

The traffic safety culture paradigm

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Center for Health and Safety Culture

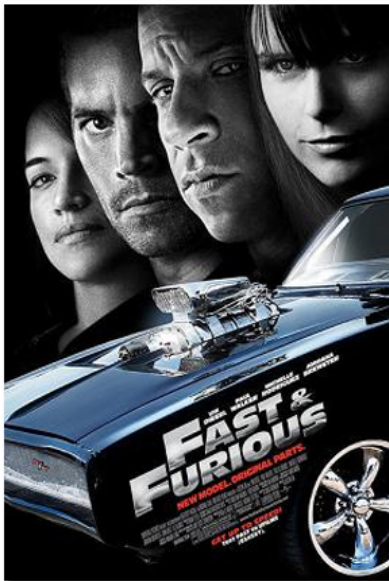
Montana State University



4th Annual Distracted Driving Summit
Newport News, VA Sept 29-30

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“It is difficult to expect that people will change their behavior easily when many forces in the social environment conspire against such change.”

[Source: Syme & Belfour, 1998]



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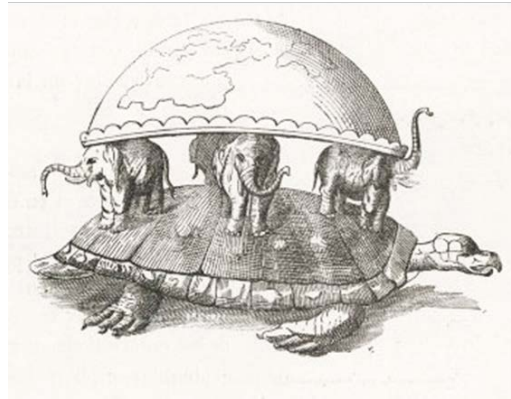
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Values:



Beliefs:



Attitudes:



Norms:

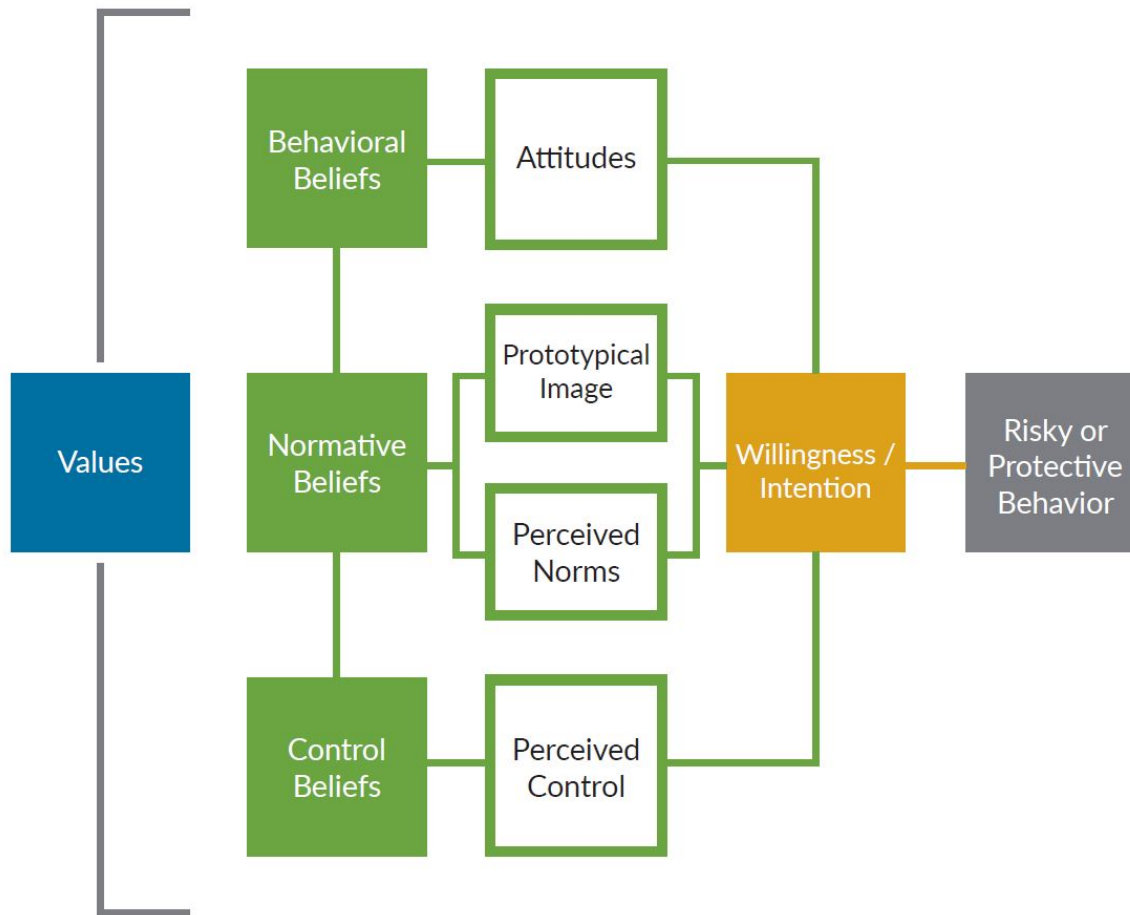


Image:



Control (PBC):

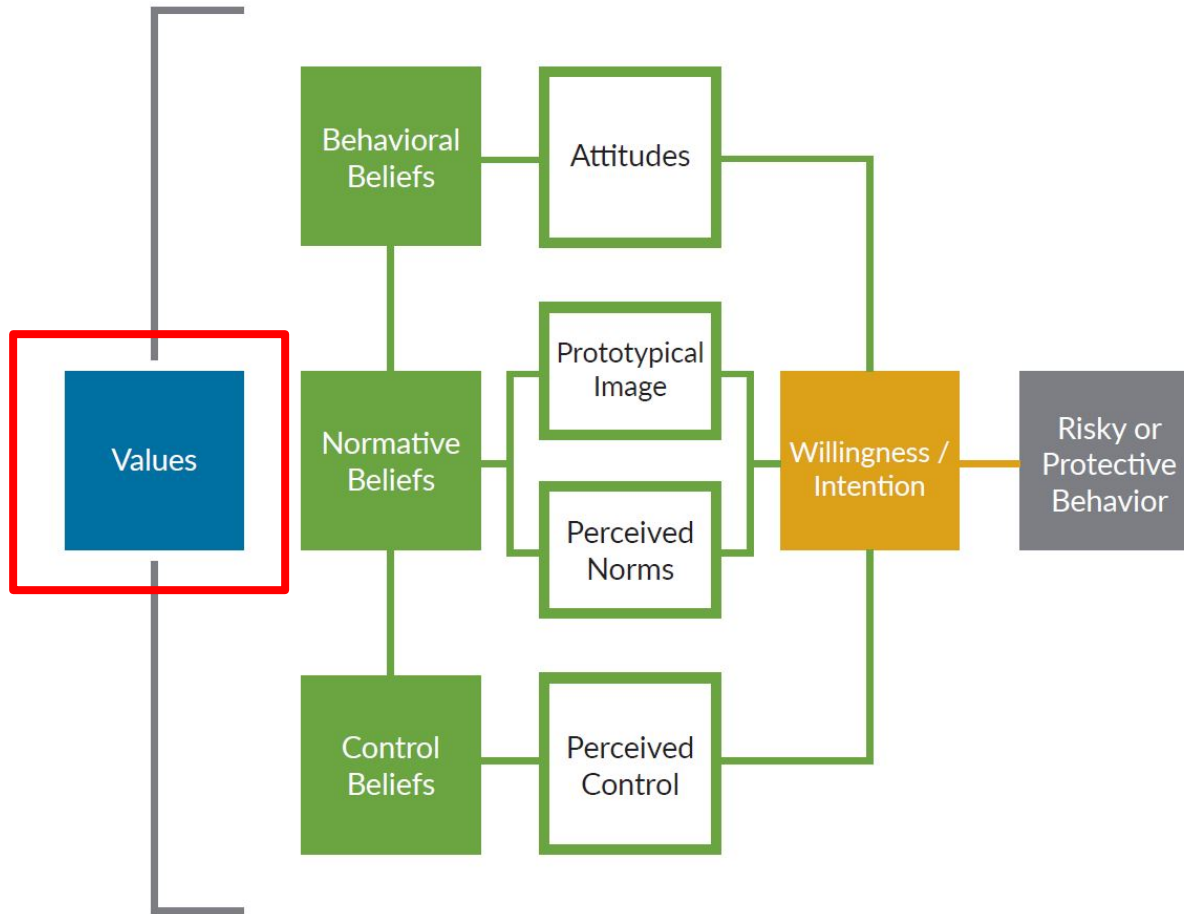




“The values and beliefs shared among groups of road users and stakeholders that influence their decisions to behave or act in ways that affect traffic safety.”

[Source: Draft, NCHRP 17-69]

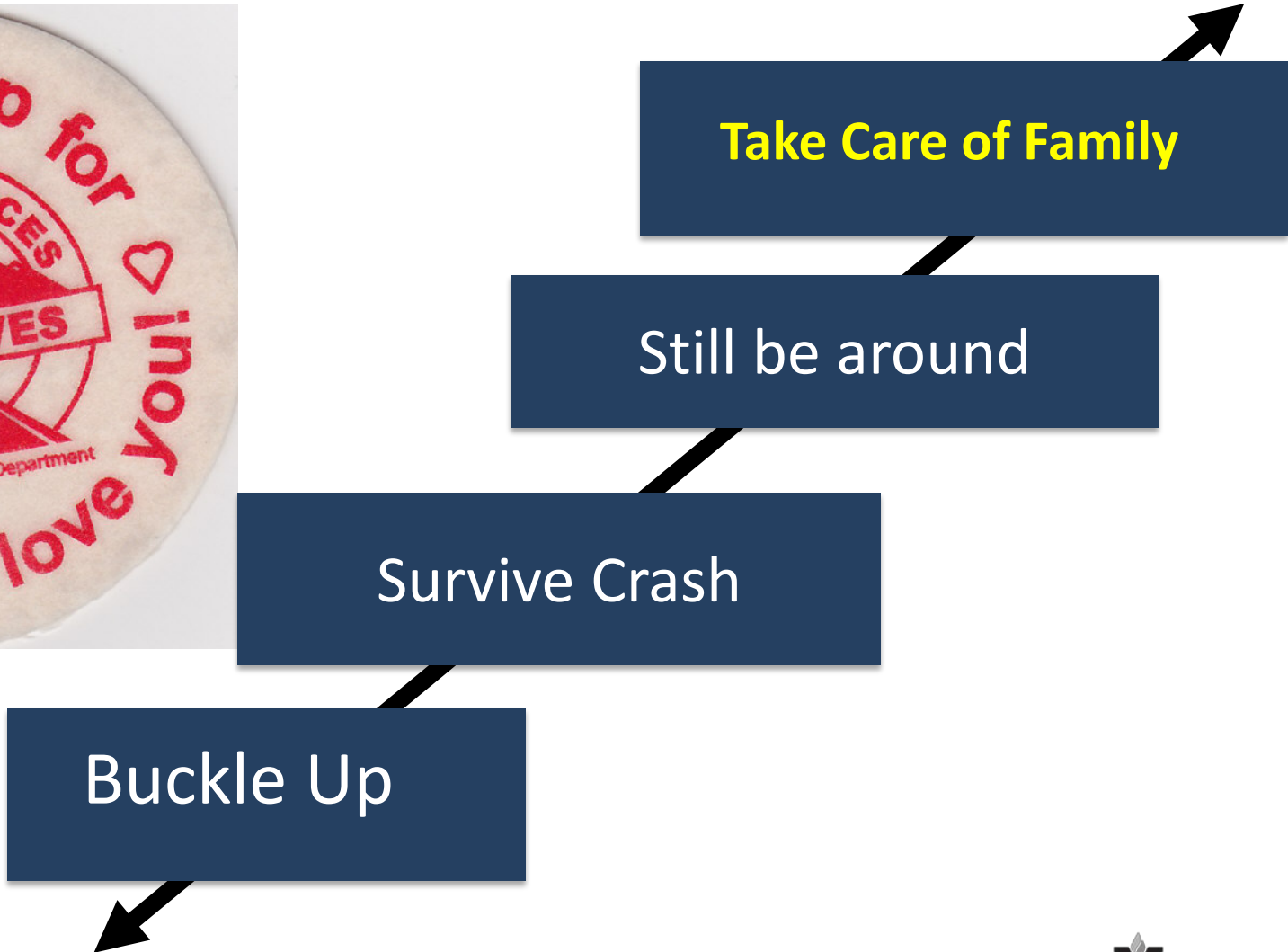
Leverage the positive



Values



Value Ladder



“Your world could end at the push of a button.”

“Can you live knowing you took a life?”

Peace of Mind

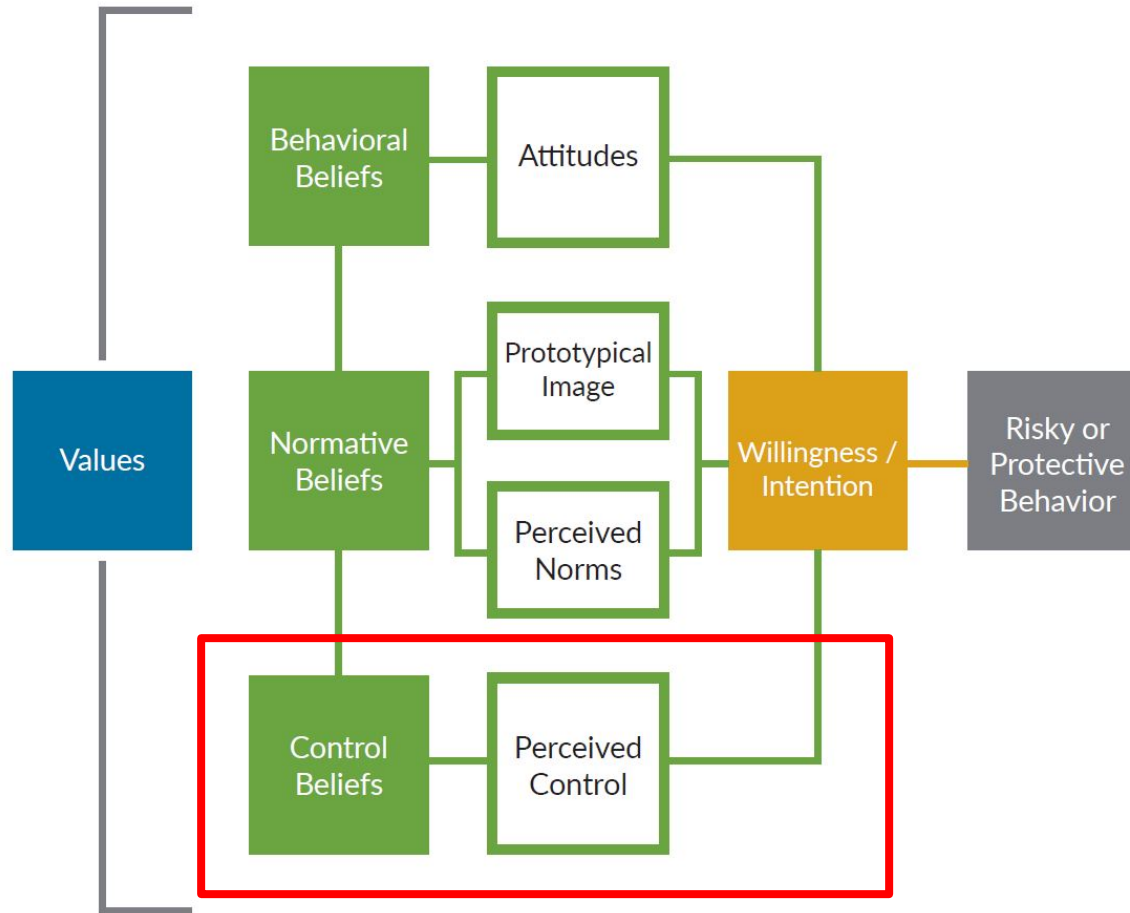
Creates guilt and shame because
preventable / know better

Causes accidents that can
injury or take a life

Texting

Value Ladder

Teach the positive



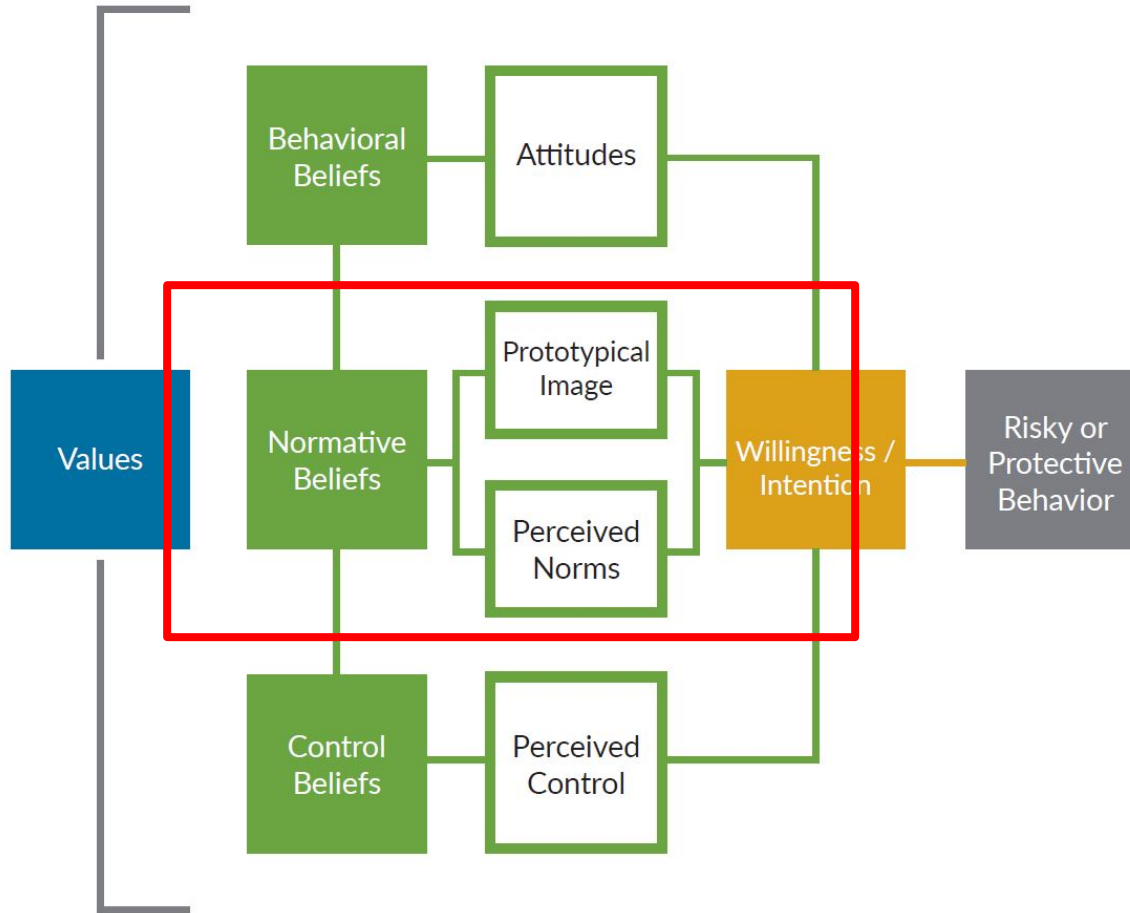


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Show the positive



Most Montanans

(3 out of 4)

Wear Seatbelts

www.MOSTofUS.org
MONTANA SOCIAL NORMS PROJECT



Data Source: Montana Observational Seatbelt Survey 2002 (n= 17,000)

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{BUCKLE UP BOYS}

Levi, Billy and Rusty Hendrickson of Arlee
Rodeo champions - Seat belt users



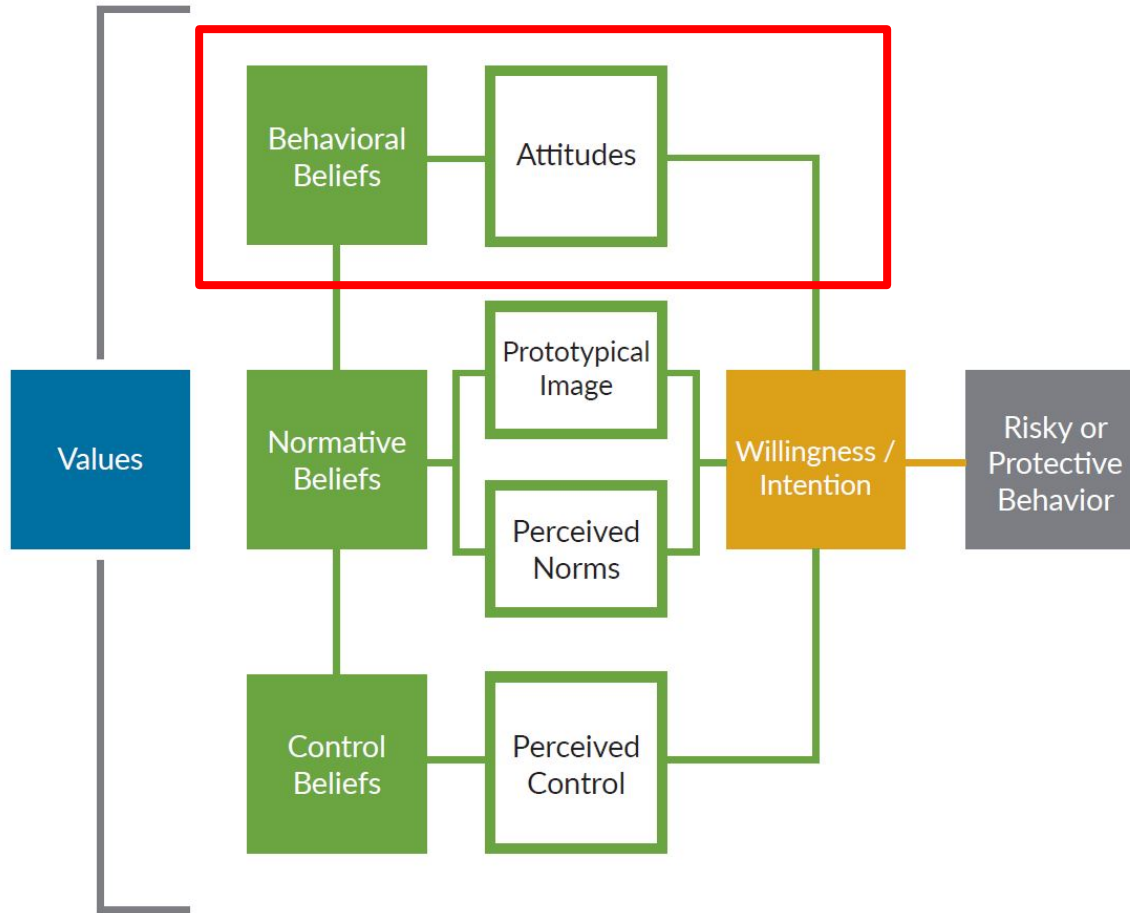
*“We count on the buckle.
So should you.”*



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%.

Photo by Frank Tymo

Reveal the truth

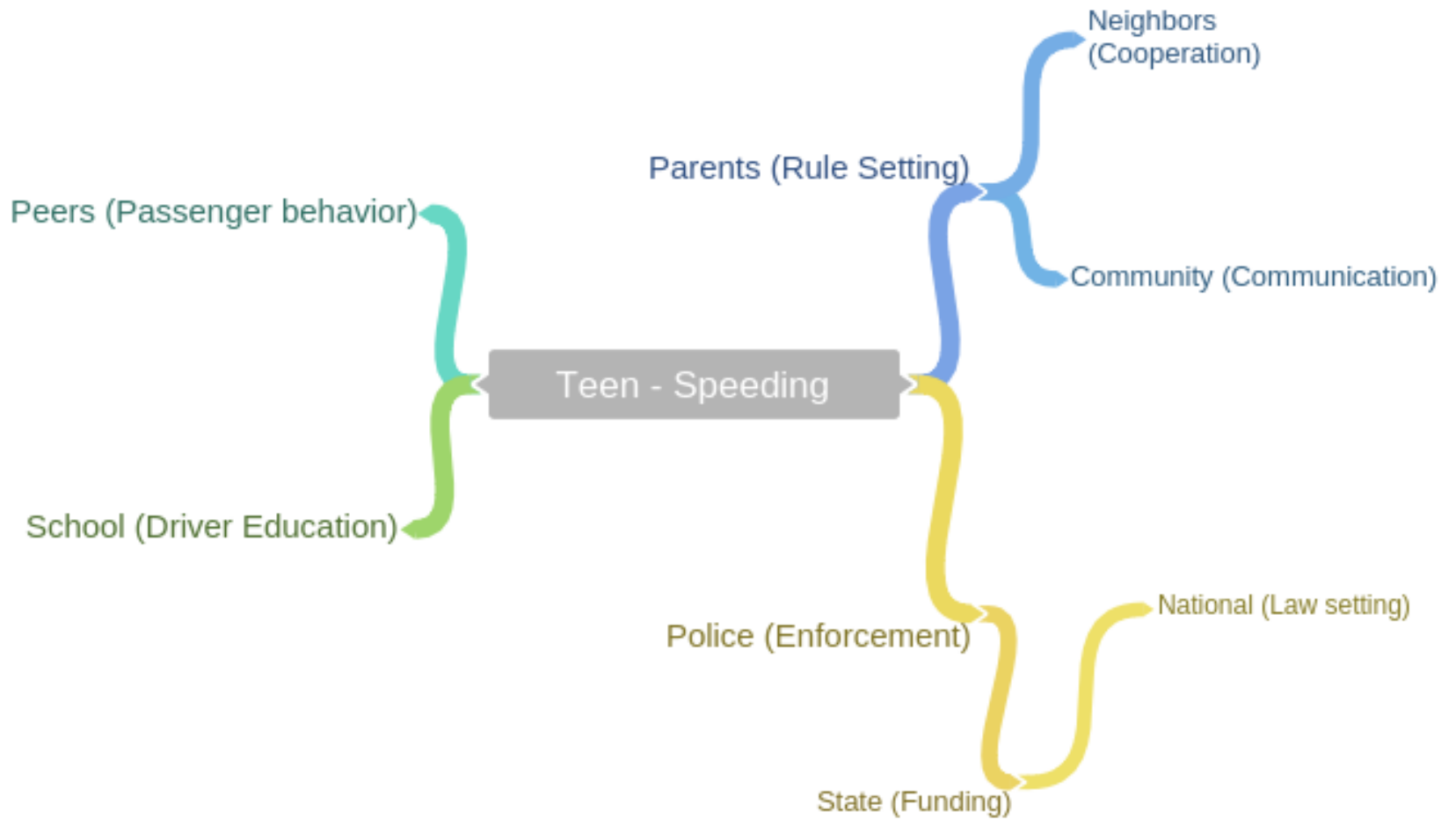




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