Three Lessons to Support Growing a Traffic Safety Culture Handouts

Lesson # 1. _____

Concern

1. to have an _____ on
   "The problem concerns us all."

2. to be a care, trouble, or distress to
   "Her health concerns me."

Why raise concern?

What is the difference between concern and fear?

Fear appeals can…

1. _____

2. _____

3. _____

> "Humiliation, shame, guilt and angst are not the primary engines of change. Ironically, such experiences can even immobilize the person, rendering change more remote."
>
> Miller, W. R., & Rollnick, S. (2002). *Motivational Interviewing, Second Edition: Preparing People for Change* (2nd ed.). New York: The Guilford Press.

Hope is the "the **perceived capability** to derive **pathways** to desired goals, and **motivate oneself via agency thinking** to use those pathways."

_____ (the will)

_____ (the way)

Why raise hope?

What does raising hope look like?

Our Core Assumption

The _____ exists and is worth growing.

> "If we are going to bring out the human potential at its best, we must first believe in its existence and its presence."
> _Viktor Frankl_

Dialogue

- Introduce yourselves.
- How do you raise CONCERN and HOPE around your issue?

Lesson #2. _____

_____ is "some process over time that enhances our capacity to do something that we really want to do."   *- Peter Senge*

Why embrace learning?

_____ **Challenges**	_____ **Challenges**
The problem and solution are _____	Problem and solution are _____
Focus may be on doing it better	Involves many stakeholders
Involves positional leaders (authority)	Requires learning
Addressing Technical Challenges • Define the problem • Identify the solution • Identify and address barriers • Implement the solution • Strong management	Addressing Adaptive Challenges • Identify the challenge and craft key questions • Disclose threats • Allow new roles to emerge • Conflict may be an opportunity • Challenge assumptions

Heifetz, R. A., Linsky, M., & Grashow, A. (2009). The Practice of Adaptive Leadership: Tools and Tactics for Changing Your Organization and the World. Harvard Business Press.

Learning Process
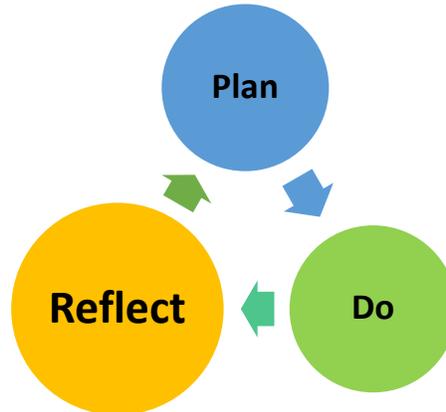
Reflection

- How was the strategy implemented?
    - the way it was designed/planned?

- What worked and what didn't?
    - How do we know?

- How did traffic safety improve?

- What were the unintended consequences?
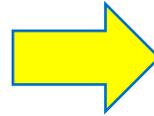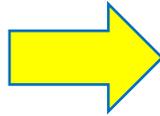
Quieting Three Voices
- ❖ Voice of _____
- ❖ Voice of _____
- ❖ Voice of _____

Scharmer, C. O. (2009). *Theory U: Leading from the Future as It Emerges*. San Francisco, Calif: Berrett-Koehler Publishers.

Dialogue

- Introduce yourselves.
- How can we quiet the voices that may inhibit us from engaging in reflection?

Lesson # 3. _____

Individual Transformation
- _____ our mental models
- _____ our core assumptions

Why cultivate transformation?

Examples of assumptions that need to be challenged
- "Driving on short trips close to home is safer than longer trips away from home; therefore, I don't need to use a seat belt."
- "Using a seat belt is a personal choice."
- "If I ask someone else to use a seat belt, they won't do it."
- Among law enforcement officers: "I won't be able to get out of my vehicle fast enough if I use a seat belt."

Dialogue
- Introduce yourselves.
- What are assumptions that you think might need to be explored or challenged?