



# National Summit for Rural Traffic Safety Culture 2010

How can we (and what specific steps can we) take to better understand and overcome the culture of complacency?

## Breakout Group O2

# Challenges and Barriers

## CHALLENGES

- Limited organizational leadership
- Distrust of government
- Lack of data
- Risk Perception and acceptance
- Competition for resources and concern

## BARRIERS

- Silos
- Ignorance of total societal cost
- Depersonalization of problem
- Contrary interests –Gov't, corporate, public, individual



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# Promising Approaches

- Truth
- 5 Star Drivers, Roads and Vehicles-Dawson
- TZD- Toward Zero Deaths
- Public Health Initiatives-tobacco
- Interdisciplinary Strategic Highway Safety Plans
- Consistent, accurate, repetitive messages - lobby
- Report Cards
- Social norms
- EPPM- Extended Parallel Process Model



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# Success Stories

- MVSS- Motor Vehicle Safety Standards
- MADD-DWI
- Restraint Usage – Child Safety Seats
- GDL
- RAP – Road Assessment Program



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# Information Gaps/Needed Research

## INFORMATION GAPS

- Lack of normative data
- Crash Injury data linked to EMS
- Shape and Scale of Complacency- Bigger than a bread box? Does it have horns and a tail?

## NEEDED RESEARCH

- Appreciative inquiry
- Qualitative Research
  - Framing
  - Social network
  - Actual & perceived norms
- Survey Research
  - Clusters eg. Obesity
- Program R & D
- Evaluation Research



# In closing...

- Complacency vs ignorance vs resistance
- Where are things related?
- Discouragement – problem overwhelming – accustomed to carnage
- Organizational incentives – No Czar

