

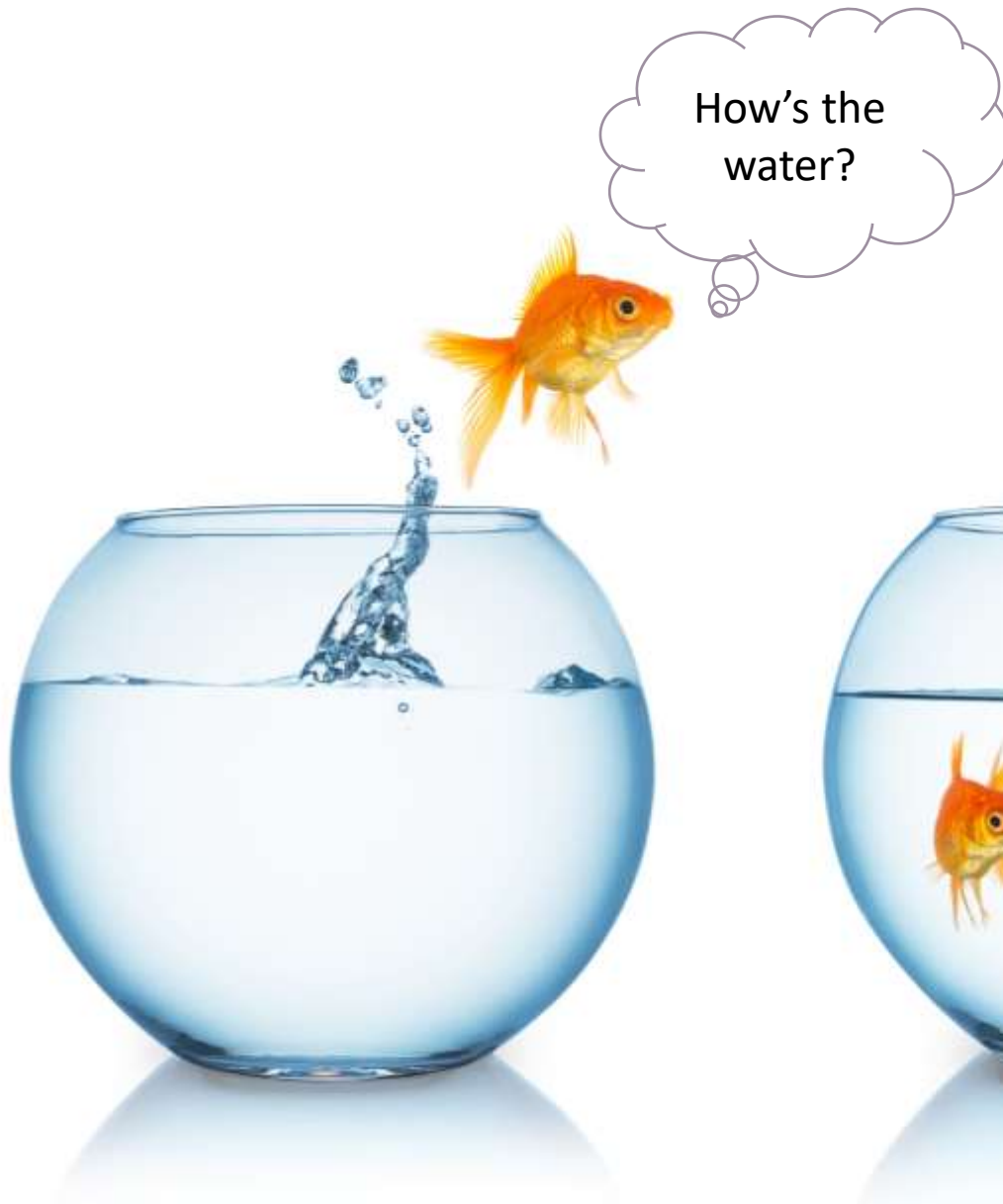


TOGETHER WE GET THERE

Washington's Approach to Proactive Traffic Safety Culture

Shelly Baldwin, Director
Washington Traffic Safety Commission

Governors Highway Safety Association Annual Meeting
September 19, 2022

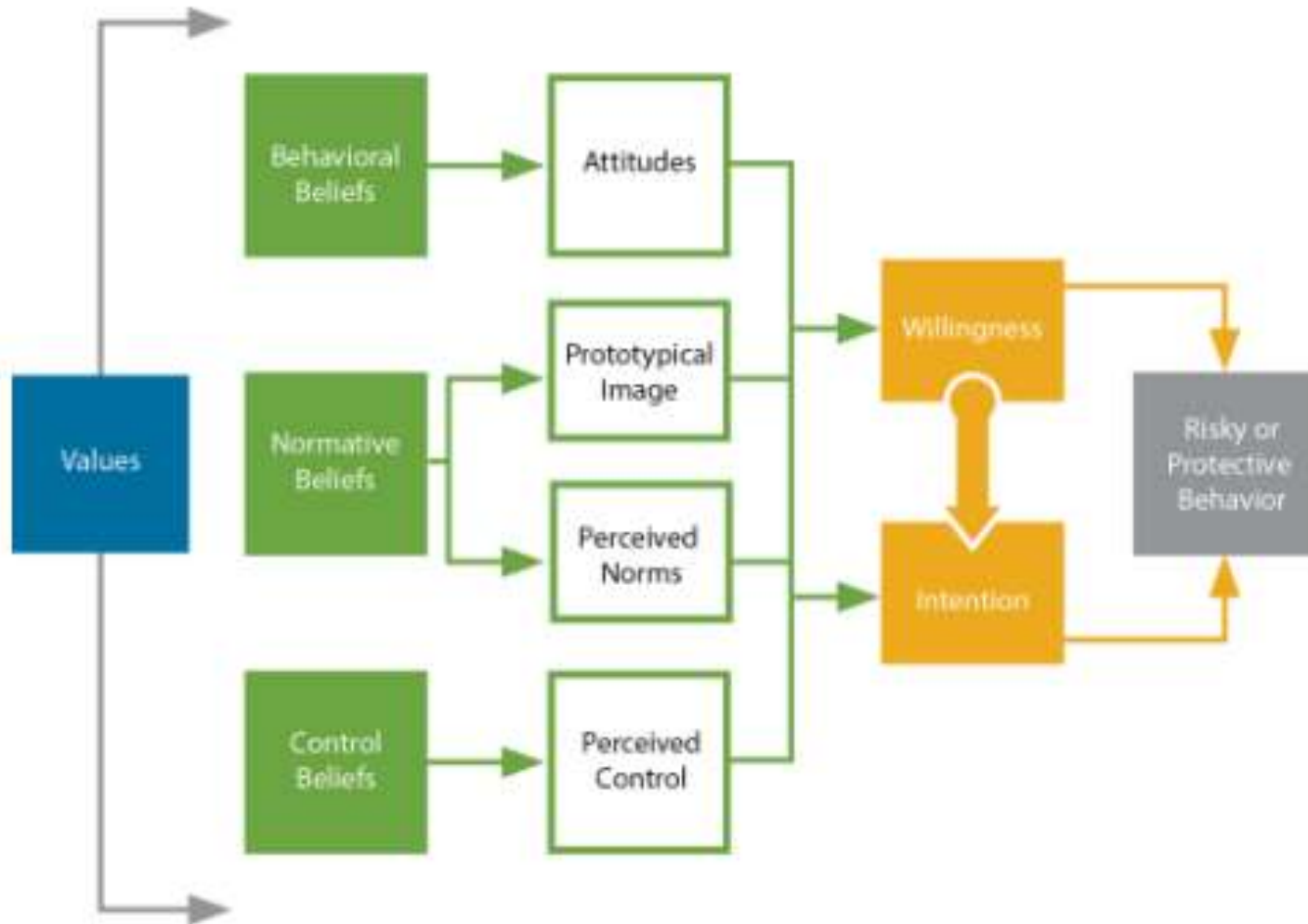


How's the water?





POSITIVE CULTURE FRAMEWORK



SOCIAL NORM MARKETING

Correcting widely held misperceptions about what behaviors are typical and expected.

PROACTIVE TRAFFIC SAFETY CULTURE

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


By engaging the **majority** of people who use Washington roads safely to influence the small group who exhibit risky road user behavior



POSITIVE TRAFFIC SAFETY CULTURE

In Washington, we have many indicators of a strong traffic safety culture.

- Most people (94%) wear seat belts.
- Most people (78%) do not drive after drinking.
- Most people (85%) do not drive after using cannabis.
- Most drivers (91%) keep their focus on the road.
- Most people (64%) intervene to prevent impaired driving, when in such a situation.

A first-person perspective from the driver's seat of a car. The driver's hands are on the steering wheel. The car is on a paved road with a guardrail on the left. In the background, there are green hills and mountains under a cloudy sky. The text is overlaid on the upper half of the image.

Most Washingtonians (74%)
agree the only acceptable
number of deaths
on our roadways is

ZERO

OUR OWN WORKPLACE CULTURE

Agenda Statement:

“WTSC encourages everyone to keep their focus on the road while driving. Please do not join this meeting if you are behind the wheel unless you are parked in a safe location.”



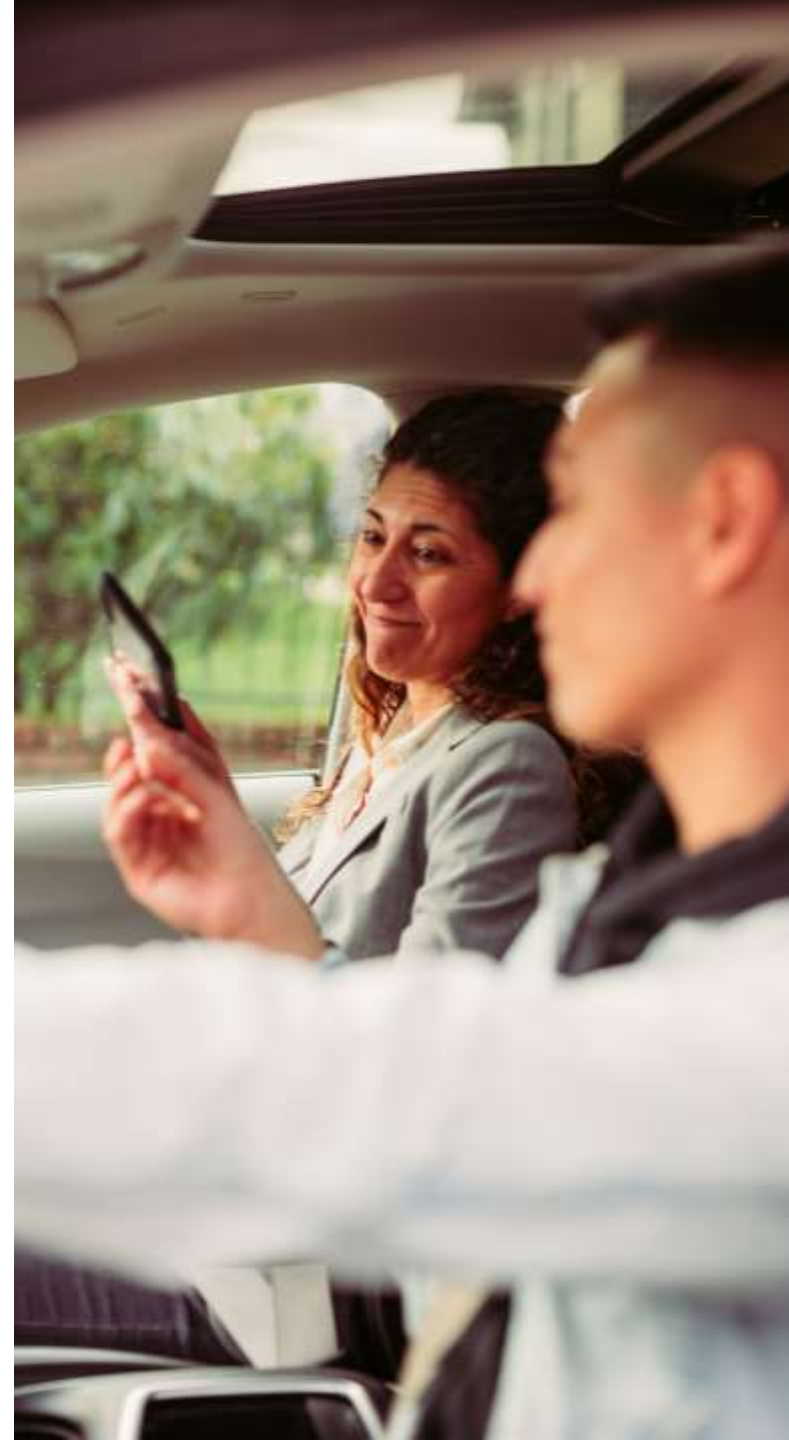
PROACTIVE TRAFFIC SAFETY CULTURE

- Look for and recognize positive safety norms that already exist in Washington
- Engages the majority who use Washington roads safely
- Asks them to have conversations or set policies to influence others to create protective behavior.



COMPLIANCE TO COMMITMENT

- Not just law compliance
- Commitment to safety
- Not just avoiding risk
- Taking actions to keep others safe



COMMUNICATION SPIRIT

- Balances concern with hope
- Taps into universal values
- Corrects misperceptions and amplify the norm
- Considers positive action
- Asks who is the hero?



LESS SCARE, MORE CARE

Scare tactics

- Normalize risky behaviors
- Invoke feelings of fear, aloneness, despair, shame
- Lead to admiring the problem
- Graphic images of death and destruction can re-traumatize

Instead: Show the behaviors we want to encourage







Together We Get There | Friend Like You

<https://vimeo.com/742278168>

<https://www.togetherwegetthere.com/impaired-driving/>





Together We Get There | Focused Driving

<https://vimeo.com/529551993>

<https://www.togetherwegetthere.com/distracted-driving/>



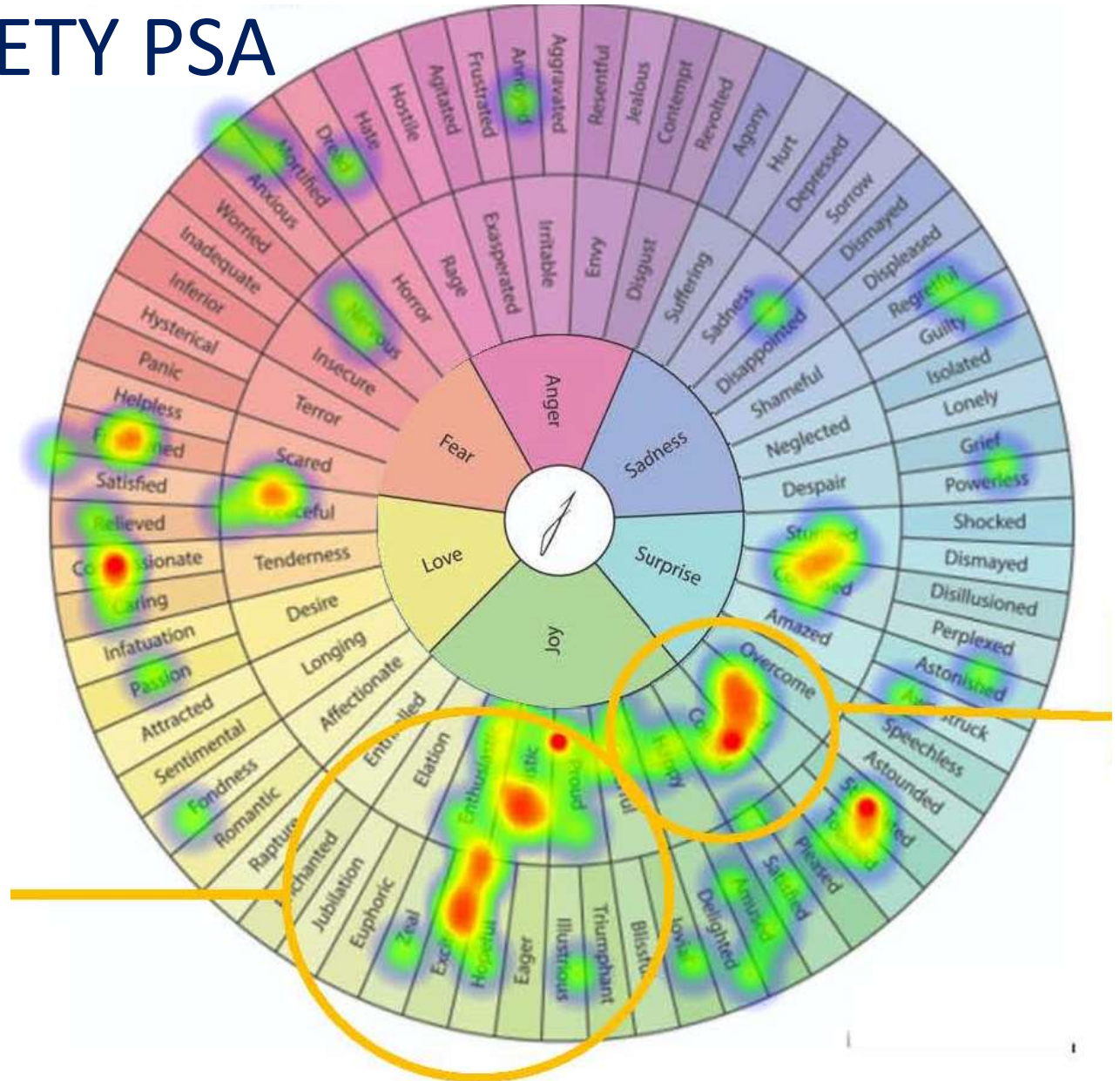
Together We Get There | Foundational

<https://vimeo.com/529551993>

<https://www.togetherwegetthere.com/distracted-driving/>

FOCUS GROUP FEELINGS PROACTIVE TRAFFIC SAFETY PSA

- Excited
- Hopeful
- Enthusiastic
- Optimistic
- Proud
- Content
- Moved



Thank You

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Proactive Traffic Safety Behaviors Across the Social Ecology

Individuals	<ul style="list-style-type: none">• Wear a seat belt• Remind others to wear a seat belt
Schools	<ul style="list-style-type: none">• Clarify school district policies and norms about seat belt use• Establish policies about always wearing a seat belt• Encourage others to always wear a seat belt
Key Leaders	<ul style="list-style-type: none">• Speak up and encourage others to always wear a seat belt
Workplaces	<ul style="list-style-type: none">• Clarify workplace norms about seat belt use• Establish policies about always wearing a seat belt• Implement driver agreements
Law Enforcement	<ul style="list-style-type: none">• Clarify norms about seat belt use• Establish policies about officers always wearing a seat belt• Speak up in the community about the importance of seat belt use