

Toward Zero Deaths



A National Strategy on Highway Safety

Stakeholder Webinar
SAFETY CULTURE

Welcome

- Moderator:
 - Margie Sheriff
- Overview of National Strategy:
 - Barbara Harsha and Joe Toole
- Safety Culture introduction:
 - Nicholas Ward



Housekeeping

- Webinar is closed captioned and being recorded
- All participant phone lines are in listen-only
 - To make a comment, press  
 - Record your name and who you represent
 - You will be placed into the queue

Purpose of Webinar

- Gather stakeholder input on specific topics
 - Current programs
 - Current challenges
 - Opportunities for overcoming challenges
 - Promising strategies
- Gather stakeholder ideas on implementation strategies
 - National strategy as a whole
 - Topic specific

Two ways to comment

- Press   on your phone
 - Record your name and who you represent
 - You will be placed in queue to speak
 - Make your comment after you are announced
 - Please limit your comment to 2 minutes or less
- Use “Chat” to type in your comments

Information Available

- One-page information available for download
 - Toward Zero Deaths: a National Strategy on Highway Safety
 - Safety Culture Overview

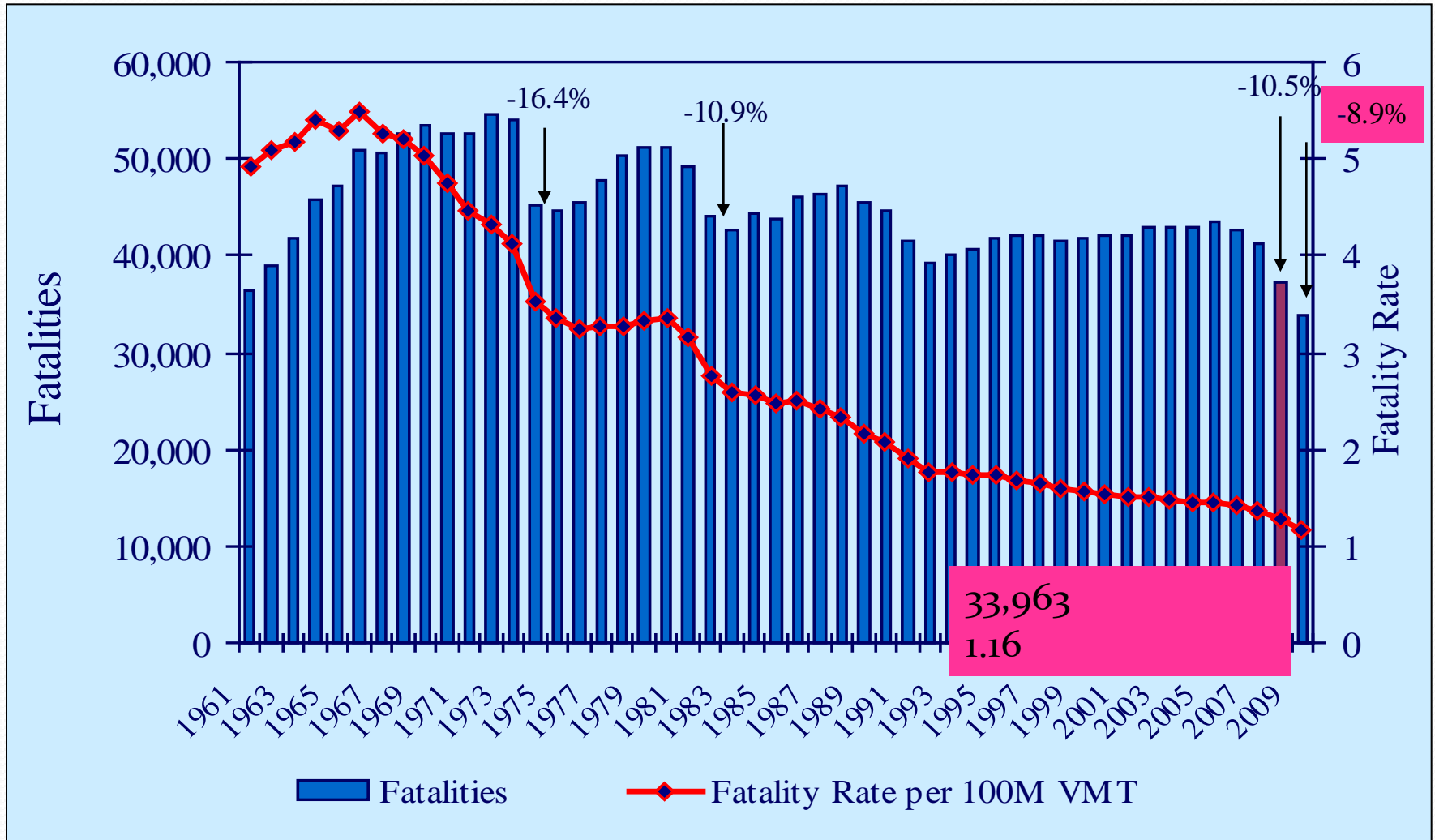
Today's Discussion

- Overview of National Strategy
- Safety Culture Issues
 - Definition and context
 - Current Initiatives
 - Future Expectations
- New Ideas (Open Discussion)

The Challenge

- Progress has been made in improving highway safety...
 - Lowest fatality levels in 50 years
 - Safety partnerships have been strengthened
 - Greater leadership focus on safety
- ...But we still face significant challenges
 - 33,963 fatalities in 2009
 - Legislative and other barriers to implementing proven strategies

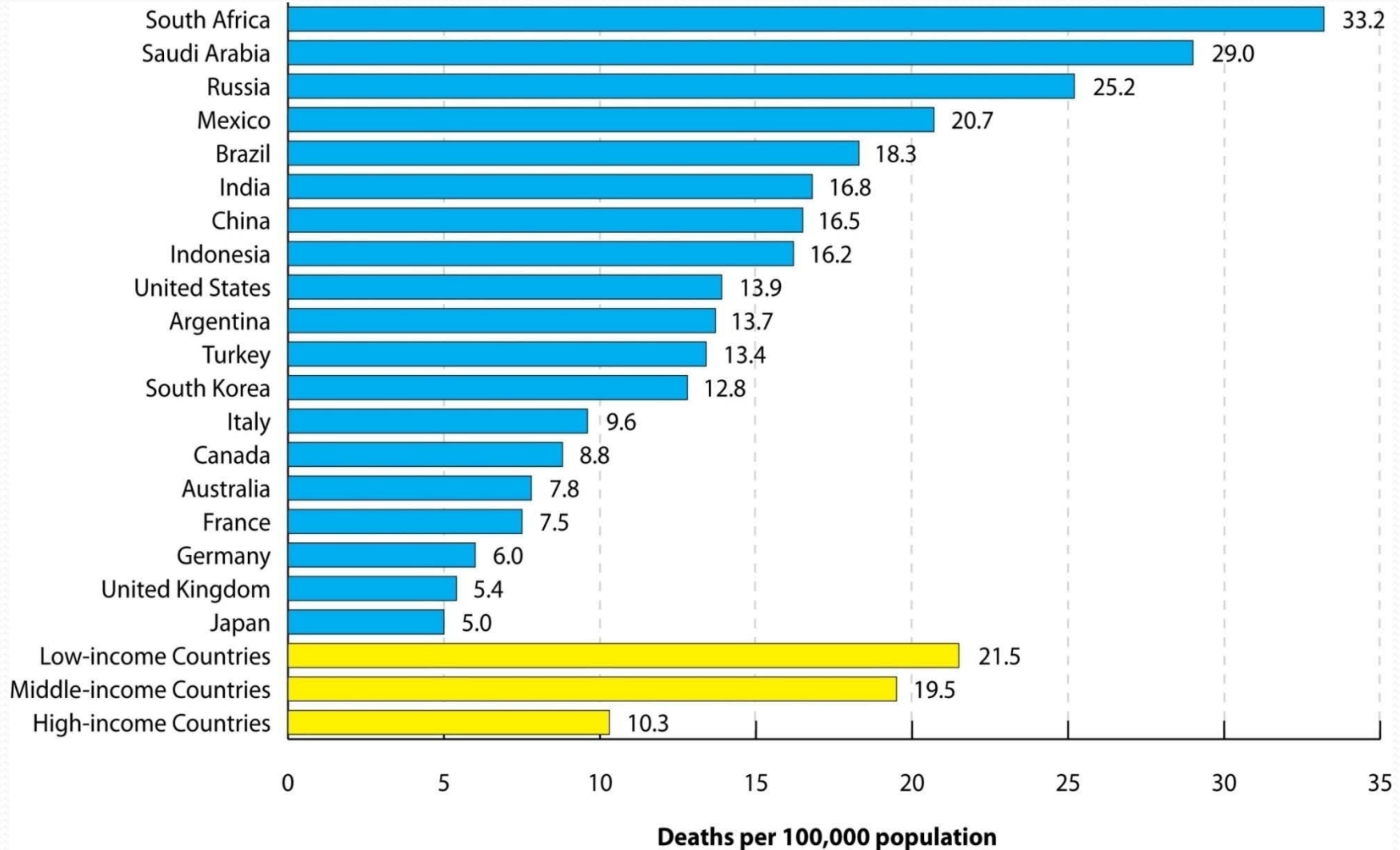
Fatalities and Fatality Rate, by Year



One Death Every 15 minutes



Road Fatality Rates of the Group of 20 Countries



Why Now?

- New political leadership
- Reauthorization
- Uncertain trend for the future
- Better use of limited resources
- Build on our success

National Strategy

- Build on existing foundation of proven strategies, relationships, and leadership
- Cultural change: change Americans' attitudes toward highway safety
- Involvement from wide variety of highway safety stakeholders
- “Owned” by all stakeholders

Steering Committee

Members:

AASHTO

Tom Sorel

GHSA

Barbara Harsha

AAMVA

Neil Schuster

CVSA

Steve Keppler

IACP

Dick Ashton

NACE

Anthony Giancola

NASEMSO

John Bixler

Ex-Officio Members:

FHWA

Joseph Toole

FMCSA

William Quade

NHTSA

Marlene Markison

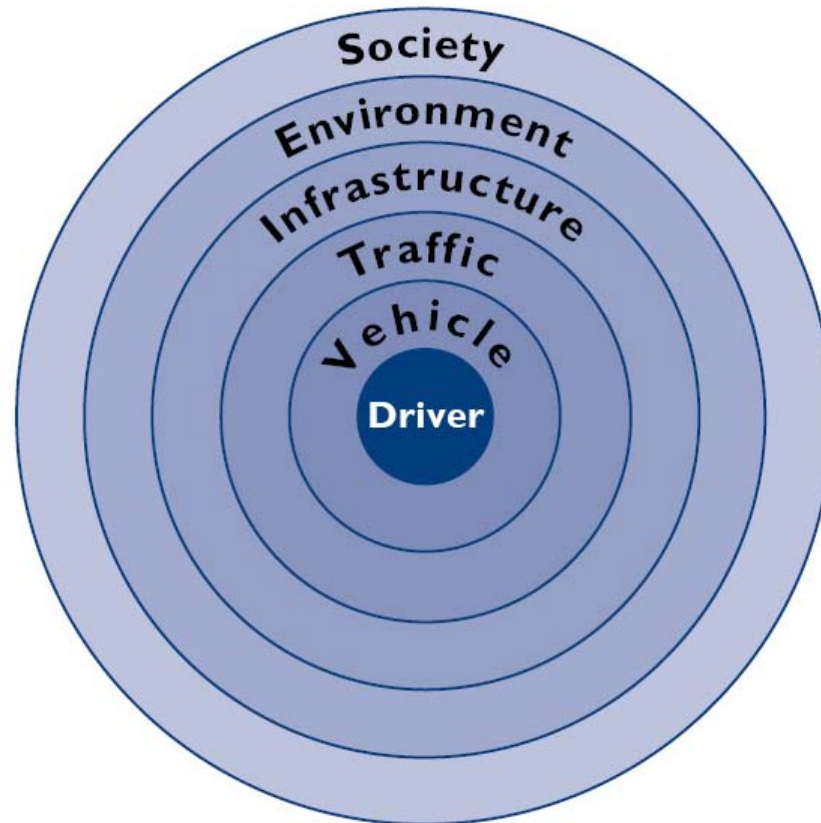
Development Process

- Initial Outline and Work Plan
 - Initial stakeholder meeting September 2009
 - Gather input from stakeholders
 - Webinars, conferences, meetings
 - Website (under development)
 - Develop white papers July 2010
 - Develop outline and work plan
 - Webcast Stakeholder Summit August 25-26, 2010
- Phase 2: Develop Strategy Spring 2011
- Phase 3: Implementation

Key Areas

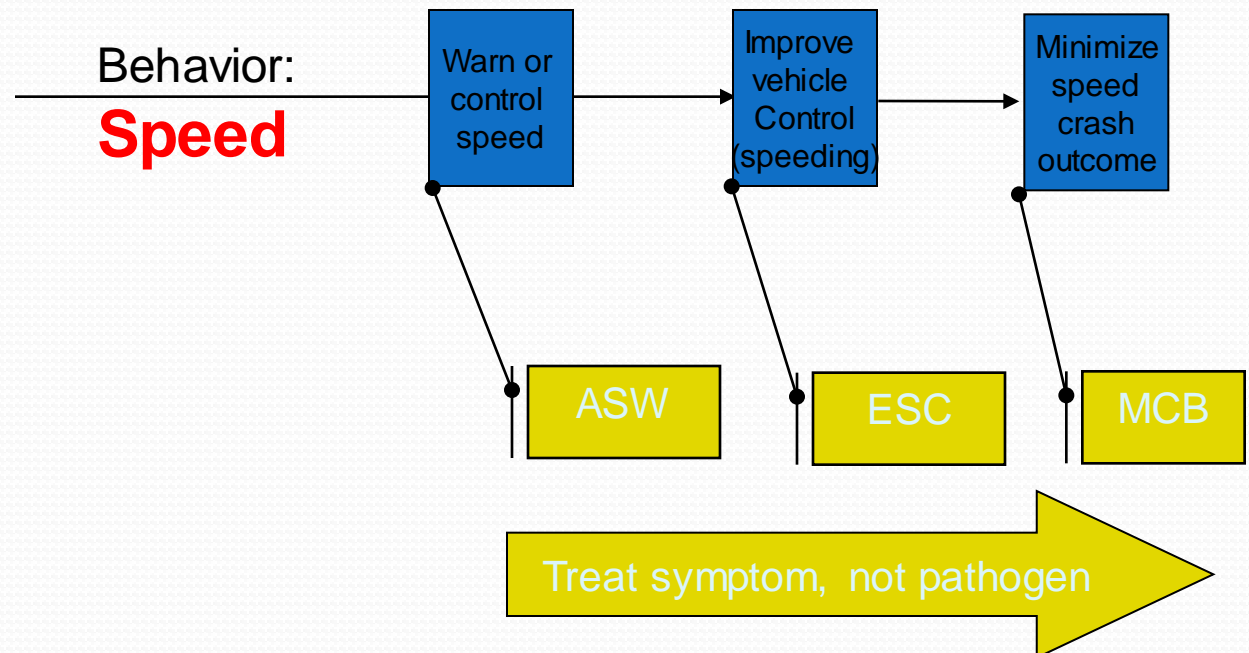
- **Safety Culture – (Today’s webinar)** **June 1**
- Safer Infrastructure – Webinar **June 10**
- Safer Vehicles – Webinar **June 21**
- Road Users – Webinar **June 30**
 - Safer Drivers
 - Safer Vulnerable Users
- Emergency Medical Services
- Data Systems and Analysis Tools

Systems Approach

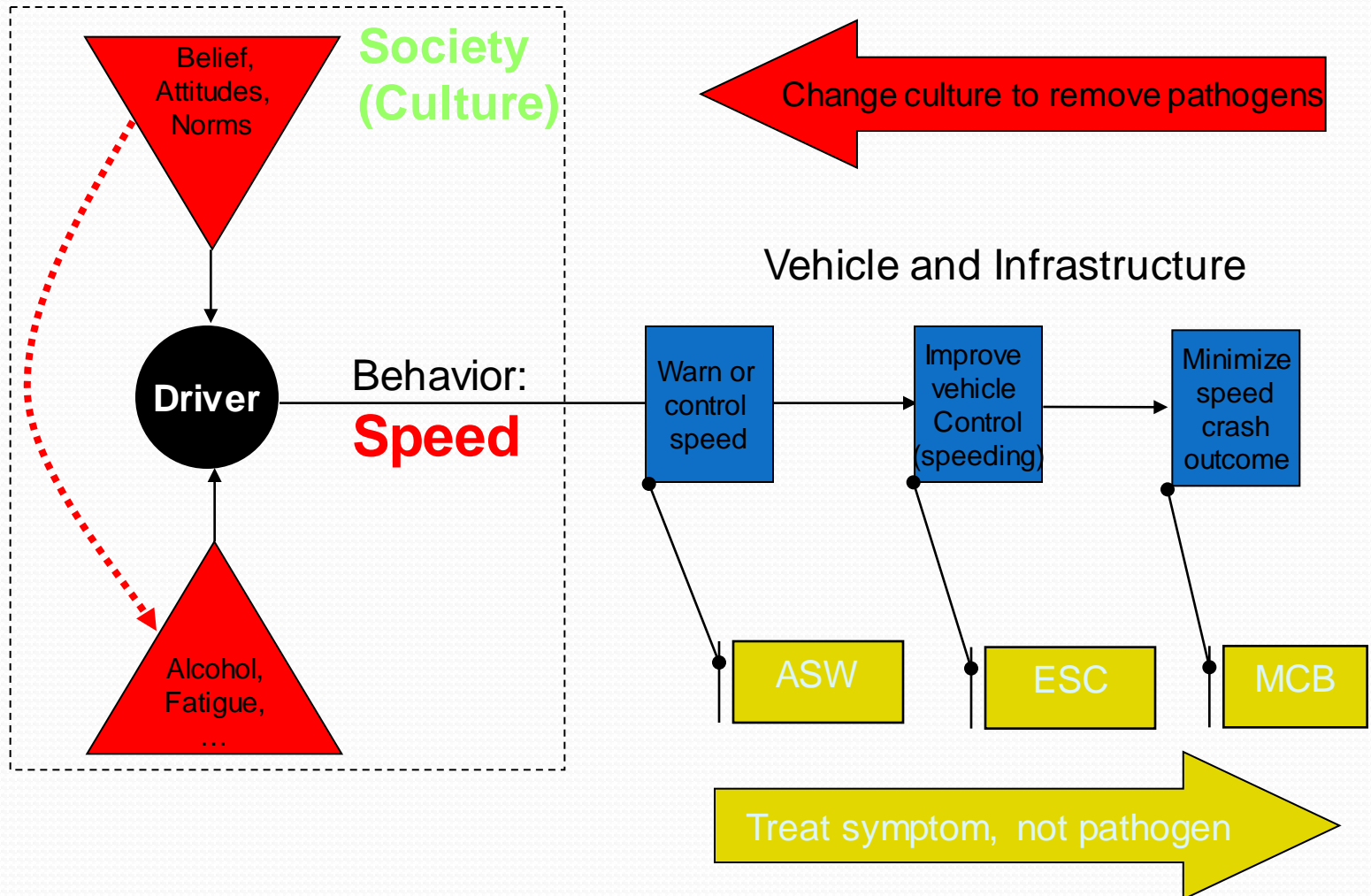


Engineering

Vehicle and Infrastructure



New Vision



What is Culture?

Is ...

- Shared values
- Perceptions of normal
- Attitudes about abnormal

Context specific, shared values, perceptions and attitudes of behavior that define a group and bind group members.

Is NOT ...

- Behaviors (output)
- Interventions (treatment)
- Static
- Universal
- Not Broken

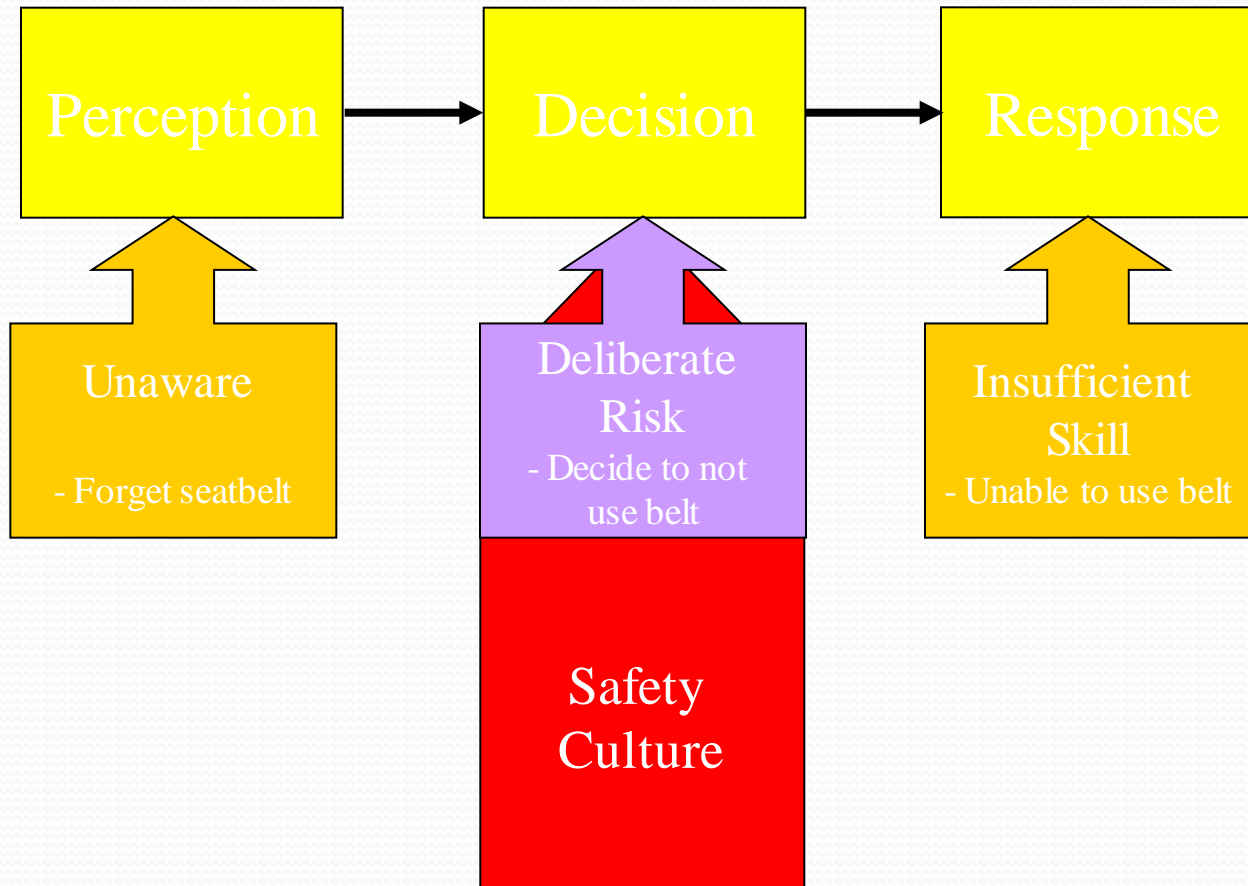


Treatments must impact shared values, perceptions and attitudes.

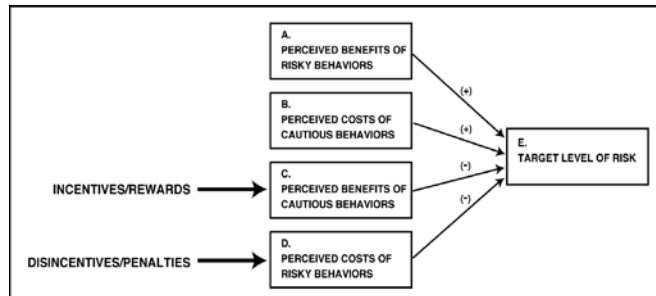
Example



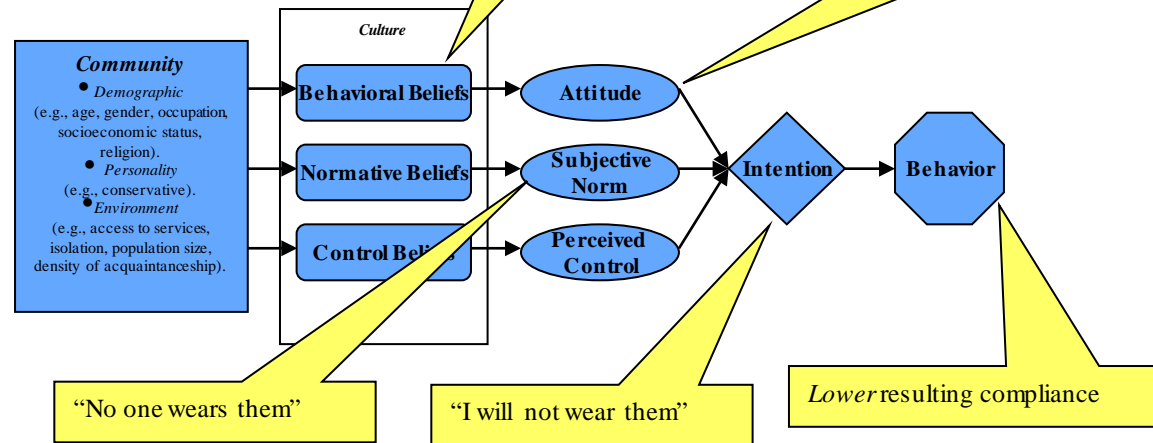
How does it work?



Value Set



Planning Process



New Ideas and Feedback

- Discussion with Webinar Participants:

How can we develop a program for changing highway safety culture in the United States?

Wrap up

- Summary of key points

How Can You Be Involved?

- Process to develop the strategy must be both comprehensive and cross-cutting
- Need input and involvement from a broad base of stakeholders
- Join the Stakeholder Group to provide additional input and feedback throughout the process, contact Kelly Hardy at khardy@aaashto.org or 202-624-5868

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Announcement



Our next Summit? **July 11-13, 2010** in Big Sky, Montana!

Agenda

Lodging

Registration

Speaker Info

Sponsorship Info

Travel Tips & Info

Why Traffic safety Culture? Traffic crashes represent the largest cause of fatal injury for nearly all age groups, especially in rural America. Rural states such as Montana have the misfortune of having the highest traffic fatality rates both in terms of exposure (VMT) and population risk (per capita). Driver behavior represents the single largest causal factor for these traffic crashes. Specifically, most crashes result from poor decision making rather than misperceiving information or not having the requisite skills to act correctly. This implies that most crash-related behavior factors – such as speeding, drunk driving, failure to yield, seat belt non-compliance – are the direct result of deliberate decisions by drivers that increase crash risk and injury severity. Consequently, unless we can focus our research efforts on understanding how culture influences driver attitudes and decision-making processes, we cannot expect to engineer a fundamental and enduring change in driver behavior in our transportation systems.

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