FROM ONE SPEEDER TO ANOTHER: CREATING A CULTURE OF COMPLIANCE

Toward Zero Deaths
Friday, October 30, 2015

Mark Kinde, MPH
St. Cloud, MN
# Minnesota Mayhem

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Deaths</strong></td>
<td>411</td>
<td>368</td>
<td>395</td>
<td>387</td>
<td>361</td>
</tr>
<tr>
<td><strong>Nonfatal</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hospitalized</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Injury</td>
<td>2,044</td>
<td>2,140</td>
<td>2,311</td>
<td>2,273</td>
<td>2,050</td>
</tr>
<tr>
<td>Nonfatal</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ED-treated Injury</td>
<td>20,632</td>
<td>19,129</td>
<td>18,379</td>
<td>19,804</td>
<td>19,688</td>
</tr>
<tr>
<td><strong>Cost of Traffic</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Crashes</td>
<td>$1,477,388,500</td>
<td>$1,481,240,300</td>
<td>$1,513,639,100</td>
<td>$1,588,124,400</td>
<td>$1,604,051,900</td>
</tr>
<tr>
<td><strong>Crashes with Illegal/unsafe speed as a factor</strong></td>
<td>9,766</td>
<td>9,501</td>
<td>7,839</td>
<td>11,190</td>
<td>10,983</td>
</tr>
<tr>
<td><strong>All Crashes</strong></td>
<td>74,073</td>
<td>72,117</td>
<td>69,236</td>
<td>77,707</td>
<td>78,396</td>
</tr>
<tr>
<td><strong>Proportion</strong></td>
<td>0.13</td>
<td>0.13</td>
<td>0.11</td>
<td>0.14</td>
<td>0.14</td>
</tr>
</tbody>
</table>
Compliance Culture

• Why should we have such a culture? How do we get there? From the public health perspective, why is it important to have a posted speed limit, why is it important to have people comply with that speed limit, what are the dangers when they don't, and what might be some strategies to achieve compliance?

• Is this the right question? Or, do we foster a culture of driving optimal speeds? Culture of movement?
Culture that supports safe movement

- Group norms (herd immunity)
- Shifting the median
- How does culture work?
- How do behaviors become norms?
  - Repeated
  - Rewarded
  - Reminded
Health concerns

• Where?
• Who?
• When?
• Justice
• Equity
• Disparity
• Suffering
• Acceptable risk?
Prevention Continuum

• Before the event ever occurs (primary prevention) – opportunities for passive prevention

• Acute phase, immediately after the event (secondary prevention)

• Return and reintegration to family, community, life – preventing sequelae – prevention of subsequent health conditions or other injuries (tertiary prevention)
Questions to consider

- Are we doing all we can and should do?
- Are we serving and protecting those unable to protect themselves?
- Where are the risks and rates the greatest?
- Where is good health least shared by all?
- Are we redefining the unacceptable?
- We are made to move: how to do so safely?
THANKS SO MUCH!

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