Traffic Safety Culture

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Traffic Safety Culture
Traffic Safety Culture is...

The shared values, beliefs, norms, and attitudes that influence behavioral choices related to traffic safety.

TSC impacts the expectations and acceptance of efforts by traffic safety agencies.
Integrated Behavior Model

**Attitudes**
- Experiential
- Instrumental

**Perceived Norms**
- Injunctive
- Descriptive

**Personal Agency**
- Perceived control
- Self-efficacy

Behavior

- Knowledge
- Salience
- Intention
- Environment
- Habit
In Minnesota...

Most people believe that the only acceptable number of traffic fatalities for their family or friends is zero.

Our study suggests that....

TSC strategies leverage the common value: protect those we care about and protect ourselves for the sake of our loved ones.
Road safety rules at school...

Road safety rules at home

In Minnesota...

- There are dozens of schools in the state where.

- People walk, bike, or drive their cars to school.

- Exposure to traffic can lead to minor injuries.

Our study recommends that

Encourage Minnesota families develop their own traffic safety rules.
In Minnesota...

Those we care about strongly influence the choices we make.

People with family rules about seat belts reported significantly higher frequency of seat belt use in the last sixty days.

The same is true for speed and alcohol.
Our study recommends that
Encourage Minnesota families develop their own traffic safety rules.
Acme Academy
High School
Bobby goes to high school

Tailored messages that resonate with the audience.
Our study recommends that Minnesota traffic partners...

Utilize strategies that are compatible with existing culture.

Messages are specific to the target audience
Who is the target audience? What do they value.

(BUCKLE UP BOYS)
Levi, Billy and Rusty Hendrickson of Adco Bodies champions - Seat belt users

“We count on the buckle. So should you.”

BUCKLE UP IN YOUR TRUCK.
Pickup trucks are twice as likely to roll over as a car. A seat belt decreases your chances of serious injury by up to 80%.

Promote the desired behavior in a positive way...

Use strategies that offer an accurate experience of traffic safety...
Messages are specific to the target audience

Who is the target audience? What do they value.

(BUCKLE UP BOYS)
Levi, Billy and Rusty Hendrickson of Arlee Rodeo champions - Seat belt users

“We count on the buckle. So should you.”

BUCKLE UP IN YOUR TRUCK.
Pickup trucks are twice as likely to roll over as a car. A seat belt increases your chances of survival in a rollover by up to 80%.
Promote the desired behavior in a positive way...
Use strategies that offer an accurate experience of traffic safety...

...but left the patent open so all car makers could use them
Bobby goes to college in a different state

Everyone is drinking and driving...or are they?
In Minnesota...

The power of everyone is doing it...

Respondents who believe most people speed are 10 times more likely to also speed!
Our study suggests

Positive social norming messages are proven effective...
Bobby starts a career at Acme Corporation Inc.

Work Place Policies
In Minnesota...

Those who reported having a workplace rule about not driving after drinking, were significantly less likely to report drinking after driving in the past 60 days.
Our study suggests...

Promote traffic safety policies in the workplace.
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Behavior
We CAN change behavior
There are tested and proven ways to impact behavior

Communities with positive TSC....

Are interested and engaged partners for traffic safety.

Demand safety strategies to protect themselves and those they care about on the road.
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