



Promoting Positive Traffic Safety Culture

Louisiana Impaired Driving Symposium
July 26, 2023

Jay Otto, Principal Scientist, Co-Director



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About the Center for Health and Safety Culture

We are an interdisciplinary center serving communities and organizations through research, training, and guidance to cultivate healthy and safe cultures.



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Core Issues



Traffic Safety



Substance Misuse



Domestic Violence



Child Wellbeing

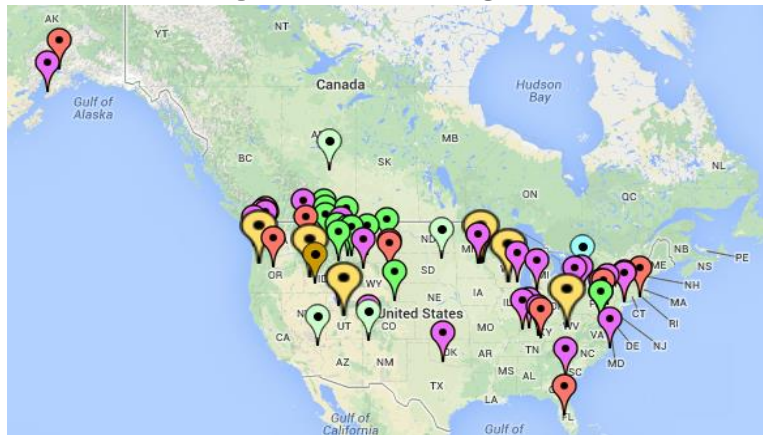


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Map of Projects



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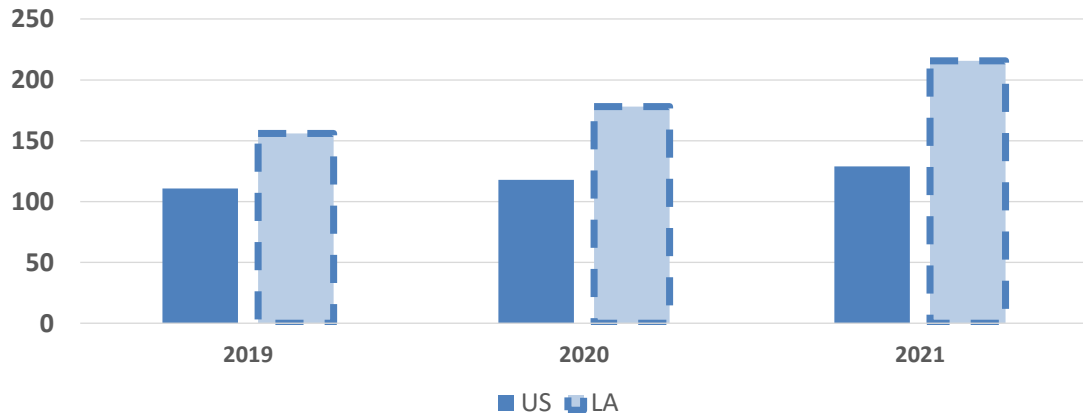
"Never doubt that a small group of thoughtful committed individuals can change the world.

In fact, it's the only thing that ever has."

Margaret Mead

Concern

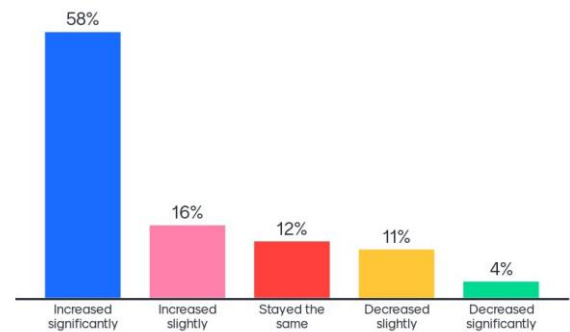
Roadway Fatality Rates (per 1M population)



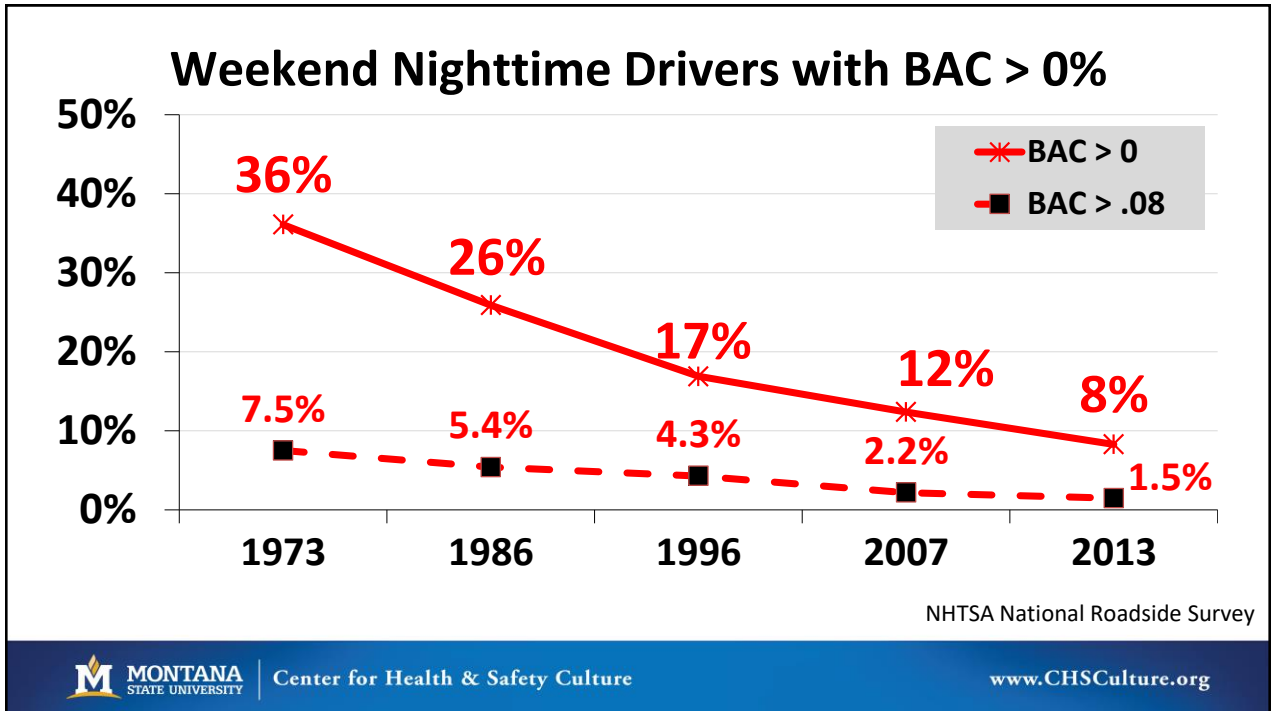
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How has the percentage of weekend night-time drivers with any alcohol in their blood changed in the past 40 years?

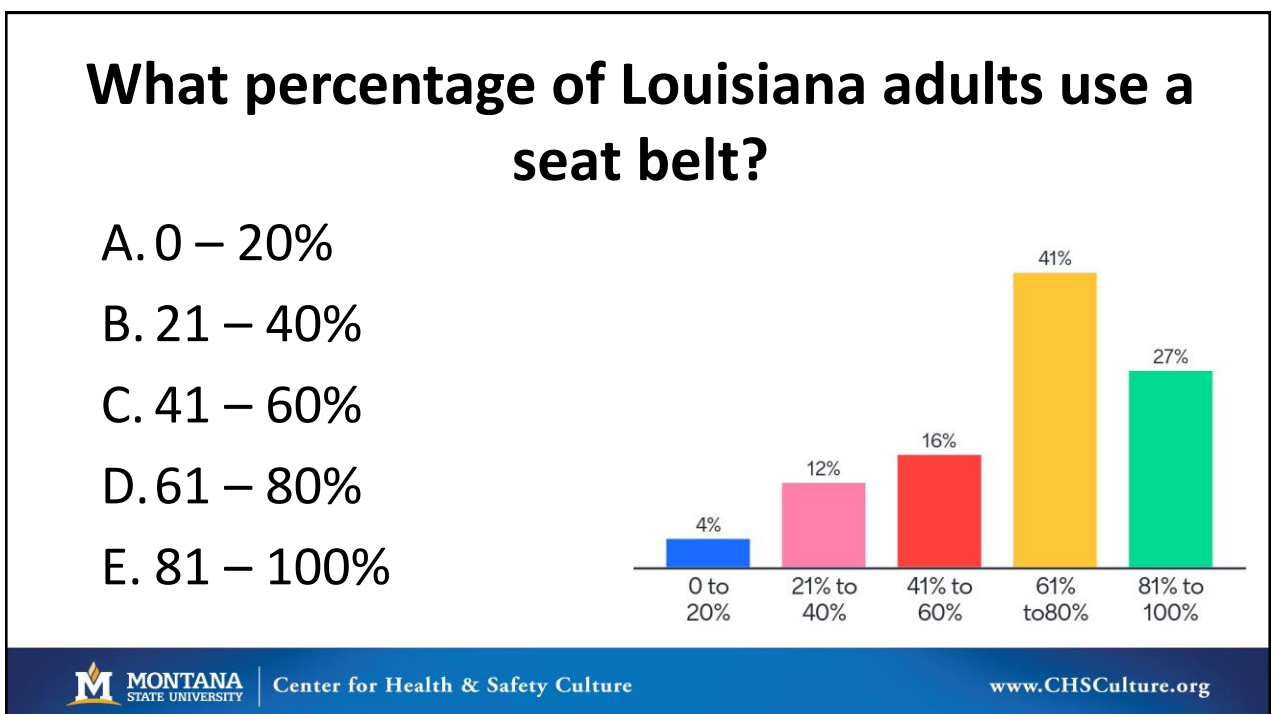
- A. Increased Significantly
- B. Increased Slightly
- C. Stayed the Same
- D. Decreased Slightly
- E. Decreased Significantly



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86%

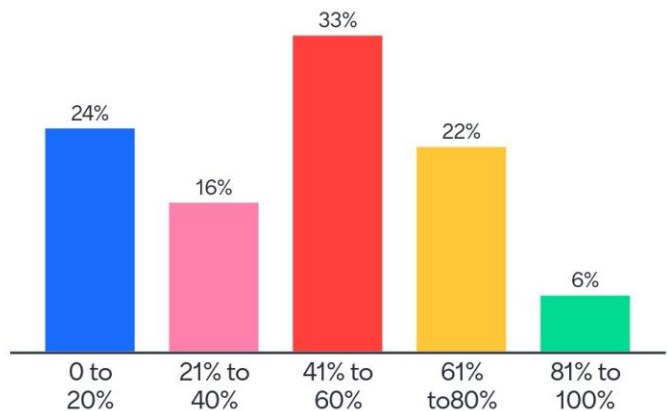
Louisiana Seat Belt Use Rate

2021. Louisiana Seat Belt Observation Study

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What percentage of Louisiana adults drove under the influence of alcohol in past 12 months?

- A. 0 – 20%
- B. 21 – 40%
- C. 41 – 60%
- D. 61 – 80%
- E. 81 – 100%



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8.5%

Reported driving under the influence of **alcohol** in the past 12 months

National Survey on Drug Use and Health (NSDUH), 2018-19

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8.5%

Reported driving under the influence of **alcohol** in the past 12 months

National Survey on Drug Use and Health (NSDUH), 2018-19

3.3%

Reported driving under the influence of **marijuana** in the past 12 months

National Survey on Drug Use and Health (NSDUH), 2018-19

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8.5%

Reported driving under the influence of **alcohol** in the past 12 months

National Survey on Drug Use and Health (NSDUH), 2018-19

500,000

episodes **PER MONTH** in Louisiana

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Public Health Concern

500,000

episodes PER MONTH
in Louisiana

Positive Culture

91%

of adults in Louisiana
do NOT drive under the
influence of alcohol



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Take-Away

Too many people
drive after drinking
or using marijuana

CONCERN

MOST people in
Louisiana do **NOT**
drive after drinking
or using marijuana

HOPE



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Our Core Assumption



The
POSITIVE
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

Define Hope

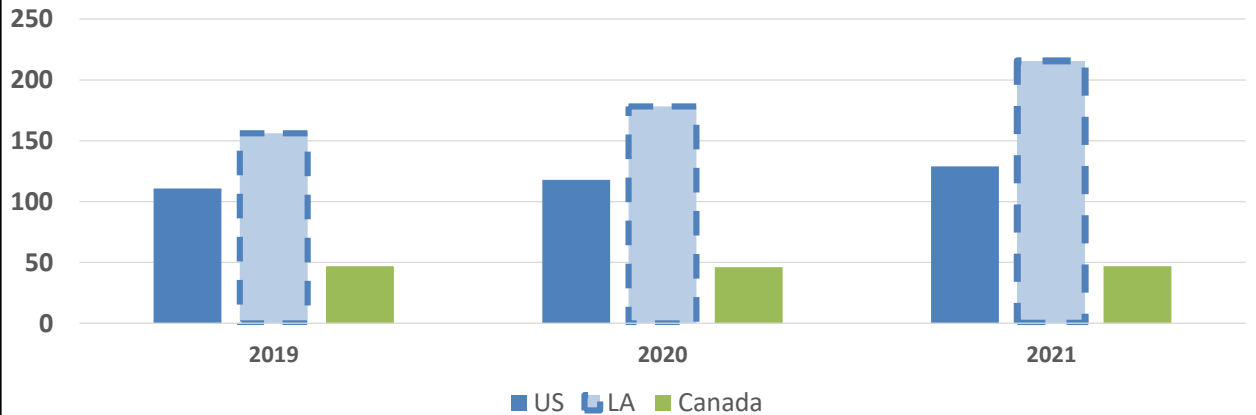
“the **perceived capability** to derive **pathways** to desired goals and **motivate oneself via agency thinking** to use those pathways.”

- **Willingness to move forward** (the will)
- **Seeing a path forward** (the way)

Snyder, C. R. (2002). Hope Theory: Rainbows in the Mind. *Psychological Inquiry*, 13(4), 249–275.

Concern and Hope

Roadway Fatality Rates (per 1M population)



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4 Actions YOU Can Take

1. Leverage your **POSITIVE CULTURE**



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West Virginia – It's Who We Are



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UT Together for Life



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Washington Traffic Safety Commission – Together We Get There Campaign



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4 Actions YOU Can Take

1. Leverage your **POSITIVE CULTURE**
2. Begin conversations NOW about **0.05 BAC**



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UT Decreased BAC to .05

“the study’s findings indicate that passage of the .05 per se law had demonstrably positive impacts on highway safety in Utah.”

“alcohol sales and per capita consumption appeared to continue their increasing trends under the new law as did tourism and tax revenues.”

Berning, A. (2022, February). *Evaluation of Utah’s .05 BAC per se law* (Traffic Tech Technology Transfer Series. Report No. DOT HS 813 234). National Highway Traffic Safety Administration.



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4 Actions YOU Can Take

1. Leverage your **POSITIVE CULTURE**
2. Begin conversations NOW about **0.05 BAC**
3. Partner with those working on **UAD prevention**



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4 Actions YOU Can Take

1. Leverage your **POSITIVE CULTURE**
2. Begin conversations NOW about **0.05 BAC**
3. Partner with those working on **UAD prevention**
4. Advocate for **increasing access to treatment**



Increasing Access to Treatment

387,000 adults

in Louisiana

needing but not receiving treatment
for alcohol substance use disorder

NSDUH, 2021



4 Actions YOU Can Take

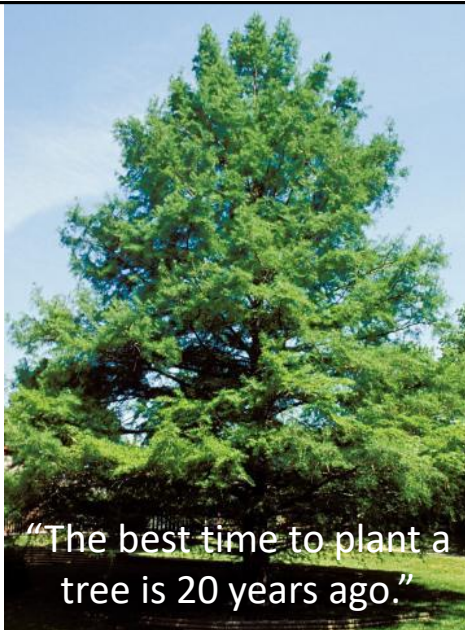
1. Leverage your **POSITIVE CULTURE**
2. Begin conversations NOW about **0.05 BAC**
3. Partner with those working on **UAD prevention**
4. Advocate for **increasing access to treatment**



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“The best time to plant a tree is 20 years ago.”



“The second-best time to plant a tree is today.”



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Thank you!

Contact Us

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