

Five Tips to Grow Traffic Safety Culture

MN Toward Zero Deaths

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About the Center for Health and Safety Culture

We are an interdisciplinary center serving communities and organizations through research, training, and guidance to cultivate healthy and safe cultures.

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HANDOUT



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Introductions x 2 Find Someone You Don't Know!

- Name
- Organization / Agency
- Why do you do what you do?



Speak from the heart. Seek sincerity and brevity.

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Connecting the Dots...

- We have a shared culture in this room
- Growing a shared culture improves traffic safety
- Growing a shared culture requires growing safe beliefs and behaviors among many stakeholders
- 5 tips to grow a shared culture

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Five Tips to Grow Traffic Safety Culture

1. Raise concern and hope

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Define Concern

1. to have an influence on
 - *"The problem concerns us all."*
2. to be a care, trouble, or distress to
 - *"Her health concerns me."*

Merriam-Webster. (n.d.). Concern. In Merriam-Webster.com dictionary. Retrieved June 1, 2021, from <https://www.merriam-webster.com/dictionary/concern>



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Why Raise Concern?

- Need people to engage



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What is the
difference between
concern and **fear**?

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Fear Appeals can...

have **unintended adverse effects** associated with public health communication activities:

1. label and stigmatize,
2. expand social gaps, and
3. promote poor health as a value.

Guttman, N., & Salmon, C. T. (2004). Guilt, fear, stigma and knowledge gaps: Ethical issues in public health communication interventions. *Bioethics*, 18(6) 531-553.



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"Humiliation, shame, guilt and angst are not the primary engines of change.

Ironically, such experiences can even immobilize the person, rendering change more remote."

Page 12, Miller, W. R., & Rollnick, S. (2002). *Motivational Interviewing, Second Edition: Preparing People for Change* (2nd ed.). New York: The Guilford Press.

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Three Lessons

1. Raise Concern and **Hope**
- 2.
- 3.

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Define Hope

“the **perceived capability** to derive **pathways** to desired goals and **motivate oneself via agency thinking** to use those pathways.”

- **Willingness to move forward** (the will)
- **Seeing a path forward** (the way)

Snyder, C. R. (2002). Hope Theory: Rainbows in the Mind. *Psychological Inquiry*, 13(4), 249-275.

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Why Raise Hope?

- Need *directed* engagement
- Need energy

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What does raising hope look like?

- “Most people use a seat belt.”
- “Most people want people they care about to use a seat belt.”
- “Most people agree it is the driver’s responsibility to ask others to use a seat belt.”

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Embrace Life Video
www.montana.edu/health.gov

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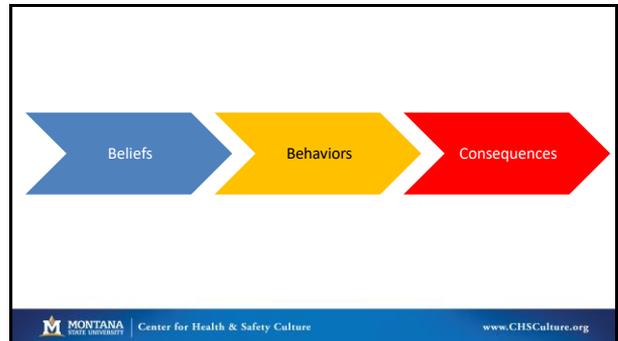
1. Raise concern and hope

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“Begin with the END in mind.”

- What are the CONSEQUENCES you are trying to reduce or eliminate?
- What are the BEHAVIORS that lead to these consequences?
- What are the BELIEFS that support these BEHAVIORS?

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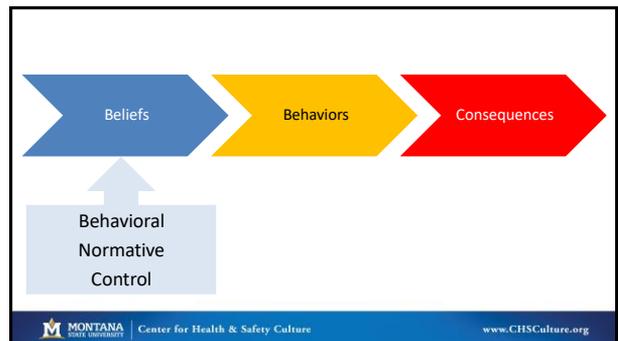


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Five Tips to Grow Traffic Safety Culture

1. Raise concern and hope
2. Change beliefs to change behaviors

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Three Kinds of Beliefs

Behavioral beliefs are expectations about engaging in a behavior that inform attitudes.

Examples

- “I can dance better when I drink.” (positive expectancy)
- “I don’t like getting sick when I drink too much.” (negative expectancy)
- 69% of MN adults indicated driving after drinking alcohol was dangerous.*
- 90% of MN adults agreed people who drive after drinking are more likely to be in a traffic crash.*
- 53% of MN adults agreed impairment begins with the first sip of alcohol.*

*Source: Survey of Rural Adults in MN, 2017, n= 723. Not representative of all adults.

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Three Kinds of Beliefs

Normative beliefs are an individual’s perceptions of what is common and expected about a behavior.

Examples

- “Most students in my school drink.” (common or typical behavior)
- “My parents do not want me to drink.” (expected)
- 84% of MN adults perceived that most people in their community had driven impaired in the past 30 days.*
- 79% of MN adults believed that most people in their community disapprove of driving impaired.*

*Source: Survey of Rural Adults in MN, 2017, n= 723. Not representative of all adults.

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Three Kinds of Beliefs

Control beliefs is an individual's perception of their general ability to engage (or not engage) in a behavior.

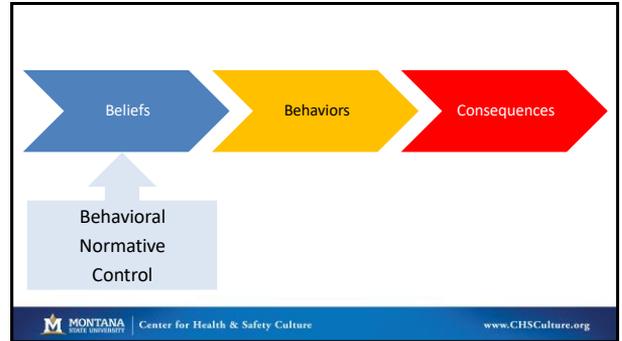
Examples

- "If I wanted to, I could go to a party and not drink."
- "If I am with that group of friends, I am likely to end up drinking."
- 40% of MN adults reported they were very or extremely comfortable asking a driver to stop reading or typing on a cell phone.*

*Source: Survey of Rural Adults in MN, 2017, n= 723. Not representative of all adults.

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Activity

In pairs, take a few minutes to complete the table on page 4 of your handouts

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Belief	Behavioral	Normative	Control
1. I believe seat belts can trap you in a burning vehicle.			
2. I believe most adults believe sexual harassment is unacceptable.			
3. I believe impairment begins with the first drink of alcohol.			
4. If I wanted to, I could ask my coworker to not use his cell phone while driving.			
5. My workplace expects me to wear a seat belt.			
6. Speeding makes me look cool.			

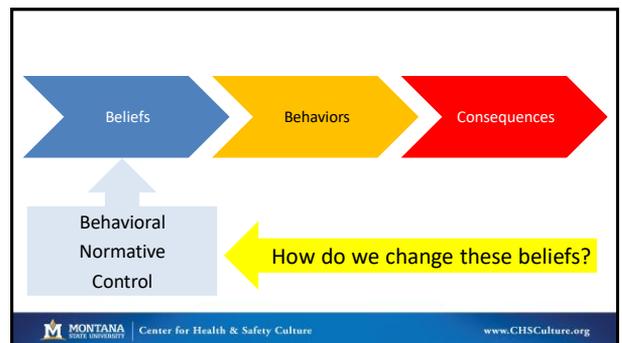
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Belief	Behavioral	Normative	Control
1. I believe seat belts can trap you in a burning vehicle.	★		
2. I believe most adults believe sexual harassment is unacceptable.		★	
3. I believe impairment begins with the first drink of alcohol.	★		
4. If I wanted to, I could ask my coworker to not use his cell phone while driving.			★
5. My workplace expects me to wear a seat belt.		★	
6. Speeding makes me look cool.	★		

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Strategies / Countermeasures

What are strategies/countermeasure to change these beliefs and behaviors?

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Example – High Visibility Enforcement (Seat Belt)

Strategy/Countermeasure	Beliefs Change	Behaviors Change	Crashes Change	Traffic Safety Improves
<ul style="list-style-type: none"> Increased enforcement Universal media 	<ul style="list-style-type: none"> Increase perception of getting caught Increase perception of severe consequences for getting caught 	<ul style="list-style-type: none"> Reduction in risky behavior (not using a seat belt) 	<ul style="list-style-type: none"> Reduction in unrestrained crashes 	<ul style="list-style-type: none"> Reduction in unrestrained serious injuries and fatalities

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2. Change beliefs to change behavior

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Traffic Safety Culture

The shared belief system of a group of people, which influences road user behaviors and stakeholder actions that impact traffic safety.

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How do we observe our culture?



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Perceptions Matter

65% of MN adults reported NOT driving within 2 hours of drinking in the past 60 days.

However, 97% of respondents perceived that MOST adults in Minnesota drove 1 or more times in the past 60 days within 2 hours of drinking.

MN Traffic Safety Culture Survey 2013, n= 3113.

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Perceptions Matter

84% of MN adults reported always using a seat belt.

However, 93% of respondents perceived that MOST adults in Minnesota did NOT always use a seat belt.

MN Traffic Safety Culture Survey 2013, n= 3113.

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Perceptions Matter

Minnesota adults who perceived most speed half time or more were **10 times** more likely to speed half the time or more.

MN Traffic Safety Culture Survey 2013, n= 3149.

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Perception is everything.



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“People live with a lot of wrong perceptions, ideas, and notions, and when they invest their lives in them, it is dangerous.”

Thich Nhat Hanh

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So, where do misperceptions come from?

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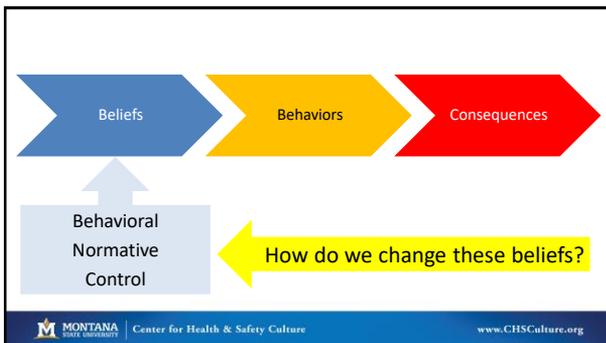
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Five Tips to Grow Traffic Safety Culture

1. Raise concern and hope
2. Change beliefs to change behavior
3. **Correct misperceptions of culture**

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A Behavioral Countermeasure/Strategy...

- is an intentional experience designed to change beliefs
 - Behavioral beliefs, normative beliefs, control beliefs
- Comes from a trusted source
- Fosters conversation (not arguments)

Remember this when you select strategies!

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Share out

Shout out some behavioral countermeasures that you might be doing in your community/region

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Activity

A Countermeasure/Strategy is an intentional experience designed to change beliefs.

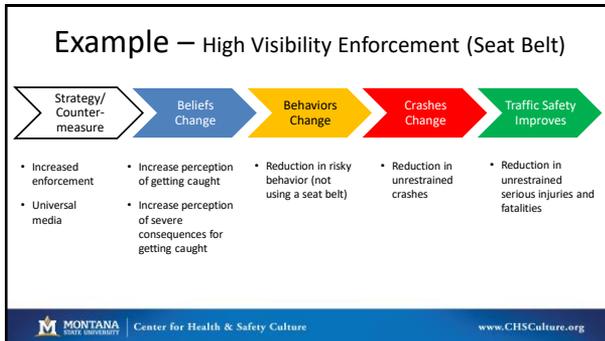
- Comes from a trusted source
- Fosters conversation

Questions

- How strong is the “intentional experience”?
- How well is it designed to change beliefs?
- How trusted is the source?
- How well does it foster meaningful conversations?

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Example: HVE Seatbelt

- How strong is the “intentional experience”?
- How well is it designed to change beliefs?
- How trusted is the source?
- How well does it foster meaningful conversations?

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Activity

Think of a countermeasure/strategy used in your community and consider...

- How strong is the “intentional experience”?
- How well is it designed to change beliefs?
- How trusted is the source?
- How well does it foster meaningful conversations?

Rate each criterion on a scale of 1 to 10 then briefly state why you chose that rating.

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Share out

What did you learn from this exercise?

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Something to think about....

Are you spending time on efforts that don't meet these criteria?

“Are we busy or are we effective?” -Steven Covey

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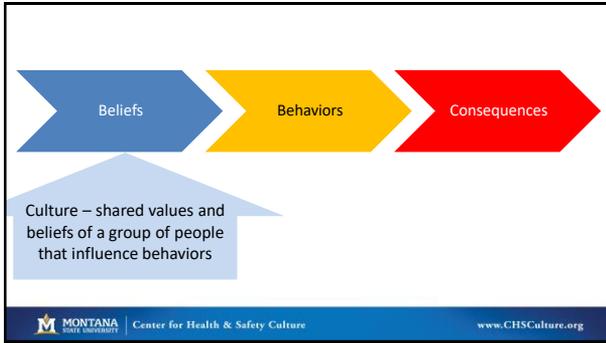
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Five Tips to Grow Traffic Safety Culture

1. Raise concern and hope
2. Change beliefs to change behavior
3. Correct misperceptions of culture
4. **Improve the effectiveness of existing strategies**

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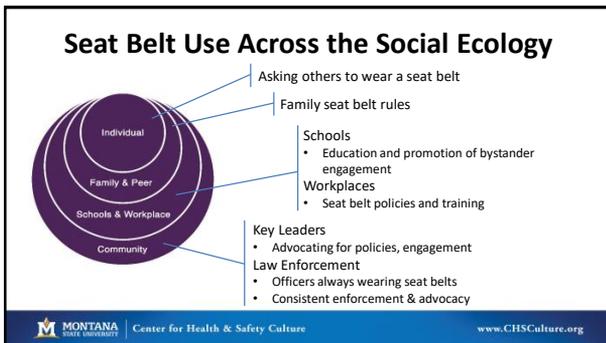
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Who are the “conveyers” of traffic safety culture in your community?

Think across the social ecology.

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Five Tips to Grow Traffic Safety Culture

1. Raise concern and hope
2. Change beliefs to change behavior
3. Correct misperceptions of culture
4. Improve the effectiveness of existing strategies
5. **Build a diverse coalition to leverage resources across the social ecology**

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Actions to Grow Traffic Safety Culture:
What YOU can do!

- Use your voice more effectively to **raise concern and hope** and correct misperceptions.
- For each strategy/countermeasure you are currently using, **identify what beliefs you are trying to change and among whom**. How could you be more effective at changing these beliefs?

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Actions to Grow Traffic Safety Culture:
What YOU can do!

- Start actively revealing and growing beliefs supportive of the **Safe System Approach**.
- Leverage **key conveyors of traffic safety culture** in your community:
 - Identify the key conveyors
 - Prioritize what beliefs/behaviors you want to grow
 - Engage these key conveyors to grow these beliefs/behaviors

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What Are Your Questions?



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Actions for 2022 and Beyond

- Reflect individually on the questions on the following slide (and in your handouts)
- After a few minutes, we'll open it up for table discussion
- Be sure to capture your reflections in your handouts
- Leave responses to question #2 on the notecards provided at your table
 - Add your county to the notecard****



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Actions for 2022 and Beyond

- From your perspective – what has been most meaningful from today's presentations?
- What is giving you hope/energy to move forward?
- What are your most important next steps?



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