

Driving Behavioral Change in Traffic Safety

2016 Summits: February 5, 10, 18, and 23; March 1, 10-11



(<http://www.nhtsa.gov>)

Motor vehicle crash fatalities are rising. Simply stated, this Summit is a call to action for highway safety practitioners and all those who are interested in saving livings and stopping injuries and crashes on our Nation's roads. NHTSA is leading the charge with a new strategy on human choices: "Driving Behavioral Change in Traffic Safety."

AGENDA

February 5

February 10

February 18

February 23

March 1

March 10-11

Driving Behavioral Change in Traffic Safety

Location: U.S. DOT Headquarters | Washington, DC

Day 1

7:45 – 8:30 a.m.

Registration

Visitor Desk – Front Lobby

8:30 – 9 a.m.

Welcome and Opening Remarks

Speakers: Jeff Michael, Ed.D., NHTSA Associate Administrator for Research and Program Development;

Mark R. Rosekind, Ph.D., NHTSA Administrator

9 – 10 a.m.

Examining Core Strategies: The Current Status of Behavioral Safety Countermeasures

Goals: Setting the stage for today's discussion, this session will highlight the range of behavioral countermeasure strategies used in traffic safety through the years and the experiences of those in the field implementing these strategies.

Moderator: Laura Dunn, Manager of Research and Communications, AAA Foundation for Traffic Safety

Presenters: Amy Berning, Senior Research Psychologist, National Highway Traffic Safety Administration

Panelists: Lora B. Hollingsworth, Chief Safety Officer, Florida Department of Transportation; Ronal Serpas, Professor of Practice, Loyola University New Orleans

Break 10 – 10:15 a.m.

10:15 – 11:25 a.m.

Exploring Potential Alternative Evidence-Based Strategies for Changing Behavior

Goals: Examine evidence-based practices in other disciplines that might be applied to traffic safety countermeasures and programs.

Moderator: Kathleen Ballard, Highway Safety Specialist, NHTSA Impaired Driving Division

Presenters: Erin Sauber-Schatz, Ph.D., M.P.H., Transportation Safety Team Lead, CDC's National Center for Injury Control and Prevention; Gregg Haifley, Director, Federal Relations, American Cancer Society Cancer Action

Network

Panelists: Georges Benjamin, M.D., Executive Director, American Public Health Association; David Abrams, Ph.D., Professor, Department of Health Behavior and Society, Johns Hopkins Bloomberg School of Public Health

11:25 a.m. – 12:10 p.m.

Lunch

Atrium, Ground Floor

12:10 a.m. – 1:10 p.m.

Keynote Speaker

Cass R. Sunstein, Robert Walmsley University Professor at Harvard Law School; former Administrator of the White House Office of Information and Regulatory Affairs

1:10 – 2:35 p.m.

Making it Work: Analyzing the Feasibility of Alternative Evidence-Based Strategies

Goals: Consider potential alternatives and examine the potential of translating strategies from other disciplines to traffic safety.

Moderator: Maria Vegega, Ph.D., NHTSA, Chief, Occupant Protection Division

Presenters: Jim Hedlund, Ph.D., Principal Highway Safety North; Federico Vaca, M.D., M.P.H., Professor and Vice Chair, Department of Emergency Medicine, Yale School of Medicine

Panelists: Jana Simpler, Director, Delaware Highway Safety Office; Andrea Gielan, Sc.D., Sc.M., Director, Johns Hopkins Center for Injury Research & Policy; Adrian Lund, Ph.D., President Insurance Institute for Highway Safety; Ann Dellinger, Ph.D., Chief, Home, Recreation and Transportation Safety Branch, National Center for Injury Prevention and Control

Break 2:35 – 2:50 p.m.

2:50 – 4:20 p.m.

Redesigning Success: The Promise of Innovative Approaches

Goals: Explore the promise of innovative and yet-untested ideas for changing traffic behaviors.

Moderator: Noah Smith, M.P.H., Program Analyst, NHTSA Office of Emergency Medical Services

Roundup: Innovation Highlights From Five Regional Behavioral Safety Forums

Maggi Gunnels, Ph.D., NHTSA Associate Administrator for Regional Operations and Program Delivery

Presenters/Panelists: Kien Lee, Principal Associate/Vice President, Community Science; Amir Zonozi, Chief Strategy Officer, Zoomph; Steve Ander, Senior Managing Consultant, Gallup

4:20 – 4:30 p.m.

Day 1 Recap

Goals: Wrap-up of key points learned during the day's discussions.

Presenter: Jeff Michael, Ed.D., NHTSA Associate Administrator for Research and Program Development

Day 2

7:45 – 8:30 a.m.

Registration

Visitor Desk – Front Lobby

8:30 – 8:50 a.m.

Looking Forward

Goals: Framing the Day 1 highlights in the context of where we want to go.

Presenter: Jeff Michael, Ed.D., NHTSA Associate Administrator for Research and Program Development

8:50 – 10:30 a.m.

Defining a Long-Term Vision for Traffic Safety

Goals: Discussion of a vision for traffic safety in 25 years and possible pathways toward that goal.

Moderator: Jeff Michael, Ed.D, NHTSA Associate Administrator for Research and Program Development

Presenters: Matts-Åke Belin, Ph.D., Traffic Safety Strategist, Swedish Transport Administration; Tom Gage, CEO and Managing Director, Marconi Pacific

Break 10:30 – 10:45 a.m.

10:45 – 11:35 a.m.

Hey, What's the Big Idea?

Goals: Discuss how trends and disciplines such as Big Data, Behavioral Economics, and Behavioral and Social Sciences can be leveraged to help bend the injury and fatality curve toward zero.

Moderator: Rory Austin, Ph.D., NHTSA Chief, Injury Prevention Research Division

Panelists: Hyunsoo Chang, Associate Fellow, Social and Behavioral Sciences Team, National Science and Technology Council; Chris Greer, Ph.D., Director, Smart Grid & Cyber-Physical Systems Program Office, National Institute of Standards and Technology; Jonathan King, Ph.D., Program Director and National Institutes of Health Science of Behavior Change Common Fund, Co-Coordinator, National Institute on Aging; Daniel Morgan, Chief Data Officer, U.S. Department of Transportation

11:35 a.m. – Noon

Closing Remarks

Goals: Outlining the vision and the next steps to achieving the vision.

Presenter: Mark R. Rosekind, Ph.D., NHTSA Administrator

Other NHTSA Sites (<http://www.nhtsa.gov>)

Safecar.gov (<http://www.safecar.gov>)

TrafficSafetyMarketing.gov (<http://www.trafficsafetymarketing.gov>)

EMS.gov (<http://www.EMS.gov>)

911.gov (<http://www.911.gov>)

Distraction.gov (<http://www.Distraction.gov>)