

Five Tips to Grow Traffic Safety Culture Handouts

Why do you do what you do?

Tip #1: Raise concern and hope.

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."

Why raise concern?

- Need people to engage

What is the difference between concern and fear?

Fear appeals can...

1. ____ Label and Stigmatize ____
2. ____ Expand social gaps ____
3. ____ Promote poor health as a value ____

"Humiliation, shame, guilt and angst are not the primary engines of change. Ironically, such experiences can even immobilize the person, rendering change more remote."

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

Hope is the “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)

Why raise hope?

- Need directed engagement

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.”

Video: Embrace Life

Self-Reflection Question

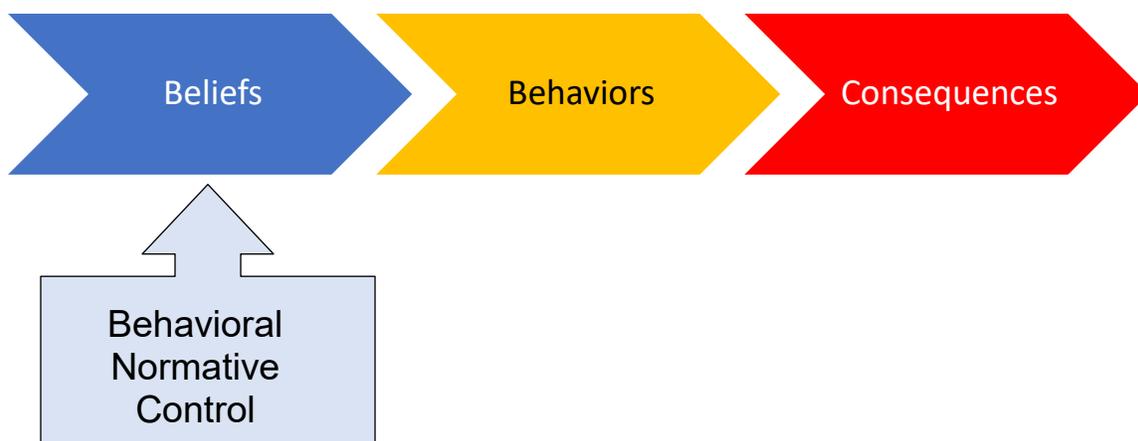
How do you raise HOPE about your issues?

Consequences

Behaviors

Beliefs

Tip #2: Change Beliefs to change Behavior.



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 crash.*
- 53% of MN adults agreed impairment begins with the first sip of alcohol.*

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.*

Control beliefs are an individual’s perceptions of their general ability to engage (or not engage) in a behavior.

Example

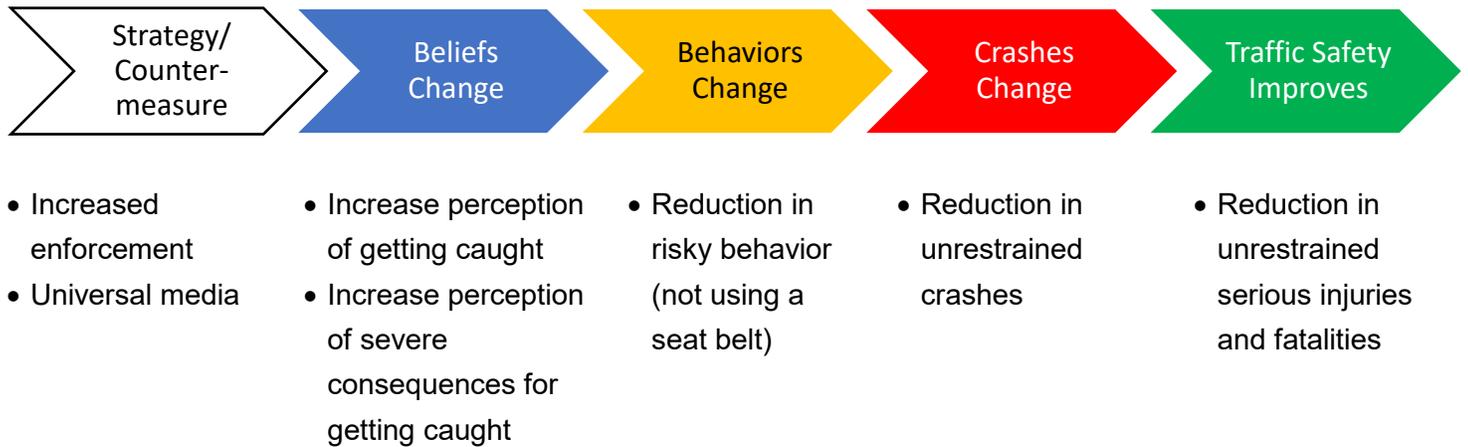
- “If I wanted to, I could go to a party and not drink.”
- “If I am with that group of friends, I am likely to end up drinking.”
- 40% of MN adults reported they were very or extremely comfortable asking a driver to stop reading or typing on a cell phone.*

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

Activity

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

Example – High Visibility Enforcement (Seat Belt)



Traffic Safety Culture

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

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

Source: MN Traffic Safety Culture Survey 2013, n= 3149.

“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*

So, where do misperceptions come from?

Tip #3: Correct misperceptions of culture.

How do we change beliefs?

A Behavioral Countermeasure/Strategy is an intentional experience designed to change beliefs (behavioral, normative, control).

- comes from a trusted source
- Fosters conversation (not arguments)

Activity

Countermeasure/Strategy: _____

Score 1 to 10	Strategy / Countermeasure
	How strong is the "intentional experience"? Why this rating?
	How well is it designed to change beliefs? Why this rating?
	How trusted is the source? Why this rating?
	How well does it foster meaningful conversations? Why this rating?

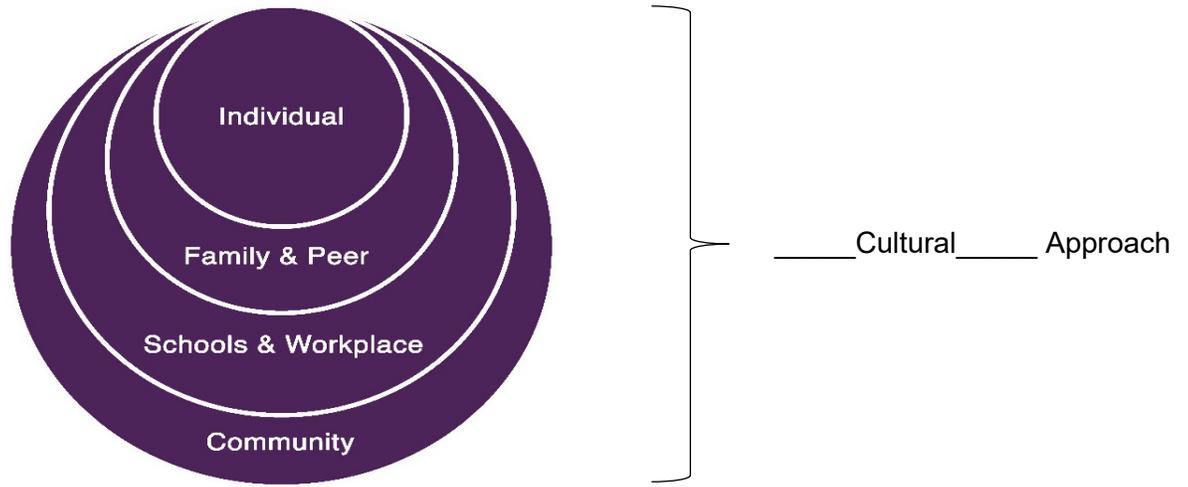
What did you learn from this exercise?

Self-Reflection: Are you spending time on efforts that don't meet these criteria?

"Are we busy or are we effective?" -Steven Covey

Tip #4: Improve the effectiveness of existing strategies.

Social Ecology



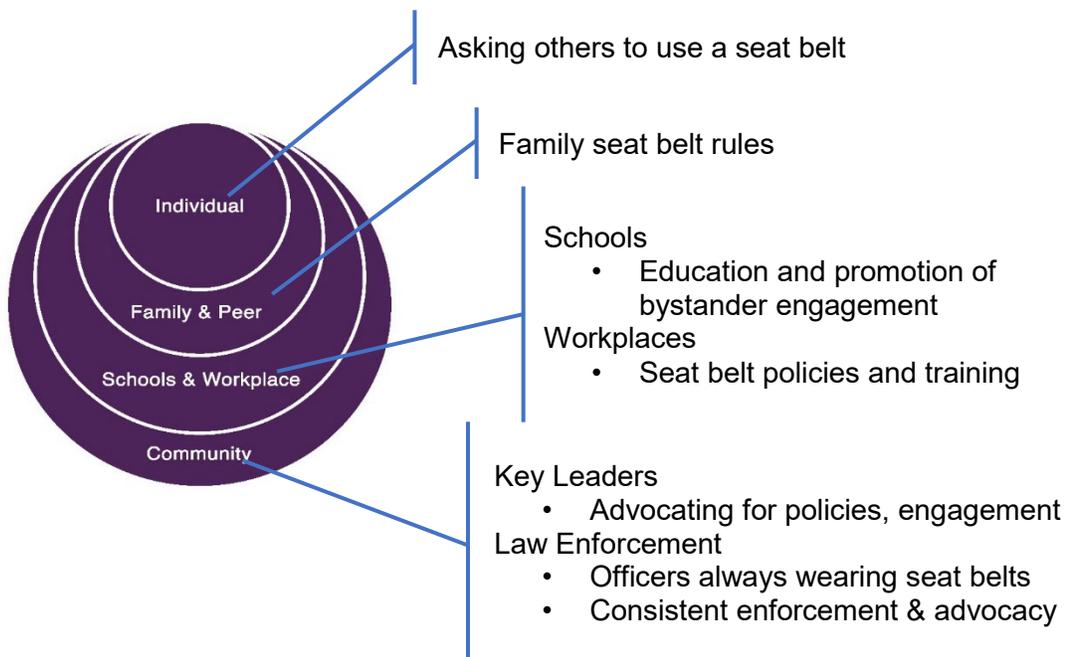
Transforming Our Approach

Before:

“How do I get individuals to use seat belts?”

Now:

“What actions do I want to **grow across the social ecology** to increase seat belt use?”



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

Think across the social ecology.

Tip #5: Build a _____ diverse coalition _____ to leverage resources across the social ecology.

Summary

Five Tips

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

Actions to Grow Traffic Safety Culture

- 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?
- 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 (Think across the social ecology.)
 - Prioritize what beliefs/behaviors you want to grow
 - Engage these key conveyors to grow these beliefs/behaviors

