

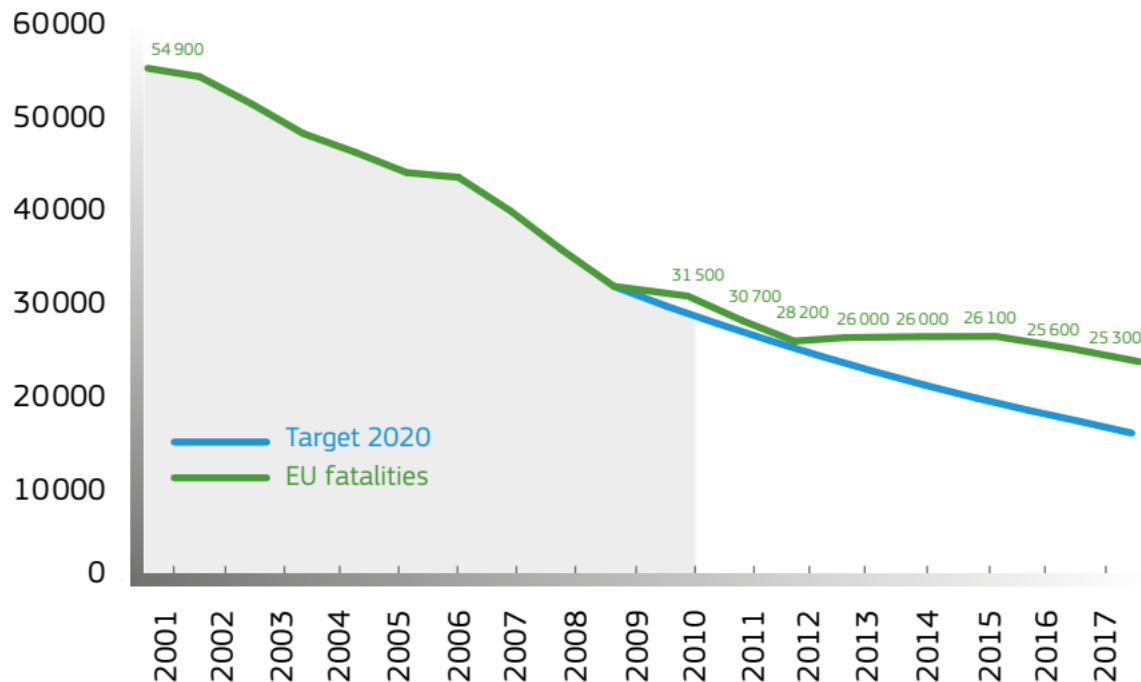


# The Role of Traffic Safety Culture in Safe EU Road Transport

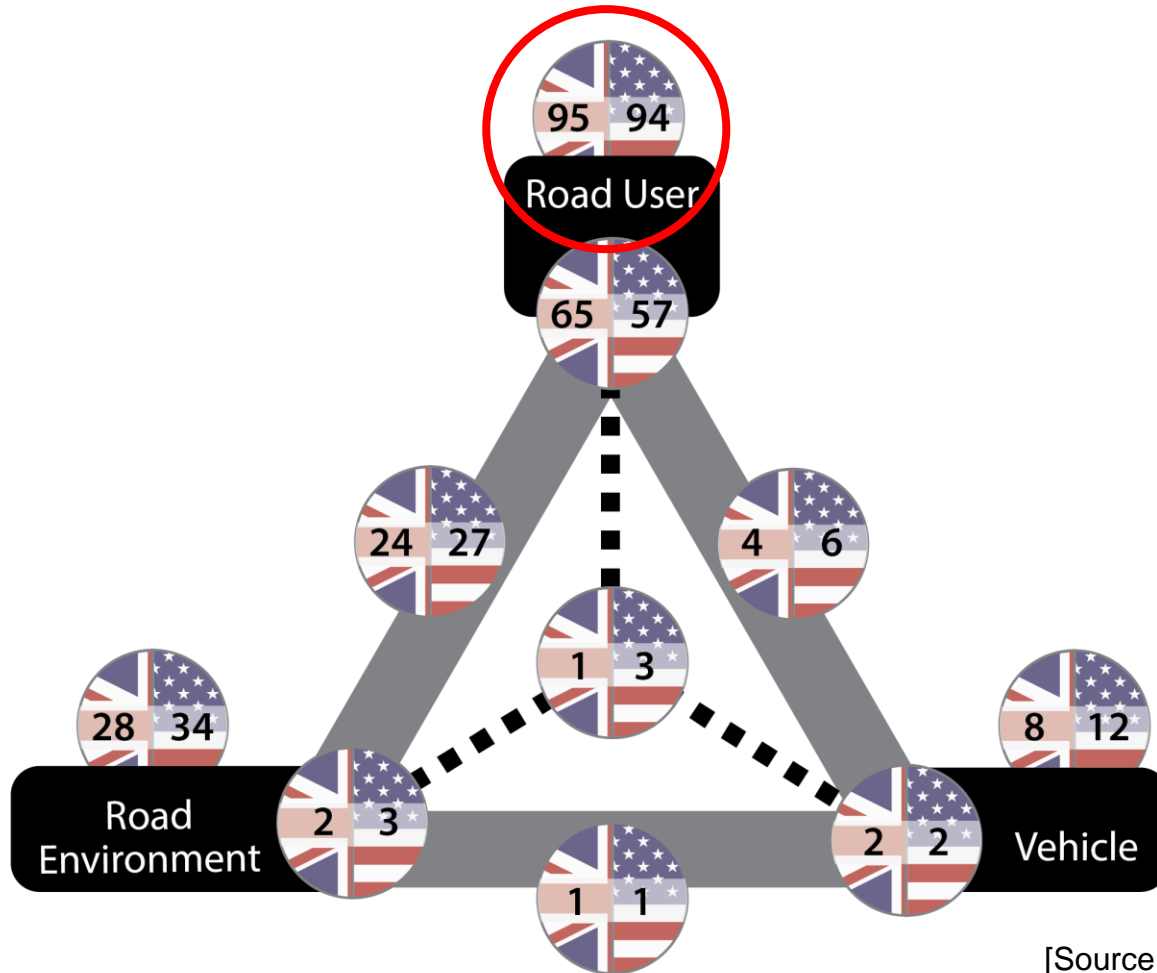
Professor Nicholas Ward  
Montana State University  
Center for Health and Safety Culture  
[www.chsculture.org](http://www.chsculture.org)

# Valletta Declaration

## EU FATALITIES AND TARGETS (2010-2020)



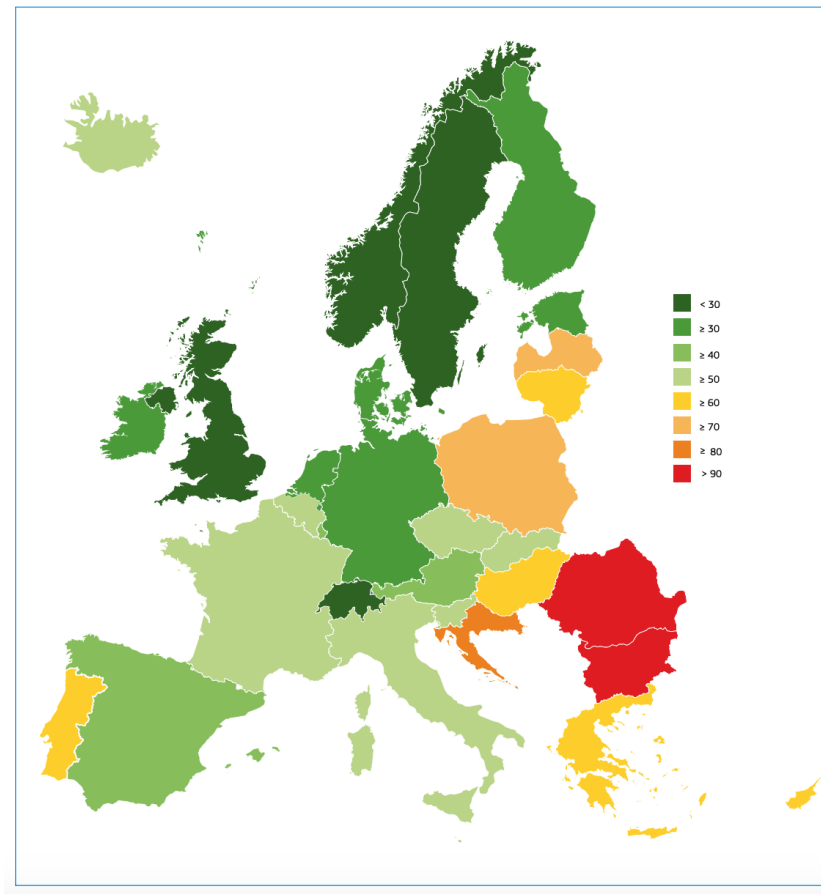
# Factors



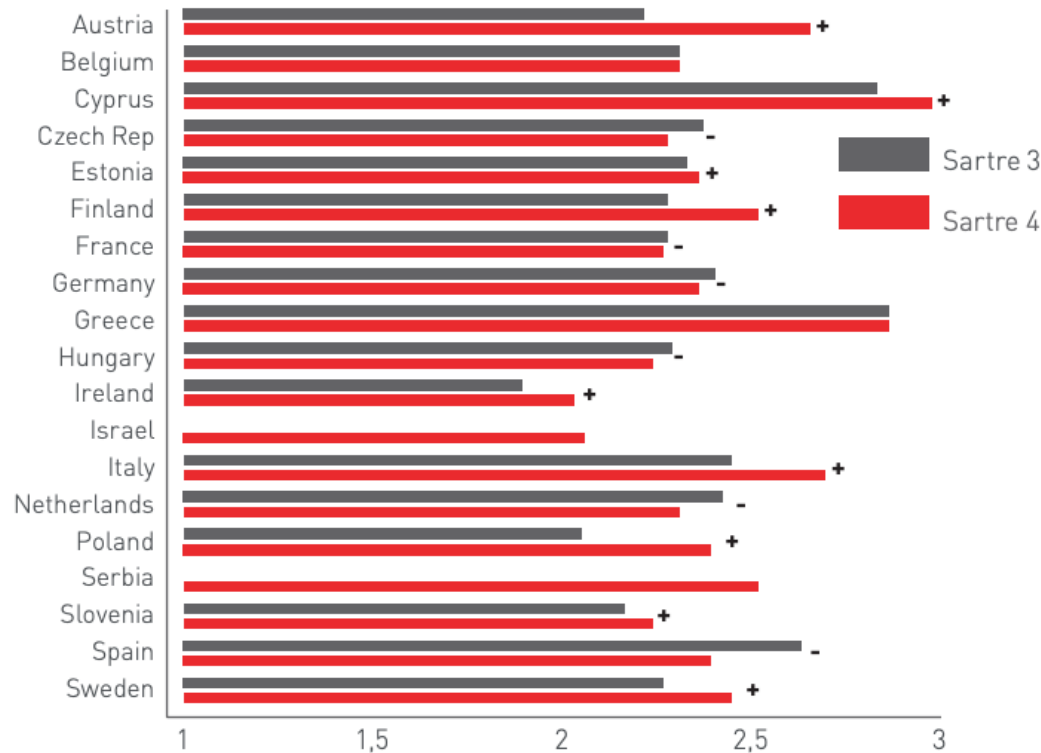
[Source: Evans, 1991]

# EU Traffic Safety

ROAD FATALITY RATES 2017



# Risky Driving



**INTEGRATED MEASURE OF A RISKY DRIVING STYLE (DRIVE THROUGH AMBER, FOLLOW TOO CLOSELY, STOP AT PEDESTRIAN CROSSING).**

Larger numbers indicate a more risky driving style. Plus and minus signs indicate significant changes in relation to Sartre 3 (t-Test.  $p < .05$ )

Israel and Serbia are not included in Sartre 3 study













## Social basis of behavior

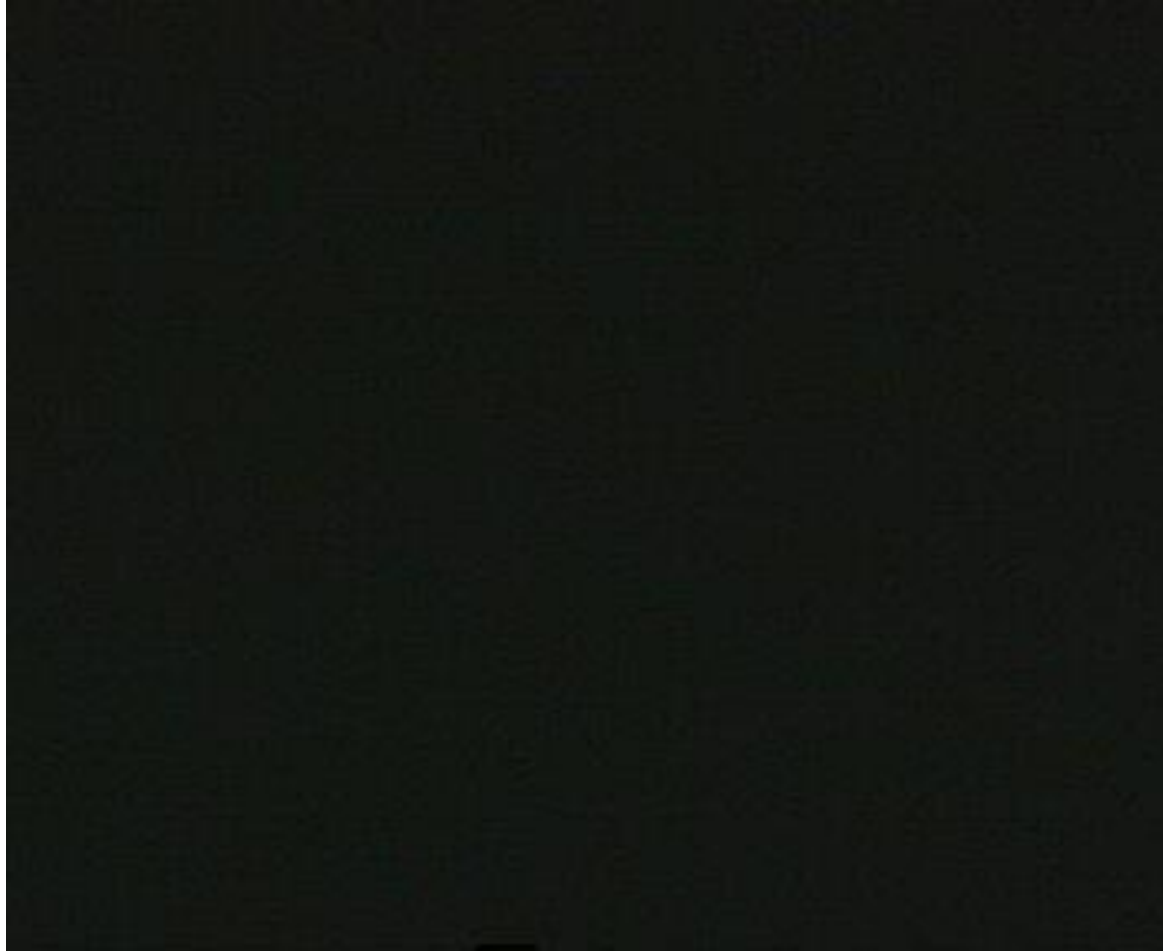
To change behavior, we need to change the social environment



“It is difficult to expect that people will change their behavior easily when many forces in the **social environment** conspire against such change.”

*[Source: Syme & Belfour, 1998]*

# Social Environment



# Traffic Safety Culture is defined as:

*“The **values** and **beliefs** shared among groups of **road users and stakeholders** that **influence their decisions** to behave or act in ways that affect traffic safety.”*


NCHRP 17-79: <https://www.nap.edu/read/25286/chapter/1>

# Sounds like ...





# Looks like ...




SEARCH...

Q

INTERIOR EXTERIOR WHEELS PERFORMANCE BRAKES LIGHTS CAR CARE ACCESSORIES APPAREL

## 2014-2015 C7 Corvette - Seat Belt Warning Eliminator & Bottle Opener : Stingray, Z51, Z06




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# Values



# Beliefs

Each year thousands of people die  
behind the wheel while driving.



## **Growing safety citizenship**

Create a culture that engages those who are safe to help those at risk.

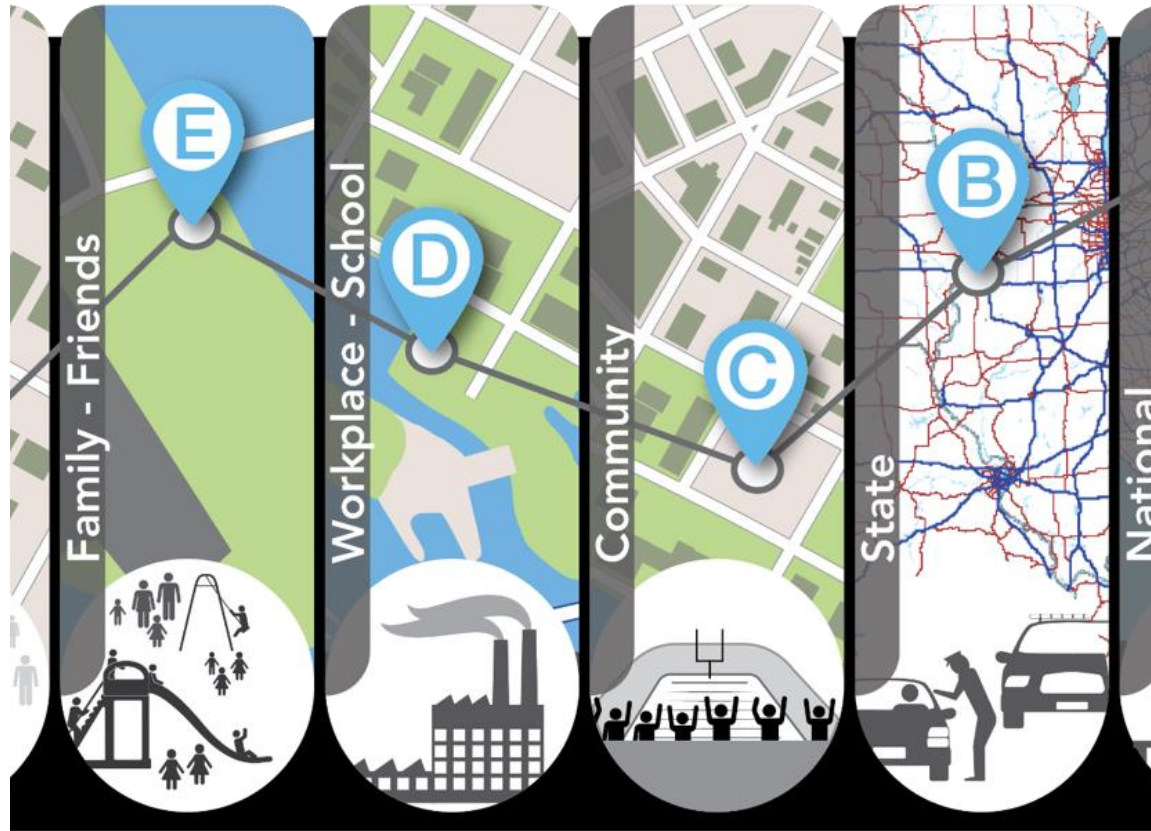
# Bystander Intervention

“Bystander Intervention involves developing the awareness, skills, and courage needed to intervene in a situation when another individual needs help.”









## Align efforts across stakeholders

Create a shared culture for collaboration toward a common vision.

# Toward Zero Deaths (USA)



# Questions?

[nward@montana.edu](mailto:nward@montana.edu)



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