

Implementing effective safety measures requires understanding the difference between

CULTURAL SAFETY

and

ACTUAL SAFETY

WHAT PEOPLE CONSIDER RISKY OR SAFE



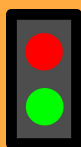
- Social construction
- Described by rhetorics
- Appeals to emotions

Studies show that people consider the same activity to be riskier if they think the reason for doing it is morally unacceptable (Thomas et al 2016)

AFFECTED BY

- Morality
- Media
- Traffic safety agencies

BINARY SCALE



- Makes no distinction between risk levels other than "safe" or "dangerous"
- Makes no distinction between effective and ineffective safety measure

"If it saves one life, it's worth doing"

Doing the right thing – Safety rituals

Maintaining status quo while doing "something" about safety

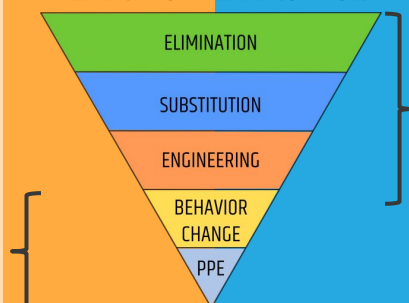
IDEOLOGICAL OBJECTIVES

- Morality
- Conservatism

CARRIED OUT BY REQUIRING BEHAVIOR CHANGE FROM INDIVIDUALS

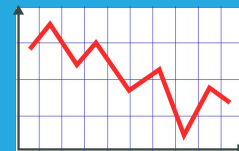
- Road safety campaigns
- Personal protective equipment (PPE)
- Measures with little or no proven effect on injury rates

HIERARCHY OF HAZARD CONTROLS



WHAT ACTUALLY IS RISKY OR SAFE

- Mathematical concept
- Described by numbers
- Appeals to logic



DEFINED BY

- Physics
- Real world data

1500 kg

80 kg

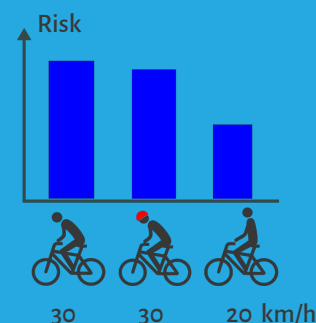


50 km/h

20 km/h

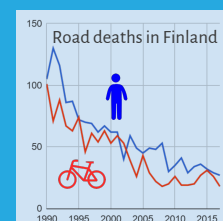
CONTINUOUS SCALE

- Various risk levels can be compared
- Effectiveness of different safety measures can be compared



SAFETY OBJECTIVES

- Reducing collision rates
- Reducing death and injury rates



CARRIED OUT BY STRUCTURAL CHANGES

- Removing danger (car-free areas)
- Reducing danger (lower speeds)
- Safer street design
- Safety standards for vehicles
- Proven effective safety measures