

Strategies for Creating a Traffic Safety Culture

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Traffic Safety Culture



BOOZE CRUISE?

Traffic Safety Culture

- Desired traffic safety messages and behavior
- Training, Research, and Education for Driving Safety (TREDS)

<http://www.bing.com/videos/search?q=just+drive+take+action+against+distraction&qpv=just+drive+take+action+against+distraction&view=detail&mid=76A0AC987CEC0708A0D376A0AC987CEC0708A0D3&FORM=VRDGAR>

- Distraction.gov

<http://www.distraction.gov/index.html>

Equity in Traffic Safety

- Everyone walks, not everyone can drive.
- Transportation is crucial for youth, people without licenses, people with lower income, people with disabilities, and other historically under-represented populations.
- Focus on historically underinvested areas when assessing the policy and physical landscape.
- Engage impacted community members and you will see change!

Ecological Approach to Traffic Safety

- Aid in personal development and skills.
- Reorient how care is provided.
- Create a physical and social environment that is conducive to traffic safety by implementing policy, system, and environmental changes.
- Spread traffic safety efforts among communities, health care providers, schools, and work sites.



Impaired driving event in partnership with Houston County Sheriff's Department at the Houston County Fair.
(August 2015)



Alcohol Server Training

(April 2016)



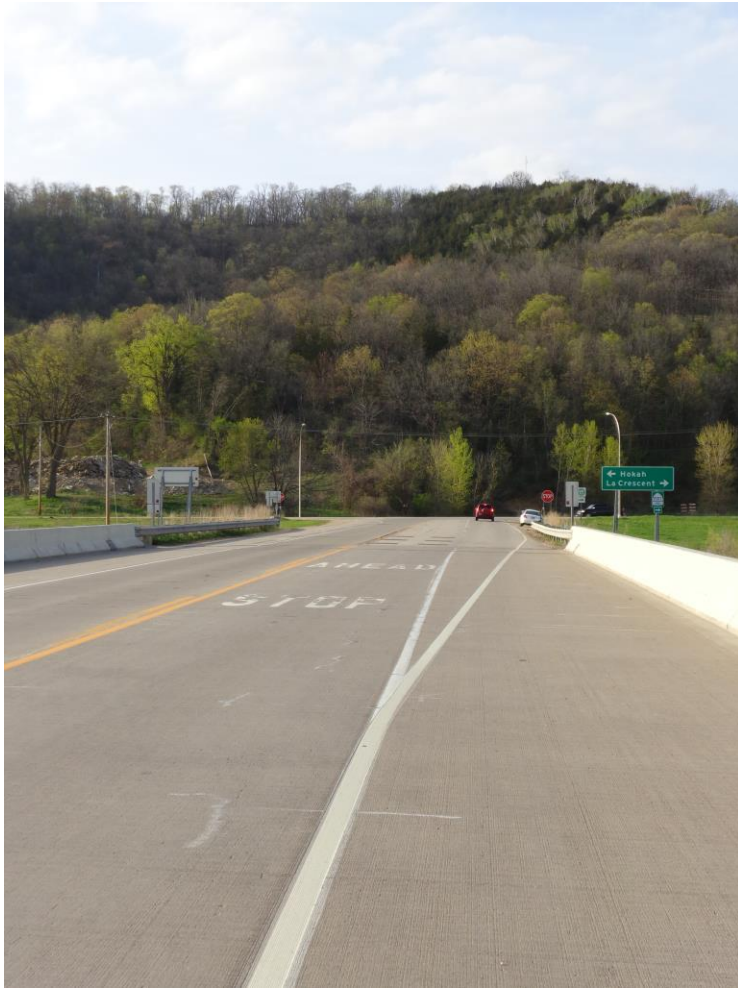
Saved By the Belt

(May 2015)



County Road 8 Chevron Installation

(2015)



HWY 26 Rumble Installation

(2015-2016)



Chatfield High School
Mock Crash addressing
distracted driving,
bicycle safety, and
occupant restraint use.
(April 2016)





Point of Impact Parent Education Program

(March 2016)

Media Formats for Traffic Safety

- Visual Formats: Use color infographics, pictures, and video
- Social outlets to consider: Facebook, Flip A Grams, Google, Twitter, Snap Chat, You Tube, Etc
- Facebook is used most from 1 to 4 PM and on weekends. Posts should be made 5 to 10 times per week.
- Twitter is used most from 3 to 5 PM.
- Instagram is used from 8 AM to 8 PM and on weekends.

Media Strategies for Traffic Safety

- Write a communications plan.
- Closely consider intended target population and respect their level of understanding.
- Develop a long-term campaign with spin-offs. Shoot extra footage for later use.
- Gain earned media by using real content, personal impact statements, and success stories.
- Tie media into current trends or pop culture.

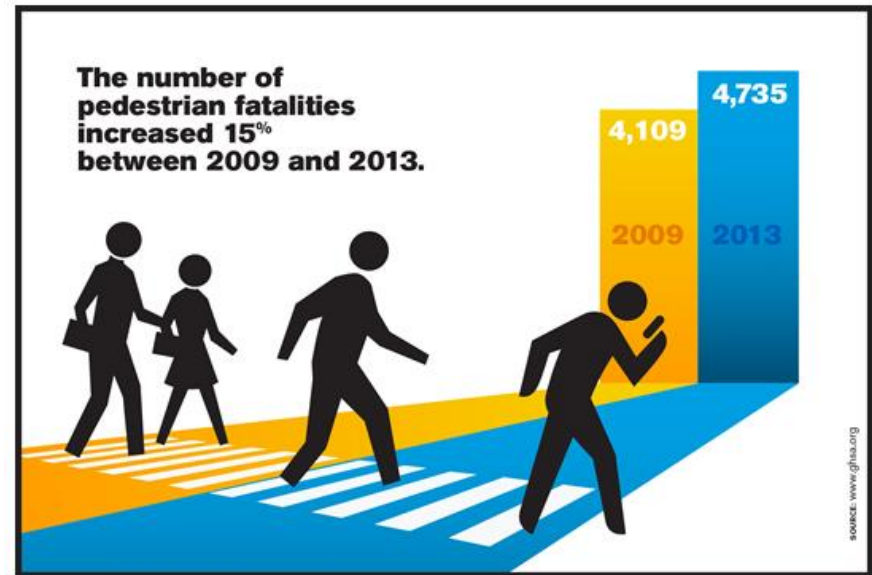
https://www.youtube.com/watch?v=jKErdr0sd_0&feature=youtu.be

Media Strategies for Traffic Safety

- AVS Model: Acknowledge dangerous behavior, Voice feelings and provide Solutions for solving the problem.
- Inspire behavioral change with messages that are funny, emotional, and create a sense of urgency.
- Call people to action.

Pedestrian Safety Culture

- Governor's Highway Safety Association
"Everyone Walks"
Infographics
<http://www.ghsa.org/html/publications/sfped.html>
- Mayor's Challenge Step-By-Step Technical Guidance
<https://www.transportation.gov/mayors-challenge>



Pedestrian Safety Culture

- Pedestrian and Bicycle Information Center
- Enforcement, Education, and Promotion Guidance
- <http://www.pedbikeinfo.org/>



Pedestrian and Bicycle Information Center

Pedestrian Safety Culture – Safe Kids

Pedestrian Safety and Teens

Every hour, a teen pedestrian is injured or killed after being hit by a car in the United States.



In 2012, 284 teen pedestrians died and another 10,000 were injured.



In our survey of 1,000 teens, 40% say they have been hit or almost hit by a car, bike or motorcycle while walking.



When asked what happened when they were hit or almost hit, teens say:



Teens who have been hit or nearly hit report crossing the street while:



Overall, half of teens say they walk in the dark at least sometimes; we know that three-quarters of teen pedestrian fatalities happen between 7 p.m. and 7 a.m.



- <https://www.safekids.org/infographic/pedestrian-safety-and-teens>

Talk to your teens about walking safely.
Visit [safekids.org](https://www.safekids.org) to find out how.

Attentive Safety Culture - Philadelphia

- City of Philadelphia Office of Transportation and Infrastructure Systems “Drive Right”, “Give Respect, Get Respect.” “Its Road Safety Not Rocket Science”



- <http://www.itsroadsafety.com/>
- http://www.foodfitphilly.org/FOODFITPHILLY/assets/File/GIVE_RESPECT_Walking.pdf

Attentive Safety Culture - California

- California Office of Traffic Safety “Pedestrians Don’t Have Armor.”
- http://www.ots.ca.gov/Media_and_Research/Campaigns/Ped_Safety/default.asp
- <https://www.youtube.com/watch?v=m7xS7SbT2II>



Attentive Safety Culture – Impact Teen Drivers

- What Do You Consider Lethal?
- <http://whatdoyouconsiderlethal.com/>

