



Presented by: Donna Kelly

Introduction

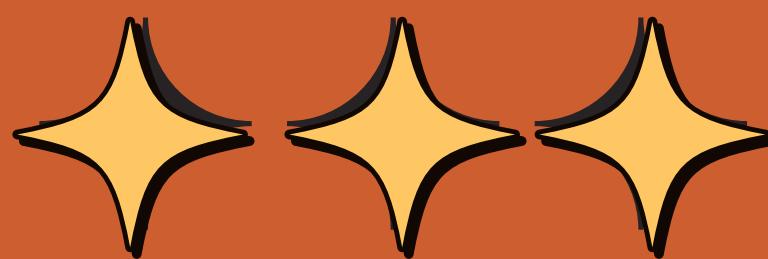
Who's that Lady?

Donna Kelly
Target Zero Manager
Region 5 / Pierce County

Coordinator the Pierce
County Traffic Safety
Coalition

My Why

Prevention Focus
Changing Behaviors
Partnering with Law
Enforcement
All communities traffic
safety measures
Saving Lives



Key Takeaways



- Remember that respectful transportation is demonstrated by driving focused, sober, secure, and within the limits
- Enjoy the power of music to influence behavior change
- Discover high risk driving behaviors/habits and how to stop them
- Learn why the “Safe Systems Approach” is necessary for community change
- Think of a plan to inspire your community to safer driving



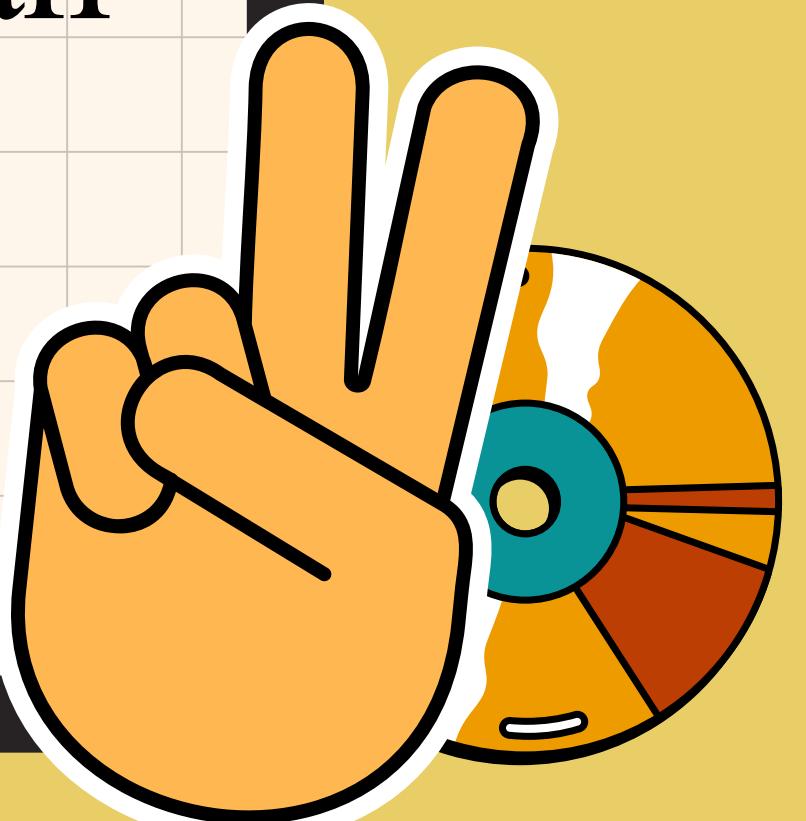
Why Music?

🎵 Improves cognitive function

🎶 Helps memory and attention span

🎸 Reduces anxiety and pain

🎵 Elevates and enhances mood



RESPECT

READY

EXPECTANT

SAFE

PEACEFUL

ENVISIONED

CO-EXISTANT

TRANSPORTATION

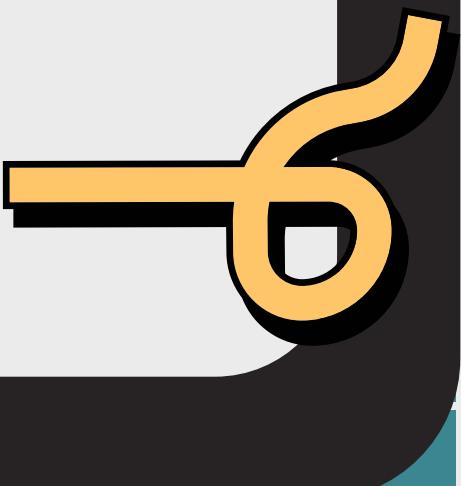


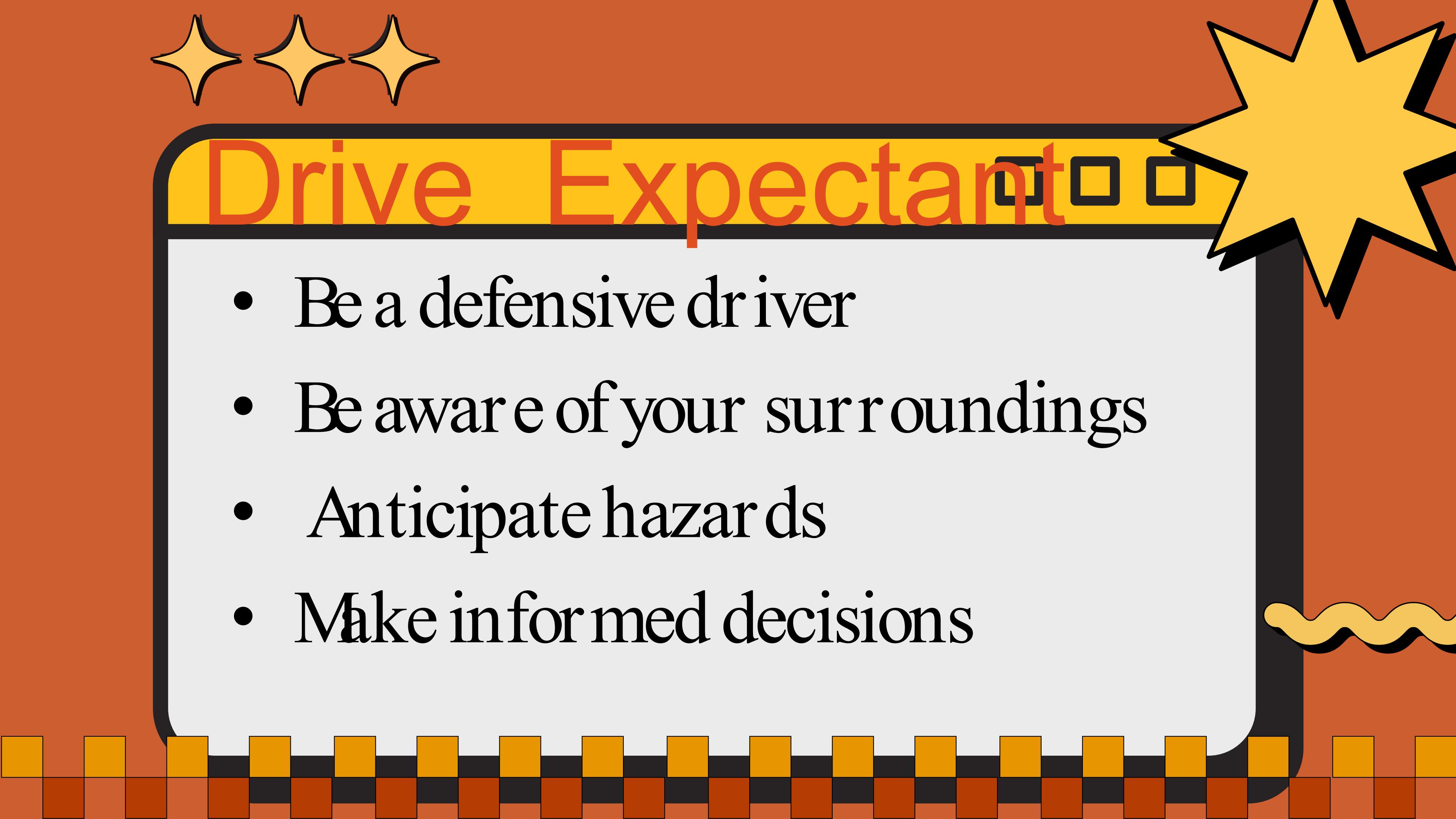
Be Ready



Fasten Seat Belts
Make Adjustments
Prepare Passengers
Choose Your Mindset

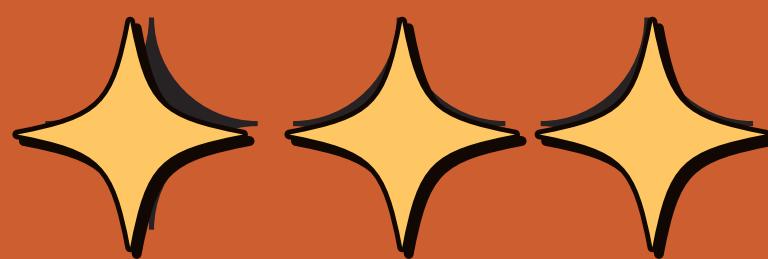
Name that Tune!





Drive Expectant

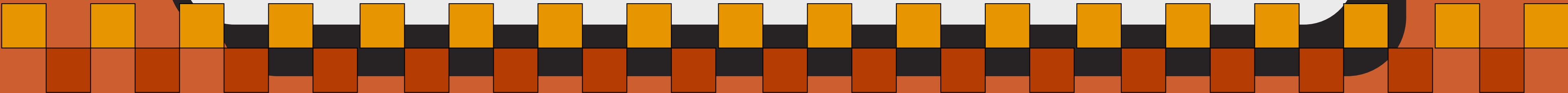
- Be a defensive driver
- Be aware of your surroundings
- Anticipate hazards
- Make informed decisions



Safe



- Keep your eyes on the road
- Both hands on the wheel
- No multi-tasking
- Wear your seatbelt
- Drive the speed limit
- Drive sober

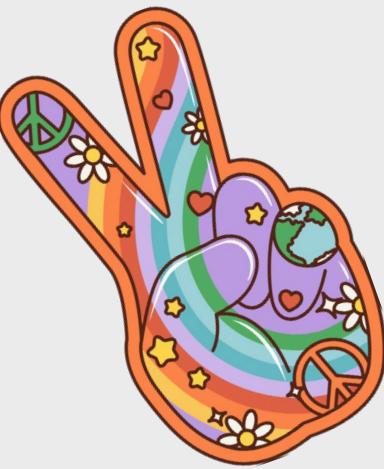


Peaceful

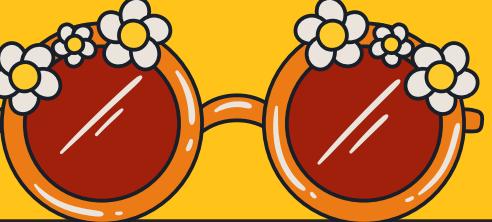


Emotional Regulation
Unavoidable Distractions
Stressful Situations
Road Raging /Road Bullies

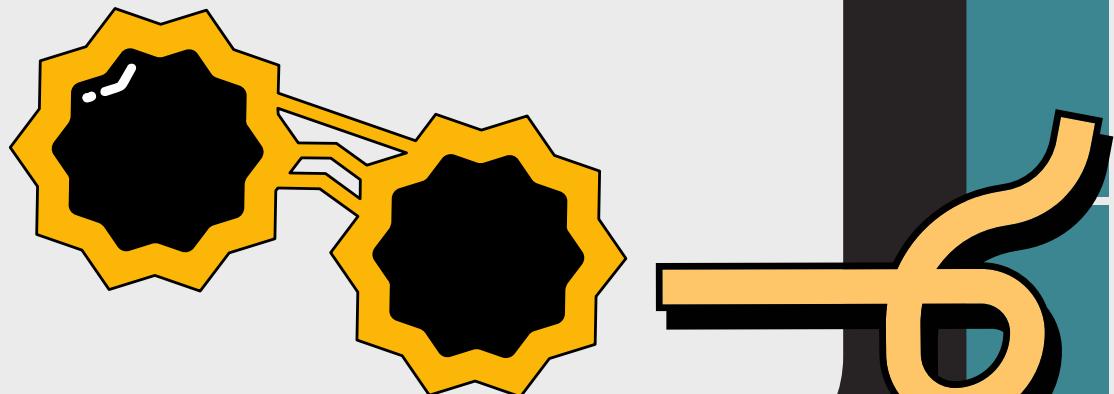
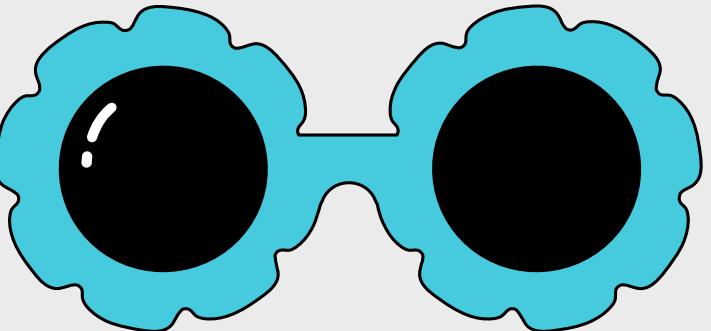
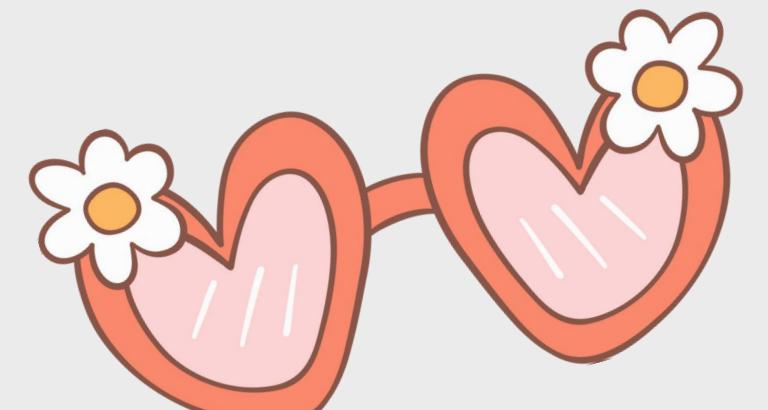
STAY
GROOVY



Envisioned

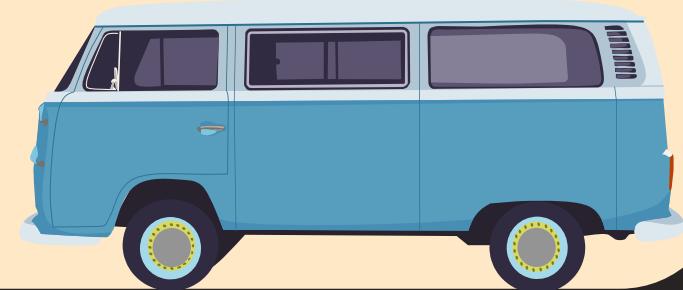
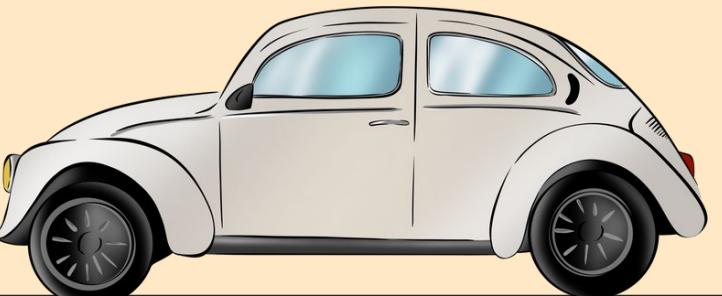
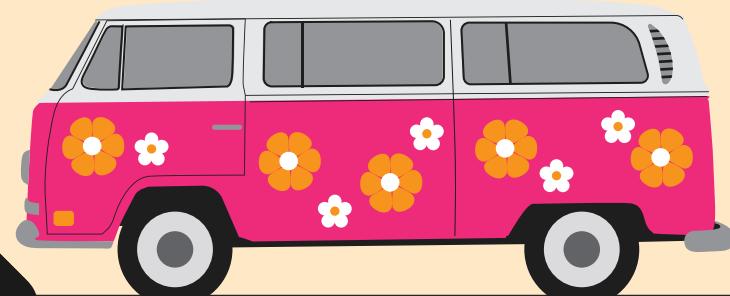
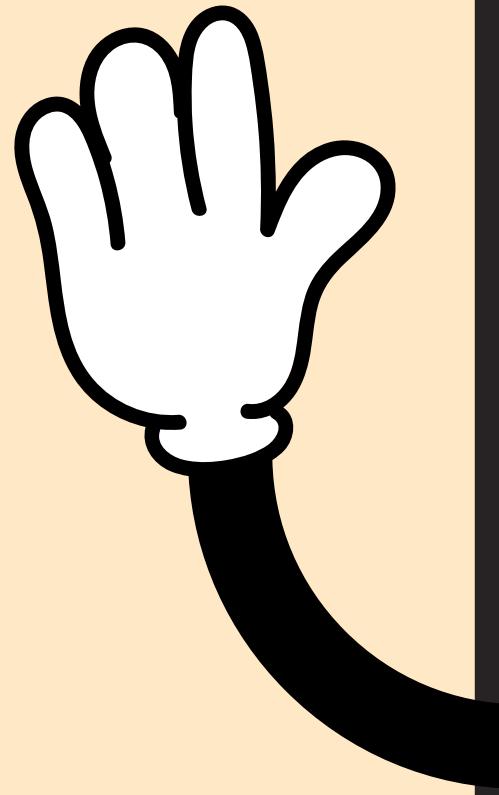


“To imagine what a situation will be like in the future, especially a situation you intend to work towards.”

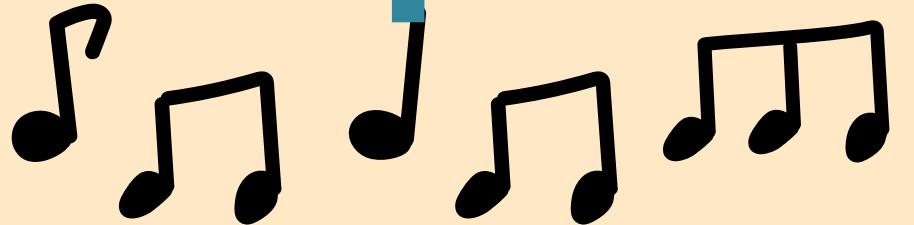


CoExsistant

- Share the Road
- Follow road signs and rules
- Be Polite
- Show Consideration
- Say ‘Thank you!'



Transportation - □ ×



You can reach me by railway

You can bike up a trailway

You can ride on a scooter

Just be a safe commuter



Transportation - □ ×



You can reach me by mini -van

Use your seatbelts, I know you can

Cause I care how you get here

So get here with a safe plan

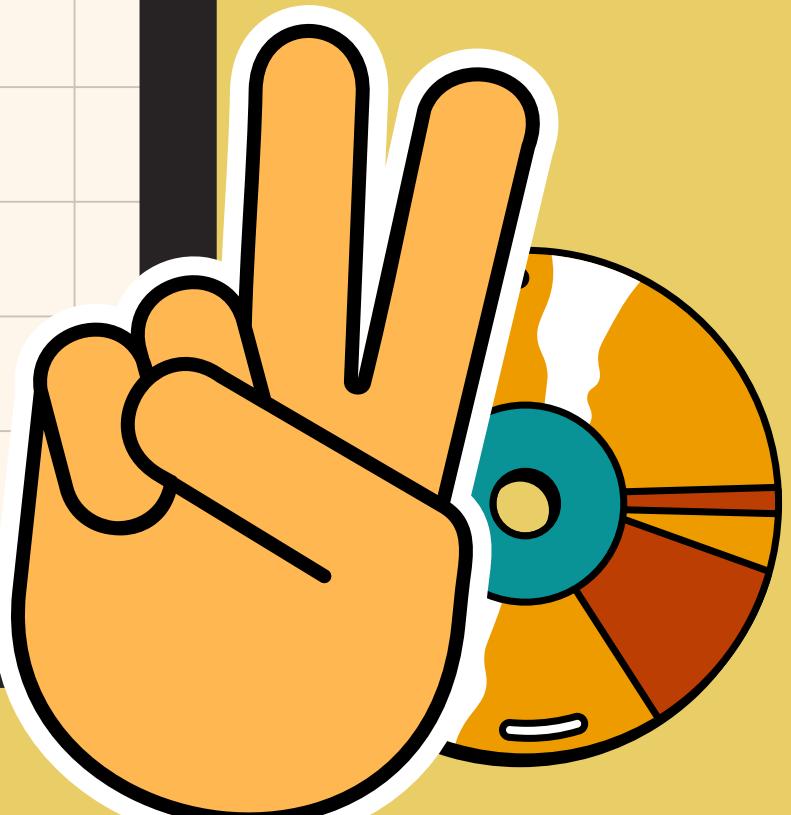


Behavior VS

Habit

BEHAVIOR is any action or way of acting, regardless of whether it's deliberate or habitual.

HABIT is a type of behavior, specifically one that is repeated so often that it becomes automatic and often unconscious.



High Risk Driving Behaviors



Impaired Driving

“This remains the leading contributing factor to traffic fatalities in Washington State.”



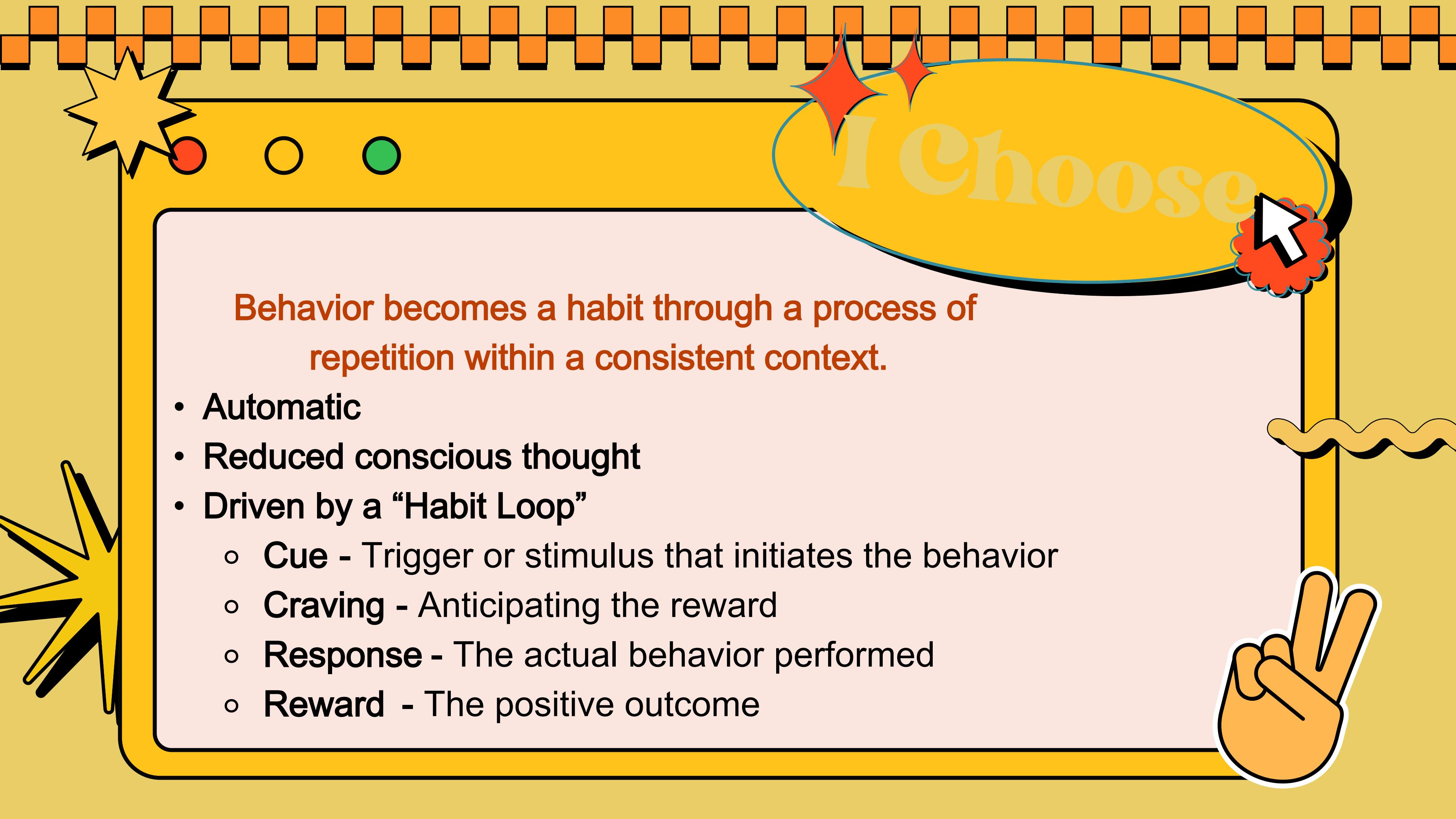
Speeding

“Excessive speed significantly increases both the likelihood and the severity of crashes.”



Distracted Driving

“Continues to be a major concern, linked to 138 deaths in 2024.”



Behavior becomes a habit through a process of repetition within a consistent context.

- Automatic
- Reduced conscious thought
- Driven by a “Habit Loop”
 - Cue - Trigger or stimulus that initiates the behavior
 - Craving - Anticipating the reward
 - Response - The actual behavior performed
 - Reward - The positive outcome



Challenge



Step 1



Make note/list of all your high risk or potential high -risk behaviors.

Step 2



Ask yourself why?

- Eat and drive
- Drink and drive
- Phone and drive
- Make-up and drive
- Read and drive
- Hold the pet and drive
- Feed baby/ child and drive

Challenge



Step 3



Educate yourself on the consequences of your behaviors.

Change habits to stop the high -risk behaviors.

Step 4

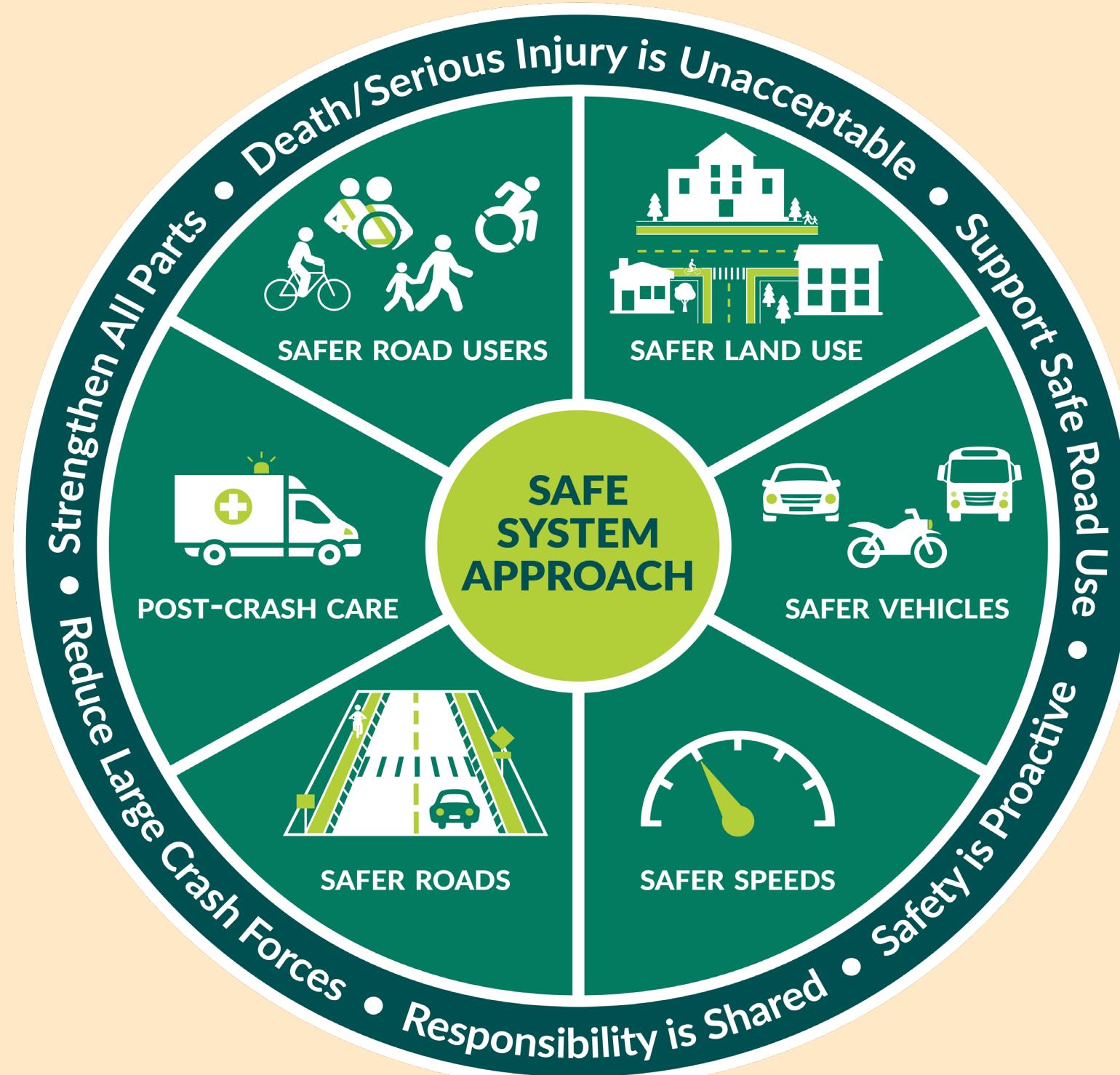


Address your highest risk first.

Track your progress.

Reward yourself with a healthy activity when you reach your goal.

“This is how we do it...”



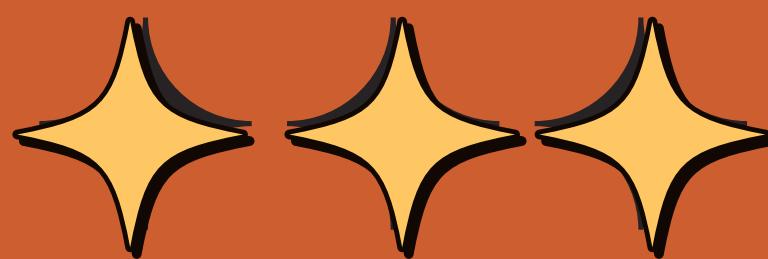
Safe Systems Approach

Providing Information

- Ask how can we use this in our community?
- What stands out to you?
- If you could get involved in any of these area, what would it be?

Make it culturally relevant

- People must be able to see themselves as part of the solution
- Culture is prevention
- Do your research



What is your takeaway?



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Conclusion

Respectful Driving is....

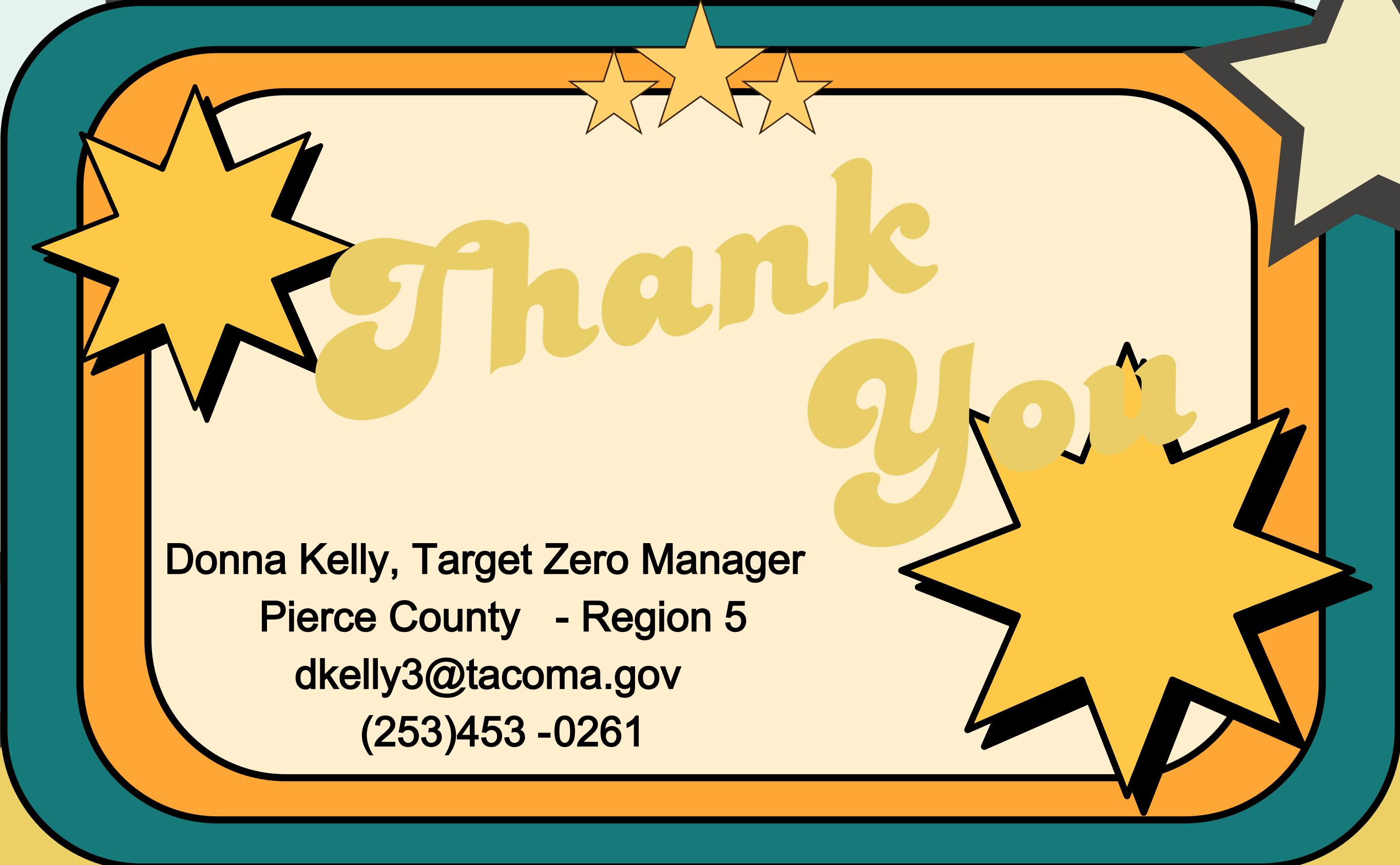
Respect for





Questions?





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thank
you