

FROM ONE SPEEDER TO ANOTHER: CREATING A CULTURE OF COMPLIANCE

Toward Zero Deaths
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Minnesota Mayhem

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

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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