

Traffic safety course, 12th June 2024

Promoting safe behaviour through education, campaigns and enforcement

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Identifying and defining the problem

The four E's

Engineering

Education

Enforcement

Evaluation

Education

Education

Change peoples' behaviours, attitudes and norms through:

Driver training and campaigns

Human factors

- **Error:** A wrong rule is applied to achieve a specific goal. Wrong action - right intention.
- **Lapses:** Forget to perform a planned action or carrying out the steps in the wrong order. Wrong action - right intention.
- **Violation:** Any behaviour that deviates from accepted procedures. Wrong action - wrong intention.

Different factors different approaches

Error: Driver training and increased awareness of mistakes

Lapses: Driver training, information about the problem and encourage them to practice more

Violation: The message needs to focus on the motivation underlying unsafe driving practices, for example attitudes and norms.

Violators' attitudes

- Believe that the consequences of the act is of benefit to themselves. For example:
 - get to the destination quicker
 - driving become less boring
 - adjust my driving to other drivers

Violators' subjective norms

- Believe that people important to themselves accept traffic violations
- Perceive the behaviour as normal

Violators' perceived behavioural control

- Believe that they are more skilled than other drivers
- Believe that a driver who can master the car is also a safe driver
- Underestimate their own accident risk
- Overestimate their own driving skills

Driver training and the GDE matrix

(Goals for Driver Education)

	Knowledge and skill	Risk increasing aspects	Self assessment
Goals for life and skills for living	Lifestyle, age, sex, Personality, Group norms, Company culture	Sensation seeking Risk acceptance Safety ignorance Peer pressure	Introspective competence Own preconditions Impulse control
Goals and context of driving	Time planning Route planning Fitness to drive	Alcohol, Stress, Tiredness Rush hour	Own motives influencing choices Self-critical thinking
Driving in traffic	Traffic rules Co-operation Hazard perception Automatization	Speeding Close-following Low friction Vulnerable r.u.	Calibration of driving skills Own driving style
Vehicle control	Car functioning Protection systems Vehicle control Physical laws	No seatbelts Breakdown of vehicle systems Worn-out tyres	Calibration of car-control skills

Pupil centred education

- Problem-based learning.
- Investigative education.
- Group Dynamic exercises.
- Evaluation exercises.
- Insight and self-awareness activities.
- Feedback.

Recommendations

- Focus more on negative group pressure and how young people can avoid this.
- Increase the perception of negative outcomes
- Decrease the perception of positive outcomes
- Discuss the options available and how to implement them

Recommendations

- Increase the support to trainers including further education but also teaching material
- More use of coaching, group discussions and other student centred techniques
- Develop best practices which are based on science

Campaigns

Three key questions

- Whose behaviour are we trying to predict and understand?
- Who are we trying to persuade to change their behaviour?
- Whose change process are we trying to assist and influence?

Campaigns – steps to take

1. Base the campaign on statistics and research
2. Select a specific target audience
3. Translate the overall goal into specific objectives
4. Plan the campaign
5. Formulate the message
6. Ensure rigorous evaluation
7. Disseminate the results

The use of Fear

Result in change:

»They are capable of carrying out the recommended actions

Result in a maladaptive response:

»They feel incapable of performing the behaviour and/or the behaviour is seen as being ineffective

No effect:

»If they perceive themselves as physically invulnerable

Recommendations

- Understand the target groups needs and expectations
- Challenge preconceived ideas
- Make the audience dissatisfied with their own views
- Convince them that their own attitudes are redundant and that the one presented is better
- Remember that fear appeal can have a negative effect

Enforcement

The perceived likelihood of detection

- The chance of being stopped by the police very small

But

- Some used different strategies to avoid the police

Enforcement -Speed cameras



Recommendations

Use a combination of measures, i.e., both cameras and police roadside checks

Besides from speed enforcement focus on:

- Drink driving
- Seat belt usage
- And

Increase enforcement outside schools and at work zones



Thank you!