



# Center for Health and Safety Culture

## Traffic Safety Culture Pooled Fund Survey Responses

August 14, 2014

# Summary - Participants

14 responses representing:

AAA Foundation for Traffic Safety

California DMV

Connecticut Department of Transportation

Idaho Transportation Department

Indiana DOT

Iowa DOT

Iowa State University - InTrans

Louisiana Transportation Research Center/LA DOTD

New Hampshire DOT

Texas Department of Transportation - Traffic Operations - Traffic Safety Section

Utah Department of Public Safety - Highway Safety Office

Utah Department of Transportation

# Summary - Expectations

“To obtain an understanding how culture influences driver behavior.”

“We hope to benefit from the research conducted as part of the study and to participate in shaping the agenda to benefit our state efforts as well as those of the country.”

“To integrate the concept of traffic safety culture, as it relates to behavior change, into highway safety planning processes...”

“A long-term committed effort to complete research into the traffic safety culture topic and develop implementation projects...”

“Flesh out the best research, pilot projects...Promote and facilitate safety culture change in anyway we can - Monitor what is being done to measure safety culture and possibly conduct our own measurements - have fun”

# Summary - Challenges

“Initiating change in driver behavior.”

“On a state level, it is challenging to discuss something such as ‘traffic safety culture’ when few people are aware that it exists or what it means.”

“one of the challenges is to educate and convince decision makers that effective programs in culture change will take time, but the reward is sustained change”

“Getting additional organizations to fund research”

# Summary – Challenges (continued)

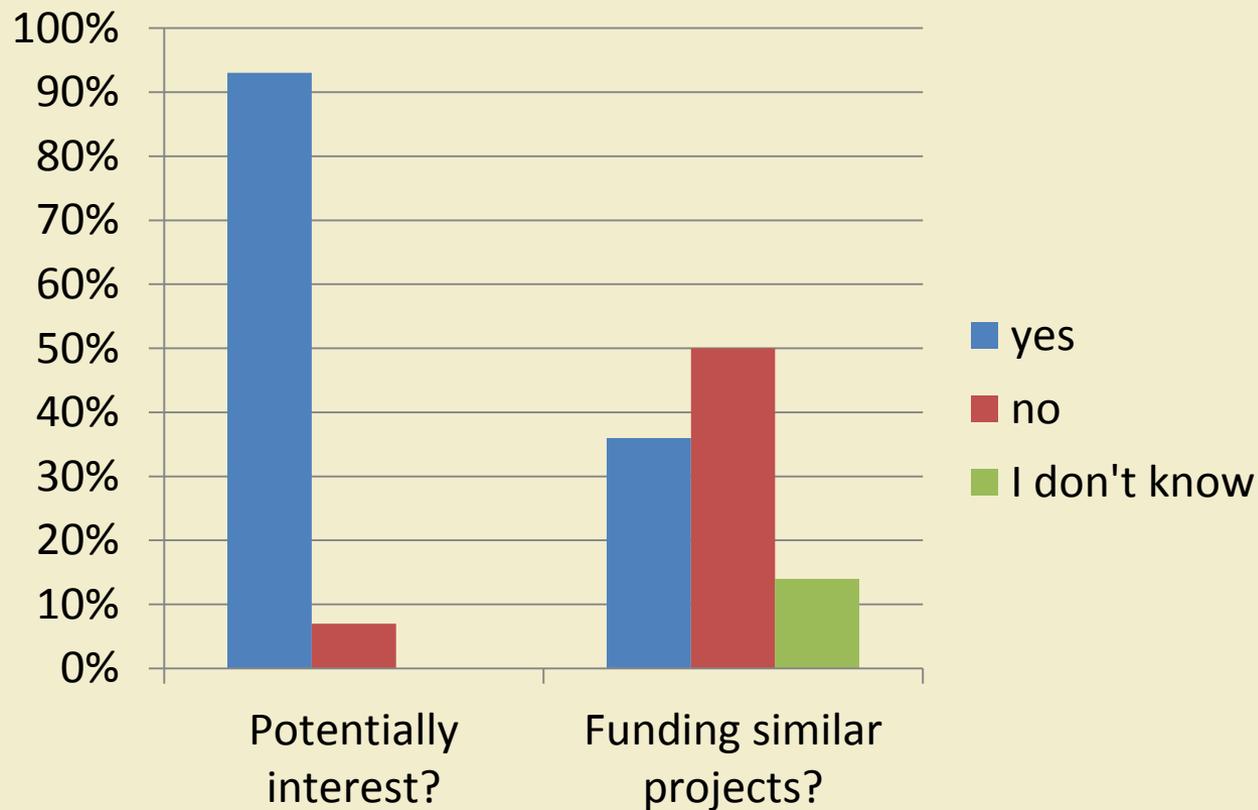
“That as a society we seem to have accepted the high number of fatalities and serious injuries associated with transportation as a sort of ‘cost of doing business’ ...”

“(a) Ensuring that this effort doesn't devolve into PSAs (public service announcements) and other such media campaigns.

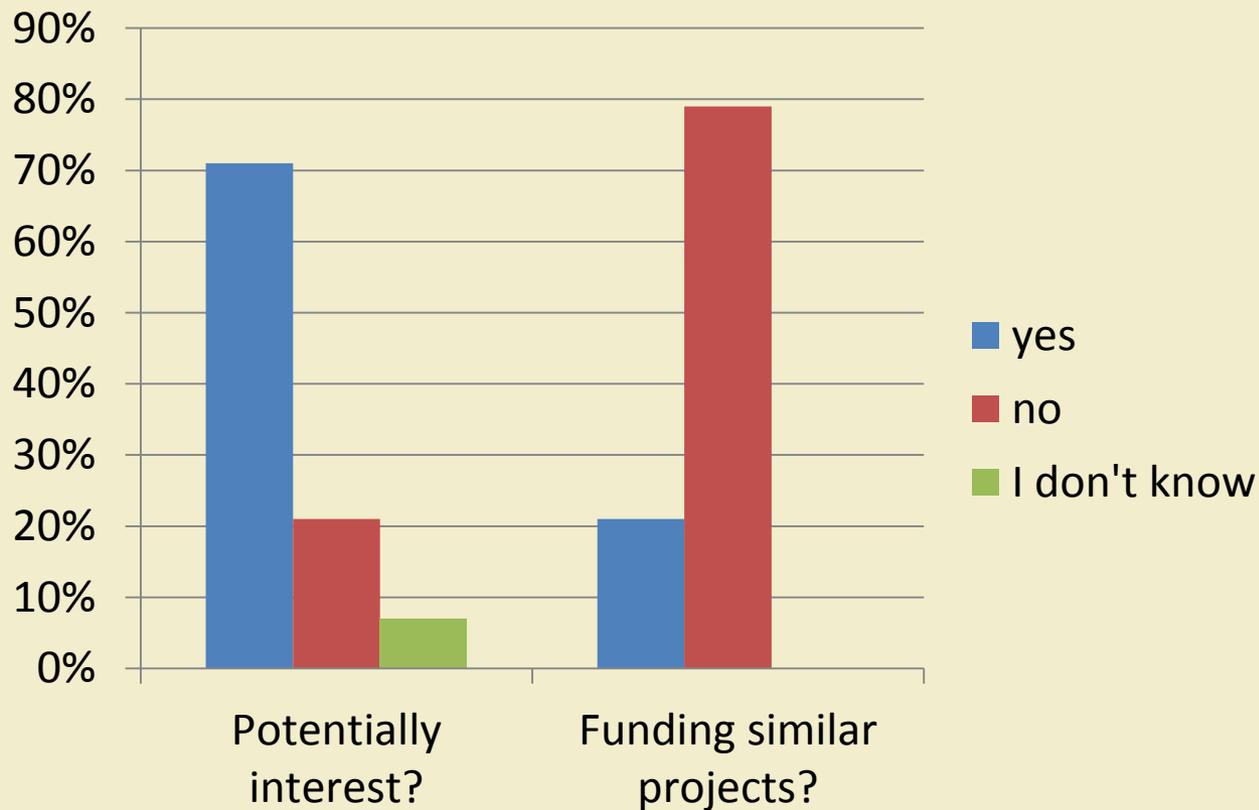
(b) Ensuring that this effort effectively ‘translates’ tools and concepts from one set of fields (classical social science) to another set of fields (public health, law enforcement), without excessive distortion.

(c) Ensuring that the translation of tools and concepts occurs in a manner that doesn't require talking down to people that are trained in other fields.”

# Summary – Teen Driver Culture



# Summary – Cannabis Culture



# Summary – Engagement in TS

