What are the cultural barriers to drivers accepting safety interventions (e.g., speed cameras) and enforcement programs (e.g., random roadside stops)?

Breakout Group B3

Challenges and Barriers

Public perceptions

- Will community accept technology?
- Infringes on privacy
- Big Brother
- Slippery slope
- Revenue generation rather than safety motivation
- Our right to speed
- Do citizens see a benefit for giving up their freedom?

Politics

- Legislative support
- Election cycle
- Term limits and turnover
- Interest groups
- Ideological resistance
- Live with what you've got for fear of losing everything if debate is opened up
- Erosion of trust in government

Challenges and Barriers

Implementation

- Concerns about fairness with citation in mail
- Discretion of police officer
- Fines tougher on poor
- Civil versus criminal offense (may affect jurisdiction)
- Lawyers concerned
- Automation may be seen as a "radical approach"

Communication

- Do we have the right media for the target audience?
- Can we create a value proposition for marketing?
- Surprises not well received
- Citizens and politicians respond to emotion rather than facts
- Turning frame to personal

Promising Approaches

- Canada – citation with a chance for withdrawal in exchange for education (might reduce belief in money motivation)
- NHTSA Best Practices – demonstrate need, stakeholder involvement, communication
- European example of safety corridors and star rating
- Term limits might offer new legislative opportunities
- Build outrage with victims' families to build a legislative advocacy movement

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Success Stories

- Tobacco and Seat Belt campaigns - long term changes in accepted norms
- 9/11 changed view of privacy – airport searches and video everywhere with acceptance
- Idaho – "Safety top priority" - organizational commitment
- Iowa – "maniacs" ad campaign
- Howard County MD – demonstrated need, lots of communication, slow implementation with warnings
- Canadian provinces – collaboration of health, law enforcement and other agencies

Information Gaps/Needed Research

Research Needs

- Metrics for measuring safety culture
- Survey questions for measuring culture change
- Characterize US "speed culture" – is US more acceptant?
- Tracking medical costs of crashes
- Young teens crucial but need more info on them
- Limited data on adolescents – YRBS for high schools, but limited traffic safety Qs and mostly ages 15-18

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Information Gaps/Needed Research

Research questions on rural safety culture

- Is rural culture different from urban/suburban?
- How to characterize state culture variation?
- How is US culture different from other countries?
- Will rural male pickup drivers respond to policy?
- Is it rural persons dying on rural roads or others? What impact of out-of-staters for rural safety data?

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Information Gaps/Needed Research

Broad Research Questions

- What is impact of health campaigns and education?
- Do states respond to Federal pressure? Carrots or sticks?
- Some vehicle occupants don't wear seat belts but follow other laws - Why?
- Car as "private space" – implications of change in view? What is benefit of giving up privacy?

In closing…

- We have plenty to do to keep us "busy."

- Thanks for inviting us to a great conference!