



Traffic Safety Culture

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Acknowledgement: Dorothy Becher

Disclaimer: Views expressed do not represent the Federal government.

METHODS

- Literature Search
- Delphi Technique
- Survey Development
- Cognitive Interviews
- National Mail Survey
- Factor Analysis

LITERATURE SEARCH

- Identified 100+ publications, reviewed 50 in depth.
- Vast majority dealt with organizational safety culture.
- Found no consensus on a definition and many controversies.

INSIGHTS GAINED

- Cultures are complex systems, that change slowly but constantly.
- Safety culture is part of organizational/national culture.
- No society reflects one, homogenous safety culture.
- Safety culture is multidimensional.
- Technically, our study may focus more on Traffic Safety *Climate*.



Delphi Technique

A form of group process that generates consensus through a series of questionnaires. Especially useful when dealing with busy experts who are geographically separated.

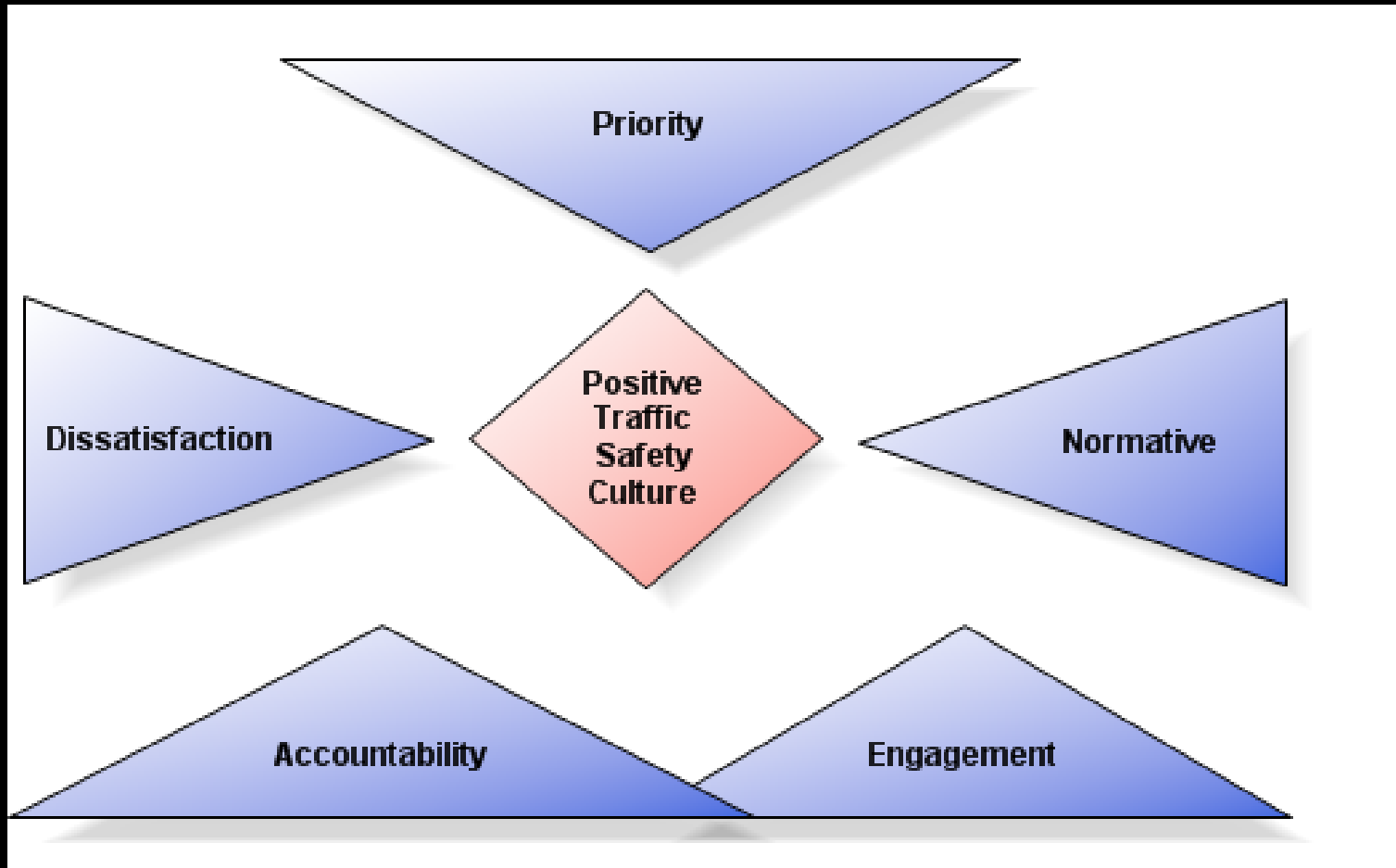
Source: Gilmore, Campbell & Becker, 1989.

Delphi Technique Participants

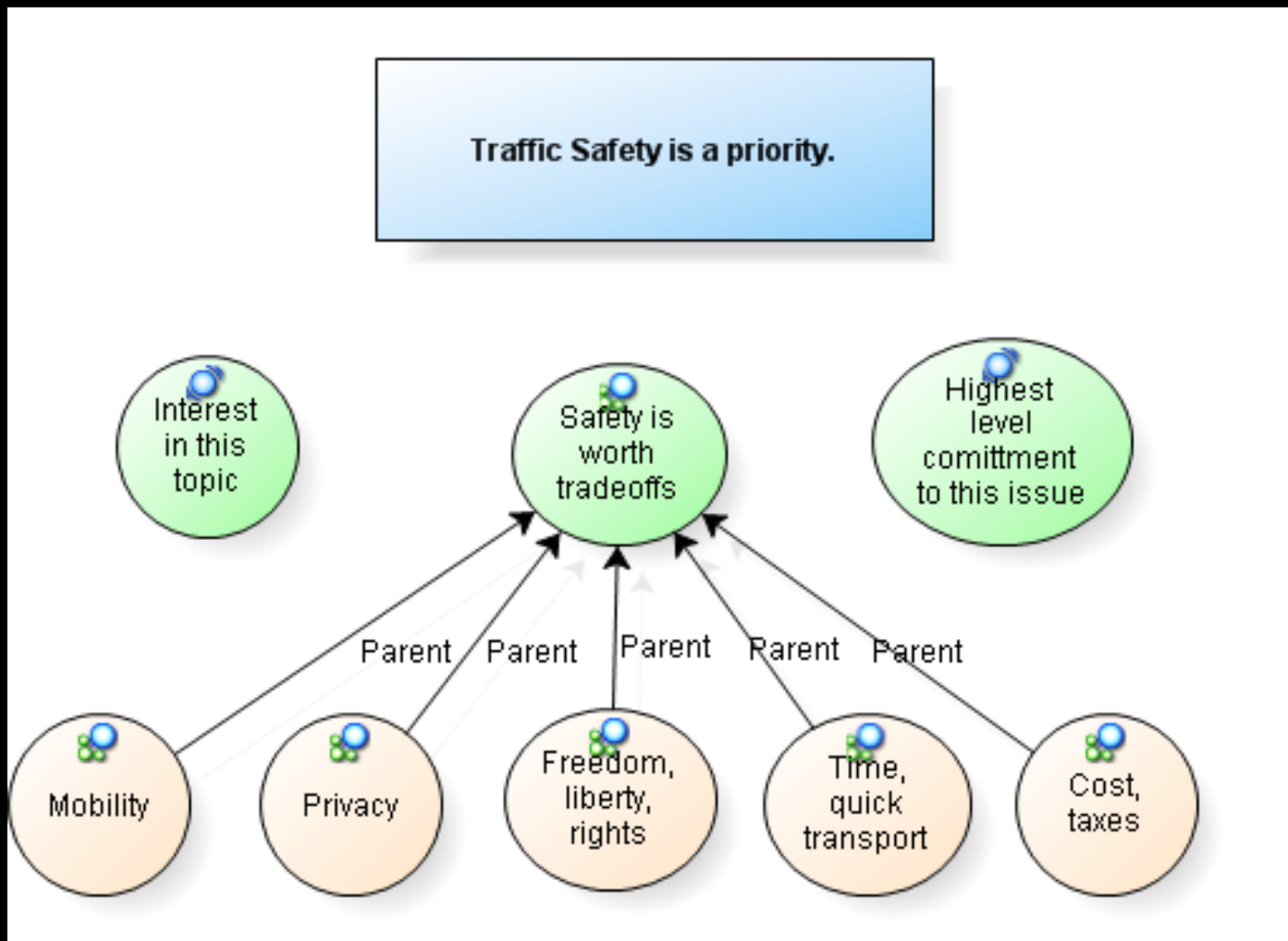
NAME	DISCIPLINE/AFFILIATION
STEVEN BLOCH	Sociologist Automobile Club of Southern California (US)
CHRIS DULA	Clinical Psychologist East Tennessee State University (US)
ROBERT FOSS	Social Psychologist University of North Carolina Highway Safety Research Center (US)
JUDITH GREEN	Medical Sociologist, Anthropologically trained London School of Hygiene & Tropical Medicine (England)
FRANK GULDENMUND	Cognitive Psychologist/Methodologist Delft University of Technology (the Netherlands)
JOAN HARVEY	Psychologist Newcastle University (England)
JAMES HEDLUND	Mathematician Former NHTSA Administrator for Traffic Safety Programs (US)
ERIC HOWARD	Former general manager of VIC Roads Principal - Eric Howard & Associates (Australia)
NEIL LERNER	Human Factors Specialist in Transportation & Safety Research Westat (US)

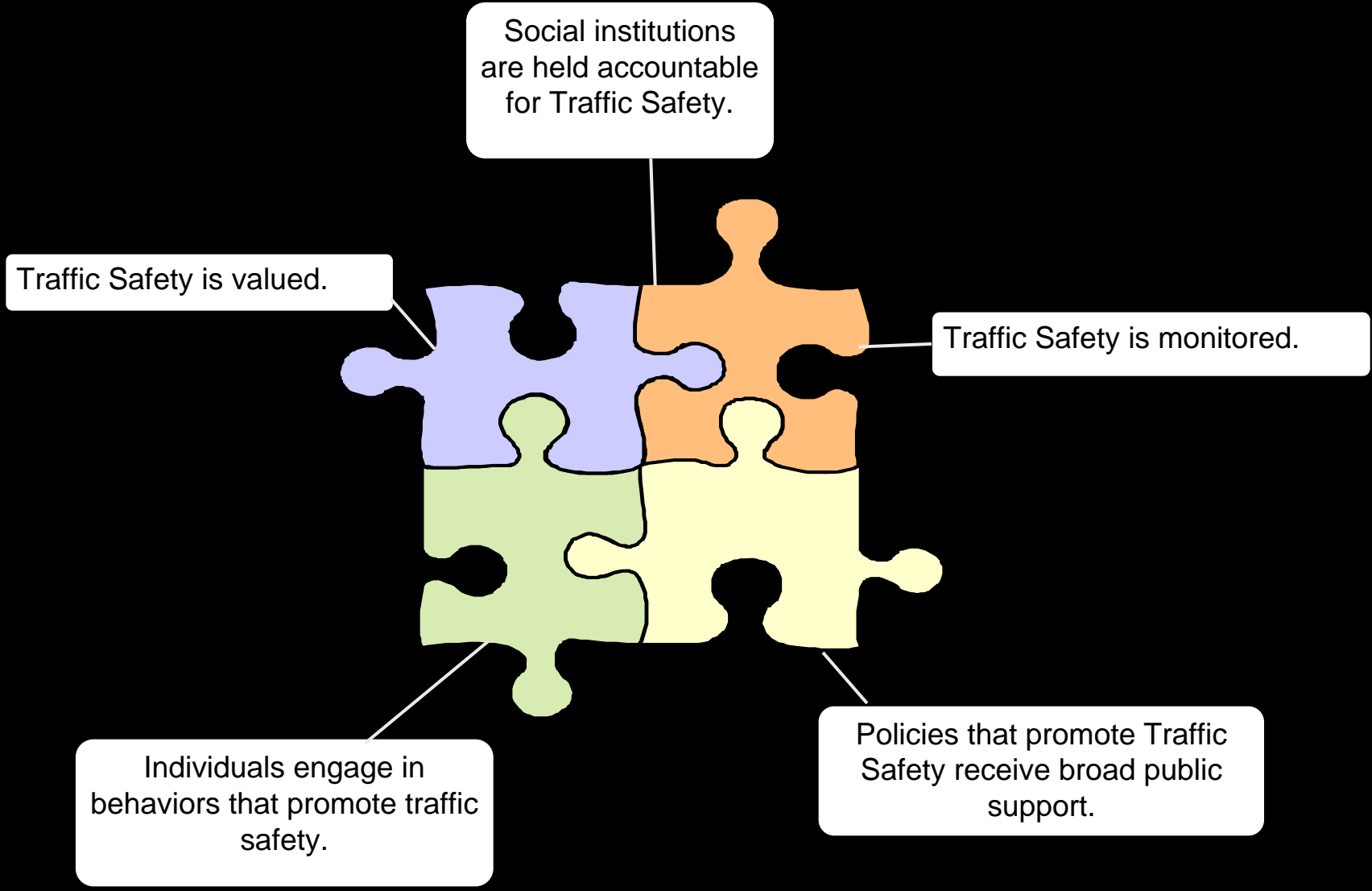
LAWRENCE LONERO	Psychologist Former government transportation safety researcher Northport Associates (Canada)
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MICHAEL TRENTACOSTE	Civil Engineer (Transportation) Office of Safety Research & Development Federal Highway Administration (US)
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Delphi Technique - Round One



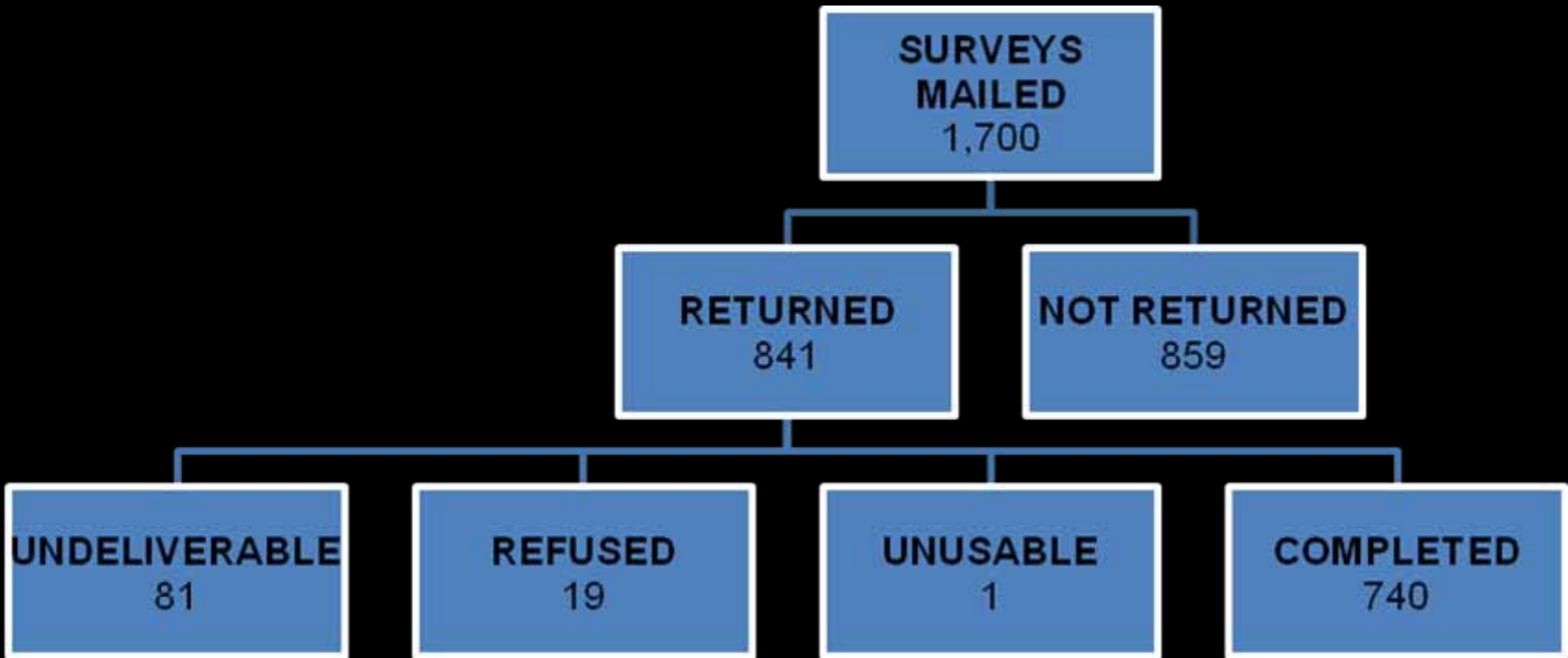
Phase One Sub-components





Example of Sub-component Breakdown

- Adequate resources would be devoted to Traffic Safety
- _____ for road design
- _____ for road maintenance
- _____ qualified personnel
- _____ surveillance
- _____ safety research
- _____ prevention programs
- _____ countermeasure assessment/evaluation
- _____ public awareness campaigns supportive of evidence-based countermeasures
- _____ traffic law enforcement
- _____ emergency medical services
- _____ trauma care



National Mail Survey : Sample Disposition



Factor Analysis

employs a complex array of statistical procedures to reduce a large number of variables into a smaller set of variables that represent dimensions (i.e. *factors*) thought to constitute the construct in question; in this case Traffic Safety Culture .

Traffic Safety Culture Components



Support increased government attention to traffic safety.



Support strict monitoring & control of alcohol-impaired drivers, and other limits on freedom for the sake of traffic safety.



Unlikely to drive aggressively.



Would not condone speeding, distracted or fatigued driving.



Engaged in advancing local traffic safety.

Traffic Safety Culture Components



Support photoenforcement of traffic safety laws.



Willing to invest in traffic safety.



Expect evidence-based traffic policies.



Support seatbelt use & seatbelt laws.



Believe schools should promote road safety.

Traffic Safety Culture Components



Support restrictions on teen driving.



Would not drive while alcohol-impaired & would prevent others from doing so.



Interested in traffic safety information.



Support police enforcement & traffic calming.



Expect the corporate sector to do more.

FUTURE STUDIES

- Determine instrument's psychometric properties.
- Identify TSC advocates & detractors.
- Identify easy wins for advocates.
- Identify TSC facilitators & barriers.
- Plan & evaluate TSC interventions.
- Attempt to correlate changes in TSC to important outcomes related to traffic safety.