

Proactive Traffic Safety:

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

CONVERSATION GUIDE

PURPOSE

The purpose of the conversation guide is to promote dialogue to foster shared understanding and actions to grow proactive traffic safety.

GUIDANCE

Proactive traffic safety is a new opportunity to strategically address risky traffic behaviors and ultimately achieve and sustain our Towards Zero Deaths goals. As a traffic safety professional or stakeholder, you are a leader to initiate conversations about proactive traffic safety. Creating an environment that supports curiosity is important. You might not have all of the answers but, allowing ample time for discussion and exploration is key.

CONVERSATION TIPS

Conversations can occur between two people or among small groups. It is critical that everyone is actively engaged in the conversation so keeping the group size to four people or smaller is encouraged. If the group is larger than four people, consider breaking into smaller groups and allow additional time for groups to share thoughts between discussion questions.

Tips for Effective Conversations



Listen for understanding.



Seek to build connections between various thoughts.



Allow plenty of time to let the conversation unfold. Your investment of time will pay off many times over in the future.



Encourage input from everyone.

DISCUSSION QUESTIONS

Here is a list of discussion questions from which to choose. You could choose a few questions to discuss, or you could have the group choose which questions they would like to discuss.

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- What opportunities can you see for applying proactive traffic safety in your work right now?

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- How could growing proactive traffic safety help you achieve your desired outcomes?

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- What would it take to incorporate proactive traffic safety?

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- What is needed going forward?

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- What are our immediate next steps?

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- How is proactive traffic safety similar and different than what we are already doing?

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- What are examples of proactive traffic safety we could grow to address our priority safety issues?

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- If we were to be successful at growing proactive traffic safety, what new partners might we seek to engage?

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- Which of our current partners is in the best position to advocate for and/or grow proactive traffic safety?

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- How might we grow proactive traffic safety in the context of families? In the context of workplaces? In the context of schools? In the context of governmental agencies?