



BANYAN
COLLABORATIVE

2024 Oregon Traffic Safety
Conference

Breakout Session

**Improving Effectiveness of
Countermeasures**

Jay Otto



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We work alongside our clients to create cultures where new ideas and actions emerge and take root, creating effective and lasting positive outcomes.

- Prevention of misuse of substances
- Improving child development
- Traffic safety

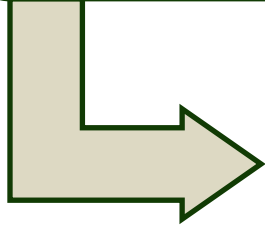
Who's in the Room?

- Law Enforcement
- Engineers
- Public Health
- EMS / Healthcare
- Prosecutors / Judiciary
- Advocacy Groups
- Other

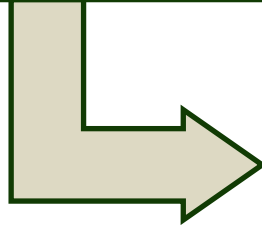
Agenda

Handout

Explore a few ideas about traffic safety culture.



Explore Countermeasures / Strategies



Apply these ideas to identify ways to potentially improve implementation by leveraging a cultural approach



BELIEFS

BEHAVIORS

CONSEQUENCES

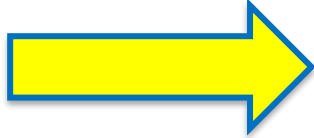
What are the **BELIEFS** that support these BEHAVIORS?

What are the **BEHAVIORS** that lead to these CONSEQUENCES?

What are the **CONSEQUENCES** we are trying to reduce or eliminate?



Beliefs



- “It won’t happen to me”
- “I am above average driver”
- “I can multitask”
- “I won’t get caught”
- “My vehicle will protect me”
- “I don’t know how”
- “Public will not support”
- “It doesn’t matter; people do what they want”
- “It’s up to road users to make safe choices”

Behaviors



- Aggressive driving
- Speeding
- Lack of seat belt use
- Impaired driving
- Distracted driving
- Fatigued driving
- Unsafe designs
- Lack of parent training
- Lack of workplace training
- Lack of enforcement
- Lack of policy/law adoption

Consequences

- Fatalities
- Serious injuries
- Emotional distress/trauma
- Healthcare costs
- Workplace costs
- Mobility costs
- Congestion/delays



Beliefs → **Behaviors** → **Consequences**

Core Idea

Focus on **growing beliefs** to
shift behaviors to
change consequences.



Traffic Safety Culture
shared values and beliefs
of a **group of people**
that influence behaviors
that impact traffic safety





**How do people
develop these
beliefs?**

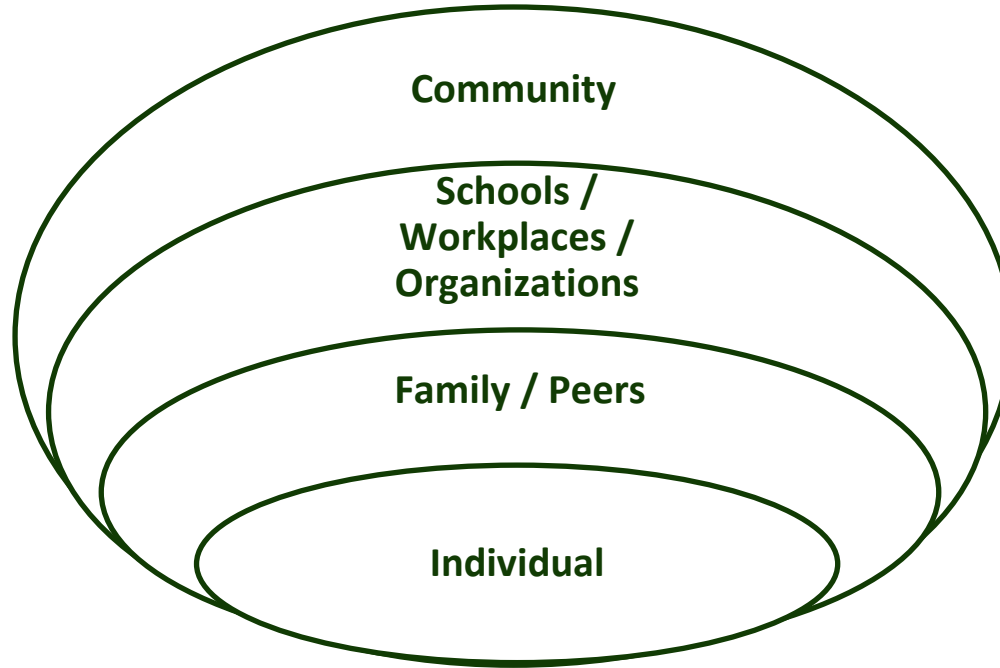


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Oregon's Traffic Safety Culture

Social
Ecology



What are
countermeasures/strategies
currently being used in Oregon?



Countermeasure

- is an intentional experience designed to change **beliefs**

Conversations

(with ourselves and with others)
facilitate **belief** change.

Beliefs → Behaviors → Consequences

3. What **beliefs** is this strategy/
countermeasure
seeking to change?

2. What **behaviors** is this strategy/
countermeasure
seeking to change?

1. What **consequences/
outcomes** is this
strategy/
countermeasure
seeking to change?

3. What **beliefs** is this strategy/
countermeasure seeking to change?

2. What **behaviors** is this strategy/
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1. What **consequences/ outcomes** is this strategy/
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3. What **beliefs** is this strategy/
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countermeasure seeking to change?

2. What **behaviors** is this strategy/
countermeasure seeking to change?

1. What **consequences/ outcomes** is this strategy/
countermeasure seeking to change?

Who	Key Actions	Indicators of Progress
Think of stakeholders across the social ecology.	What actions can this stakeholder take to grow supportive beliefs and behaviors?	What are indicators or measures that show the key actions have been taken?

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Core Idea

Everyone can work
to grow traffic safety culture
by actively engaging
within their circle of influence.



Review

- Think **Beliefs** -> **Behaviors** -> **Consequences**
- **Traffic Safety Culture** – the shared values and beliefs of a group of people that influence behaviors that impact traffic safety
- We learn through our Social Ecology.
- Various stakeholders can work to grow traffic safety culture by actively engaging within their circle of influence.