

Traffic Safety Culture and the Safe System Approach to Achieve Vision Zero

Nicholas J. Ward

Director of the Center for Health and Safety Culture
Professor of Industrial and Management Systems Engineering,
Montana State University

Currently, there is growing interest in the role of culture in traffic safety. Specifically, traffic safety culture is viewed as being an essential part of a safe system approach to reach the vision of zero traffic fatalities and serious injuries. Traffic Safety Culture can be defined as **“the shared belief system of a group of people, which influences road user behaviors and stakeholder actions that impact traffic safety.”** This presentation will discuss and give examples of strategies based on a model of traffic safety culture. This presentation will also discuss the role of traffic safety culture in establishing a safe system to support Vision Zero. In contrast to traditional approach to traffic safety, these key components ensure that improvements in traffic safety are sustainable over time.