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.”

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

| 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

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 ________________


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?