



Session

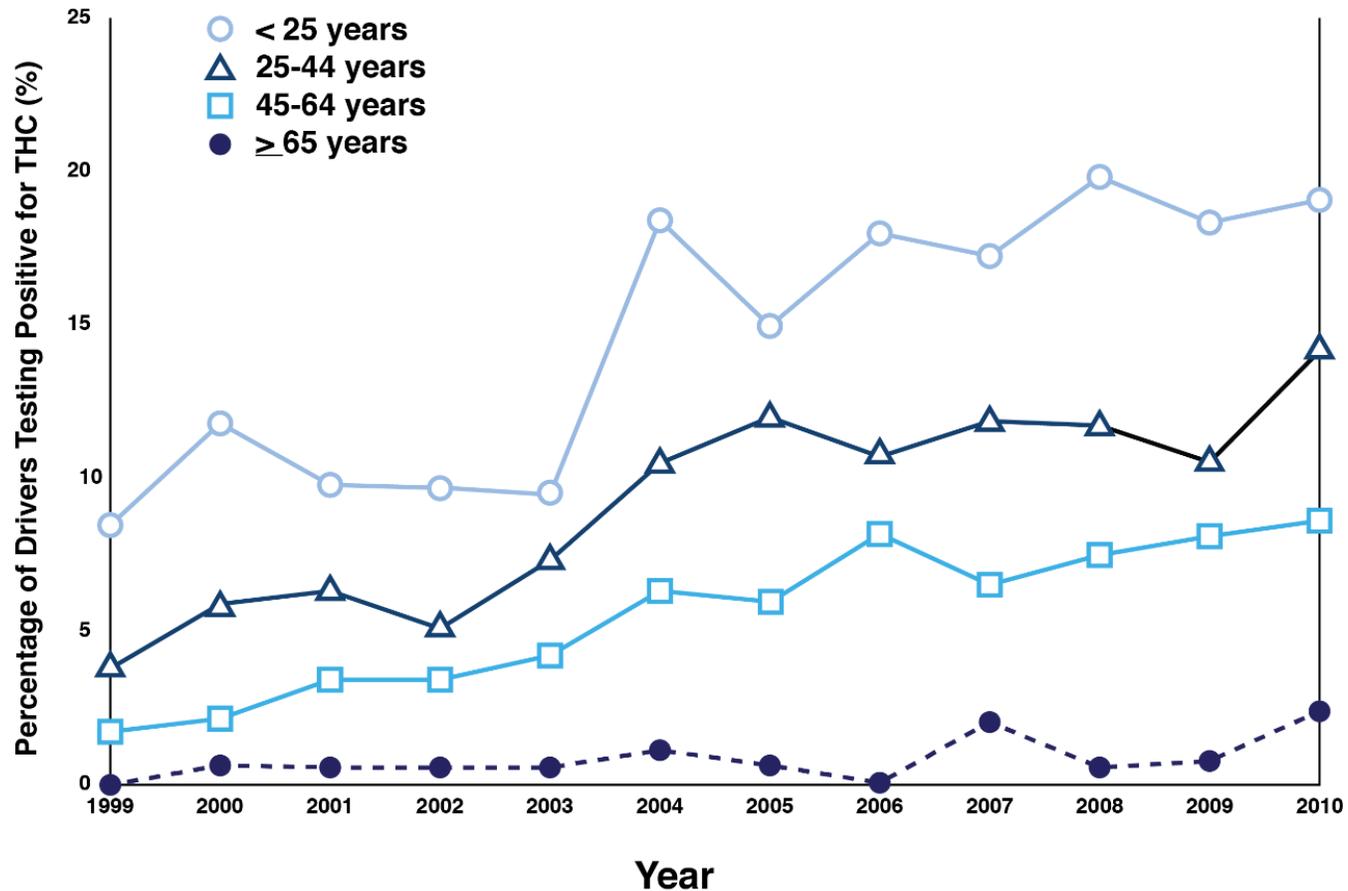
Traffic Safety Culture and DUIIC: Exploring commercial drivers.

Professor Nicholas Ward

Director, Center for Health and Safety Culture

Commercial Vehicle Safety Summit (2019), Northampton, MA.

Cannabis



Percentage of THC-positive drivers killed in crashes as a function of driver age (Brady and Li 2014).

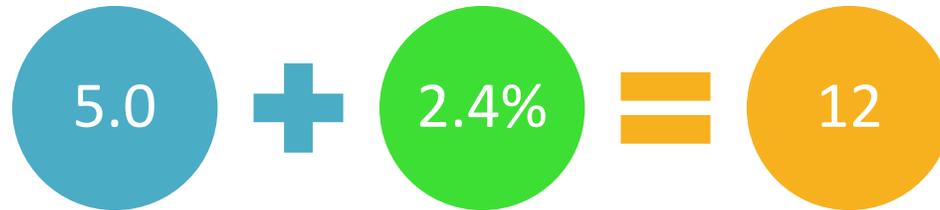
Harm



CANNABIS



DEPRESSANTS



Traffic Safety Culture

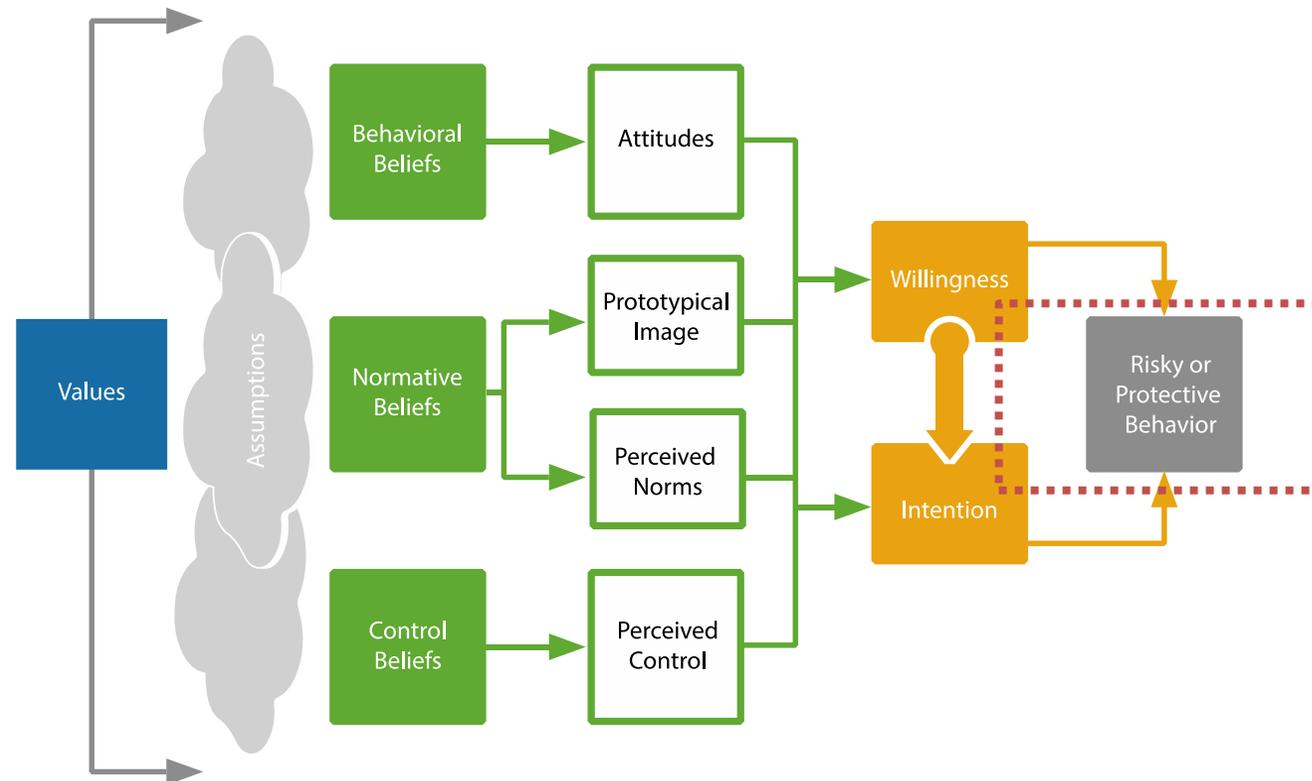
*“The **system of beliefs** shared among groups of users and stakeholders that **influence their decisions** to behave or act in ways that affect safety (risk of injury).”*

[Source: adapted from NCHRP 17-69]

Driver Survey

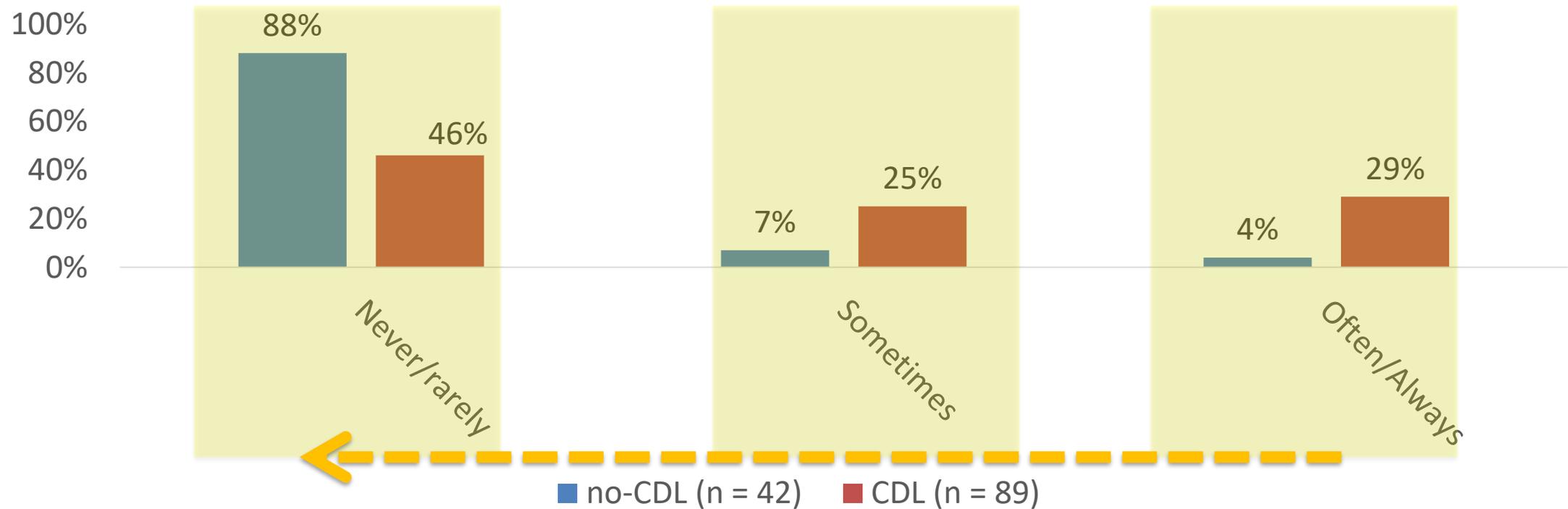
- National paid panel.
- Employed full-time.
- Drivers most days (or more) for work.
- Non-CDL and CDL (requires CDL for work).
- N = 133 (males only).
- Mean age = 36 years.

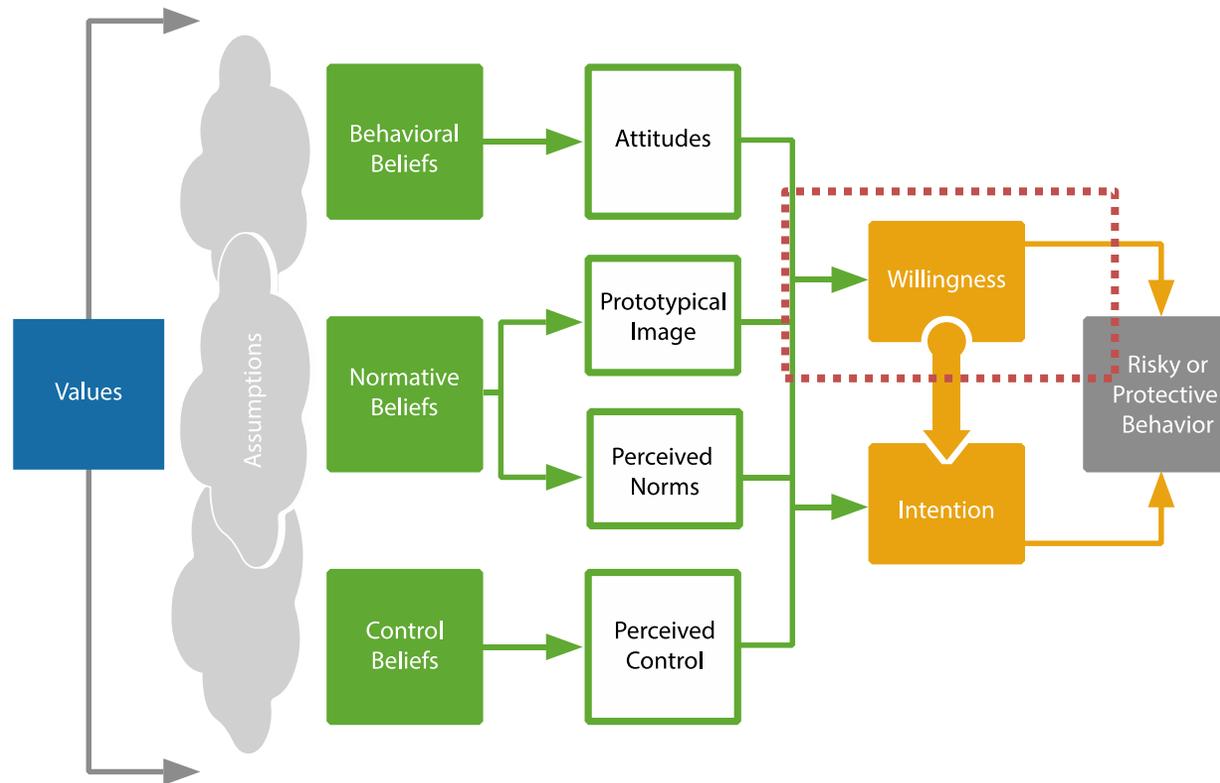
Behavioral Model



Behavior

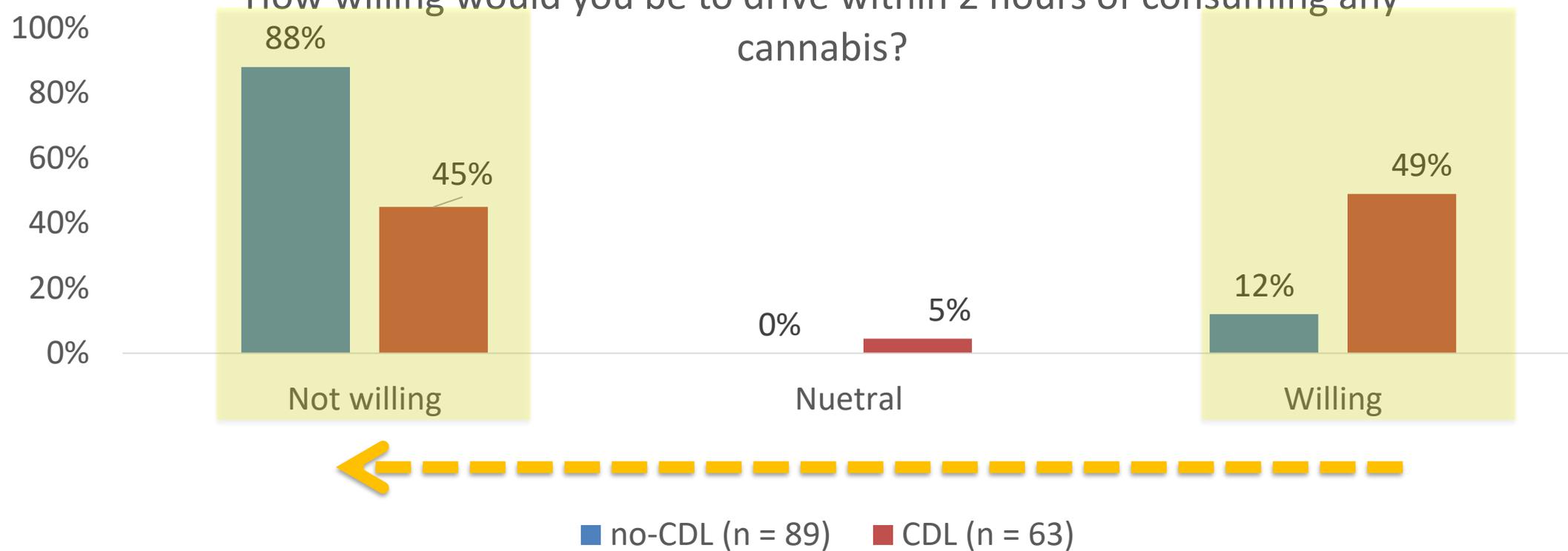
Thinking back over the past 30 days, how often did you drive for WORK within 2 hours of consuming any cannabis?

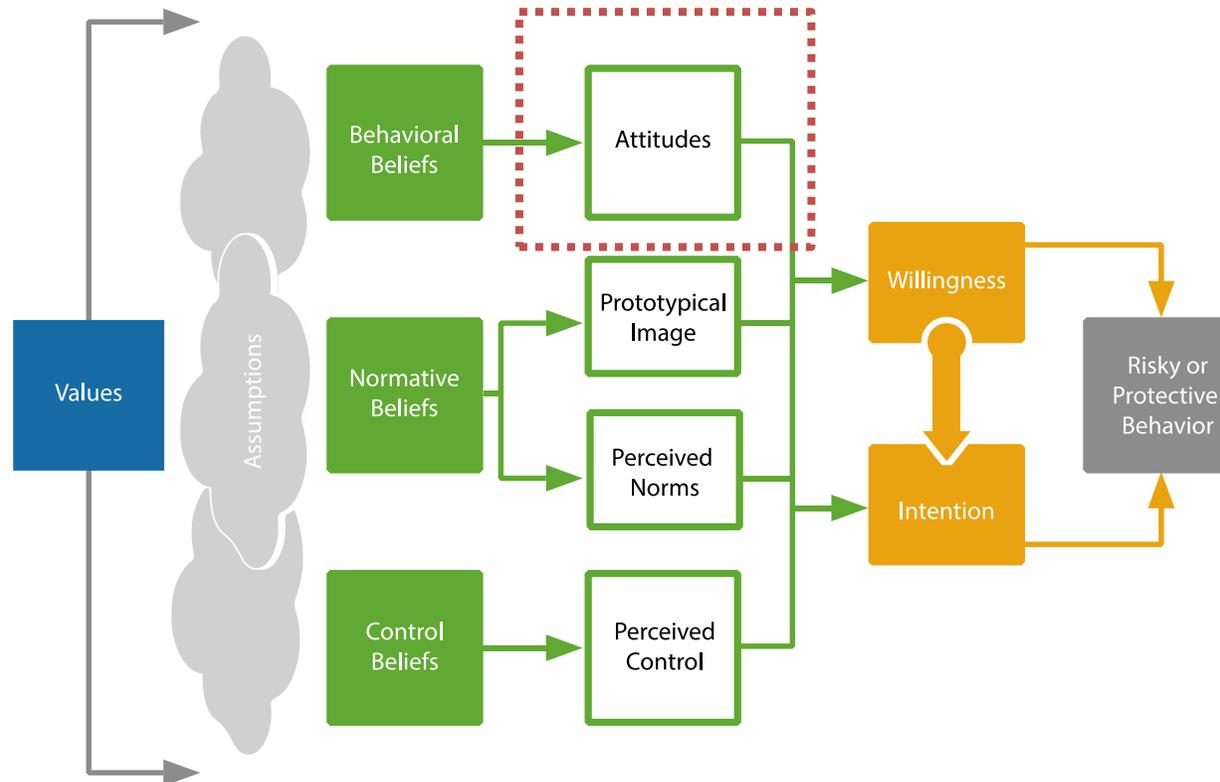




Willingness

Imagine a situation at work arose where you needed to drive.
How willing would you be to drive within 2 hours of consuming any
cannabis?

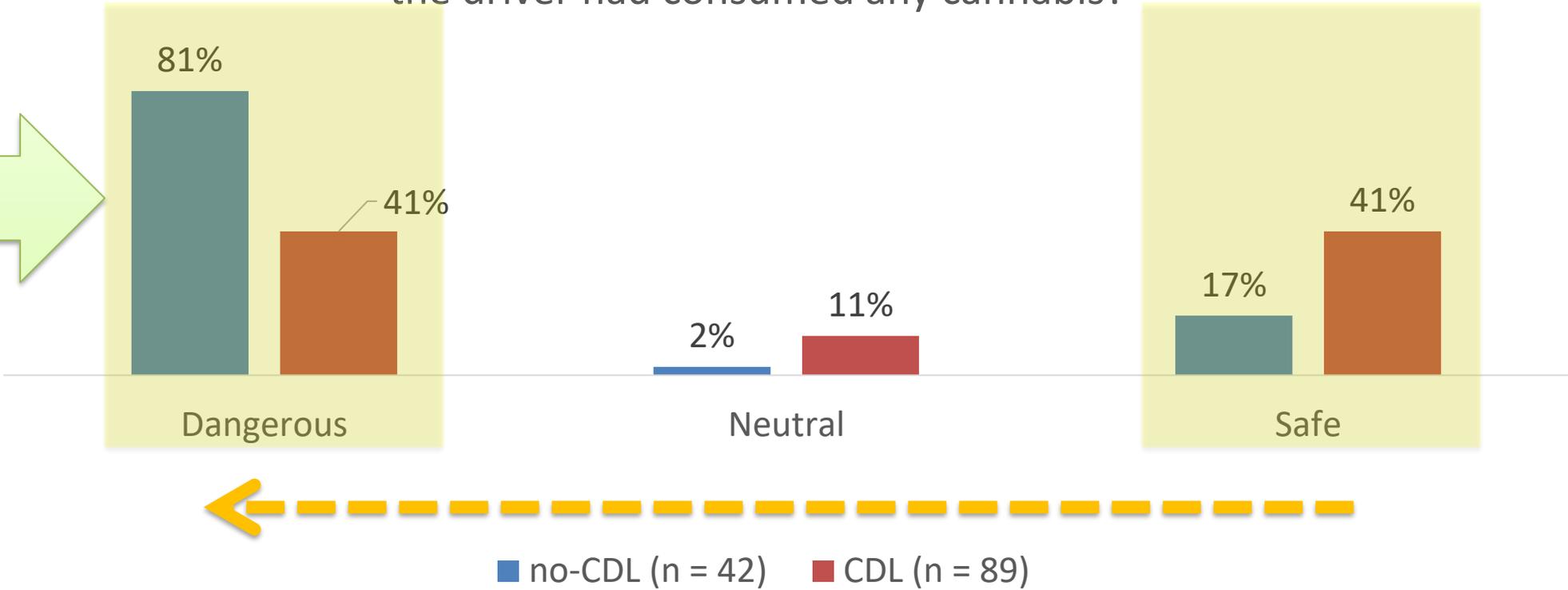


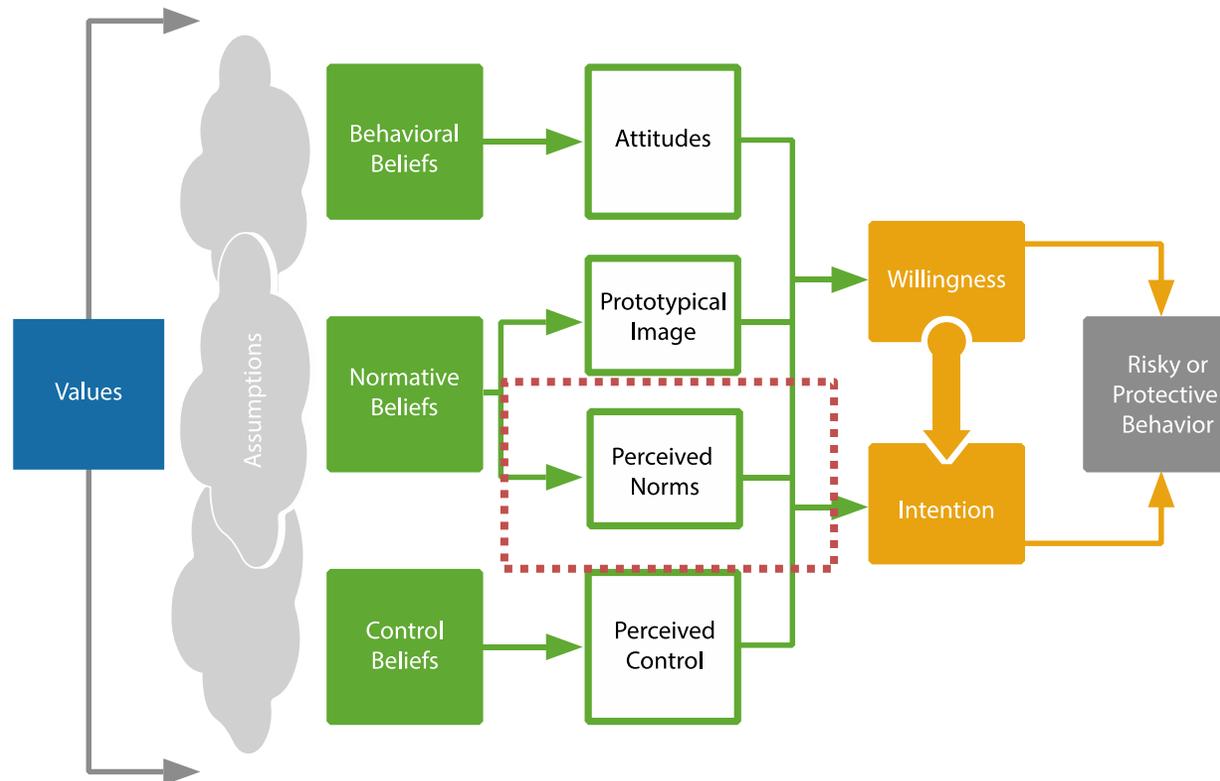


Attitude

Would it feel dangerous or safe if you were a passenger in a work vehicle if the driver had consumed any cannabis?

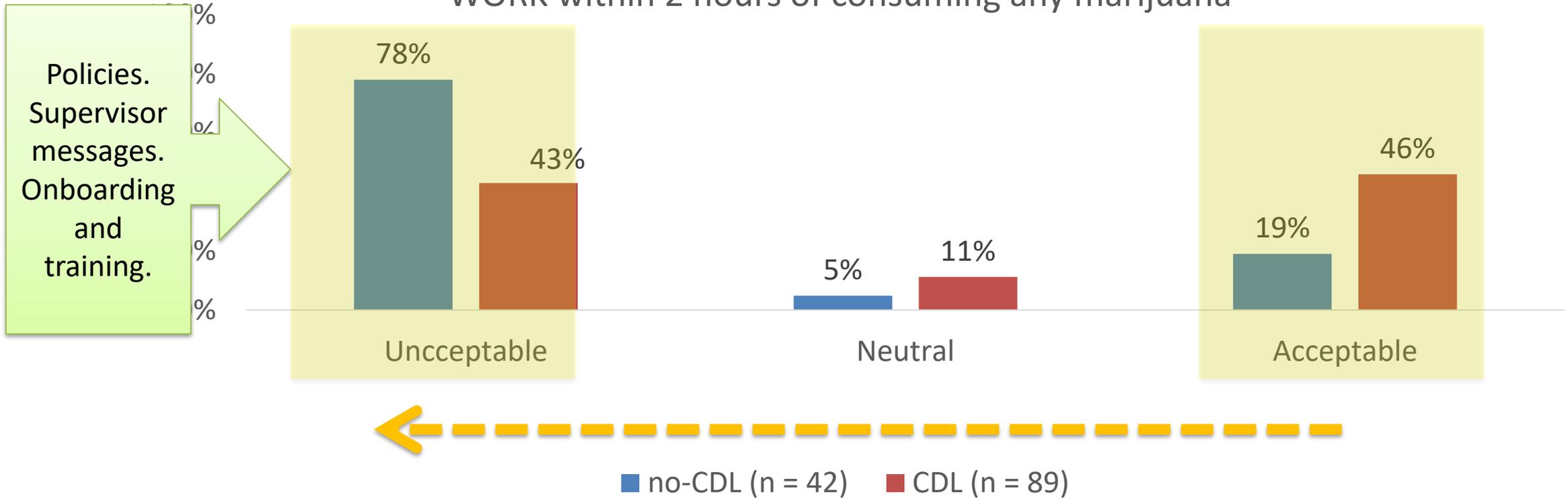
Education about effects of cannabis on driving and crash risk.

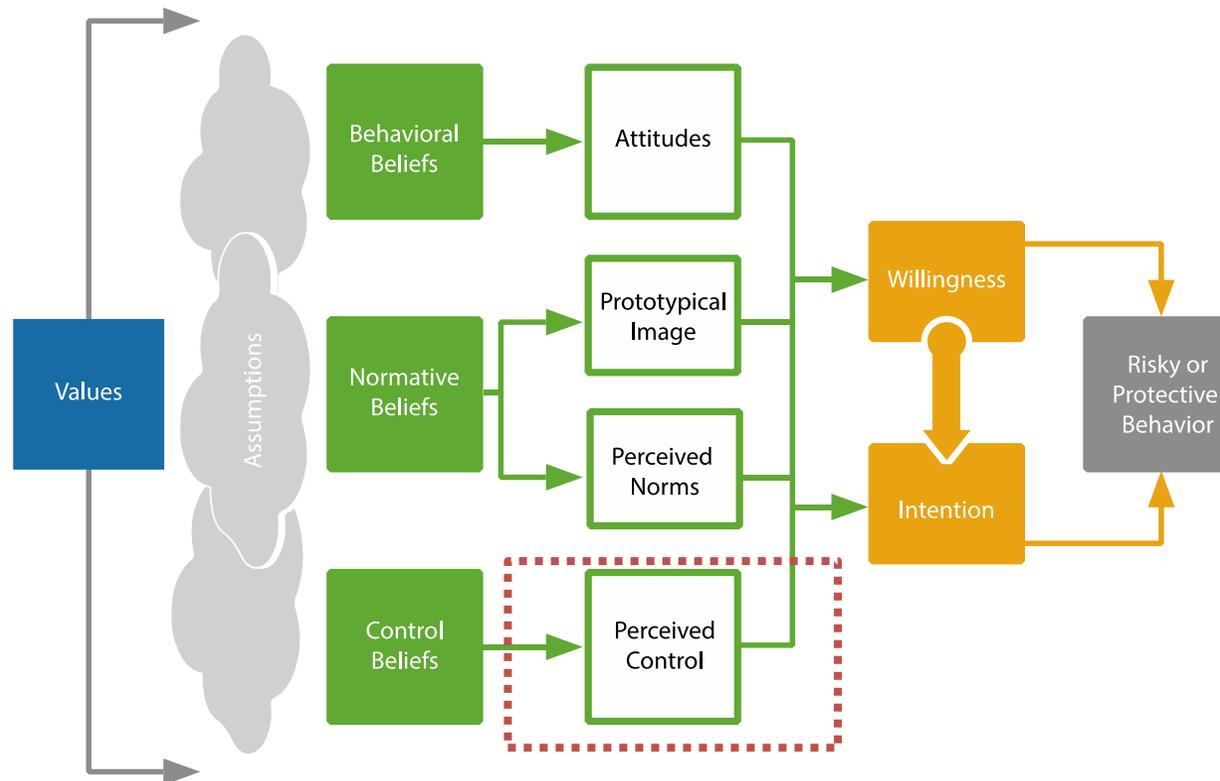




Injunctive Norm

How would you say that your immediate supervisor feels about driving AT WORK within 2 hours of consuming any marijuana

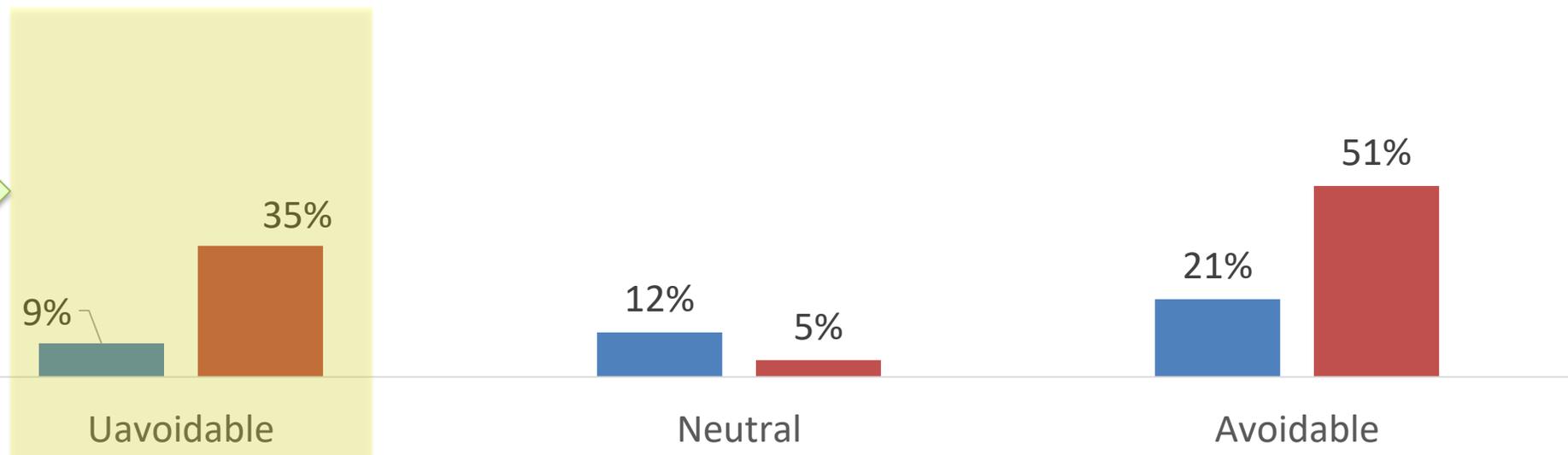




Perceived Control

How easy or difficult is it for you to avoid driving within to hours of using cannabis AT WORK?

Discuss and explore control issues. Onboarding and training.



■ non-CDL (n = 42) ■ CDL (n = 89)

Big take away:

While too many are engaging in risky behaviors, there are many opportunities to intervene and change important beliefs -- **beliefs that matter!**



Thank you!

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Project website:

<https://www.mdt.mt.gov/research/projects/trafficsafety-duic.shtml>