

2011 National Summit for Rural Traffic Safety Culture

Sponsored by AAA Foundation for Traffic Safety and the Western Transportation Institute
Hosted by The Center for Health and Safety Culture, Western Transportation Institute

Towards Zero Deaths: Knowledge to Action (TZD K2A)

- “One death is unacceptable. One death every 15 minutes is an outrage.” *AAA Foundation for Traffic Safety*
- Motor vehicle-related injuries are the leading cause of death for those age 5 – 34. *Centers for Disease Control and Prevention*
- The estimated annual cost of vehicle crashes is \$230 billion. *National Highway Traffic Safety Administration*
- There were almost 30% more fatal crashes in rural areas than urban. *Federal Highway Administration*

While significant progress has been made in reducing fatalities and injuries associated with motor vehicles, over 33,000 people died as a result of motor vehicle incidents in 2009.

Single solutions like infrastructure improvements and vehicle design have had positive results, however, such strategies are insufficient towards achieving comprehensive transportation safety. We need multiple disciplines working together to transform the culture around driving – especially in rural areas where challenges regarding seat belt usage, impaired driving, and single vehicle crashes persist.

The 2011 National Summit for Rural Traffic Safety Culture will convene July 11-13th in Big Sky, Montana.

Building upon the last two Summits, this year, we will focus our attention on developing an action plan to transform rural driving culture Towards Zero Deaths (TZD). A primary focus is on the rural needs, however urban needs have relevance.

In previous summits, we have explored various definitions of culture and looked at their application within different areas of the traffic safety system (rural vs. urban, political, agency, etc.). During last year’s Summit, Dr. Jeff Linkenbach introduced an approach used by the Center for Health and Safety Culture – the Positive Community Norms (PCN) model. This model provides an important framework based on projects with demonstrated outcomes for organizing and operationalizing the work of transforming culture. This year’s Summit will focus on understanding the Positive Community Norms model and exploring how it might be used to move forward transforming rural driving culture Towards Zero Deaths.

The 2011 Summit will combine informative presentations and interactive work sessions which will result in important foundational work to guide efforts over the next several years in transforming rural traffic safety culture Towards Zero Deaths. Participants will also gain valuable skills which they can use to influence culture within their own organizations. The first day will focus on developing a common understanding of the Positive Community Norms (PCN) model. During the second and third days, we will have brief presentations by a wide range of experts in their field focused on one step of the PCN process in the mornings. The afternoon sessions will be working with a facilitator who is an expert in fostering safety culture transformation. He will lead the group in developing an action plan focusing on shifting rural driving culture Towards Zero Deaths.

The 2011 National Summit for Rural Traffic Safety Culture will be held in conjunction with the Montana Summer Institute For Positive Community Norms. Both events are being hosted by the Center for Health and Safety Culture at the Western Transportation Institute with support, in part, by the AAA Foundation for Traffic Safety.

Our intention for this Summit is move beyond informative presentations and towards action on this important work. The role of culture in improving the effectiveness of traffic safety systems is critical. We hope that you will choose to be a part of this foundational work as we move from knowledge to action.

Register online at: <http://www.ruraltscsummit.org> A limited number of travel scholarships are available.

Monday July 11th- National Summit for Rural Traffic Safety Culture (Day 1)

8:30 am – 9:00 am	Registration
9:00 am – 10:30 am	<p>Welcome and Overview of the 2011 Summit Jeff Linkenbach, Ed.D, Director, Center for Health and Safety Culture, Western Transportation Institute, Montana State University</p> <p>Enhancing Traffic Safety Culture Peter Kissinger, President and CEO, AAA Foundation for Traffic Safety</p> <p>Towards Zero Deaths (TZD) in Rural America – The Challenges are Real Nic Ward, Professor, Mechanical and Industrial Engineering, Senior Researcher, Western Transportation Institute</p> <p>Introduction to the Positive Community Norms Model Jeff Linkenbach, Ed.D, Director, Center for Health and Safety Culture</p>
10:30 am – 10:45 am	Break
10:45 am – 12:00 pm	<p>Transforming Culture: Norms, Perceptions and Gaps Jeff Linkenbach, Ed.D, Director, Center for Health and Safety Culture Jay Otto, Research Scientist, Center for Health and Safety Culture</p> <p>Participants will learn about practical constructs which can be measured and are used in transforming culture to improve health and safety. These constructs are important in addressing traffic safety culture at the individual, organizational, community, state and national levels.</p>
12:00 pm – 1:00 pm	Lunch
1:00 pm – 2:30 pm	<p>Mapping the Systemic Influences Impacting Rural Traffic Safety Culture Jeff Linkenbach, Ed.D, Director, Center for Health and Safety Culture Jay Otto, Research Scientist, Center for Health and Safety Culture</p> <p>The first step in transforming culture is to understand the dominant forces acting throughout the traffic safety system. Participants will practice skills in mapping the cultural systems surrounding rural traffic safety culture in small group guided conversations. This work will form the basis of development and planning on future days of the Summit.</p>
2:30 pm – 2:45 pm	Break
2:45 pm – 4:00 pm	<p>Positive Community Norms Model: Leadership, Communication and Integration Jeff Linkenbach, Ed.D, Director, Center for Health and Safety Culture Jay Otto, Research Scientist, Center for Health and Safety Culture</p> <p>Participants will further explore the Positive Community Norms Model with particular emphasis on the three components of leadership, communication and integration. The PCN 7-Step Communication Process will be explained and examples covered. The PCN 7-Step Process has applications for change efforts focused on many different levels including state and national as well as organizational. The remainder of the Summit is organized around the 7 Steps.</p>
6:30 pm – 8:30 pm	Welcome Reception

Tuesday July 12th - National Summit for Rural Traffic Safety Culture (Day 2)

8:30 am – 9:00 am	Registration
9:00 am – 10:30 am	<p>Welcome Jack Claypoole, Administrator, Drug Free Communities, Executive Office of the President, Office of National Drug Control Policy</p> <p>Telling a New Prevention Story: Prevention is Growing Positive Community Norms by Transforming Culture Jeff Linkenbach, Ed.D, Director, Center for Health and Safety Culture Health and safety are impacted by culture. Jeff Linkenbach will explore how to transform culture to grow Positive Community Norms. The stories and narrative that we use reflect the culture and influence norms. Our work, therefore, is about strategically telling a new story to foster transformation and improve health and safety.</p> <p>A Sociologist’s Perspective on a Scientific Definition of Culture Steve Swinford, Ph.D., Associate Professor, Department of Sociology and Anthropology, Montana State University Prof. Swinford will provide a scientific approach to understanding and measuring culture. These ideas will be important in establishing a viable evaluation plan to measure our progress at transforming culture.</p>
	Break
10:45 am – 12:00 pm	<p>The Spirit of Cultural Transformation Randy John, Loss Prevention Manager, Navajo Agricultural Products Industries Randy John will discuss the importance of honoring and cultivating the goodness in our communities and people when we engage in the work of cultural transformation. Efforts which ignore this important issue often result in push-back and failure.</p> <p>Understanding How the Public Perceives Traffic Safety Issues: Perception Mapping Ward Vanlaar, Ph.D., Vice President Research, Traffic Injury Research Foundation How does the public weigh the relative risk of speeding versus impaired driving? Ward Vanlaar will introduce a tool to help us map and understand the public’s beliefs and attitudes about various traffic safety behaviors. Perception Mapping will help participants better understand the complexity involved in transforming the public’s perceptions.</p>
12:00 pm – 1:00 pm	Lunch
1:00 pm – 3:30 pm	<p>Working Session: Focusing our Efforts at Transforming Culture Danny Nashman, Founder, The Potential Group The task of transforming rural traffic safety culture is daunting. To be successful, we must focus our efforts. Participants will build on the work initiated the previous day on mapping the systemic forces surrounding rural traffic safety culture. Danny Nashman has extensive experience facilitating groups in fostering safety culture. He will lead this highly interactive session and help us establish a collective understanding of the strategic opportunities to positively influence rural traffic safety culture.</p>

Wednesday July 13th - National Summit for Rural Traffic Safety Culture (Day 3 - final)

<p>9:00 am – 10:30 am</p>	<p>Welcome Back Jeff Linkenbach, Ed.D.</p> <p>How we speak about Traffic Safety defines our Culture Colonel Michael T. Tooley, Chief, Montana Highway Patrol The messages we communicate as leaders in traffic safety have a strong influence on the culture. As prevention leaders (and we all are prevention leaders), we must strategically tell a new story to foster cultural transformation. Col. Tooley will discuss how we talk about risk and protection in our communities (among many different audiences) guides the work of cultural transformation.</p> <p>The Power of the Frame Ben Tanzer, Senior Director of Strategic Communications, Prevent Child Abuse America Effective prevention is about strategically re-framing our communications to foster transformation. Ben Tanzer will demonstrate how he has been working to re-frame communications about child maltreatment across the nation. The lessons learned by Prevent Child Abuse America have important implications for how we define the frame for rural traffic safety culture.</p>
	<p>Break</p>
<p>10:45 am – 12:00 pm</p>	<p>Beyond the “Target” Population Arlene Andrews, Ph.D., Professor, College of Social Work, University of South Carolina, Director of the Institute for Families in Society We know that various sub-populations, like young adult males, often engage in higher-risk behaviors than other populations. Our efforts to transform culture must acknowledge these different sub-populations and align with their unique sub-cultures. We must examine our efforts to reach various sub-cultures in order to truly engage everyone in the conversation. Arlene Andrews will challenge us to refine our approaches.</p> <p>Transforming Culture around the Misuse of Alcohol: A Statewide Case-Study Rodney Wambeam, Ph.D., Senior Research Scientist, University of Wyoming Survey and Analysis Center Dr. Wambeam will share examples of cultural transformation from a multi-year Positive Community Norms project in Wyoming addressing the misuse of alcohol among all ages. Issues involved underage drinking, adult binge drinking and impaired driving. Lessons learned from this project inform the challenges and opportunities in transforming culture in a rural setting.</p>
<p>12:00 pm – 1:00 pm</p>	<p>Lunch</p>
<p>1:00 pm – 3:30 pm</p>	<p>Transforming Rural Traffic Safety Culture through Strategic Partnerships Peter Appel, Administrator, Research and Innovative Technology Administration, United States Department of Transportation Peter Appel will discuss initiatives at the U.S. DOT and partnerships with key stakeholder groups aimed at dramatically reducing fatalities and injuries on our nation’s roadways through cultural change strategies.</p> <p>Working Session: Action Planning Towards Zero Deaths Danny Nashman, Founder, The Potential Group This highly interaction session, will continue our work with Danny Nashman to develop an action plan, next steps and commitments to transform rural traffic safety culture. Building on the work of the previous two days in identifying the most important aspects of the system on which to focus, the group will develop an action plan for activities (including important questions to answer) with broad applicability to individuals and organizations to advance the work of transforming rural traffic safety culture Towards Zero Deaths. Action items will include tools and resources presented throughout the Summit.</p> <p>Conclusion Jeff Linkenbach, Ed.D.</p>