

# Proactive Traffic Safety Handouts

## What is proactive traffic safety?

Proactive behaviors demonstrating commitment to a safe roadway transportation system.

### *“Proactive”*

“acting in anticipation of future problems, needs, or changes”<sup>1</sup>

“serving to prepare for, intervene in, or control an expected occurrence or situation, especially a negative or difficult one”<sup>2</sup>

Examples of proactive traffic safety behaviors:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

<sup>1</sup> Merriam-Webster Dictionary. “Proactive” accessed April, 2019, <https://www.merriam-webster.com/dictionary/proactive>

<sup>2</sup> Dictionary.com “Proactive” Accessed April, 2019. <https://www.dictionary.com/browse/proactive>

Proactive traffic safety is based on a strong theoretical foundation that originated in \_\_\_\_\_ and is called \_\_\_\_\_.

## Work Across the Social Environment



## Examples of Proactive Traffic Safety Across the Social Environment:

Individual Level:

Family Level:

Workplace/Organization Level:

Community Level:

## Why do we want to grow proactive traffic safety?

1. Creates a shared \_\_\_\_\_ to safety;
2. Encourages proactive behaviors that \_\_\_\_\_;
3. Encourages proactive behaviors that extend beyond one's own safety to support the safety of \_\_\_\_\_;
4. \_\_\_\_\_ to include the large group of safe road users to influence the small group engaging in risky behaviors; and
5. \_\_\_\_\_ existing Strategic Highway Safety Plan efforts.

*Growing proactive traffic safety is an opportunity for traffic safety professionals and stakeholders to create lasting and sustainable improvements in traffic safety.*

### Motivations to Engage in Proactive Traffic Safety

- Individual motivation – Maslow's Hierarchy of Needs (Security)
- For the good of other people
- Perceived norms
- Our perception of capability
- Our sense of comfort and confidence

## How can proactive traffic safety be applied to address specific behaviors in traffic safety?

Notes:

Break Out Group Dialogue:

How could you expand your efforts on your topic areas to include proactive traffic safety?

What specific proactive traffic safety behaviors could be promoted among families, schools, workplaces, and local government to increase protective and safe behaviors in your topic area?

## What resources are available?

[Proactive Traffic Safety Primer](#)

[Proactive Traffic Safety PowerPoint Presentation](#)

[A Conversation Guide](#)

[A Proactive Traffic Safety Poster](#)

[Article](#)

[Final Report](#)

[Book Chapter](#)

Notes on Washington's Approach to Proactive Traffic Safety:

## Break Out Group Dialogue:

How can growing proactive traffic safety help you achieve your desired outcomes?

What are your immediate next steps?