



SMAC TALK: A PUBLIC HEALTH APPROACH TO SLOW SPEEDS

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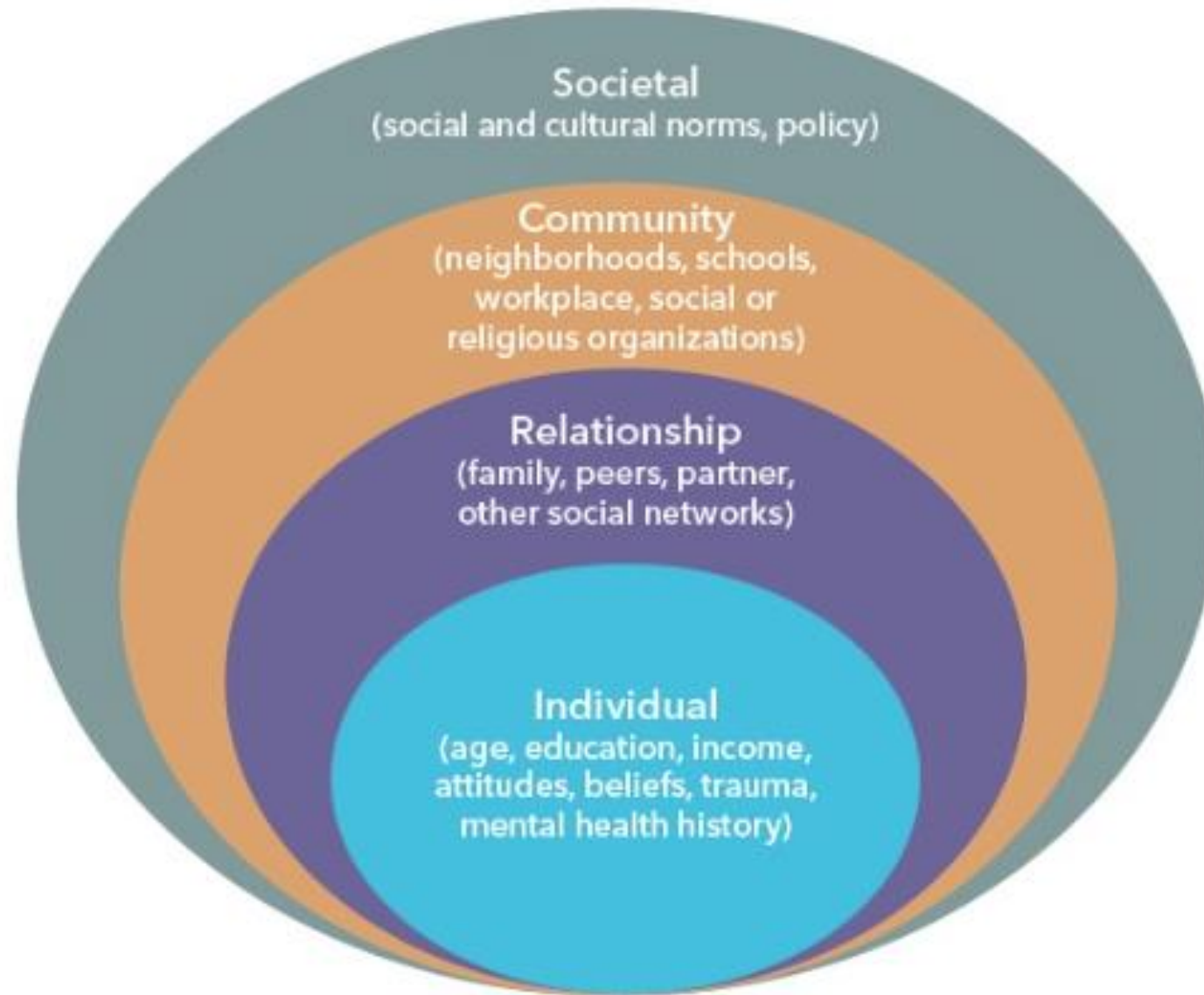
Why a Public Health Approach?

Traffic crashes are preventable—not accidents

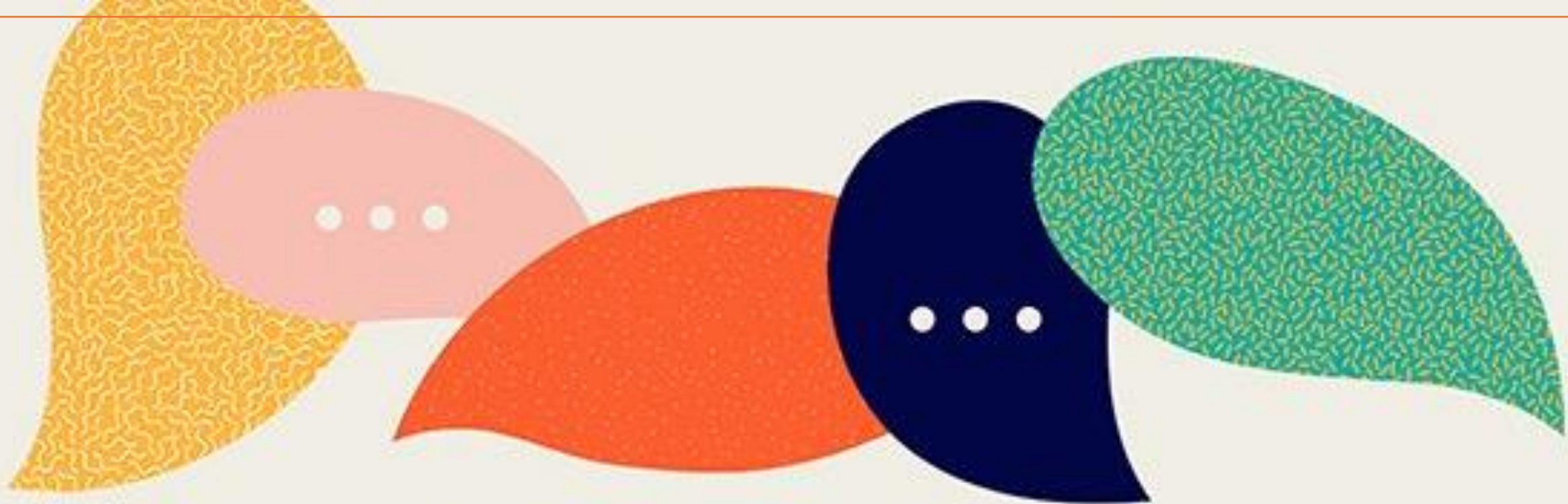
Address root causes, change risky environments, and support people

Deploy a strategic, comprehensive, collaborative prevention approach

The Social Ecological Model



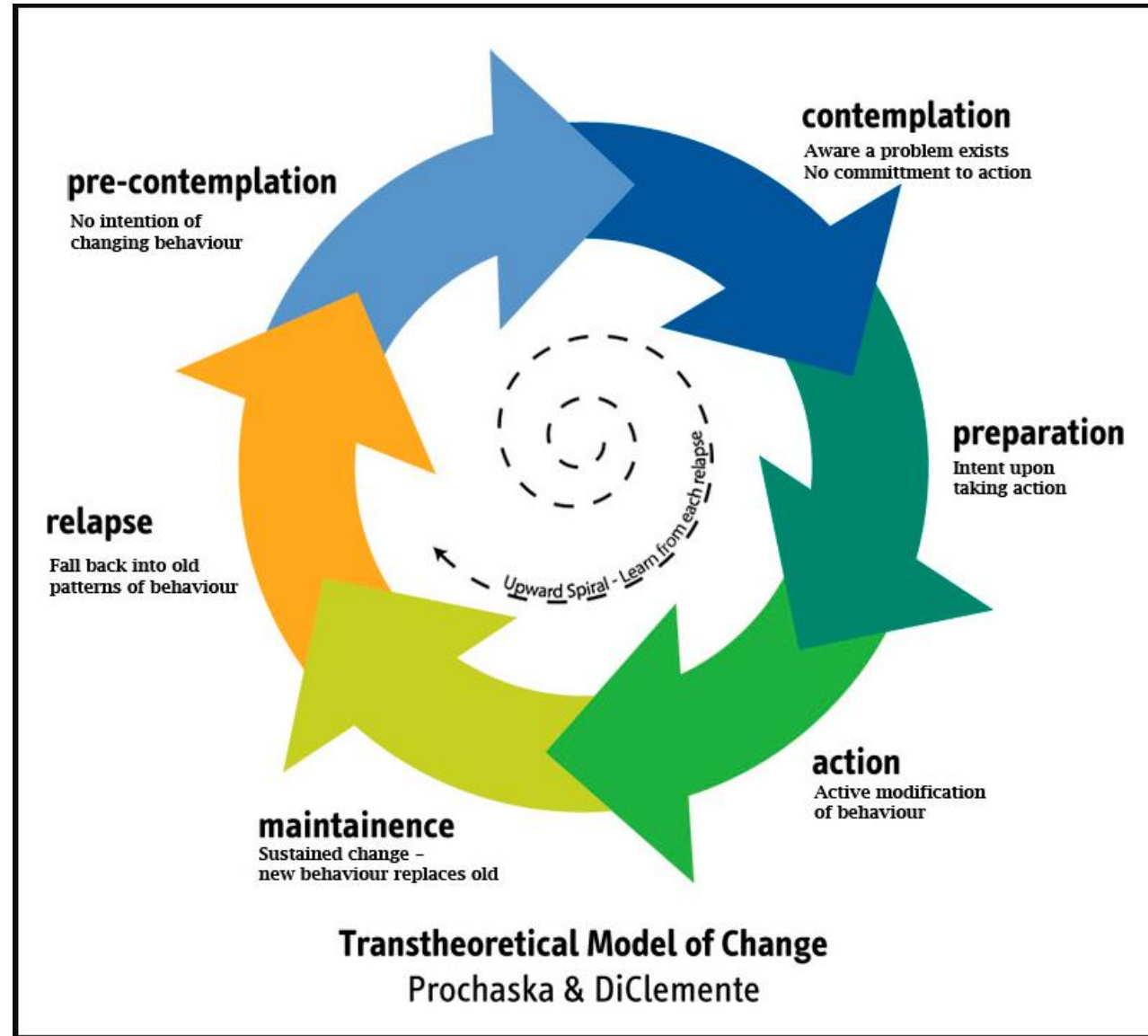




Understanding the Flow of Prevention

- **Upstream: Change the conditions that create risk**
 - *Goal: Prevent risks from arising in the first place.*
- **Midstream: Shape Behavior and Access**
 - *Goal: Influence individual choices and community norms.*
- **Downstream: Respond and Reduce Harm**
 - *Goal: Minimize harm and support recovery.*

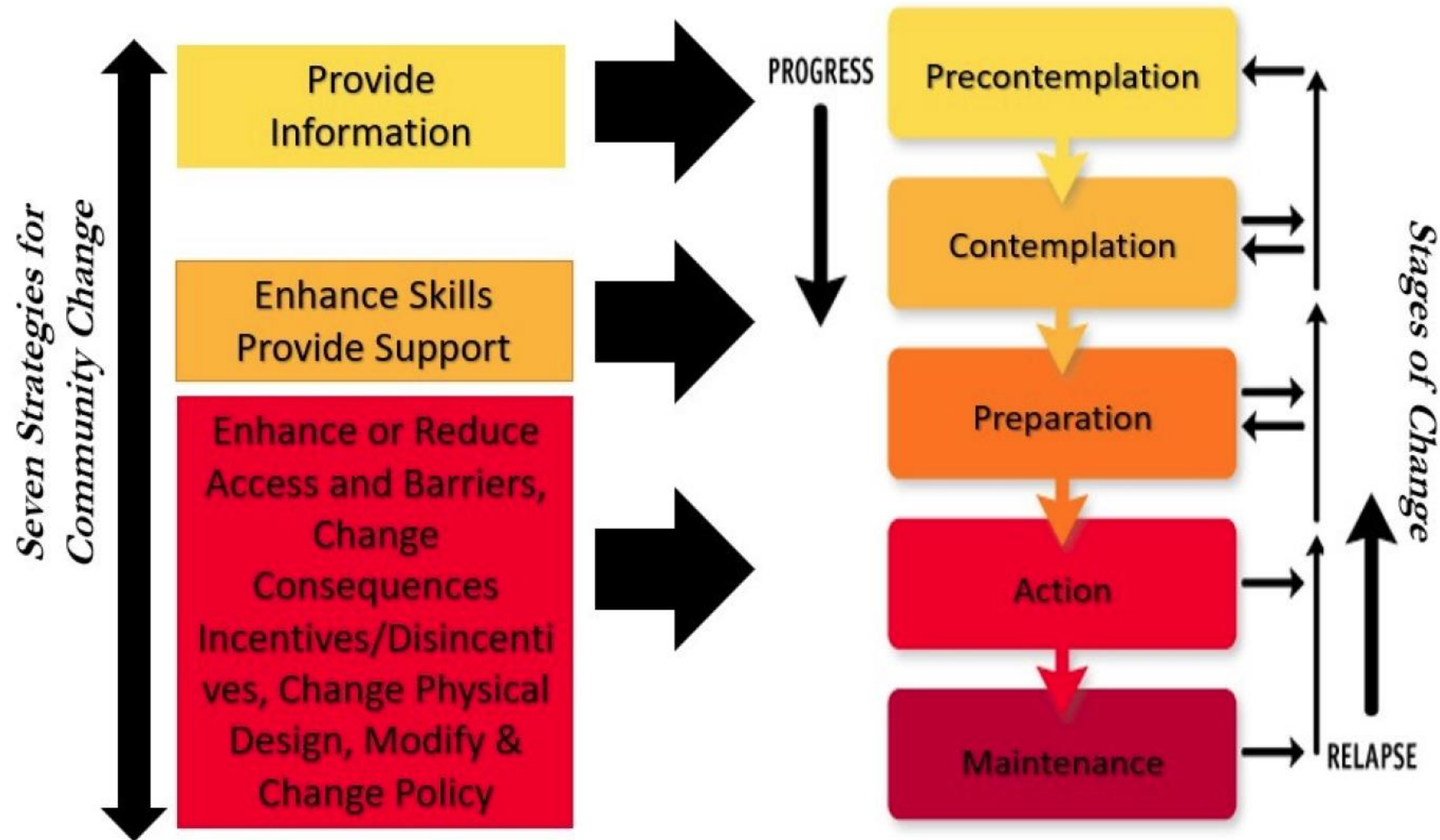
Six Stages of Behavior Change



Seven Community Change Strategies



If you know the Stages of Change, you know the Seven Strategies for Community Change.



Create change for individuals and Communities today!

Speed Management Strategies & Stages of Change

- **Stage 1: Not Thinking About It (Precontemplation)**
 - **Social norm media campaigns, school-based pedestrian education:** Raises awareness, introduces *cognitive dissonance*.
- **Stage 2: Starting to Wonder (Contemplation)**
 - **Safe Roads Challenge app, MI-informed LE training, roadside education:** Reinforces growing doubts about risky behavior.
- **Stage 3: Getting Ready (Preparation)**
 - **Employer workshops/content, faith or community-led driver education:** Provides commitment mechanisms and social reinforcement.
- **Stage 4: Taking Action (Action)**
 - **HVE, automated enforcement, Safe Roads Challenge contests:** Acts as accountability feedback and reinforcement.
- **Stage 5: Keeping It Up (Maintenance)**
 - **Corridor projects, policy adoption, legislative engagement:** Usually reinforces vigilance so safe behavior is easier and socially rewarded.
- **Stage 6: Slipping and Learning (Relapse/Recycle)**
 - **Graduated penalties, policy updates, judiciary/prosecutorial education:** Serves as a corrective checkpoint to restore progress.

Two Approaches to Traffic Safety Enforcement

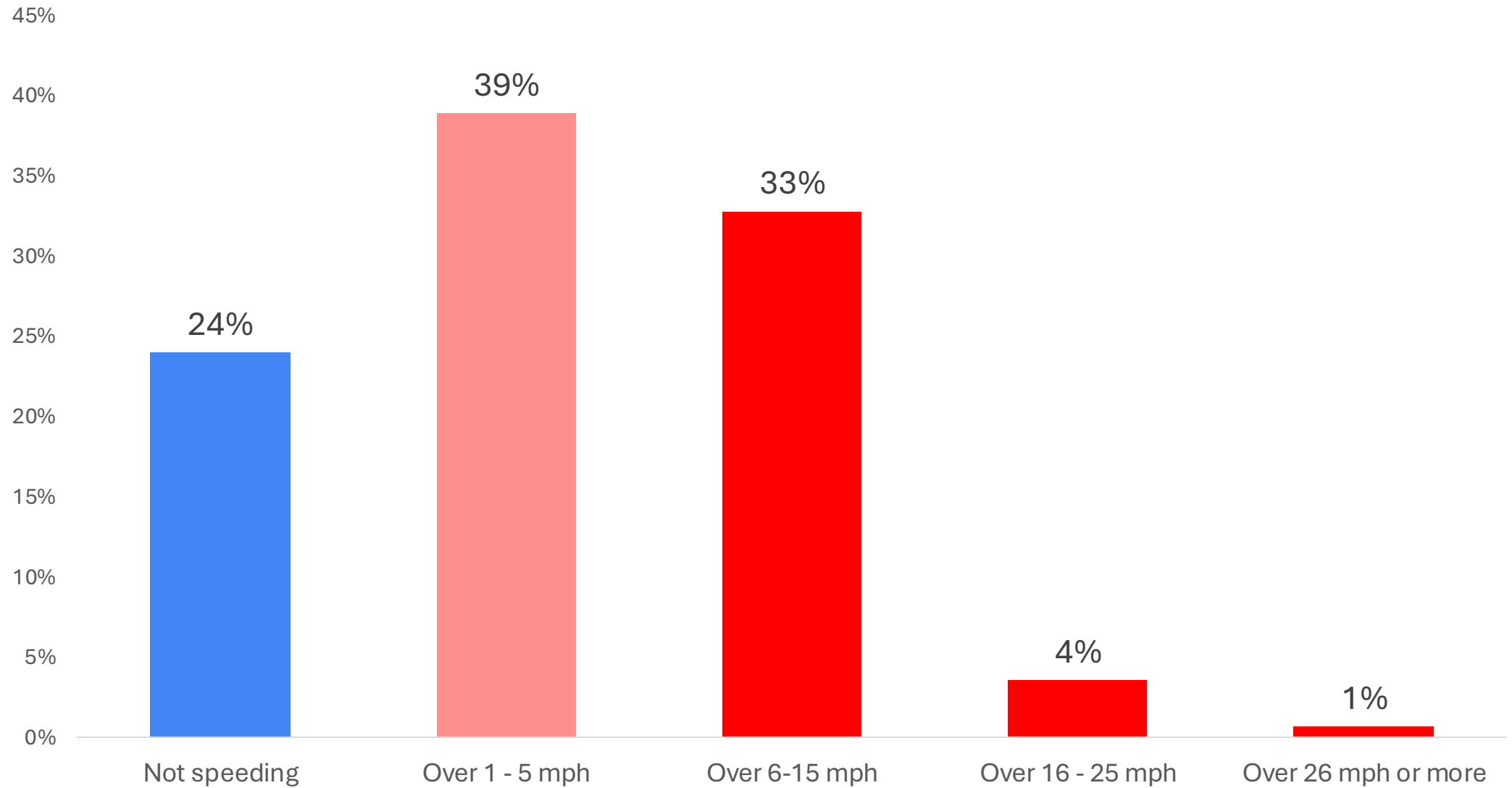
High-Risk Approach

Focus on
fastest drivers
(20+ mph
over limits)

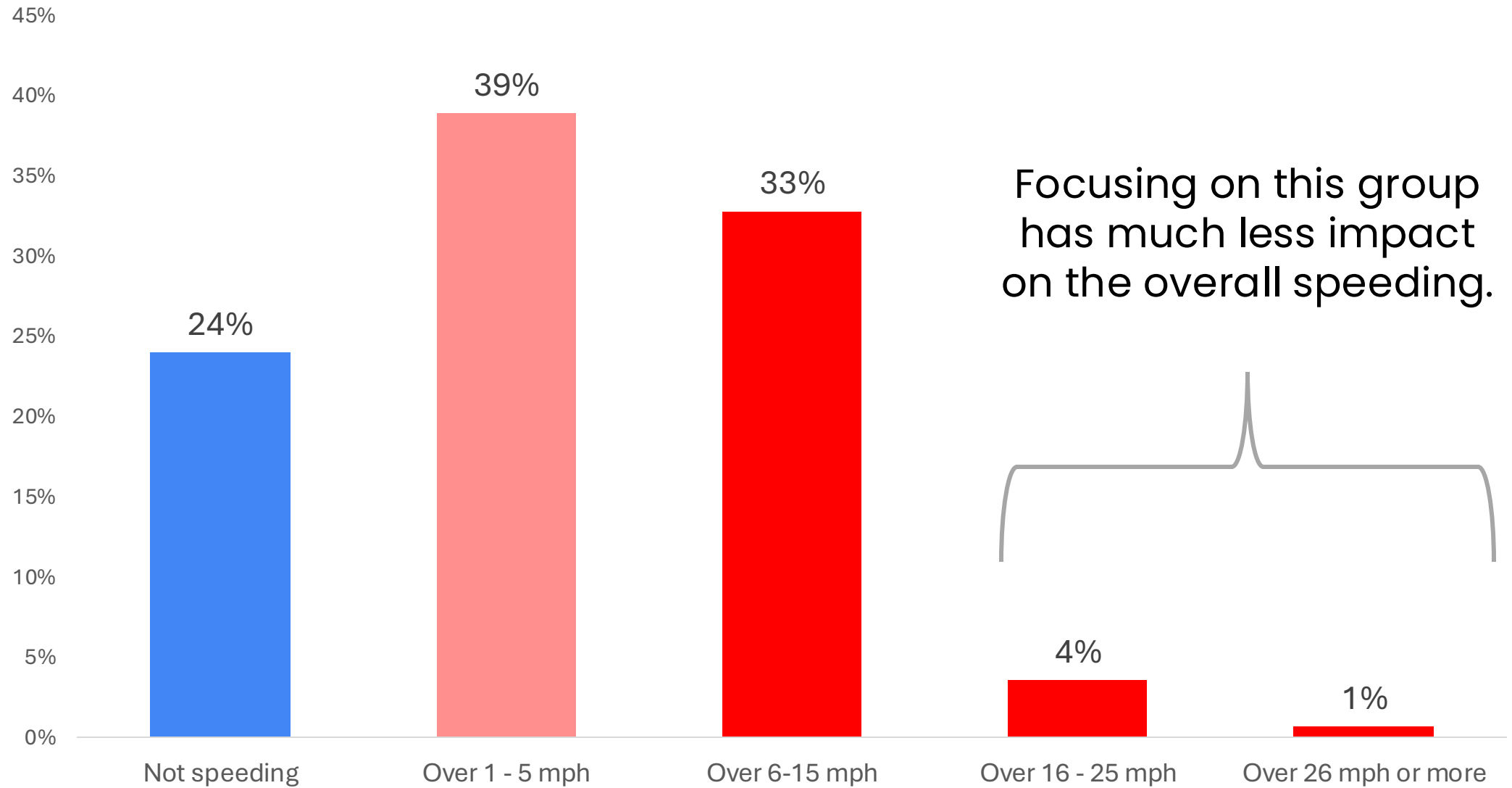
Population Approach

Focus on
largest group
of speeders
(10+ mph
over limits)

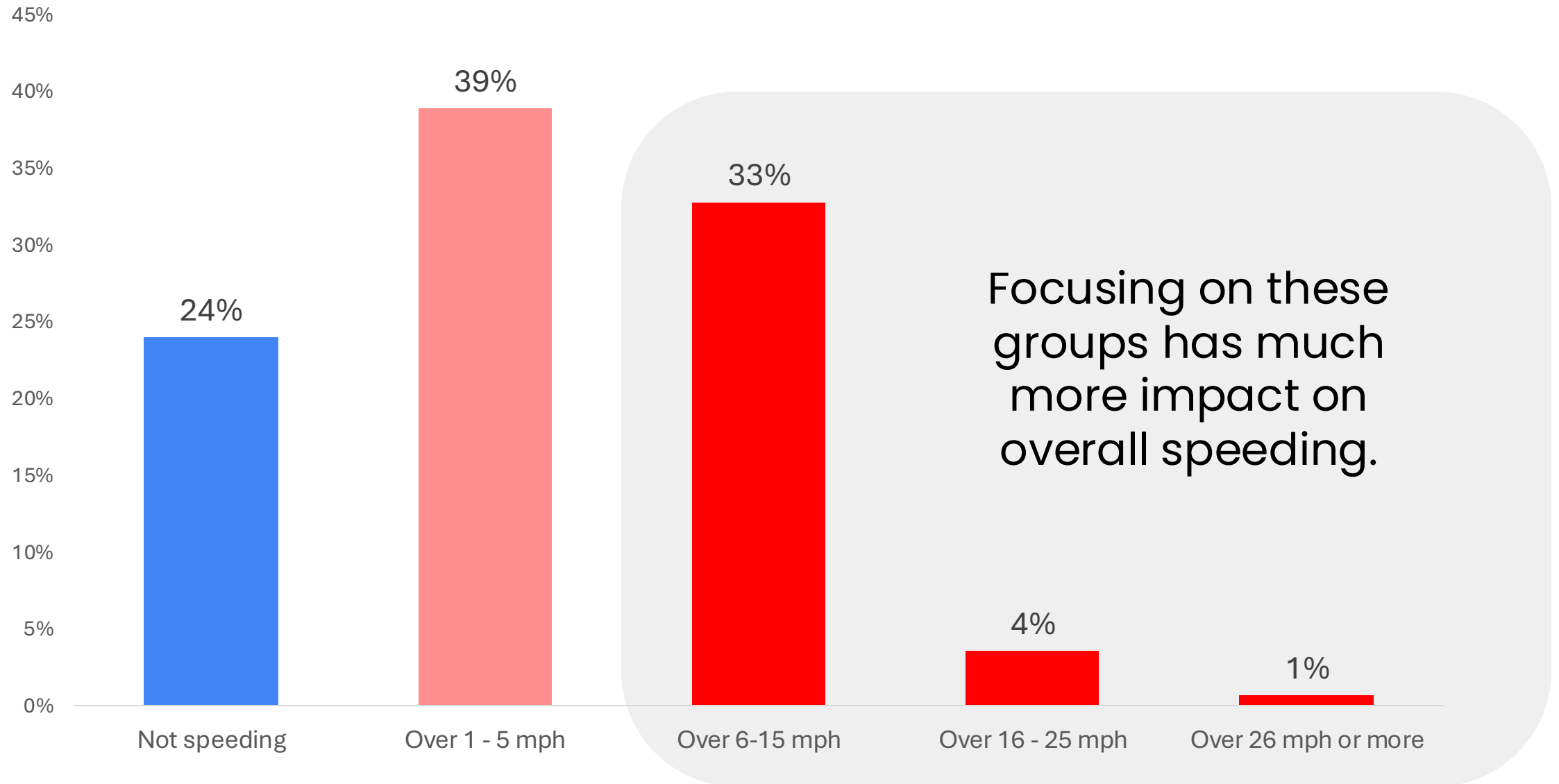
WA Observed Speeds (2022)



WA Observed Speeds (2022)



WA Observed Speeds (2022)



Impact of Reducing Average Speeds on Fatal Crashes

Reduction in Average Speeds	Reduction in Fatal Crashes
55 mph to 53 mph (4%)	14% REDUCTION
50 mph to 47 mph (6%)	22% REDUCTION
48 mph to 44 mph (8.5%)	29% REDUCTION

**HUGE
IMPACTS!**

$$\text{Reduction in Number of Fatalities} = (V1 / V0)^4$$

Elvik, R., Vadeby, A., Hels, T., & Van Schagen, I. (2019). Updated estimates of the relationship between speed and road safety at the aggregate and individual levels. *Accident Analysis & Prevention*, 123, 114-122.

Layered Strategies Work Best

- No single intervention is enough.
- We need coordinated, layered approaches across all levels.
- Everyone has a role:
 - Youth, Parents, Families
 - Healthcare providers
 - Public safety agencies
 - Human service and charity organizations
 - Education and youth development organizations
 - Communities of Faith
 - Media
 - Recreation and arts-related organizations
 - Economic and philanthropic organizations
 - Environmental agencies and organizations
 - Elected leaders at all levels

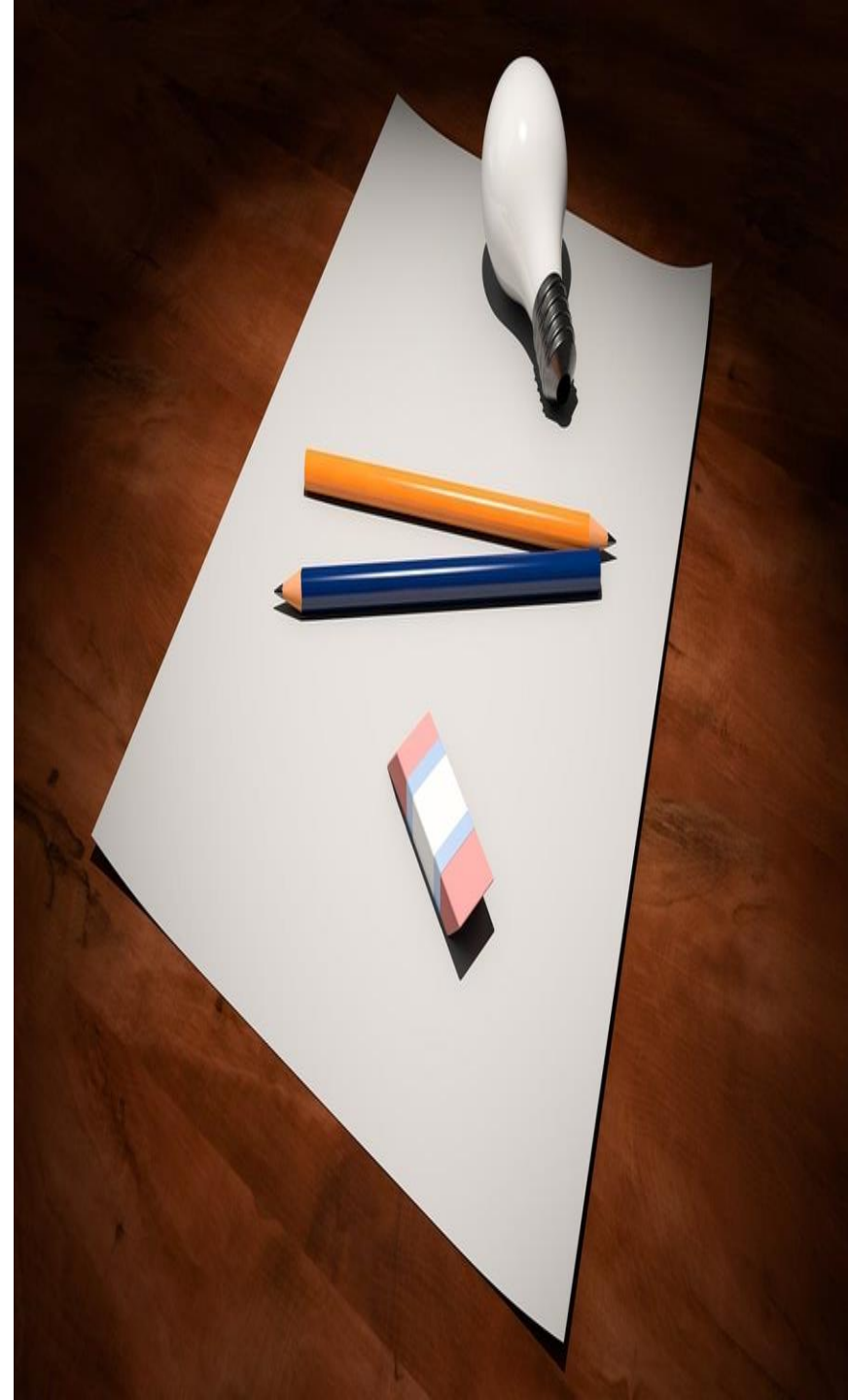
Sustainable Change through Multiple Lines of Effort by Multiple Stakeholders

- Upstream: Systems and Root Causes
 - ***Focus: Social, political, structural conditions and systems.***
- Midstream: Shape Behavior and Access
 - ***Focus: Influences road user behavior, built environment.***
- Downstream: Respond and Reduce Harm
 - ***Focus: Accountability and recovery, emergency response, trauma care, post-crash support***

Opportunities

Reinforce your organizational
safe driving expectations

Consider personal speed
management practices



Thank you!

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