



National Summit for Rural Traffic Safety Culture 2010

Rural Summit on Traffic Safety Culture

July 12, 2010
Big Sky, Montana

RESEARCH PLANS



Public Health Crisis

- The disease of mobility
- Over 40,000 traffic deaths annually
- \$300 billion socio-economic costs
- 2% of GDP



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- Nearly 1 in 4 Americans have been involved in a serious crash
- 38% have a friend or relative who was seriously injured or killed



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- One death is unacceptable....
- One death every fifteen minutes is an outrage



Safety is our number one priority!or is it?

- 3.5% of Highway expenses spent on safety
- 2% of Highway Trust Fund monies are spent on safety
- 5% of Federal R&D on safety
- 53% HSIP monies obligated
- 5% of Stimulus Package



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Rural Roads

- 57% highway deaths
- Fatality rate 2.5 times greater than for urban areas
- Longstanding underinvestment
- Only 30% HRRP obligated



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Traffic Safety Culture...AAAFTS Compendium

- Implicit shared values and beliefs that determine the way in which society acts in matters that affect traffic safety



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Positive Traffic Safety Culture

“A social climate in which traffic safety is highly valued and rigorously pursued.”



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Safety Culture

- Motorists
- Stakeholders
- National, regional, local, organizational, cultural
- Rural, urban



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Holistic Approach

Safer drivers, in safer cars, on safer roads, with enhanced EMS



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Improving Traffic Safety Culture in the United States

The Journey Forward



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November 2007

- Compendium and synthesis available
- Ignited new national dialogue on issue
- National survey of knowledge, beliefs, attitudes and behaviors

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Key Findings

Car crashes rank among the leading cause of death in the United States.



2008 Traffic Safety Culture Index

April, 2008



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- Culture of complacency
- Prevailing attitude: "Do as I say, not as I do."

Do you think driving feels safer, less safe or about the same as 5 years ago?

	<u>2009</u>	<u>2010</u>
About the Same	53%	36%
Less Safe	35%	52%
Safer	12%	9%

Why?

Distracted Driving

37% last year – 46% this year

“Do as I say, not as I do”

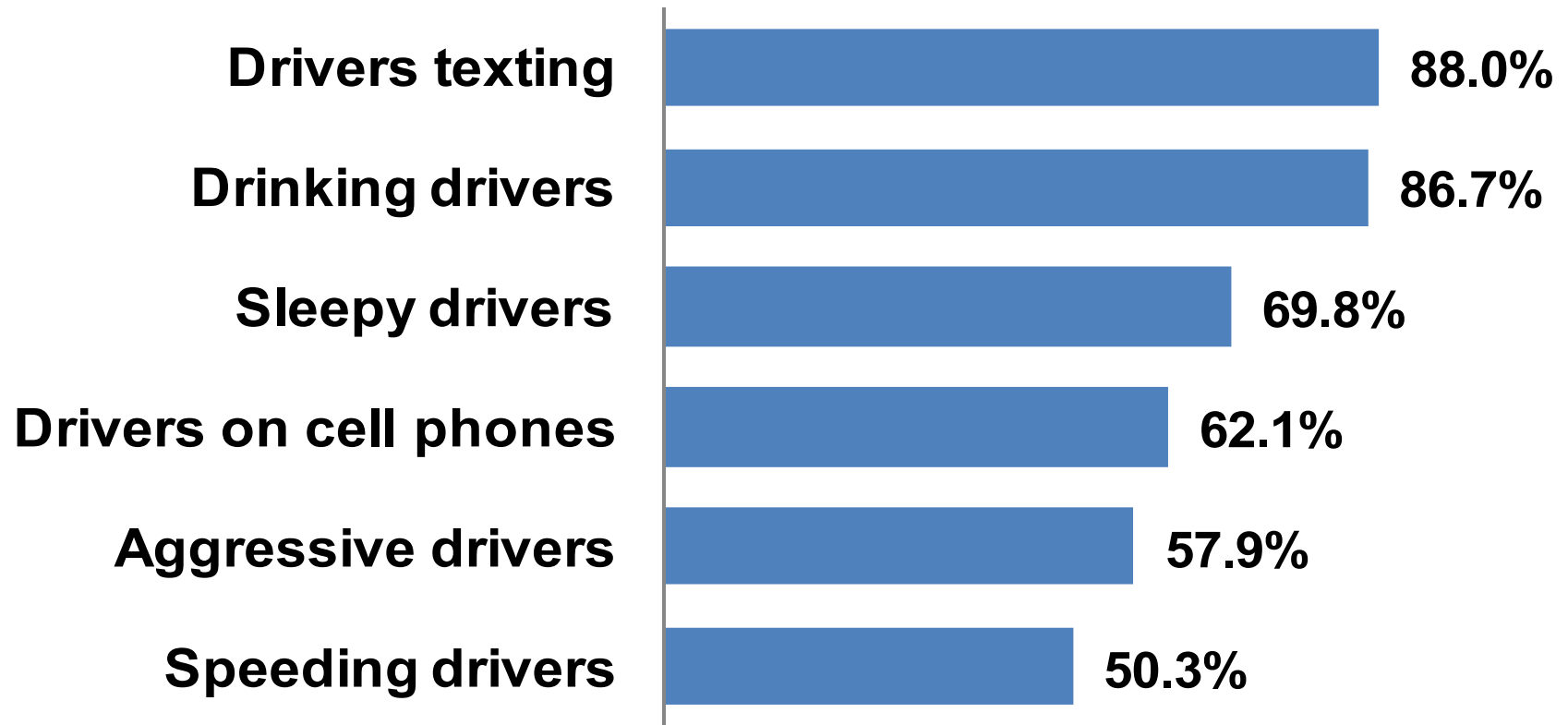
52% say driving feels less safe today than it did 5 years ago

...and 26% of those drivers say it's because of drivers on cell phones

...but 61% of **those same drivers** admit talking on their cell phone while driving

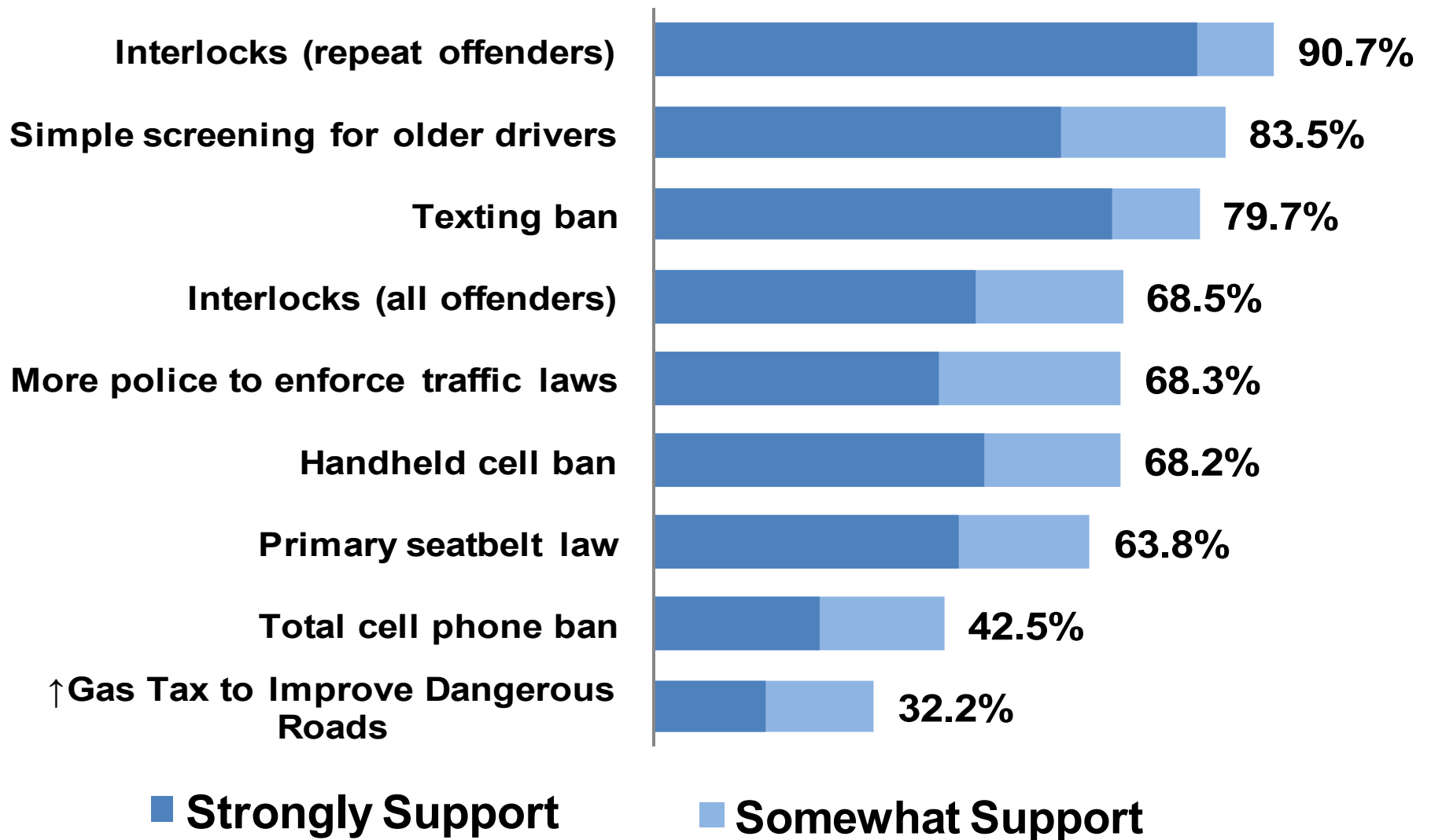
...and 23% do it fairly often or regularly

Major Safety Concerns



Perceived Threat to Personal Safety - % "Very Serious Threat"

Support for Safety Measures



But, we lack the political will to
implement known solutions and
increase our investments in highway
safety



Why?

Changing driver behavior isn't rocket science....

Legislators, regulators and stakeholders are motorists



Why?

- Citizens favor health & safety but dislike restrictions on freedom or comfort
- Traffic crashes are NOT outrage-evoking events
- General apathy to risks
 - Above average drivers
 - I'm in control
- Anonymity



What can be done?

- Adopt a Towards Zero Death vision
- Refocus debate as public health issue
- Apply holistic solutions, based on science
- Establish performance goals
- Increase transparency & accountability
- Get more people engaged
- Ask drivers to honestly look in the mirror....

AAAFTS Plans

- Major focus area
- Annual surveys
- Studies to support public awareness campaigns
- Develop and validate messages to reach younger drivers
- Additional research





For more information, go to:

AAAFoundation.org



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