

# 2011 National Summit on Rural Traffic Safety Culture

## Breakout Session Notes

### Summaries of Daily Activities



July 11-13, 2011



# What We Want to Learn and Deepen from Monday Session

- Curious about motivators and catalysts for change, what actually changes behavior; messaging is not enough
- Learn more about how to apply transformation process to agencies, instead of just focusing on individuals
- Learn how to push limits of approach, for example, speeding, so many are engaging in bad behavior, how to find the link between concern and behavior
- Behavior, beliefs, attitudes – need to look at individual values, need to really look at how values influence what we are talking about
- Sometimes our actions don't support what we preach, social context
- Encouraging culture towards safety; drivers who drive a million crash-free miles, encouraging even 1000 crash-free miles, how to challenge ordinary drivers to reach the milestones
- Hear more about message and program (PCN model) to implement in work

# A Word About the Focus and Approach

We have seen great benefit of taking an appreciative approach in the work of cultural transformation

- Intentionally focusing on what is working and has worked best to discover best practice principles that can be applied elsewhere
- Creating aspirations and goals and working toward living into them rather than just fixing the problems in front of us

## Possible Reframing Focus of Our Work

- A great deal of our work is centered around fixing what is not working to prevent, eliminate or reduce what we don't want
- What might our work look like if we focused more energy on building on what is working to promote or create more of what we want most?
- Let's experiment with this, this afternoon

## Pair Conversation: 15 Minutes

*What has worked best in your experience?*

- What elements of past or existing efforts have had the most impact on cultivating culture and norms that enhance safety?
- What initiatives have you witnessed or been involved with that have impacted cultural transformation in a meaningful way?
  - **Tell a story to illustrate**

## Stories and Insights

- 25 years ago – visit to Scandinavia – cultural pressure against drinking and driving – waiter gives patron the check and ordered a taxi
- 25 experts – older driver safety – vision for ideal licensing process – all learned new things they did not know – developed new web site to capture ideas – each state documents noteworthy programs as a way to encourage noteworthy programs
- Highway Patrol - Adopt a high school – met with principal – adopted for whole school year – went to assembly – “buckle up” – not about enforcement – participate, address concerns – facilitate getting helicopter for game – from low 60% to 92% - next year – stayed at 90%

# Past Efforts That Have Transformed Culture

## Stories and Insights

- Aim at small town police to participate in programs – Washington State – small community participation – change culture to write seat belt tickets – incentive – Model police cars – 15 tickets = custom model – “everyone said that’s cool” – earned 15 police cars – 5000 tickets written – 13,000 tickets in 60 days –
- Mid 90s – 2 red light running crashes – community concern – team enforcement, public awareness – looked at automated enforcement – test site – worked with community to set up program in most comfortable way – warnings – thought was very effective – community accepted it – community recognized the issue – gradual incremental changes – collaborated with community – very supportive community
- Office of HWY Safety Miss. – Assoc. of HWY Safety Leaders – Committee – cross section – civilians and law enforcement and teens – seat belt legislation – had to work with committee members – primary seat belt law- able to pass – 81% - office was primary leader in getting law passed
- Designated driver campaign – presented in positive spin – “Bob” – Presented in a fun way – DD gets free drinks at a party / free food – Bob is the hero – European Comm. adopted same plan – curious about why it was so successful

# Intentions / Hopes for Our Work Together

## By 2014.....

- Injury focus – trying to refocus reducing injury
- Incentives for insurance companies for promoting safety behavior
- Positive behavior environment – other incentives
- Bottom up approach – local agency , community level (churches schools)
- Note-worthy practices taking off like wildfire
- Elevate safety conversation to the level of the environment conversation
- TS Ambassador program
- Actual reductions – credible speed limits - measurables



# Intentions / Hopes for Our Work Together

- By 2014...
  - Changing the culture to make safety fashionable and cool
  - Plant and grow forceful and successful seeds
  - We have huge legislative support
  - Support at town and community level – communities demanding this!
  - Community data vs. aggregate data – focus on community successes
  - Town pressure – community issued reminders themselves!! Accepted safety behavior

# Intentions / Hopes for Our Work Together

- By 2014...
  - Golden Rule: Drive like we would like others to drive
  - Model communication platform – “I appreciate you driving like my child is in your car” – adopted program
  - Local rural officers talking to community
  - Bikers help each other to ensure they drive safely
  - Miss. drivers using seatbelts on every trip
  - Working from the community based on community problems (hopes and dreams with all levels of government as partners)

# Intentions / Hopes for Our Work Together

- By 2014...
  - Better skilled drivers
  - Expanded community based approach
  - Positive approach / positive colleagues
  - More teen leaders putting out safety messages
  - Balanced approach with positive messaging in addition to others
  - More collaborative partnerships
  - More safe travels

# Intentions / Hopes for Our Work Together

- By 2014...
  - Norm: Changed tech and cultural attitudes target enforce efforts with funding sources
  - Cooperative effort to eliminate fatalities and waste to cultivate ownership for driving responsibility
- By 2014
  - Local officials, community, business, individuals embrace and work toward a common goal
  - Spirit of collective responsibility and actions

# Summary of Intentions

The 2011 Rural Traffic Safety Culture Summit Community Will Generate a Profound Cultural Transformation that:

- Amplifies, rewards and promotes sharing of positive norms, strategies and noteworthy practices
- Enables local communities (with tools and resources) to lead traffic safety efforts in collaboration with all levels of government and the local community
- Makes traffic safety fashionable and cool and engages people of all ages and cultures in supporting one another to be safe – “I will drive like I have your child in my car” – “I will not let you put yourself at risk... it’s just not worth it”
- Elevates rural traffic safety as a public health issue of similar importance akin to the environmental movement
- Creates breakthrough results in key meaningful safety measures across America

## ***Mapping the Social Ecology of Rural Traffic Safety***

### ***Table Discussion - 15 Minutes***

1. What aspects of the current traffic safety system operating in rural America could be built upon and amplified as we think about bringing our visions and hopes for the future to life? What voices could be built upon or be levered?
2. What existing systemic forces might we be able to use in our favor?

# What We Can Build Upon

- **Local police are present and could be engaged – enough enforcement**
- **Low cost safety improvement (rumble strips etc.)**
- **Highway safety improvement system in place**
- **Program – transfers \$ hwy improvement to hazard elimination**
- **LTAP resources**
- **Local EMS – player**
- **Insurance companies**
- **Agencies to expand and connect around public health**
- **Stats and data to local level**
- **Social MEDIA**
- **Power of documentary**
- **Using driver education – into high school education**

## What We Can Build Upon

- **Integrate traffic safety instruction into a wide range of educational practices like English as a Second Language (ESL)**
- **Strategic Highway safety plan – enabling information to be spread out (Minnesota has plans for each jurisdiction)**
- **Local jurisdictions - Involve EMT – response time down**
- **Local community involvement in safety (build on what we have started)**
- **Messaging to sub-culture – peer to peer**
- **Driver education – encourage rural roadway stuff**
- **Professional drivers – leading by example, setting bar higher**
- **Designated driver – make it a positive campaign like “Bob”**
- **Sense of responsibility for friends**



# Rural Traffic Safety Summit Breakout Wednesday Session Summary of Proceedings



## Focus for this Afternoon

- Further explore the frames and stories we want to foster in Rural America and our Organizations
- Explore where we want to focus attention and energy to bring our visions and hopes to life
- Explore how we want to stay connected to build momentum

# ONE MORE THOUGHT ABOUT FRAMING

**BRITISH AIRWAYS**



*Exceptional  
Arrival  
Experience!*

**Service  
Recovery!**

**Baggage  
Problems**



Desired Image → Desired Action

- What we **ask** determines what we find
- What we **find** determines how we talk
- How we **talk** determines how we imagine together
- How we **imagine** determines what we achieve together

# Draft Intentions

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## Deepening Our Visions

### Table Discussion

- What potential new ways might there be to frame our work to forward our intentions? How could we talk about what we are working on in ways that touch deep widely held values in our communities?
- What are the new stories we would love to be told in our organizations and in the community?

# New Frames and Stories

- **Communities in which we live – traffic safety from perspective of driving population - “We are trying to protect our community” – “we are looking out for each other”**
- **Organizations in which we work – enablers of traffic safety - “We have a cooperative, aligned effort around traffic safety” – “This now feels like a shared effort” – “we have joined forces”**
- **Moving From Traffic Safety to “Safe Travel” or “Safe Travel Communities”**
  - “I am part of creating a safe travel community”
  - Coaches, teachers and community leaders reinforce the key message of safe travel



# New Frames and Stories

- **Safety begins with teens – teaching them**
- **Parents are the key – teaching kids how to be safe**
  - Parents in a hurry to get them out there
  - “Safe travel begins at home” – learn from parents – safe behaviors
- **We reach out to each other for safety – warn each other about low tire at gas station – why not other things?**
- **“I have a role in this community creating safe travels” – What is my role is helping you get there safely?**
- **When my kids were driving in a snowstorm – driver took out phone – *“not here, not now – you have to drive”* (Safe passengers behaviors)**
- **Safe travels = personal responsibility – what it means**
- **Communities / families will not be touched by traffic accidents**

## Potential Areas of Focus

- Within the positive cultural transformation frame, what could we choose to focus on in our organizations and communities that would move us further towards our visions? What could make the most difference?
  - Some Examples From Yesterday:
    - Telling a new story
    - Promote sharing noteworthy programs
    - Innovative community engagement – ex. Adopt a high school
    - Incentivize behavior - Model car incentive for police, Insurance breaks for safer driving
    - Focused Positive messaging – “drive like you have your child in the car”
    - Transforming our own organizations

## Potential Areas of Focus

- Partnering with the media to tell a new positive story Seed media stories – great saves
- Evaluation – sociologist, anthropologist – tell the story – story telling evaluation – evaluation being respectful of culture
- Eliminate misperceptions that fuel risky behavior – elevate those that create preventive behavior
- Innovative ideas like - Seniors doing speed enforcement for their community
- Recognize the need to drive the effort toward the community; community level stakeholder recruitment
- Funding a few projects that can go into depth – create beacons we can learn from
- Better understanding of conditions that bystanders go beyond “your tire is low” to you seem like you have had too much to drink – please put your seat belt on
- Explore the frames – that support bystander engagement or inhibit (Car = freedom – personal choice – How do you redefine the car as a part of community?)
- Social capital: More = lower crash rates – explore more about what social capital means
- The car mindset – “closed box” – how to build social etiquette

# Potential Focus Areas

- 1. Focus on Social Media**
- 2. Community Involvement and Engagement = Local Community Engagement – Foundational**
- 3. Identify and gather stakeholders from community**
- 4. Share the co-created story with the broader community**
- 5. Be More Positive and Lead by Example – Focus on positive message of safe travels – focus on kids and teens**
- 6. Develop and create the new story / frame – research and test new frames for resonance**
- 7. Celebrate successes (ex. Teens travel to school – “crash free milestones” – hidden positive norms)**

# Next Steps – Ideas to Create Momentum

How can we build momentum and stay connected around this work? What mechanisms should we consider?

1. Center as a network point (Safe Travel Network) - role as a clearing house for information around cultural change paradigm – virtual community connection point
2. Modify the summit site – capture positive success stories
3. Look for opportunities to conduct research across agencies
4. Share proceedings / short YouTube Pieces – create a thorough package – with 3 year timeline –
  - Create a pithy standard PP about the summit and what paradigm shift is about
  - Share the Story of the Summits – 3 Year Frame – and a call to action – what would bring you and other key stakeholders here next year
5. Think about what would bring you back next year to a “safe travel summit” – what would bring others from your organization or stakeholder group?
6. Expand members of the planning committee for next year – involve this year’s group
7. **First Step:** Follow-Up Conference Call to share slides, etc.