

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”



Traffic Safety Culture Definition

Ward, Linkenbach, Keller, & Otto (2010) Definition:

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

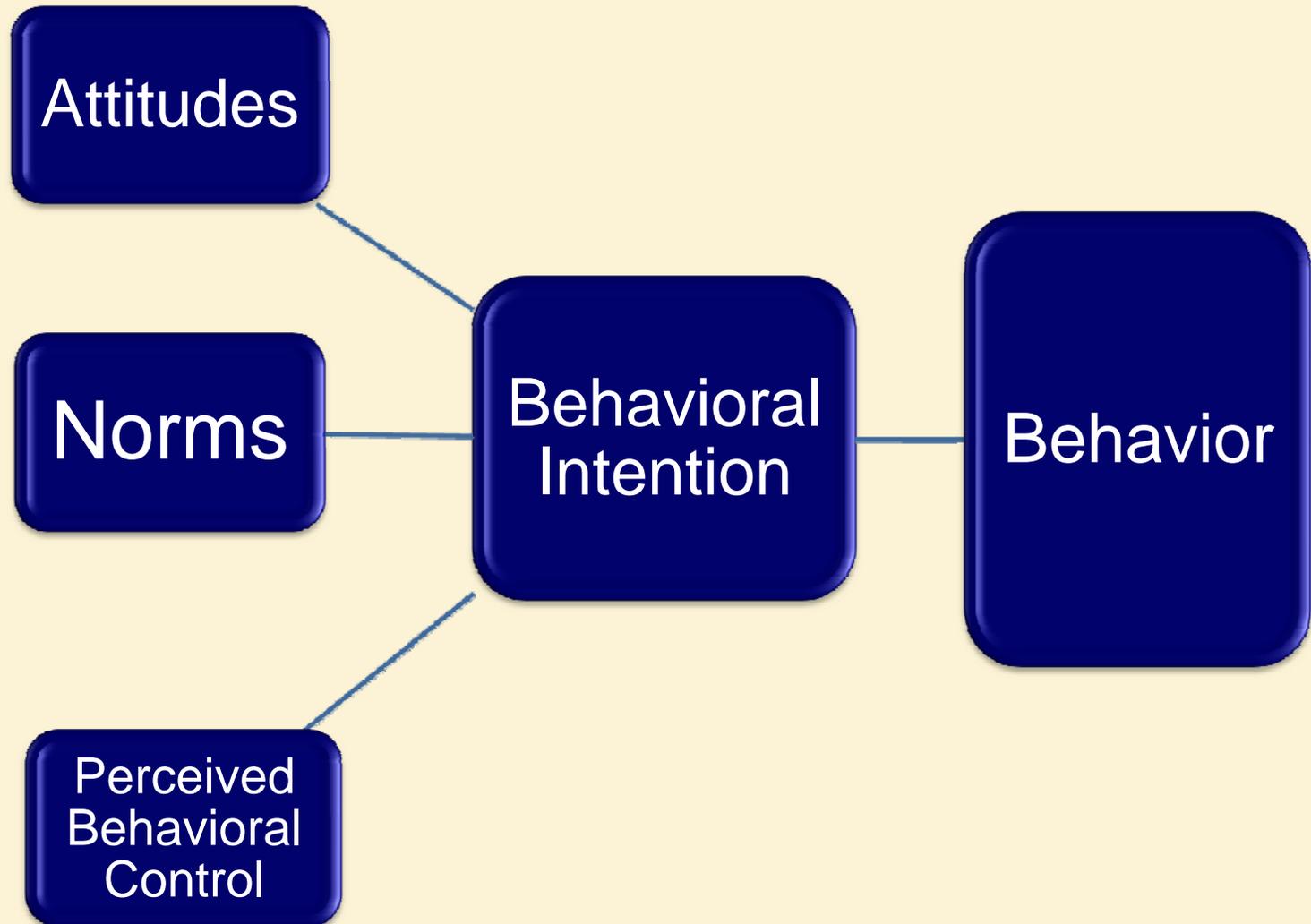
Theory simplifies and clarifies complex phenomena

- 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



Explaining Traffic Safety Culture: Theory of Planned Behavior





Transforming Traffic Safety Culture

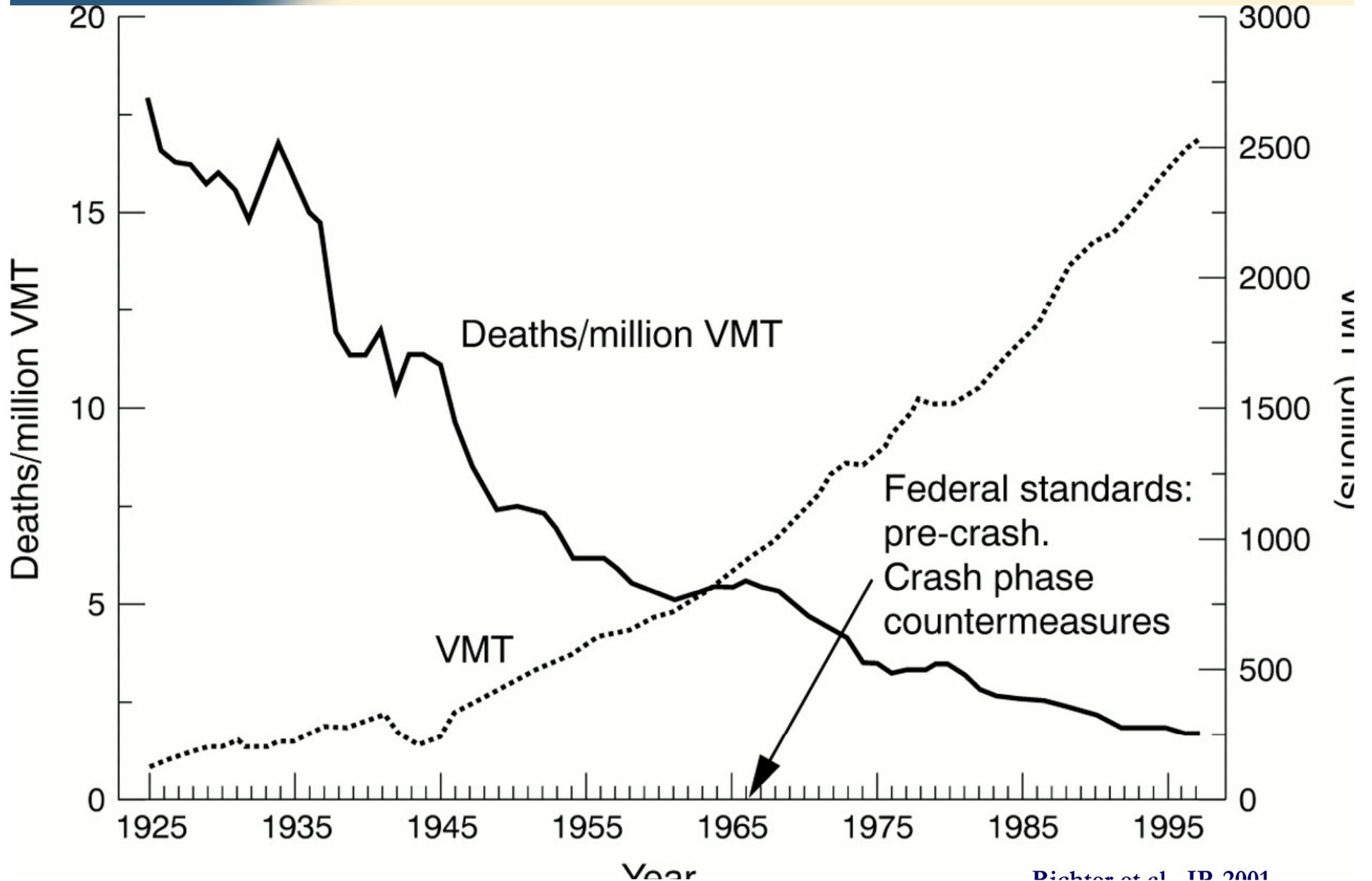
- Improvements are made to the existing culture— not creating a new culture
- There is not one culture but many cultures
- Transformation is not a simple process
 - Long-lasting
 - New elements
 - Considerable time commitment
 - Cyclical and repeated

Changing Traffic Safety Culture: Action Framework





Motor vehicle related deaths/million miles traveled (VMT) and annual VMT, by year, United States 1925-9'



Cost

Social Climate

Political Climate

Terrain

E

Environment
Education

Resources

Equity

Engineering

Feasibility

Geography

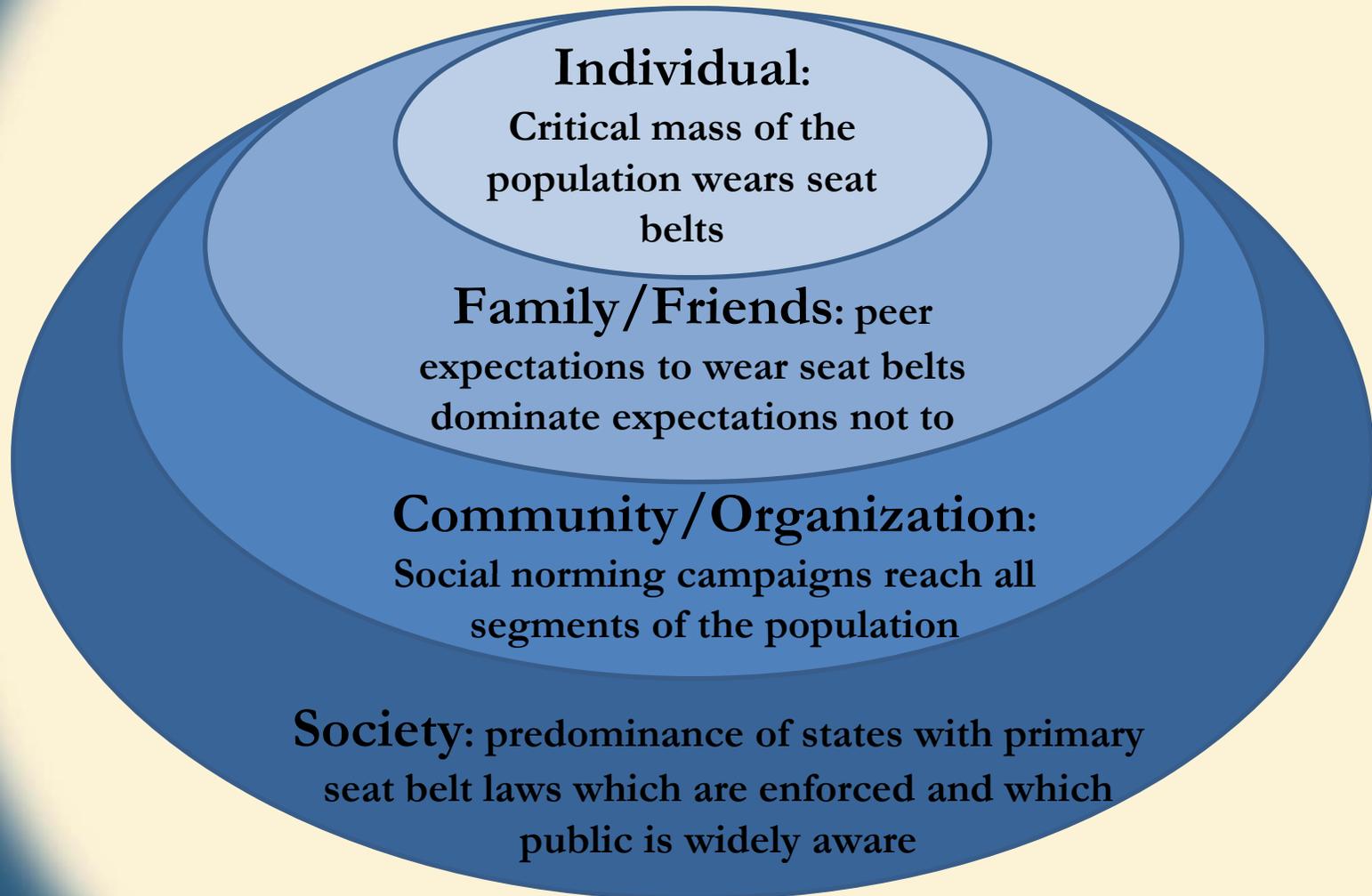
Enforcement

Literacy

Disparity

Population Density

**The Socio-Ecological Model:
A change in seat belt
culture required emphasis at all levels**



HADDON MATRIX

A tool for identifying approaches for injury prevention and control

	Host	Vehicle/Vector	Physical Environment	Socio/cultural environment
Pre-Event (primary)				
Event (Secondary)				
Post-Event (Tertiary)				

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)



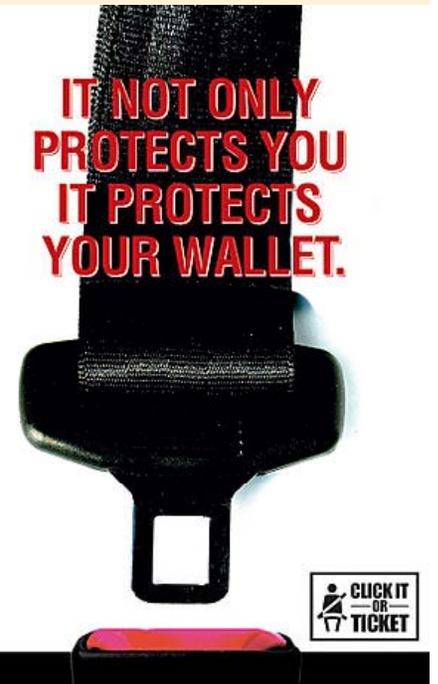
6. Education (social norms)

SEAT BELTS
...he wasn't
wearing one

SEAT BELTS
...he wasn't
wearing one



**IT NOT ONLY
PROTECTS YOU
IT PROTECTS
YOUR WALLET.**



Safetee first.





**NATIONAL U.S.
SEAT BELT USE 2009
= 85%**

**NHTSA, National Occupant
Protection Use Survey**

IPRC

Engineering again?



Internationally?

2.7% of 906 infants and toddlers were in child safety seats.

Shantou, China

2011



Lagos, Nigeria
2009



Bangkok, Thailand
2001