The traffic safety culture paradigm

Professor Nicholas Ward
Center for Health and Safety Culture
Montana State University
“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]
4th Annual Distracted Driving Summit
Newport News, VA Sept 29-30
“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 → Behavioral Beliefs → Attitudes → Prototypical Image → Perceived Norms → Perceived Control → Control Beliefs → Willingness / Intention → Risky or Protective Behavior
Values

- Take Care of Family
- Still be around
- Survive Crash
- Buckle Up

Value Ladder

4th Annual Distracted Driving Summit
Newport News, VA Sept 29-30
“Your world could end at the push of a button.”

“Can you live knowing you took a life?”

Value Ladder

Texting

Causes accidents that can injury or take a life

Creates guilt and shame because preventable / know better

Peace of Mind

“Can you live knowing you took a life?”

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

[Source: AAFTS, 2011]
Teach the positive
Stop my son driving drunk
Legend
Mums say speak up
New Zealand Government
Show the positive

Values

Behavioral Beliefs
Attitudes
Prototypical Image
Perceived Norms
Willingness / Intention
Risky or Protective Behavior

Normative Beliefs

Control Beliefs
Perceived Control

4th Annual Distracted Driving Summit
Newport News, VA Sept 29-30
Most Montanans (3 out of 4) Wear Seatbelts
(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%.
Reveal the truth
THE END