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 \[\text{*1}\]
  - 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 *1 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

[Bar chart showing the number of fatalities and fatality rate per 100M VMT from 1961 to 2009. Key milestones include a 16.4% decrease in 1975, a 10.9% decrease in 1981, and a 10.5% decrease in 1995. The fatality rate per 100M VMT in 2009 is significantly lower than in 1961.]

- Fatalities: 33,963
- Fatality Rate per 100M VMT: 1.16

[Arrow indicating a decrease of 8.9% in the fatality rate in 2009 compared to 2001.]
One Death Every 15 minutes
Road Fatality Rates of the Group of 20 Countries

<table>
<thead>
<tr>
<th>Country</th>
<th>Deaths per 100,000 population</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Africa</td>
<td>33.2</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>29.0</td>
</tr>
<tr>
<td>Russia</td>
<td>25.2</td>
</tr>
<tr>
<td>Mexico</td>
<td>20.7</td>
</tr>
<tr>
<td>Brazil</td>
<td>18.3</td>
</tr>
<tr>
<td>India</td>
<td>16.8</td>
</tr>
<tr>
<td>China</td>
<td>16.5</td>
</tr>
<tr>
<td>Indonesia</td>
<td>16.2</td>
</tr>
<tr>
<td>United States</td>
<td>13.9</td>
</tr>
<tr>
<td>Argentina</td>
<td>13.7</td>
</tr>
<tr>
<td>Turkey</td>
<td>13.4</td>
</tr>
<tr>
<td>South Korea</td>
<td>12.8</td>
</tr>
<tr>
<td>Italy</td>
<td>9.6</td>
</tr>
<tr>
<td>Canada</td>
<td>8.8</td>
</tr>
<tr>
<td>Australia</td>
<td>7.8</td>
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<tr>
<td>France</td>
<td>7.5</td>
</tr>
<tr>
<td>Germany</td>
<td>6.0</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>5.4</td>
</tr>
<tr>
<td>Japan</td>
<td>5.0</td>
</tr>
<tr>
<td>Low-income Countries</td>
<td>21.5</td>
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<tr>
<td>Middle-income Countries</td>
<td>19.5</td>
</tr>
<tr>
<td>High-income Countries</td>
<td>10.3</td>
</tr>
</tbody>
</table>
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

Behavior: Speed

Warn or control speed

Improve vehicle Control (speeding)

Minimize speed crash outcome

ASW

ESC

MCB

Treat symptom, not pathogen

Treat symptom, not pathogen
New Vision

Society (Culture)

- Belief, Attitudes, Norms
- Alcohol, Fatigue, ...

Change culture to remove pathogens

Vehicle and Infrastructure

- Speed
- Warn or control speed
- Improve vehicle Control (speeding)
- Minimize speed crash outcome

Driver

- Behavior: Speed

Treat symptom, not pathogen

ASW
ESC
MCB
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

Most Montanans (3 out of 4) Wear Seatbelts
How does it work?

Perception

- Unaware
  - Forget seatbelt

Decision

- Deliberate Risk
  - Decide to not use belt

Response

- Insufficient Skill
  - Unable to use belt

Safety Culture
How can we use it?

**Value Set**

- **Community**
  - Demographic (e.g., age, gender, occupation, socioeconomic status, religion)
  - Personality (e.g., conservative)
  - Environment (e.g., access to services, isolation, population size, density of acquaintanceship)

- **Behavioral Beliefs**

- **Normative Beliefs**

- **Control Beliefs**

- **Attitude**

- **Subjective Norm**

- **Perceived Control**

**Planning Process**

- Determinism – fate is set

- "Seat belts are useless"

- "No one wears them"

- "I will not wear them"

- Lower resulting compliance
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@aashto.org or 202-624-5868
Key Areas

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Announcement

http://www.ruraltrafficsummit.org/index.html