

Why

Why do we tolerate 1 death every 13 minutes on our roads?



Death

National Rural Summit on

June 22, 2009

## TRAFFIC SAFETY CULTURE 2009

Traffic safety culture is an important determinant of driver risk taking and acceptance of traffic safety interventions. Attempts to make our transportation system safer cannot succeed without considering the cultural factors that define our values and govern our behavior. In recognition of this, the Western Transportation Institute and the AAA Foundation for Traffic Safety are hosting a summit to discuss traffic safety culture and its role in the safety of our rural transportation system.

What can participants expect? The Summit will strive to increase understanding and unify concern amongst traffic safety researchers, practitioners, and policymakers about the role of traffic safety culture on (1) behavioral factors, and (2) attitudinal barriers to public and political acceptance of traffic safety interventions. Presentations by national and international experts followed by focused discussion will ensure that this event is a must attend for individuals in the traffic safety arena.

The Summit will also lead into the Driving Assessment Conference to be held June 22-26, 2009 in Big Sky, Montana. As such, consider maximizing your time and travel by planning to attend both!

**BE THERE BE AWARE** BIG SKY, MONTANA

For More Info

<http://www.meetingsnorthwest.com/TSCsummit.html>

<http://www.westerntransportationinstitute.org/ProfessionalDevelopment/TSCSummit.aspx>