

Proactive Traffic Safety:

Empowering Behaviors to Reach
Our Shared Vision of Zero
Deaths and Serious Injuries



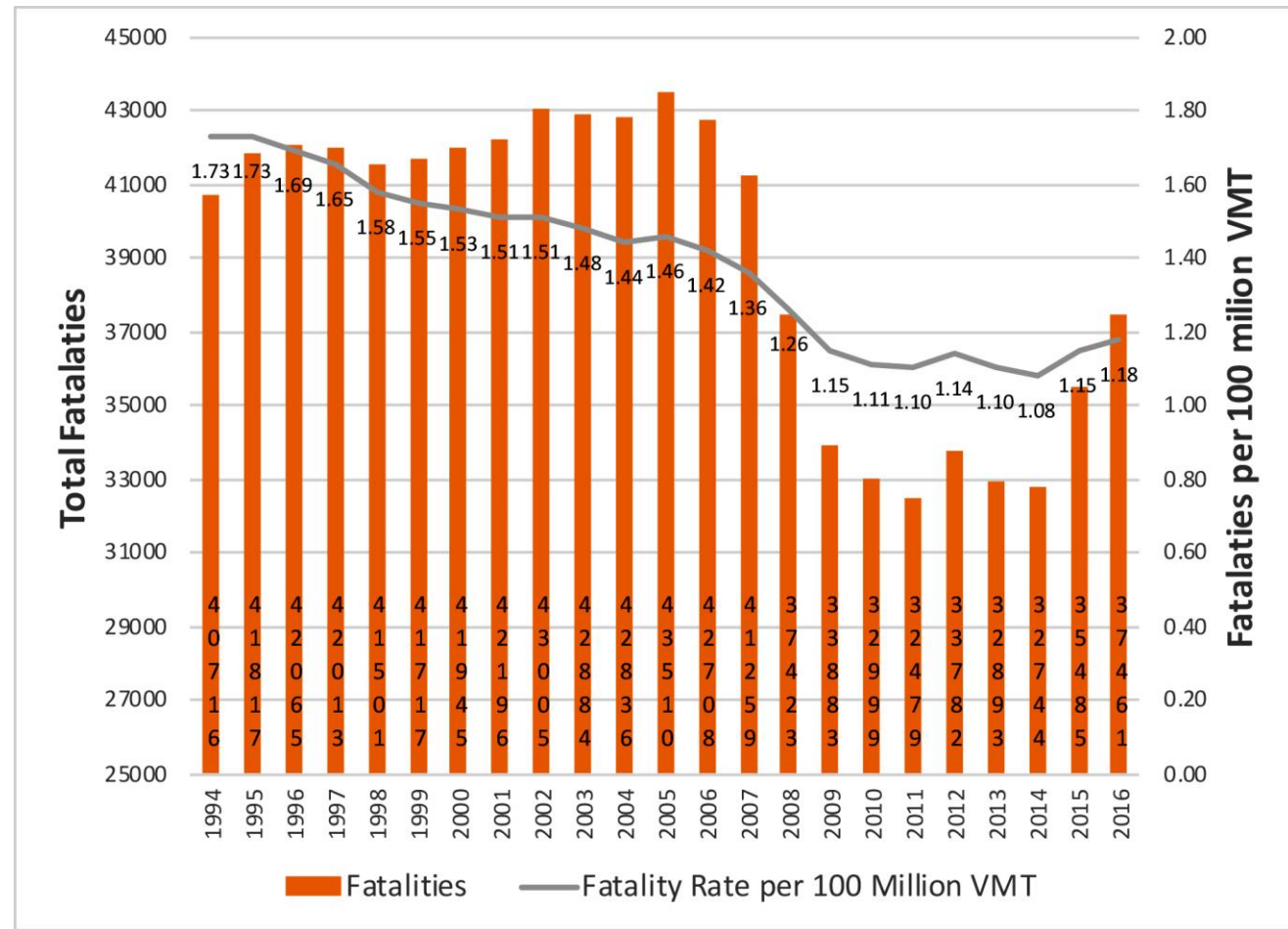
PROACTIVE TRAFFIC SAFETY

AGENDA

- We Are in This Together
- Proactive Traffic Safety – What You Need to Know
- Where We Go from Here

We Are in This Together

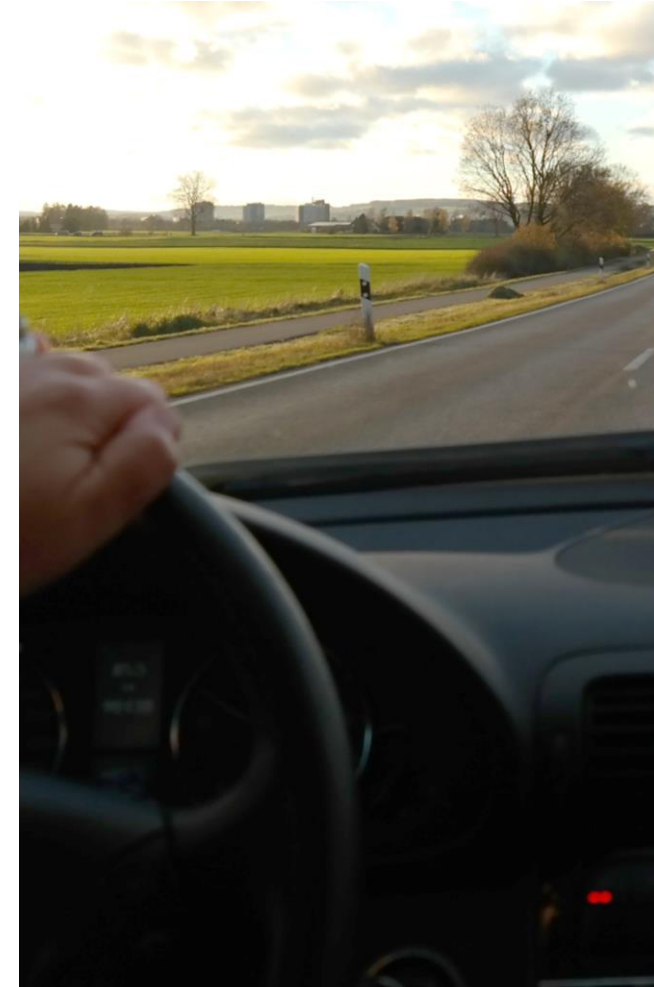
The only acceptable traffic safety goal is to reduce fatalities and serious injuries to zero.



National Highway Traffic Safety Administration (NHTSA). *Fatal Analysis Reporting System (FARS)*. Washington, DC: US Department of Transportation. 2017. <https://cdan.nhtsa.gov/STSI.htm>

We Are in This Together

- Driver behavior is a significant factor contributing to motor vehicle crashes.¹
- To improve traffic safety, we must focus on strategies that influence risky driver behaviors.
- Risky driver behaviors include deliberate behaviors like
 - speeding,
 - texting while driving,
 - impaired driving, and
 - not wearing a seat belt.



1. National Highway Traffic Safety Administration (NHTSA). *Critical Reasons for Crashes Investigated in the National Motor Vehicle Crash Causation Survey*. (DOT HS 812 115). Washington, DC: US Department of Transportation. 2015. <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812115>.

We Are in This Together

The majority of road users already engage in safe behaviors.

- Most people (90%) wear a seat belt.¹
- Most people (92%) do not drive within two hours of drinking alcohol.²
- Most people (95%) do not drive within two hours of using cannabis.²
- Most people (81%) do not speed (in excess of 10 mph over the posted speed).³

1. National Highway Traffic Safety Administration (NHTSA). *Traffic Safety Facts: Seat Belt Use in 2017—Overall Results*. (DOT-HS-812-465). Washington, DC: US Department of Transportation. 2018. <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812465>.

2. Center for Behavioral Health Statistics and Quality. *Results from the 2017 National Survey on Drug Use and Health: Detailed Tables*. Washington, DC: Substance Abuse and Mental Health Services Administration, U.S. Department of Health and Human Services. 2018. <https://www.samhsa.gov/data/sites/default/files/cbhsq-reports/NSDUHDetailedTabs2017/NSDUHDetailedTabs2017.htm#tab6-84B>

3. De Leonardis, D., R. Huey, and J. Green. *National Traffic Speeds Survey III: 2015*. (DOT HS 812 485) (March, 2018). Washington, DC: National Highway Traffic Safety Administration. 2018.

We Are in This Together

QUESTION

- How do we leverage the large group of people already engaging in safe road user behaviors to influence the smaller group engaging in risky road user behaviors?

ANSWER

- Proactive Traffic Safety



PROACTIVE TRAFFIC SAFETY – What You Need to Know

- The roadway transportation system is a shared community.
- Each of us is a member of the community because we depend on this shared system to connect us with people, places, goods, and services.
- For this system to meet everyone's needs and be sustained, we have an obligation to one another to act in ways that support the system.
- Compliance... **AND SOMETHING MORE!**

PROACTIVE TRAFFIC SAFETY – What You Need to Know

COMMITMENT

- To achieve higher levels of safety, individuals need to go beyond compliance to commitment – a commitment to safety for themselves and others.
- A commitment to safety means committing to avoiding risk as well as committing to taking actions to keep safe.



PROACTIVE TRAFFIC SAFETY – What You Need to Know

PROACTIVE TRAFFIC SAFETY IS...

- Proactive behaviors demonstrating commitment to a safe roadway transportation system.
- *“Proactive”*
 - “acting in anticipation of future problems, needs, or changes”¹
 - “serving to prepare for, intervene in, or control an expected occurrence or situation, especially a negative or difficult one”²

1. Merriam-Webster Dictionary. “Proactive” Accessed April, 2019, <https://www.merriam-webster.com/dictionary/proactive>.

2. Dictionary.com. “Proactive” Accessed April, 2019. <https://www.dictionary.com/browse/proactive>.

PROACTIVE TRAFFIC SAFETY – What You Need to Know

PROACTIVE TRAFFIC SAFETY INCLUDES PROACTIVE BEHAVIORS LIKE:

- Supporting existing traffic safety efforts
- Staying informed of safety-related issues
- Planning a safe way to get home before drinking alcohol

PROACTIVE TRAFFIC SAFETY – What You Need to Know

PROACTIVE TRAFFIC SAFETY INCLUDES PROACTIVE BEHAVIORS LIKE:

- Speaking up about unsafe behaviors like not wearing a seat belt or driving distracted
- Establishing family rules about safety like never texting while driving or never riding with someone who has been drinking alcohol
- Establishing a workplace policy like always wearing a seat belt in a company vehicle

PROACTIVE TRAFFIC SAFETY – What You Need to Know

GROWING PROACTIVE TRAFFIC SAFETY

- Creates a shared commitment to safety
- Encourages proactive behaviors that support safety efforts
- Encourages proactive behaviors that extend beyond one's own safety to support the safety of others
- Expands the focus to include the large group of safe road users as a way to influence the small group engaging in risky behaviors
- Enhances existing Strategic Highway Safety Plan efforts

PROACTIVE TRAFFIC SAFETY – What You Need to Know

Growing proactive traffic safety is an opportunity for traffic safety professionals and stakeholders to create lasting and sustainable improvements in traffic safety behaviors.



PROACTIVE TRAFFIC SAFETY – Where We Go from Here

- Proactive traffic safety is a new opportunity to improve traffic safety.
- It's an approach that leverages our existing positive traffic safety culture and, once established, is likely to be sustained.
- Action is needed to move this approach forward.
 - Tools
 - Tips
 - Reflection Questions

PROACTIVE TRAFFIC SAFETY – Where We Go from Here

TOOLS

- A Proactive Traffic Safety Primer
- A Proactive Traffic Safety PowerPoint Presentation
- A Conversation Guide
- A Proactive Traffic Safety Poster



PROACTIVE TRAFFIC SAFETY – Where We Go from Here

TIPS

- Tip #1. Think in Terms of Allies and Partners
- Tip #2. Engage Others about Proactive Traffic Safety
- Tip #3. Grow a Shared Understanding of Proactive Traffic Safety
- Tip #4. Think about Hosting a Meeting, Providing a Presentation, and/or Facilitating a Conversation about Proactive Traffic Safety
- Tip #5. Use the Available Communication Tools
- Tip #6. Integrate Proactive Traffic Safety into Existing Strategic Highway Safety Plans

PROACTIVE TRAFFIC SAFETY – Where We Go from Here

REFLECTION QUESTIONS

- How could growing proactive traffic safety help you achieve your desired traffic safety outcomes?
- What are the opportunities for applying proactive traffic safety to your current efforts right now?

PROACTIVE TRAFFIC SAFETY

CONCLUSION

- Traffic safety professionals and stakeholders must continue to evolve and seek innovative ways to reduce risky driver behaviors and increase safer behaviors.
- Growing proactive traffic safety cultivates a traffic safety culture where people commit to a safer transportation system.
- Growing proactive traffic safety behaviors is a new opportunity to strategically address risky traffic behaviors and ultimately achieve and sustain our Towards Zero Deaths goals.

PROACTIVE TRAFFIC SAFETY

RESEARCH SPONSOR



TRANSPORTATION POOLED FUND PROGRAM

Traffic Safety Culture Pooled Fund

The transportation Pooled Fund (TPF) Program allows federal, state, and local agencies and other organizations to combine resources to support transportation research studies.

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Managed by: Sue Sillick, Research Programs Manager
Montana Department of Transportation
2701 Prospect Avenue, PO Box 201001
Helena, MT 59620-1001
Office: 406.444.7693
E-mail: ssillick@mt.gov www.mdt.mt.gov/research/



PROACTIVE TRAFFIC SAFETY

CONTACT US

EMAIL: MAIL@CHSCULTURE.ORG

PHONE: (406) 994-7873



#CHSCulture

www.chsculture.org