Traffic Safety Culture

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Traffic Safety Culture Definition

Lack of Consistent Definition

Broad Definition:
- Guldenmond, 2000
- “aspects of the…culture which will impact on attitudes and behavior related to increasing or decreasing risk”

Cognition:

- Values

- Beliefs about “normal” behavior

- Expectations for violations of “normal” behavior
Traffic Safety Culture Definition

Ward et al., (2010) Definition:

Behaviors:
- Actions that exemplify the culture
- Rituals
- Habitual Behaviors
- Reactive Behaviors
Traffic Safety Culture Definition

Ward et al., (2010) Definition:

Artifacts:
- Symbols, expressions, and tools
- Language
- Laws/Policies
Traffic Safety Culture Frameworks

Theory simplifies and clarifies complex phenomena

• Predicts how factors relate to each other

• Separates irrelevant factors and organizes relevant ones

• Allows prediction based on prior knowledge
Explaining Traffic Safety Culture: Social Ecological Theory

- Individual
- Interpersonal
- Community/Organization
- Society
Explaining Traffic Safety Culture: Theory of Planned Behavior

- Attitudes
- Norms
- Perceived Behavioral Control
- Behavioral Intention
- Behavior
Transforming Traffic Safety Culture

- Improvements are made to the existing culture— not creating a new culture

- There is not one culture but many cultures

- Transformation is not a simple process
  - Long-lasting
  - New elements
  - Considerable time commitment
  - Cyclical and repeated

Changing Traffic Safety Culture: Action Framework

1. Plan & Advocate
2. Assess Culture
3. Establish Common Interpersonal Framework
4. Develop Strategies
5. Pilot Test & Refine
6. Implement Strategies
7. Evaluate Effectiveness & Needs

Individual

Community/Organization

Society

Motor vehicle related deaths/million miles traveled (VMT) and annual VMT, by year, United States 1925–97
Environment
Education
Engineering
Enforcement

Cost
Social Climate
Political Climate
Terrain
Resources
Equity
Feasibility
Geography
Disparity
Literacy
Population Density
The Socio-Ecological Model:
A change in seat belt culture required emphasis at all levels

**Individual:**
Critical mass of the population wears seat belts

**Family/Friends:** peer expectations to wear seat belts dominate expectations not to

**Community/Organization:**
Social norming campaigns reach all segments of the population

**Society:** predominance of states with primary seat belt laws which are enforced and which public is widely aware
# HADDON MATRIX

A tool for identifying approaches for injury prevention and control

<table>
<thead>
<tr>
<th></th>
<th>Host</th>
<th>Vehicle/Vector</th>
<th>Physical Environment</th>
<th>Socio/cultural environment</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pre-Event</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>(primary)</td>
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<tr>
<td><strong>Event</strong></td>
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<tr>
<td>(Secondary)</td>
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<tr>
<td><strong>Post-Event</strong></td>
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<tr>
<td>(Tertiary)</td>
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</tbody>
</table>
Seat Belts

1. Engineering

First US patent: 1885

First lap belt installed in 1955 (Ford) 1958 (Volvo)
2. Education (Advocacy and Legislation)
   • 1968: seat belts mandated in all cars in all occupant positions

3. Enforcement (secondary)
   • 1984: New York passes first seat belt law requiring front seat passengers and back seat passengers under 10 to wear seat belts (national efforts are ongoing)
2. Education (Advocacy and Legislation)

- 1968: Seat belts mandated in all cars in all occupant positions

1988: SEAT BELT USE = 11%

3. Enforcement (secondary)

- 1984: New York passes first seat belt law requiring front seat passengers and back seat passengers under 10 to wear seat belts (national efforts are ongoing)

SEAT BELT USE = 63%
4. Enforcement (primary)

SEAT BELT USE = 78%

Now:
- 30 States and DC have primary laws
- 19 states have secondary laws
- 1 state has no law
5. Education (public through enforcement)
6. Education
(social norms)

Seatbelts Save Lives!
If only my brother Matt wore his.
BTR 12:01 86 03-25-07.

Be Protected
Not Projected

Wear Your Seat Belt

Safetee first.

SEAT BELTS
...he wasn’t wearing one

SEAT BELTS
...he wasn’t wearing one

IT NOT ONLY PROTECTS YOU
IT PROTECTS YOUR WALLET.

Click it or ticket.
NATIONAL U.S. SEAT BELT USE 2009 = 85%
Engineering again?
2.7% of 906 infants and toddlers were in child safety seats.

Shantou, China
2011

Lagos, Nigeria
2009

Bangkok, Thailand
2001