


Toward Zero Deaths – A National Challenge: Changing Behavior Through Laws and Safety Culture

Justin McNaull
AAA
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AAA and Traffic Safety

- Core part of founding of AAA in 1902
 - Established school safety patrols in 1920
 - Wrote first driver training book in 1930
 - Advocates and offers programs on wide range of safety topics
- *Teen driver safety*
 - *Child passenger safety*
 - *Senior mobility*
 - *Distracted driving*
 - *Drunk driving*
 - *Truck safety*
 - *Seat belt use*
 - *Pedestrian safety*
 - *Bicycle safety*
 - *Infrastructure improvements/funding*

How To Change Behavior...

- ▶ Take away the option
 - ▶ Make the consequences exceed the benefits
 - Crime and punishment
 - Social stigma
 - Individual responsibility
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How To Change Driving Behavior...

- ▶ Take away the option (TECHNOLOGY)
 - ▶ Make the consequences exceed the benefits
 - Individual responsibility (EDUCATION)
 - Crime and punishment (LAWS)
 - Social stigma (SAFETY CULTURE)
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Individual Responsibility



Heads Up Driving Week: Try it for a week, do it for life



Law and Order



State Texting Bans

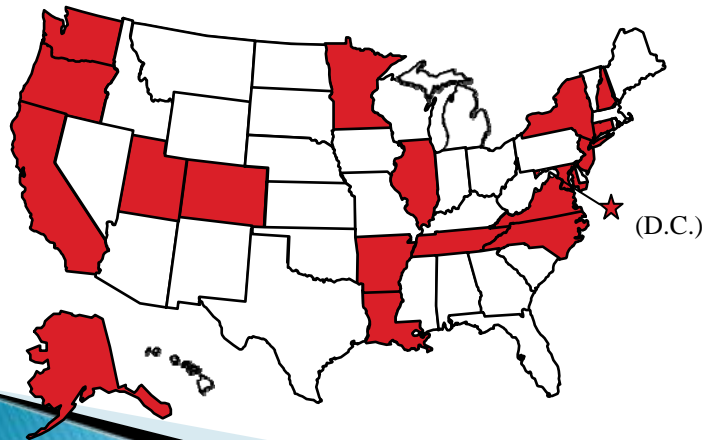
End of 2007



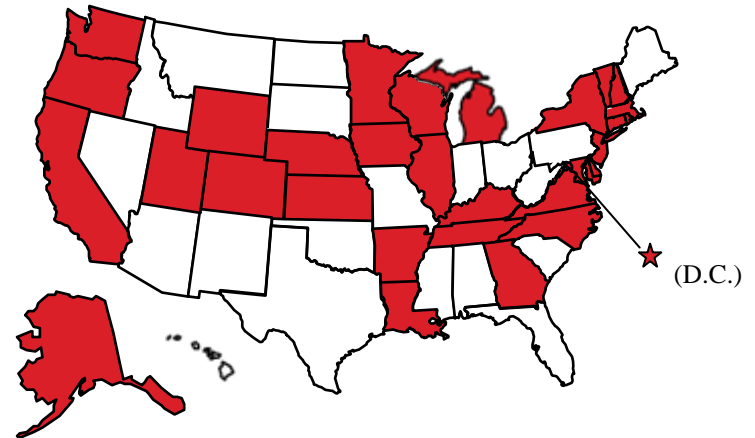
End of 2008



September 2009



March 2011



Handheld Cell Phone Bans

End of 2000



End of 2005



March 2011



Improving Traffic Safety Culture

Distracted Driving, like driving while intoxicated, must be made socially unacceptable



Safety Culture: Survey Findings

- ▶ Strong recognition of dangers
 - 92% of licensed drivers say texting while driving is unacceptable
- ▶ Strong support for laws
 - 80% support passing laws to ban it
- ▶ Yet the behavior endures
 - 24% admit to having done it within the last month

Source: AAA Foundation for Traffic Safety's Traffic Safety Culture Index for 2010

Safety Culture: Challenges

- ▶ Challenges for researchers, policy makers, safety advocates...
 - How to define it?
 - How to measure it?
 - How to explain it?
 - How to get people to care?
 - How to get people to do something about it?
- ▶ Learn more at www.aaafoundation.org

How Bicyclists Can Help

- ▶ Safety Culture
 - As a cyclist
 - As a motorist
 - Share the road
 - Think collective responsibility and benefit
 - Speak up!
- ▶ Legislative:
 - Act as a cyclist
 - Act as a citizen
 - Write, call your legislators
 - Write your newspapers
 - Join other safety groups on other safety issues that impact all road users