TOGETHER WE GET THERE

Washington’s Approach to Proactive Traffic Safety Culture

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How’s the water?

What’s 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.
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 | Share the Road

https://vimeo.com/620253379
https://www.togetherwegetthere.com/share-the-road/
Together We Get There | Friend Like You
https://vimeo.com/742278168
https://www.togetherwegetthere.com/impaired-driving/
FOCUS GROUP FEELINGS TYPICAL TRAFFIC SAFETY PSA

- Insecure
- Anxious
- Nervous
- Dread
- Horror
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       | • Wear a seat belt  
|                   | • Remind others to wear a seat belt |
| Schools           | • 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       | • Speak up and encourage others to always wear a seat belt |
| Workplaces        | • Clarify workplace norms about seat belt use  
|                   | • Establish policies about always wearing a seat belt  
|                   | • Implement driver agreements |
| Law Enforcement   | • 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 |