

Definition and Scope for TSC Pooled Fund Project

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1. Definition

What is culture?

Culture

Artifacts



Cognition



CULTURE

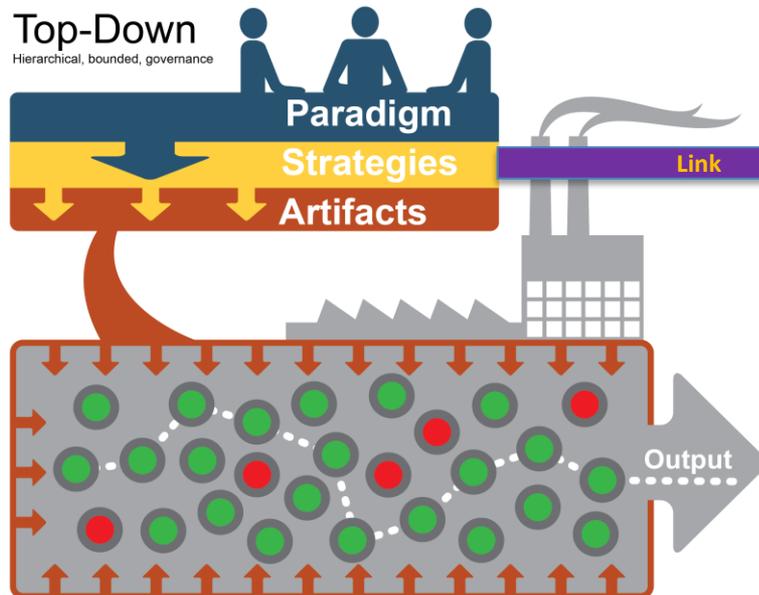
Behavior



- “Culture” is an inferred construct that has practical value because it lets us explain and predict events.
- For example, “intelligence” helps us explain why some people are better at school and lets us predict who will be successful in certain tasks.
 - But we never have direct access to intelligence; instead we only have access to what we think represents intelligence such as IQ scores.
- Culture can be inferred from the behaviors we engage, the artifacts we produce, and the thoughts we share.
- Regardless of the feature we use to measure culture, it must be “shared” by a group (norms) to be considered “culture”.
- Cautionary Note: Inferences are not always true (e.g., a driver speeding because she is being pushed by fast moving traffic may not share a culture of speeding).

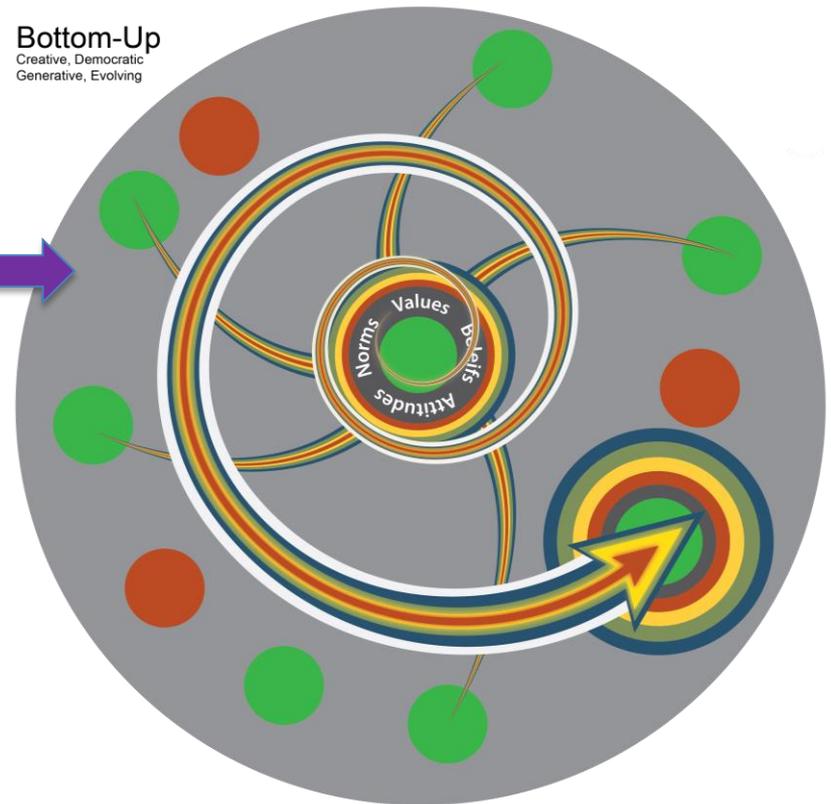
Distinction

Organization Safety Culture



Traffic Safety Culture

Bottom-Up
Creative, Democratic
Generative, Evolving



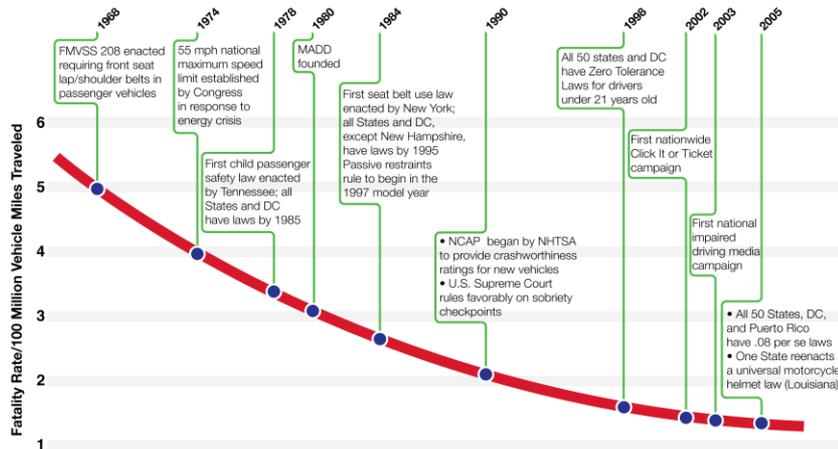
Organization Safety Culture



- Traditionally, “safety culture” as applied to organizations focused on the safety of the processes the organization used to produce its output (mission).
- For example, “safety culture” emerged as a concept when the investigation of the explosion at the Chernobyl nuclear generator suggested that poor operating and maintenance procedures were the cause.
- **Hierarchically based and confined to boundaries of organization.**
- Traffic safety agencies are a unique case:
 1. Safe processes in the implementation of engineering solutions.
 2. Safe driving by employees in delivery of agency services.
 3. “Safety” as an attribute of the roadway system provided to outside users – the public

Traffic Safety Culture

- “Traffic safety culture” emerged as a concept to explain the presence and perseverance of high-risk driving behaviors related to crashes.
- It is also used to explain why some (effective) traffic safety strategies are rejected by the driving population.
- It is now recognized that our goal of zero fatalities can not be achieved until we transform our traffic safety culture.
- **Emergent from group and not confined to one context.**
- Relatively new in the literature (< 8 years).



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- No standard definition
- No standard measure
- No standard theory from which to design strategies for transformation
- No standard method to implement transformation process

Definitions

Organization Safety Culture

- *The shared values, policies and actions (investments) that demonstrate a commitment to safety over competing goals and demands within the organization.* (USDOT, 2011)

Traffic Safety Culture

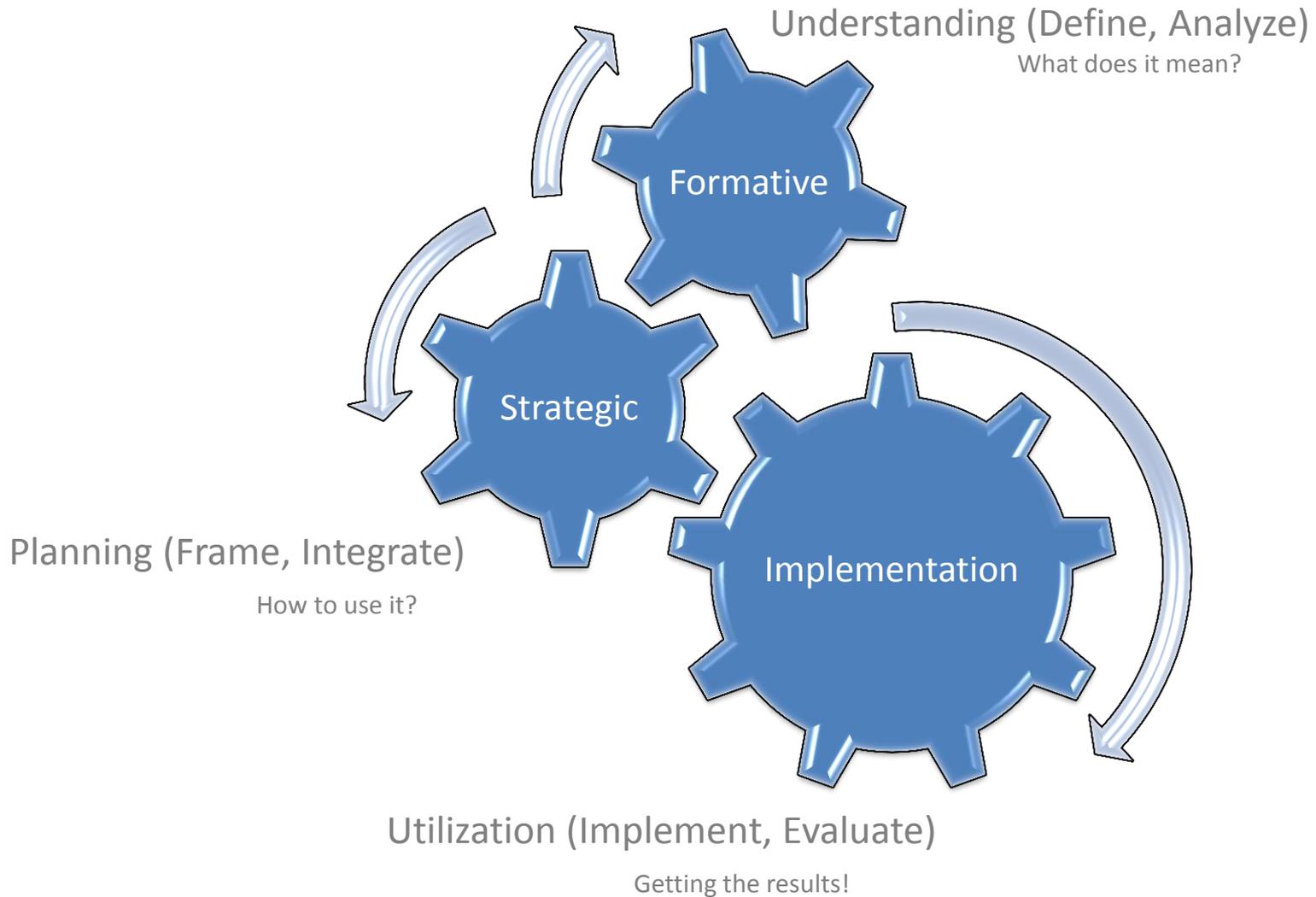
- *The values, beliefs, norms, and attitudes shared amongst road users that influence both risky and protective driving behaviors as well as the acceptance of traffic safety interventions.*



2. Scope

What current research is related to the the Pooled Fund?

Project Phases



Agency	Title	Organization Safety Culture	Traffic Safety Culture
NCHRP 17-57	Development of a Comprehensive Approach for Serious Traffic Crash Injury Measurement and Reporting Systems	Implement	
NCHRP 17-60	Benefit-Cost Methodology for Behavioral Highway Safety Countermeasures	Implement	
NCHRP 17-69	A Strategic Approach to Transforming Traffic Safety Culture to Reduce Deaths and Injuries	Formative Strategic	Formative
NCHRP 20-68 (12-03)	Advances in Safety Program Practices in “Zero-Fatalities” States		
NHTSA	Identifying Opportunities to Decrease Vehicle Occupant Fatalities	Formative	
NHTSA	Implementing a leadership framework for traffic safety and seat belt enforcement	Implement	
WTI- Center for Health and Safety Culture	Increasing Seat Belt Usage in Rural Utah - Utah Department of Public Safety, Highway Safety Office		Formative Strategic Implement
WTI- Center for Health and Safety Culture	Reducing Fatal Single Vehicle Run Off the Road Crashes - Idaho Transportation Department		Formative Strategic Implement
WTI- Center for Health and Safety Culture	Reducing Motor Vehicle Incidents in the Workplace - Health and Safety Ontario/Workplace Safety and Prevention Services	Formative Strategic Implement	
(FHWA)	Center for Excellence in Rural and Surface Transportation	Implement	
(NHTSA)	Strategies for Enforcement of Impaired Motorcycle Operations		Implement
(NCHRP 17-64)	Guidance for the Implementation of the Toward Zero Deaths National Highway Safety Strategy	Implement	
(NCHRP 20-68 (14-03))	Successful Approaches for the Development of an Organization-wide Safety Culture in Transportation Agencies	Formative	
TSC Pooled-Fund	Partnership for the Transformation of Traffic Safety Culture		Formative Strategic Implement

Recommendation

- Based on the review of current (and anticipated) projects:
 - Focus on traffic safety culture, not organization safety culture.
 - This requires specifying a target behavior (protective as well as risky) within a specific road user group (culture).
 - Progress through formative, strategic, and implementation phases.
 - Requires different budget sizes and time scales.
 - The results can not only be informed by NCHRP 17-69, but also inform tasks within NCHRP 17-69 (e.g., examples of best practice in implementation).