



# TOGETHER WE GET THERE

Washington's Approach to Proactive Traffic Safety Culture

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Nevada Safety Summit  
September 19, 2022



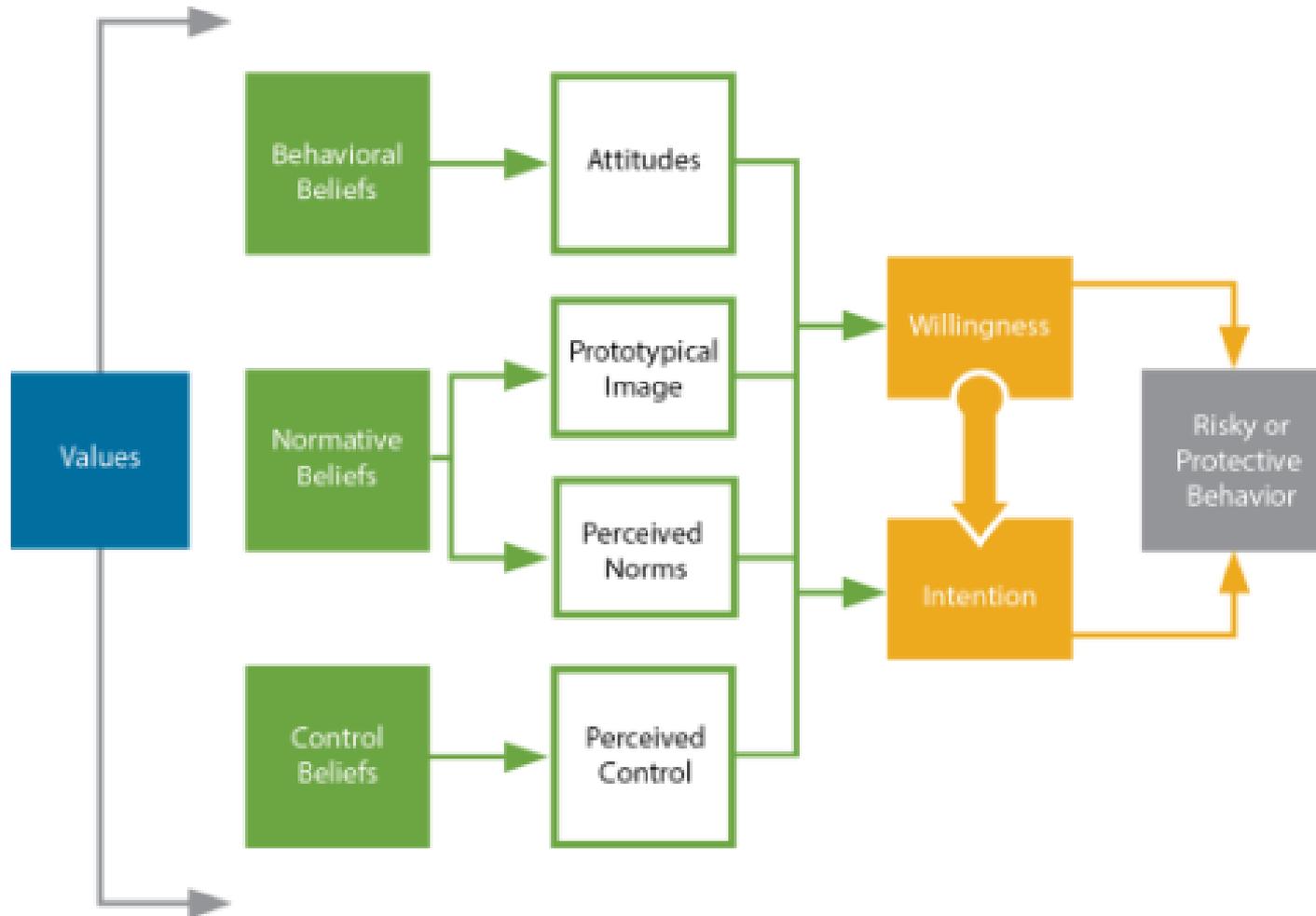


How's the water?





# POSITIVE CULTURE FRAMEWORK



# SOCIAL NORM MARKETING

Correcting widely held misperceptions about what behaviors are typical and expected.

# PROACTIVE TRAFFIC SAFETY CULTURE

**Empowering Behaviors to Reach Our Shared Vision of Zero Deaths and Serious Injuries**

By engaging the **majority** of people who use Washington roads safely to influence the small group who exhibit risky road user behavior



# POSITIVE TRAFFIC SAFETY CULTURE

In Washington, we have many indicators of a strong traffic safety culture.

- Most people (94%) wear seat belts.
- Most people (78%) do not drive after drinking.
- Most people (85%) do not drive after using cannabis.
- Most drivers (91%) keep their focus on the road.
- Most people (64%) intervene to prevent impaired driving, when in such a situation.

A first-person perspective from the driver's seat of a car. The driver's hands are on the steering wheel. The road ahead is a two-lane highway with a guardrail on the left, curving to the right. In the background, there are green hills and mountains under a cloudy sky. The text is overlaid on the upper half of the image.

Most Washingtonians (74%)  
agree the only acceptable  
number of deaths  
on our roadways is

**ZERO**

# OUR OWN WORKPLACE CULTURE

Agenda Statement:

**“WTSC encourages everyone to keep their focus on the road while driving. Please do not join this meeting if you are behind the wheel unless you are parked in a safe location.”**



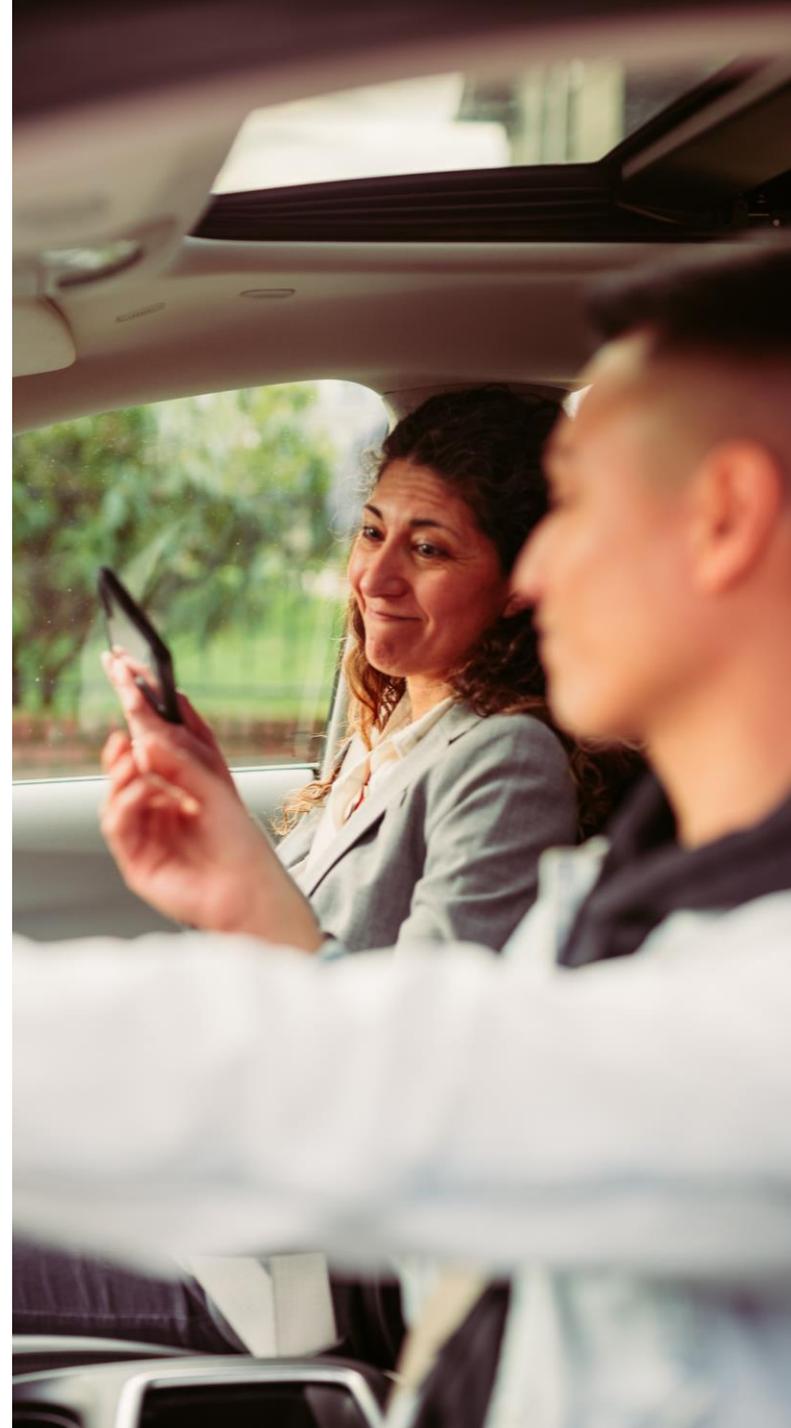
# PROACTIVE TRAFFIC SAFETY CULTURE

- Look for and recognize positive safety norms that already exist in Washington
- Engages the majority who use Washington roads safely
- Asks them to have conversations or set policies to influence others to create protective behavior.



# COMPLIANCE TO COMMITMENT

- Not just law compliance
- Commitment to safety
- Not just avoiding risk
- Taking actions to keep others safe



# COMMUNICATION SPIRIT

- Balances concern with hope
- Taps into universal values
- Corrects misperceptions and amplify the norm
- Considers positive action
- Asks who is the hero?



# LESS SCARE, MORE CARE

## Scare tactics

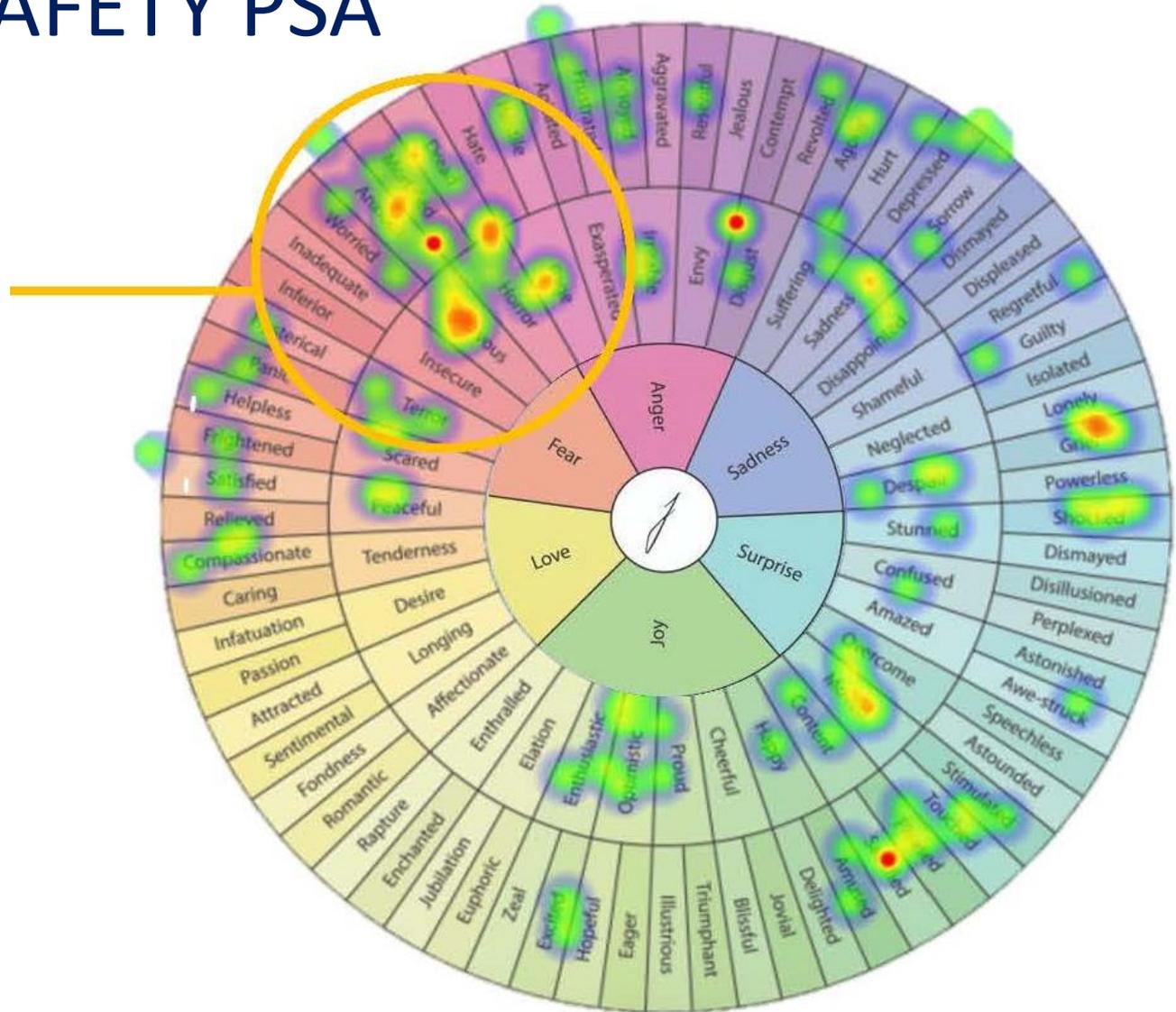
- Normalize risky behaviors
- Invoke feelings of fear, aloneness, despair, shame
- Lead to admiring the problem
- Graphic images of death and destruction can re-traumatize

**Instead: Show the behaviors we want to encourage**



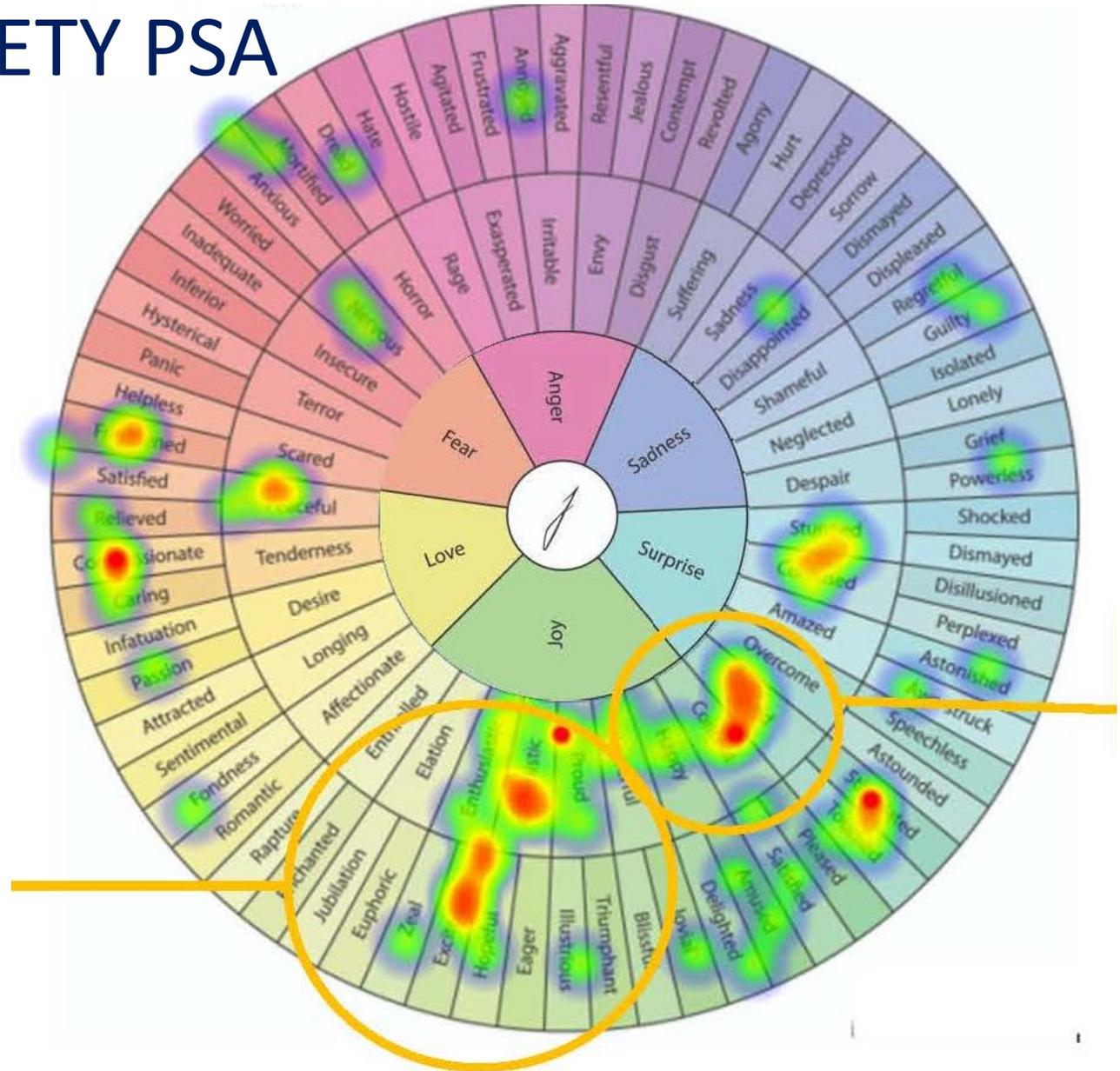
# FOCUS GROUP FEELINGS TYPICAL TRAFFIC SAFETY PSA

- Insecure
- Anxious
- Nervous
- Dread
- Horror



# FOCUS GROUP FEELINGS PROACTIVE TRAFFIC SAFETY PSA

- Excited
- Hopeful
- Enthusiastic
- Optimistic
- Proud
- Content
- Moved





Together We Get There | Share the Road

<https://vimeo.com/620253379>

<https://www.togetherwegetthere.com/share-the-road/>



Together We Get There | Friend Like You

<https://vimeo.com/742278168>

<https://www.togetherwegetthere.com/impaired-driving/>





Together We Get There | Focused Driving

<https://vimeo.com/529551993>

<https://www.togetherwegetthere.com/distracted-driving/>



Together We Get There | Foundational

<https://vimeo.com/529551993>

<https://www.togetherwegetthere.com/distracted-driving/>

# Thank You

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# VIDEO LINKS

- TWGT <https://vimeo.com/511347308>
- Dist <https://vimeo.com/529551993>
- Share <https://vimeo.com/620253379>
- Friend <https://vimeo.com/742278168>
- MCS <https://youtu.be/HLSExaG2XFM>
  
- <https://www.togetherwegetthere.com/>