What are the main differences in rural and urban culture that relate to the differences in crash risk between these regions?

Breakout Group B2

Challenges

- Small well-networked communities are resistant to changes in their culture.
- EMS response is slow - community must take responsibility but the number of volunteers is waning.
- Rural environments value stability and status quo - resistance to change by outside forces (government)
- Gradual change is ok but must be carefully communicated
- Strong sense of individual freedom & independence
- In most cases, the community polices itself. More likely to address problems themselves than call the police.

National Summit for Rural Traffic Safety Culture 2010

Attitudes/ Behavior and interventions

- Most tend to wear seat belts but don't want a law that requires it
- Most parents insist their children learn about seat belts at a young age even if they don't always buckle up themselves.
- Most of the new generation is socially responsible and will likely wear belts.
- Alcohol and speeding are acceptable behaviors (drivers think it is not dangerous in a rural environment. If anything bad happens it only affects the driver)
- It is a necessity since there are no cabs in rural areas
- Allow people to make decisions based on facts, rather than being told

National Summit for Rural Traffic Safety Culture 2010

Promising Approaches

- Use the community itself in creating the solution.
- Getting the community to rally behind the issue is critical, but it may be difficult to identify the leaders within the community to make it happen.
- Do not under estimate the youth or their influence when trying to bring about change.
- School events are often what brings the community together. Consider using them as a way to champion the traffic safety issues.

Success Stories

- Tobacco coalition achieved results by changing the focus of the issue to second hand smoke.
- Traffic safety efforts among young people (Most of Us campaigns for seat belt use and drinking)
- Use of tribal elders (Indian culture to respect elders) to deliver message
- Recruitment of local retired experts (law enforcement, former community leaders) to build coalitions of support.
- Enhanced legacy - enhance what is already good about the community/families.

National Summit for Rural Traffic Safety Culture 2010

Information Gaps/Needed Research

- Need to verify values, norms, attitudes prior to moving into action.
- Need subjective data based on public surveys to determine public support and attitude on traffic safety issues.
- Need data to compare rural and urban

National Summit for Rural Traffic Safety Culture 2010

In closing…

- Difference in norms rural and urban and behavior
- Drinking and driving is still socially acceptable
- No fear of getting caught
- Family/community oriented
- Everyone knows one another
- OK not to wear a seatbelt for short trips
- Speeding is ok
- Need to provide an incentive that is highly valued by the community

National Summit for Rural Traffic Safety Culture 2010