Index

Accessibility universals, 256
Accuracy, 69
Active management by exception, 195–196
Active strategies, 12
Adolescent driving, 14
Adolescent sexual risk behaviors, 119
Agents, 7
Alcohol use, 50
“All or nothing” phenomenon, 298
Altruism, 158
Anthropological approaches to culture, 264
Anthropologists, 193, 265
Anti-drink-driving advertising campaigns, 279–282, 287
Anti-federalists, 134
Anti-speeding advertising campaigns, 283–288
“Apfel, Zitrone” intervention, 59
Apprehension-based traffic law enforcement practices, 125–126
Artifacts, 32, 184 symbols, 183
Association for Safe International Road Travel (ASIRT), 9
Assumptions, 27, 77
Attitudes, 27, 42–43, 72–73, 97–99
attitude-oriented indicators, 118 and behavior relations, 300
implicit and explicit attitudes, 50
instrumental and emotional components of, 50
Auditing, 237
Australasian New Car Assessment Program (ANCAP), 233
Australian experience, 276
changing communication landscape, 288–291
drink driving and speeding, 279–288
road safety advertising’s role from TSC perspective, 276–278
Australian jurisdictions, 280
Australian National Survey of Community Attitudes to Road Safety, 284
Australian road safety campaigns, 310
Australian Transport Council (ATC), 146, 275
Automotive technology organization, 238–239, 242
Avant-garde medical text, 10
Backward-looking responsibility, 48
Band-Aid® solutions, 225
Basic Fatigue Management (BFM), 243
Beach Roads (advertisement), 285
Behavioral change techniques (BCTs), 51
Behavioral Risk Factor Surveillance System (BRFSS), 69
Behavioral/behavior(s), 27, 32, 44, 70, 71, 97, 192–193, 199
associations between PWM constructs, 52–54
behavior-based interventions, 225
beliefs, 27, 45, 49, 73, 267–268, 304
change, 49–50, 135–137, 225–226
civic virtue, 158
costs, 223
disentangling factors determining, 49
factors derived from PWM, 54
factors derived from TPB, 50–52
hazards, 130
health-related, 46, 52
health-risk, 46
informing interventions to change, 85–87
level of internalized values, 54–57
prevalence of, 79–82
relationships between, 82–84
self-monitoring, 246
Beliefs, 32
acceptance, 28
behavioral, 27, 45, 49, 73, 267–268, 304
control, 27, 45, 49, 57, 76–77, 268–269, 304
effects, 28
elicitation studies, 304
evaluation, 28
informing interventions to change, 85–87
normative, 45, 49, 75–76, 268, 304
origins, 26–29
prevalence of, 79–82
relationships between, 82–84
religion, 266–267
systems, 25–26, 27
Belonging, 291
“Best practice” approach, 239
in workplace road safety, 224
Billboards, 288
Blood alcohol content (BAC), 279
Booze Bus (advertisement), 280
Borkenstein’s Grand Rapids study results, 266
Bottom-up intervention, 225
Brain Drain—Drinking Kills Driving Skills
(advertisement), 279
“Brake fade”, 234
Brasilia Declaration, 253–254
“Buddy” training system, 235
Bureaucratic cultures, 155
Bush Telegraph, 282
Business targets, 239
Calculative safety culture, 154
Calculative stage, 154
Causal connection, 118
Causation, 48
Causes, Ecology and Prevention of Traffic Accidents, The (Roberts), 10
Centers for Disease Control and Prevention (CDC), 4–5, 8
Centralization, 182
Chain of Responsibility (CoR), 229, 230
for safety, 239
Change Curve program, 206–208
Change management, 202
and changing culture, 201–203
Changing communication landscape, 288–291
Civic republicanism, 134
Civic virtue behavior, 158
Civil Rights Act, 136
Classic epidemiological triad, 6–7
Cognitive appraisal processes in persuasion, 307–309
Cognitive component, 118–119
Cognitive costs, 223
Collaborative leadership, 182
Commercial heavy vehicle fleets, 229
Communication, 43–44, 55
changing communication landscape, 288–291
dimension, 209
solid communication process, 200
Communicator, 44
Community, 134–135, 202
behavior, 174
community-based policy and program initiatives, 131
community-nursing organization, 242
transport organization, 235
See also Consensus oriented community participation
Community culture, 130
supporting change in space between, 183–185
Community level, 179
objectives, 178
Community participation central role in Traffic Safety Culture (TSC)
created and consensus oriented community participation, 137–141
current conditions and possibilities of participation, 131–137
safety culture, 130
Compliance, 44–46
direct means of gaining, 269
interventions at level of, 58–59
Compliance and Enforcement legislation (C&E legislation), 230
Computerized in-vehicle early warning systems, 14
Connectedness, sense of, 291
Conscientiousness, 158
Consensus oriented community participation, 137
conditions, 139–140
developing criteria, 140
generate options, 140
weigh options against criteria, 141
Contemporary partisanship, 135
Contingent reward, 196
management, 196
Control
over behavior, 269
beliefs, 27, 45, 49, 57, 76–77, 268–269, 304
control-averse culture, 99
over outcomes, 269
Coordination technique, 177
Coping appraisal, 308
Corporate social responsibilities, 227, 240–241
strategies, 240
Could peer-to-peer education, 126
Courtesy, 158
Crash
critical reason for, 24
factors, 24–25
road, 222
traffic, 23–24, 222
Critical beliefs analysis, 304
Critical self-reflection, 260
Cross-cultural scope, 260
“Cultivate self-directed responsibility for safety”, 161

Foucault’s approach, 258, 259
Foundational approaches to change, 203
eight-stage change process, 204–206
phases of planned change, 203–204
4WD operator, 237
Framing hypothesis of theory, 308
Freight operators, 236
Freight routes, 231
Freight services organization, 242
Friends don’t let friends drink and drive campaign, 282, 288
Full-range leadership model, 194
transactional leadership,
195–196
transformational leadership,
196–198
Functional
dimensions, 57–60
magnetic resonance imaging,
202–203
markets, 177
universals, 256–257
G-force events, 238
Gains, 308
in road safety, 225
Gamification, 59
Generative safety culture, 154
Geography, 96
Global Plan for Decade of Action, 254
Governmentality, 258–261
Grades drivers, 239
Gross Vehicle Mass (GVM), 231

Habits, 57
formation, 52
Habitualization, 51–52
Haddon Matrix framework, 8
Hazards
behavioral, 130
domain systems, 175
system, 130
Health
behavior change, 300
behaviors, 49
health-related advertising messages, 300
health-related behaviors, 46, 52
health-risk behaviors, 46
and safety, 141
Healthy People, and Objectives for the Nation, 7
Healthy People 2020, 7–8
Heath & Heath (2010), 211
Heavy vehicle fleets, 229–231
operators, 235–236
Heavy Vehicle National Law Act 2012 (HVNL), 229, 231
Helmets, 97
High-income countries (HICs), 252, 261
transfer of HIC best practice in development agenda,
253–254
High-risk driver behaviors, 68
Highly risk-motivated group, 303
HIV/AIDS risk behaviors, 301
Host factors, 7
Human behavior, 25
Humanitarian crisis for low- and middle-income countries (LMICs), 253
Humor, 308, 309
Humorous approaches, 310
Idealized influence, 197
Identification, 44–45
interventions at level of, 59
and PWM, 46–47
Immigration, 15
Immunization programs, 4
Implicit association test (IAT), 50
Implicit attitudes, 50
In-vehicle telematics systems, 237
Individual(ism), 98–99, 120, 185
individual-level factors, 223
individualized attention, 198
individualized consideration, 198
initiative, 159
responses, 311–312
safety-relevant behavior, 110
Industrialization, 134–135
Industry-wide safety programs, 240
Infectious diseases, 4
Inflexible deadlines for drivers, 230
Informing interventions to change beliefs and behaviors, 85–87
Injunctive norms, 45–46
Injury, 146
Injury Control Research Centers (ICRCs), 8
Inspirational motivation, 197, 201
Institutionalization culture, 98
Institutionalized social order, 106–107
Instrumental “best practice” programs, 131
Instrumental attitude, 99
Instrumental components of attitudes, 50
Instrumentation strategy, 123
Integrated media campaigns, 299
Intellectual stimulation, 198, 201
Intention, 25–27, 71–72
Internal policies, 232
culture management, 238–240
equipment standards, 232–234
hierarchy of road safety strategies, 232
operations management, 236–238
personnel behavior management, 234–236
Internalization, 44, 47–48
culture, 98
interventions at level of, 59–60
level of internalized values, 54–57
Intervention, 245
Interviewer-interviewee “transaction”, 264
Investment oriented indicators, 118

Join the Drive to Save Lives (JTD) campaign, 289–290
Journey planning, 236, 237

Karma, 257, 268
Keep the Bromance Alive (advertisement), 288
Kelman’s experimental scheme, 45
Laissez-faire leadership, 194–195
Large-scale survey, 96–97
Laser (advertisement), 285
Law enforcement, 35, 68, 89, 125–126, 174, 259, 277
Leader, 194, 198
Leadership, 181–182
behaviors, 193, 198
coaching, 246
impact on organizational culture, 194
impact on safety culture, 194
management vs., 193
paradigm, 196
and relationship to culture, 192
skill, 246
throughout organization, 199–201
at top—full-range leadership model, 194–198
Learning behavior, 130
Legislated driver record-keeping requirements, 230–231
Legitimacy, 51, 132
Legitimize risky behavior, 106–107
Level of compliance, 261
Level of internalized values, 54–55
mindfulness, 56–57
safety ethos, 55–56
Levels of attitudinal change, 43–44
attitudes, 44–45
compliance and TPB, 45–46
degree of attitudinal change, 43–44
identification and prototype willingness model, 46–47
internalization, mindfulness, and ethos of safety, 47–48
Levels of value integration, 42–43
Levels of value internalization, 43, 58
Leveraging behavior change, 266
Light vehicle fleets, 231–232
Linear regression models, 84
Logbook or similar system, 234
“Loss”, 308
Low-and middle-income countries (LMICs), 252, 257
application of Traffic Safety Culture (TSC) to, 258
broader context of traffic safety in, 261–263
humanitarian crisis for, 253
methodologies for characterizing and measuring TSC, 263–266
specific considerations for TSC application to, 266–269
variations among specific characteristics in, 258–266
Low-level speeding, 286
Mandatory driver induction training programs, 235
Maritime survey and consultancy organization, 243
Market theory, 177
Mass limit violations, 230
Mates Motel campaign, 282
Meaning search process, 28
“Mental scaffolding”, 25
Message mediums, 289
message (content)-related characteristics, 305–310
outcomes, 312–313
self-efficacy, 308
“Message acceptance”, 307, 308
“Message rejection”, 307, 308
Meta-analysis, 299
Metallurgical coal miner and exporter organization, 241
Mindfulness, 47–48, 56–57
Mobile radar (advertisement), 285
Mobility, 96–97
Moral action, 201
Mothers Against Drunk Driving (MADD), 10
Motor Accident Commission (South Australia), 288
Motor vehicle injuries, 5–9
travel, 5, 13
“Motorization” of America, 5
Multi-sector coordination, 11
Multifactor Leadership Questionnaire instrument (MLQ instrument), 197
Multiple message mediums, 289
Muscle cars, 120

National Center for Injury Prevention and Control (NCIPC), 8
National contextual factors, 96
National Driver Work Diary System, 230–231
National Heavy Vehicle Regulator (NHVR), 230–231
National Highway Traffic Safety Administration (NHTSA), 8–9
National Highway Transportation Administration, 173–174
National meteorological authority, 233, 235, 237, 239
National Motor Vehicle Crash Causation Survey (NMVCCS), 24
National Road Safety Partnership Program (NRSPP), 226
Negative approaches in road safety, 309–310
Negative images, 54
Network Administrative Organization (NAO), 178–181
Network leadership, 181–182
Network response
  change in space between organizational and community cultures, 183–185
  complex environment of traffic safety, 174–177
  implications of networks and culture for change and development, 186–187
  network coordination structure, 177–181
  operational features, 181–182
Neutralization techniques, 106–107, 110
No accident/the wife (advertisement), 286
Nonsupportive culture, 152
Nontraditional stakeholders, 33
Normative beliefs, 45, 49, 75–76, 268, 304
Normative elements, 50–51
Normative rationale, 133–135
Nowhere to hide campaign, 280

Occupational driving, 223
On-board telematics, 237
One-way broadcasting approaches, 288
Online campaigns, 288–291
Online communication, 288
Only a little bit over campaign, 280
Open-ended continuous process, 206
Operating costs, 241–243
Operations management, 236–238
Optimism bias, 51
Organization culture, 130, 183–185
Organization(al) assumes responsibility, 199–200
challenges, 200
change in space between community cultures and, 183–185
change programs, 206
citizenship behavior, 153
compliance, 159
culture, 202
design and development, 208–209
flywheel effect, 210–211
leadership, 155, 194, 199
leading change at level, 208–209
loyalty, 159
mastering change curve, 206–208
moral action, 201
participates in transformation, 200–201
recent thoughts on change models in, 209
safety participation, 153–155
safety research, 150
scenario thinking, 211–213
serves, 200
transformation, 201, 210
Organizational citizenship behavior (OCB), 155
dimensions of safety citizenship behavior, 158–160
research on safety citizenship behavior, 156–158
safety citizenship behaviors,
safety culture and safety climate, 160–162
Outcome evaluation, 312
Overconfidence, 51
Passive strategies, 12
Past behavior role, 51–52
Path analysis, 56
Pathological safety culture, 154
Perceived behavioral control, 27, 76
Perceived norm, 27
Perceived susceptibility, 307, 311
Perception
  perceptions of deterrence, 279
  risk, 96–97
  of road users safety
    performance, 107–108
  of seriousness of behavior, 302
  workers’ perceptions of role-behavior expectancies, 225
Performance-Based Standards scheme (PBS scheme), 231
Personal acceptance of norms, 51
Personal concern, 108, 112
Personal susceptibility, 307–308
Personnel behavior management, 234–236
Persuasion
  cognitive appraisal processes in, 307–309
  role of threats and emotion in, 305–306
Physical environment, 30, 130
Physical threat, 281
  of car crashes, 278
  physical-threat-based advertisements, 285
Plan of Action, 253
Planned change phases, 203–204
Planning, 237
Police Car (advertisement), 280
Political/politics
  culture, 134
  effect, 119
  factor, 133
  political/organizational desirability, 264
traffic safety as, 131
Population-level road safety approaches, 223
Portfolio approach, 118
Positive approaches, 309–310
Positive emotions, 309
Positive images, 54
Positive safety culture, 239
Post-analysis of safety data, 237–238
Practical rationale, 132–133
Practitioners implications for, 125–126, 164 recommendations for, 213–214
Pragmatic driving, 261
Pragmatic trip scheduling, 236
Pre-existing individual characteristics, 302–304
Precursor event, 26, 28
Prediction, 32
Prevention strategies, 223
Principal component analysis, 105
Proactive safety behaviors, 161–162 culture, 154
Proactive strategies, 148, 162
Process evaluation, 312
Profitability, 225
Prospect Theory, 308
Protection Motivation Theory (PMT), 307
Prototype willingness model (PWM), 46–47 associations between PWM constructs, 52–54 factors derived from, 54
Prototypical/prototypes, 57 favorability, 47 image, 27, 73–75, 268 similarity, 47
Psychological/psychology models of decision making, 46 qualitative research in, 265 symbolic behavior, 136–137 theories, 42–43, 45
Psychosocial approaches, 254–258
Public goods, 177
Public health, 4, 6–7 building culture of safety, 11–13 Center for Disease Control (CDC), 8 defining traffic safety as problem, 5 efforts in US, 7 future challenges and opportunities, 13 grassroots and global health contributions to traffic safety, 9–10
Healthy People 2020, 7–8 public health and highway safety collaboration, 10–11 special populations, 14–15 State Health Departments, 9 technologies, 14 trade-offs between safety and mobility, 13–14 vision for traffic safety culture, 6
Public organizations, 180
Public policy maker, 118
Quantification approach, 56
Quantitative approach, 56
Quarry supplier organization, 241
Queensland Department of Transport and Main Roads, 280, 282, 287, 289–290
Queensland Police Service, 283
Queenslanders, 290
Radio, 288
  advertising, 289
Random breath testing (RBT), 279
Reactive safety culture, 154
Reasoned path, 46
Reciprocal Safety Culture Model, 162
Reciprocal supervisor–employee relationship, 153
Reconstruction campaign, 286
Refreezing phase, 204
Regression models, 84–85
Regulatory control, 231
Reinforcing approach, 277, 279, 299
Reliability, 69
Religious beliefs, 266–267
Remuneration, 239
Representativeness, 69
Reputation, 243–244
Resistance, 207
to change, 202–203
Response efficacy, 285, 300, 305, 308, 311
Responsibility assumption, 199–200
Restraint systems, 97
Rider and elephant model, 211
Risk
  attitudes, 106–107, 109
  behavior, 24–25, 60
driving, 303
management, 147–149
perceptions, 96–97
Road crashes, 222
Road fatalities and injuries, 252
Road infrastructure development, 254
Road safety, 253
  advertising’s role from TSC perspective, 276–278
  agencies, 289
  space for drunk driving in Ghana, 264
  space for helmet wearing in Vietnam, 263
  training, 235
  World Health Organization’s (WHO) Global Status Report, 222
  See also Workplace road safety
Road safety advertising campaigns, 288, 297–298
design, 299–310
evaluation, 310–313
stated objectives, 298
  See also Workplace road safety
Road safety outcomes, 108–109
  results of regression analysis, 114
  standardized factor scores, 113
Road Safety Space Model (RSSM), 261–263, 269
Road Traffic Act (2012), 229–230
Road Traffic Regulations (2014), 229–230
Road trauma, 146, 222
Road users safety performance, perceptions of, 107–108, 110
Roads and Transport Authority (RTA), 279
Robust
  “knowledge bank” of tools and resources, 226
  maintenance, 234
  positive correlation, 125
Role-behavior expectancies, workers’ perceptions of, 225
Rough road surfaces, 238
Safe behavior, 269
Safe conduct, 47
Safe system
approach, 223–224, 226
thinking, 224
Safeguarding compliance, 59
Safer road(s)
and roadsides, 224
users, 224
Safer speeds, 224, 287
Safer vehicles, 224
Safety, 43, 225
auditing, 236
civic virtue, 160
climate, 160–162
compliance behaviors, 161–162
ethos, 47–48, 55–57
legislation, 155
participation, 151
policy and practice, 225
programs, 184
safety-check policy, 234
safety-related risk management,
156
technology and enforcement
acceptance, 99, 108
values, 223
Safety citizenship behavior, 146
complementary paradigm to
safety culture, 163
implications for practitioners,
164
model, 162
organizational citizenship
behavior and, 155–162
risk management, 147–149
Social Exchange Theory,
152–153
theory and practical
application, 152
Safety culture, 130, 160–162,
225–226
behavior, 146–147
dependent stage of, 154
independent stage of, 154
interdependent stage of, 154
leadership’s impact, 194
and level of organizational
safety participation,
153–155
and safety climate in driving
safety, 149–152
Safety Culture Maturity Model,
153–155, 164
Save LIVES Road Safety
Technical Package, 254
Scenario thinking, 211–213
Scientific disciplines, 6
Seatbelts, 302–303
See the Light campaign, 280
Self-development, 159
Self-enforcement, 260
Self-exerted behavioral control,
107, 110
Self-identity, 29–31
Self-report survey, 304
Self-reported behavior, 66–67, 96
Senior management support, 239
Shared belief system, 32
Short Schwartz Value Survey
(SSVS), 77–78
Situational control, 51
Situational factors, 51
Skepticism, 134
“Slow down and enjoy ride”
message of advertisement,
287
Slow down stupid campaign, 287
Slow down/don’t rush/allow time to
drive slowly message of
advertisement, 287
Slow-mo campaign, 286
Small marine survey and
consultancy organization,
235
Smoking, 12
Snow-depth-catalyzed variation, 123
Snow-depth-instrumented analysis, 124

Social
and behavior change, 291
body, 29
change, 135–137
cohesion, 118
context, 30–31
control, 99
desirability, 264
ecology, 34–36
engagement, 134–135
environment, 30–32, 130
factor, 97, 133
identity, 29–30
images, 54
media campaigns, 288–291
nature, 46
pain, 29
phenomenon, 120
psychological theories of persuasion, 300
reaction path, 46
stratification, 262
symbolic behavior, 136–137
system, 98
theory, 48
threat, 278, 281
“Social and cultural” factors, 262
Social Attitudes to Road Traffic Risk in Europe (SARTRE), 96–97
SARTRE 4 project, 96
Social capital, 118
actually improving traffic safety, 121–124
affect traffic safety, 119–121
effects, 118
existing options and new approaches, 125–126
trust, 119
Social Exchange Theory, 152–153, 163–164
Socialization, 28–29, 98
Socio-demographic background factors, 303–304
Socio-psychological constructs, 98
Sociocultural factors, 175
Solid communication process, 200
Speed Cameras (advertisement), 285
Speed enforcement, 284
Speed tolerances in Australia, 283
Speeding, 223, 230, 278–288, 302
Speeding: No one thinks big of you (advertisement), 286–287
Sportsmanship, 158
Stakeholders, 35, 179
State health departments, 9
State-of-play with campaign evaluation, 310–311
Statistical methods, 304
Steel manufacturing organization, 239–240
Step approach to Message Design and Testing (SatMDT), 297, 301
message (content)-related characteristics, 305–310
pre-existing individual characteristics, 302–304
Stereotype threat, 304
Stewardship, 160
Structural component, 118–119
Structured participatory processes, 132
Sudden braking, 238
Superstitions, 266–267
Supportive culture, 152
Surveys, 68
grouped items to themes and type, 100–105
items to operational concept, 98–99
Sustainable Development Goals (SDGs), 253
road safety targets, 253–254
Sustained behavior, 130
System hazard, 130

Targets for road safety, 253
“Technologies of domination”.
See “Technologies of power”
“Technologies of power”, 259
“Technologies of self”, 259–260
Telematics, 236, 238
Television, 288
Text-messaging, 56
Thematic analysis, 227
Theories of persuasion and behavior change, 300–301
Theorists’ Workshop model, 301
Theory of action, 42
Theory of planned behavior (TPB), 45–46, 57, 301
behavioral change interventions and, 49–50
factors derived from, 50
implicit and explicit attitudes, 50
instrumental and emotional components of attitudes, 50
normative elements, 50–51
past behavior role, 51–52
role of sanctions, 51
situational factors and situational control, 51
Third-party regulation, 227
heavy vehicle fleets, 229–231
light vehicle fleets, 231–232
strategies, 230, 234
Threats, 278
appeal, 306
appraisal, 307
of diseases, 4
in persuasion, 305–306
threat-based messages, role of, 306–307
“3 E’s” in road safety, 377
360 degree feedback, 246
Tollway operator, 241
Top-down intervention, 225
Toward Zero Deaths (TZD) National Strategy, 6
Towards Zero campaign, 290
Tracy (advertisement), 285
Trade-offs between safety and mobility, 13–14
Traditional traffic safety approaches, 224
Traffic
crashes, 23–24, 222
fatalities, 121
injuries, 4–5
law enforcement operations, 125–126
participants’ attitudes, beliefs, and behaviors, 96–97
rules, 96
Traffic safety, 5, 23–24
complex environment, 174–177
components, 24
concerns, 176
grassroots and global health contributions to, 9–10
in LMICs, 261–263
as politics, 131
Traffic safety culture (TSC), 32–33, 42, 65, 96, 117–118, 202, 252, 262, 276, 299
analyzing, 78
belief origins, 26–29
belief systems, 25–26, 27
crash factors, 24–25
disentangling factors determining behavior, 49–57
humanitarian crisis for LMICs, 253
implications for practitioners, 57, 269–270
implications for researchers, 269–270
informing interventions to change beliefs and behaviors, 85–88
interventions at level of compliance, 58–59
interventions at level of identification, 59
interventions at level of internalization, 59–60
Kelman’s conceptual scheme, 42–43
key components of combined model representing TSC, 66
levels of attitudinal change, 43–48
measuring, 66
model predicting willingness and intention, 255
potential methods, 68–70
prevalence of beliefs and behaviors, 79–82
principles, 22–23
proposed model predicting willingness and intention, 67
psychosocial approaches, 254–258
question design, 70–78
question development process, 78
relationships between beliefs and behaviors, 82–84
relative frequencies of beliefs about crash risk, 71
social ecology, 34–36
social environment, 30–31
social identity, 29–30
specific considerations for application of TSC to LMICs, 266–269
systematic list of factors, 57–58
theorizing, 98
traffic safety, 23–24
Traffic Safety Culture (TSC)-based program of strategies, 87–89
transfer of HIC best practice in development agenda, 253–254
variations among specific characteristics in low- and middle-income countries (LMICs) context, 258–266
vision for, 6
Traffic-related behaviors, 50
Transactional leadership, 195–196
Transformation, participates in, 200–201
Transformational leadership, 196
behaviors, 196
idealized influence, 197
individualized consideration, 198
inspirational motivation, 197
intellectual stimulation, 198
Transformative approach, 286
Transforming, 277, 285
approaches, 281–282, 299
transforming-type approaches, 279
Transition to governmentality, 260
Translation, 265
Transport(ation), 130
agency, 138
carrier organization, 242
and logistic organization, 238
Transport Accident Commission (TAC), 280
Stop anti-drink driving advertisement of 2000, 282
Transport services company, 235
organization, 239
Trust, 119, 122
Unfreezing stage, 203–204
United Nations (UN) Decade of Action for Road Safety plan, 253–254
United State (US), public health efforts in, 7–9
Unlawful conduct, 230
Urban fatal traffic incidents, 124
Urbanization, 134–135
Utility vehicle hire fleet, 237
Validity, 69
Values, 27, 77–78, 267
Vehicle miles travel (VMT), 4
Vehicle simulation system, 235
Vehicle tracking, 236
VicRoads, 281
Vision Zero, 6, 55, 290
policy, 48
Voice, 160
Wear-out effects, 289
Weick’s concept of heedfulness, 48
Weigh options against criteria, 141
Western, Educated, Industrialized, Rich, and Democratic societies (WEIRD societies), 257
Western approach to religion, 267
Western Australian “Chain of Responsibility” (CoR), 229–230
What’s your Plan B? campaign, 282
Whistleblowing behaviors, 160
Wicked problems, 174–177, 181
Willingness, 25–27, 53–54, 57, 71
Winners and Losers (advertisement), 281
Wipe off 5 campaign, 286
Work-related drivers, risk factors for, 223
Work-related road deaths, 222
safety, 147
Workers’ perceptions of role-behavior expectancies, 225
Workplace culture, 238
Workplace Health and Safety regulations (WHS regulations), 227
Workplace road safety benefits of road safety policies, 241–244
case study focus distribution, 228–229
enforcement, 235
limitations, 246–247
method, 226–227
practical implications, 245–247
prevention strategies, 223–224
results, 227–241
strategy hierarchy, 230
See also Road safety advertising campaigns
World Health Organization (WHO), 5, 23, 146, 253, 302
Written account, 265
Zero Deaths Highway Safety Strategy, 174
“Zero tolerance” enforcement policy, 125–126