



National Summit for Rural Traffic Safety Culture

Announcing the 2011 National Summit for Rural Traffic Safety Culture!

The 2011 National Summit for Rural Traffic Safety Culture will be held in conjunction with the Montana Summer Institute in Big Sky, MT on July 11-13, 2011. Both events are being hosted by the Center for Health and Safety Culture at the Western Transportation Institute. Sponsored in part by the AAA Foundation for Traffic Safety, this year's events are focused on *Telling a New Prevention Story*.

Health and safety are impacted by culture. Focusing on single solutions like infrastructure improvements or vehicle design alone is insufficient towards achieving comprehensive safety. A positive traffic safety culture transforms safer driving decisions and increases acceptance of all other forms of safety intervention.

The attainment of positive traffic safety culture depends on an understanding of the process of transforming culture. The Center for Health and Safety Culture uses a proven process, the Positive Community Norms Model, to transform cultures thereby measurably improving health and safety outcomes. For the 3rd Annual National Summit for Rural Traffic Safety Culture, we will be joining the highly acclaimed Montana Summer Institute. The focus will be to learn more about the Positive Community Norms Model and how it can help practitioners engineer a fundamental and enduring change in driver behavior within our transportation systems.

What is the Positive Community Norms (PCN) Model? PCN is a process for community transformation. It integrates Science of the Positive™ leadership, positive norms communication and integration of strategies across the social ecological environment to improve health and safety. This year's Summit will be focused towards those practitioners involved in planning and implementing traffic safety plans, as well as those individuals interested in, or tasked with, implementing or supporting the National Towards Zero Death Strategy. Participants will learn more about the PCN Model and how it can help affect culture change in motorists or within organizations tasked with monitoring and managing our highway systems.

TELLING A NEW PREVENTION STORY BIG SKY, MONTANA

July 11-13, 2011 ♦ <http://www.ruraltsccsummit.org>