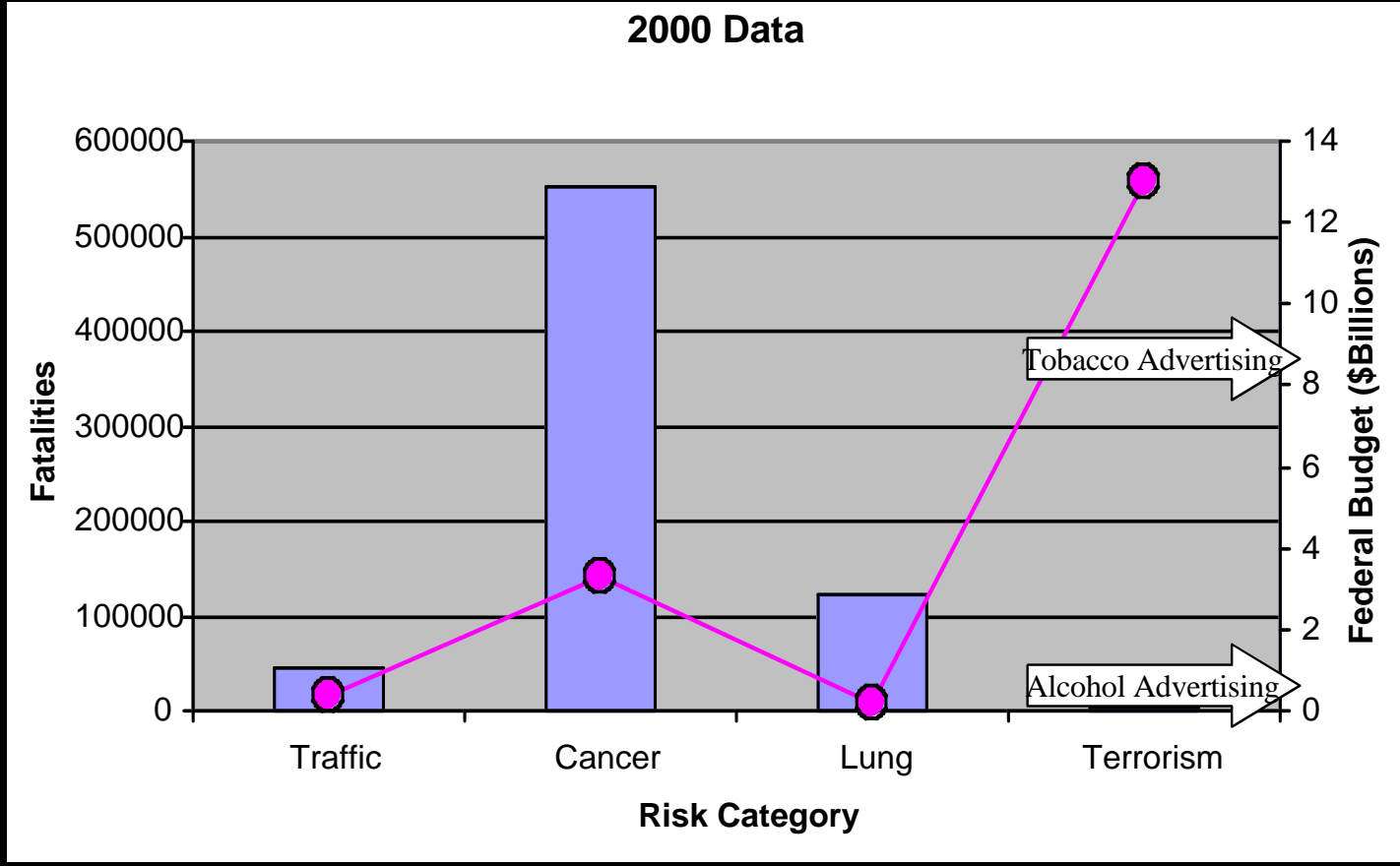
- Change beliefs
- Positive norms
- Role models

Value Set

- Add cost
- Reveal cost
- Add reward

“Citizens can be made more interested in displaying self-protective behavior if they are better rewarded for safety. Then they will put greater pressure on governments to pursue the goal of safety more rigorously.”

Conclusion



Summit

This event hosted by:



National Rural Summit on **TRAFFIC SAFETY CULTURE 2009**

Program Announcement Card

- Explore Culture
- New paradigm
- Strategic Vision
 - How use culture?
 - What are the critical gaps?
 - What are the key steps?