

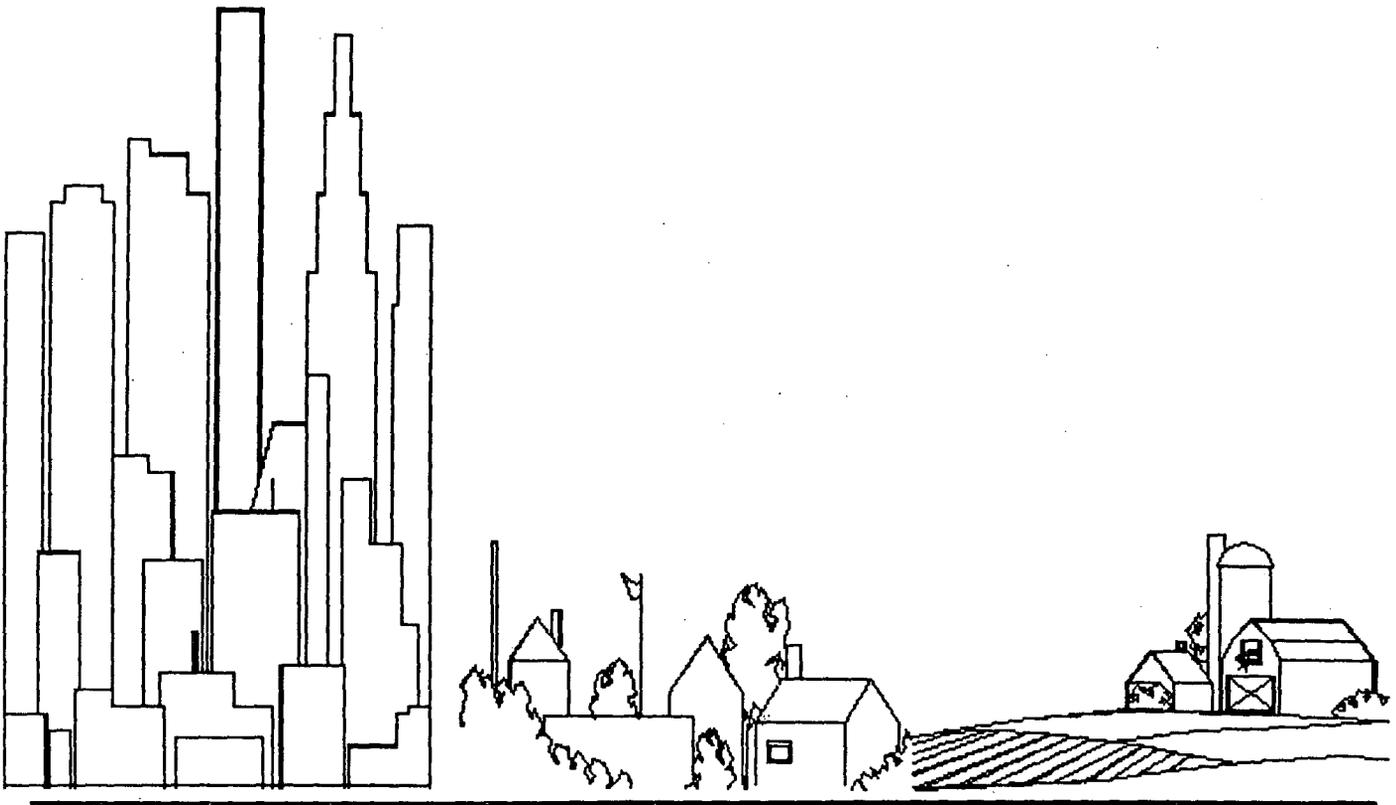


U.S. Department
of Transportation

**National Highway
Traffic Safety
Administration**

Community Traffic Safety Programs:

A Consensus Statement



INTRODUCTION

A Community Traffic Safety Program (CTSP) is a concept that began to emerge as a result of single countermeasure programs, usually in drunk driving or safety belt use. CTSPs were different from previous efforts. First, community involvement from public and private sectors was evident in the planning and implementation of programs. Second, single-issue local coalitions, advisory boards, or task forces, representing a cross-section of local leadership, began organizing to support these efforts and to improve the quality of life in their community. Third, this "shared" participation in the identification of problems and solutions in local traffic safety issues has become increasingly more important as government has decentralized, resources have become scarce, and traffic safety has become a significant public health issue.

This document provides a generic definition of a Community Traffic Safety Program (CTSP), and identifies critical characteristics believed to be common to the variety of CTSPs around the country. Indicators, or ways of deciding whether a CTSP possesses a characteristic, are also proposed. What we've learned to date is that a CTSP is also a process that fosters planning, coordination, collaboration, implementation, and evaluation of a variety of countermeasure programs within a cross-section of the community's leadership. The countermeasure programs include drunk driving, occupant protection, pedestrian, bicycle, and motorcycle safety, traffic records, speed and traffic

enforcement, and emergency medical services. The "programs" are a combination of effective countermeasure strategies including, but not limited to, public information and education, enforcement and adjudication, engineering, and ordinances and legislation,. The goal of a CTSP is to establish a long-term, community-based, self-sustaining traffic safety program that is responsive to changes in traffic safety problems and priorities.

The document grew out of the National Highway Traffic Safety Administration's (NHTSA) interest in the CTSP movement. A collaborative effort between NHTSA'S Traffic Safety Programs and the Research and Development Offices was undertaken. The result was a preliminary version of this paper which NHTSA then circulated, in turn, to NHTSA Regional Offices, State Highway Safety Offices, and over fifty CTSPs for their critical review and comment. The paper reflects the interests, opinions, and experiences of all these individuals representing every aspect of highway safety management.

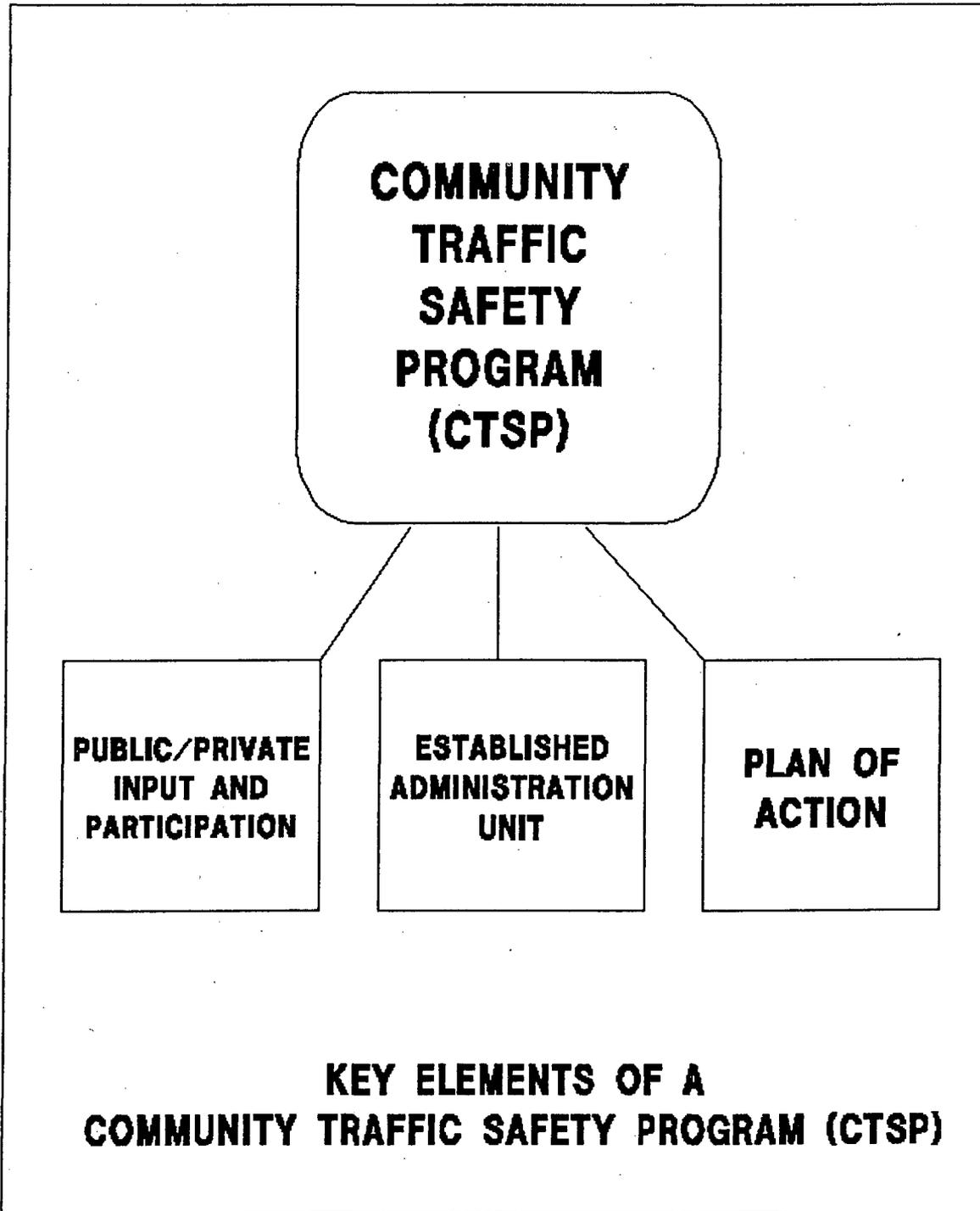
The intended purpose of this paper is to provide the traffic safety community with a common overview of the CTSP concept which can serve as a tool for implementing and improving it while, at the same time, aiding in research on the topic. Above all, its major purpose is to contribute to the further development of Community Traffic Safety Programs.

CTSP

DEFINITION:

A COMMUNITY TRAFFIC SAFETY PROGRAM (CTSP) IS:

A PROGRAM ADMINISTERED BY AN ESTABLISHED UNIT IN THE COMMUNITY, SUSTAINED OVER TIME, THAT HAS PUBLIC AND PRIVATE INPUT AND PARTICIPATION TO AN ACTION PLAN TO SOLVE ONE OR MORE OF THE COMMUNITY'S TRAFFIC SAFETY PROBLEMS. IF A SINGLE PROBLEM IS ADDRESSED BY THE PLAN, WE REFER TO THE PROGRAM BY THE NAME OF THE PROBLEM, SUCH AS THE "COMMUNITY ALCOHOL PROGRAM".



CTSP CHARACTERISTICS

PROBLEM IDENTIFICATION AND ASSESSMENT

PLANS AND MANAGES

COMMUNITY INPUT AND PARTICIPATION

COMMON GOALS

COORDINATES AND COLLABORATES

COMMUNICATES AND CREATES VISIBILITY

PROGRAM IDENTITY

MULTIPLE APPROACHES TO MULTIPLE PROBLEMS

SELF-SUSTAINING

PROBLEM IDENTIFICATION/ASSESSMENT

PROBLEM IDENTIFICATION AND ASSESSMENT ARE ESSENTIAL PARTS OF PLANNING A COMMUNITY TRAFFIC SAFETY PROGRAM. BY KNOWING THE NATURE AND EXTENT OF THE COMMUNITY'S PROBLEM AND ASSESSMENT, APPROACHES AND STRATEGIES CAN BE PLANNED EFFECTIVELY, AND RESOURCES ALLOCATED. PROBLEM IDENTIFICATION CLARIFIES THE NATURE AND MAGNITUDE OF THE PROBLEM, WHILE PROGRAM ASSESSMENT DOCUMENTS WHAT HAS BEEN ACCOMPLISHED IN THE COMMUNITY

PROBLEM IDENTIFICATION/ASSESSMENT INDICATORS:

- O A NEED FOR THE PROGRAM IS ESTABLISHED.
- O DATA COLLECTION EFFORTS INVOLVE A WIDE RANGE OF SOURCES SUCH AS TRAFFIC AND ACCIDENT RECORDS, ARREST FIGURES, TRAUMA REGISTRY, HOSPITAL EMERGENCY ROOM DATA, AND SURVEYS.
- O COMMUNITY ASSESSMENT IDENTIFIES "WHO CAN DO WHAT" AND "WHO IS DOING WHAT", AND "WHAT HAS BEEN DONE".
- O THE PROGRAM IS BASED ON LOCAL/STATE DATA.
- O COMMUNITY AND PROGRAM ASSESSMENT OF PAST AND CURRENT TRAFFIC SAFETY EFFORTS AND RESOURCES ARE CONDUCTED.
- O TOOLS SUCH AS PIN MAPS, HIGH ACCIDENT LOCATION MAPS, AND PRIORITY LISTINGS OF ACCIDENT PROBLEMS, LOCATIONS, AND TARGET POPULATIONS ARE USED.
- O OBJECTIVES OF THE PROGRAM ARE RELATED TO THE DATA COLLECTION AND PROBLEM IDENTIFICATION EFFORTS.
- O INFORMATION ON THE PROBLEM IS UPDATED ANNUALLY TO REFOCUS ON THE PROBLEM AND TO ASSESS PROGRESS.

PLANS AND MANAGES

THE PROGRAM HAS STRONG MANAGEMENT: A PERSON AND A COALITION, TASK FORCE OR ADVISORY COMMITTEE ARE RESPONSIBLE FOR PLANNING, DIRECTING, IMPLEMENTING, AND EVALUATING THE PROGRAM.

PLANNING AND MANAGEMENT INDICATORS:

- O A WRITTEN STATEMENT OF SHORT AND LONG-RANGE GOALS AND OBJECTIVES EXISTS. AN ACTION PLAN IS DEVELOPED AND IMPLEMENTED.
- O PUBLIC AND PRIVATE SECTORS HAVE VISIBLE INPUT INTO THE PLAN AND ACTIVITIES.
- O CITED BY COMMUNITY SUPPORT STRUCTURE AS PERSON/ENTITY IN CHARGE.
- O NAMED BY PROGRAM WORKERS AS PERSON/ENTITY IN CHARGE.
- O MANAGER ADMINISTERS AND MONITORS PROGRAM RESOURCES WITH INPUT FROM THE COALITION, ADVISORY COMMITTEE OR TASK FORCE.
- O AN ONGOING EVALUATION PLAN EXISTS WHICH INCLUDES ADMINISTRATIVE AND IMPACT EVALUATION.
- O THERE IS EVIDENCE OF THE PROGRAM ADJUSTING OR REFOCUSING OPERATIONS AS A RESULT OF EVALUATIVE FEEDBACK.
- O THE PROGRAM HAS ADEQUATE STAFF (PAID AND/OR VOLUNTEER).

COMMUNITY INPUT AND PARTICIPATION

THE PROGRAM IS SUPPORTED BY INDIVIDUAL CITIZENS, CIVIC GROUPS, BUSINESS LEADERS, THE MEDIA, EDUCATORS, PUBLIC HEALTH REPRESENTATIVES, GOVERNMENTAL AGENCIES, E.G., LAW ENFORCEMENT, AND ELECTED OFFICIALS. TOGETHER, THEY PROVIDE COMMUNITY INPUT AND PARTICIPATION INTO THE PROGRAM.

COMMUNITY INPUT AND PARTICIPATION INDICATORS:

- 0 ✓ BUSINESS AND GOVERNMENT HAVE POLICIES AND ACTIVITIES RELATIVE TO THE PROGRAM.
- 0 RESOURCES ARE CONTRIBUTED BY PUBLIC AND PRIVATE SECTORS.
- 0 BUSINESS AND GOVERNMENT HAVE INPUT INTO PLAN AND PARTICIPATE IN THE PROGRAM ACTIVITIES.
- 0 ✓ LOCAL OFFICIALS HAVE INVOLVEMENT AND VISIBILITY IN THE PROGRAM.
- 0 MEDIA SUPPORTS AND CONTRIBUTES TO THE VISIBILITY OF THE PROGRAM.
- 0 CITIZENS AND CIVIC GROUPS SUPPORT AND PARTICIPATE IN THE PROGRAM.
- 0 ✓ ELECTED OFFICIALS AND CIVIC GROUPS INITIATE AND SUPPORT HIGHWAY SAFETY RELATED POLICIES AND LEGISLATION.
- 0 WILLINGNESS TO INSTITUTIONALIZE AND MAKE THE PROGRAM SELF-SUSTAINING.

COMMON GOALS

A COMMUNITY TRAFFIC SAFETY PROGRAM INCLUDES AGREEMENT ON
COMMON GOALS: THE COMMUNITY "BUYS INTO" THE PROGRAM. THERE
IS COMMUNITY COMMITMENT AND SYNERGY.

COMMON GOALS INDICATORS:

- PUBLIC AND PRIVATE INPUT ARE UNITED IN COMMON PLAN OF ACTION
- COMMUNITY LEADERS EXPRESS COMMON THEME(S)
- MEDIA COVERAGE EXPRESSES COMMON THEME(S)
- PROGRAM WORKERS AND PROGRAM ACTIVITIES EXPRESS COMMON THEME(S)
- THERE IS COOPERATION AND PARTICIPATION AMONG COLLABORATING ORGANIZATIONS.
- COMMUNITY UNDERSTANDS THE LONG-TERM BENEFITS OF ESTABLISHING AND MAINTAINING A TRAFFIC SAFETY MANAGEMENT SYSTEM.
- COMMUNITY MEMBERS AGREE THERE IS A PROBLEM.
- CLEAR SENSE OF COMMUNITY GOALS IS ESTABLISHED TO IMPROVE THE "QUALITY OF LIFE" FOR EVERYONE IN THE COMMUNITY.

COORDINATES AND COLLABORATES

TRAFFIC SAFETY TOUCHES MANY ASPECTS OF THE COMMUNITY. THERE IS A NEED TO INVOLVE DIFFERENT PLAYERS AND CHANNELS FOR PROGRAM IMPLEMENTATION (E.G., PUBLIC HEALTH, LAW ENFORCEMENT, MEDIA, BUSINESS COMMUNITY). RESOURCES ARE COORDINATED SO THAT THE COMMUNITY ORGANIZATIONS MAY WORK TOGETHER ON THE PROBLEM AND STRATEGIES. THE DIFFERENT PLAYERS HAVE A ROLE IN THE DECISION-MAKING PROCESS.

COORDINATION AND COLLABORATION INDICATORS:

- O THE MANAGEMENT STRUCTURE OF THE PROGRAM REPRESENTS A DIVERSE COMMUNITY COALITION.
- O ✓ PROGRAM NETWORKS WITH A RANGE OF ORGANIZATIONS AND AGENCIES IN THE COMMUNITY TO ENCOURAGE THEIR PARTICIPATION.
- O RESOURCES, FINANCIAL AND OTHERWISE, ARE DERIVED FROM A VARIETY OF SOURCES.
- O MANAGEMENT INVOLVES OTHER COMMUNITY ORGANIZATIONS IN ITS DECISION-MAKING PROCESS.
- O PROGRAM ACTIVITIES ARE JOINTLY-SPONSORED AND COORDINATED WITH OTHER GROUPS.
- O RELIABLE FUNDING SOURCES EXIST FOR PROGRAM IMPLEMENTATION.
- O MEDIA IS RECRUITED TO AID IN THE PROGRAM.
- O COMMUNITY ASSESSMENT IS USED TO IDENTIFY AND COORDINATE PROGRAM ACTIVITIES.

COMMUNICATES AND CREATES VISIBILITY

THE CTSP COMMUNICATES WITH ITS STAFF, SUPPORTERS, THE MEDIA, THE PUBLIC, AND OTHERS TO ADVANCE TOWARDS ITS OBJECTIVES, AND TO GET PUBLICITY AND RECOGNITION FOR THE PROGRAM. THIS REQUIRES GATHERING, PROVIDING, AND DISTRIBUTING INFORMATION ABOUT ACTIVITIES, NEEDS, AND ACCOMPLISHMENTS. THE PROGRAM COMMANDS THE SUPPORT AND ATTENTION OF THE MEDIA WHICH, IN TURN, RAISES CITIZEN AWARENESS ABOUT ISSUES. THE PROGRAM ESTABLISHES A CONTINUING DIALOGUE WITH A VARIETY OF OTHER GROUPS. IN DOING SO, IT UPDATES PEOPLE, KEEPS THEM CURRENT ON PLANS AND EVENTS, AND PROVIDES ANSWERS TO QUESTIONS ABOUT THE PROGRAM.

COMMUNICATION/VISIBILITY INDICATORS:

THE PROGRAM:

- O HAS A NEWSLETTER AND/OR OTHER METHODS OF COMMUNICATING WITH ITS SUPPORTERS.
- O COLLECTS DATA WHICH WOULD ALLOW IT TO PROVIDE USEFUL INFORMATION ON PROGRAM PROGRESS AND ACCOMPLISHMENTS.
- O REPORTS REGULARLY ON ACTIVITIES AND IMPACT OF PROGRAM.
- O SEEKS FEEDBACK FROM THE PUBLIC AND OTHER PARTS OF THE COMMUNITY ON THEIR AWARENESS AND ACCEPTANCE OF THE PROGRAM.
- O MANAGERS KEEP THE STAFF INFORMED ON PROGRAM MATTERS.
- O PARTICIPANTS MEET REGULARLY TO EXCHANGE INFORMATION AND ASSESS ACTIVITIES AND ACCOMPLISHMENTS.
- O MANAGER HAS GOOD WORKING RELATIONSHIP WITH THE LOCAL MEDIA.
- O SUBMITS NEWS RELEASES TO MEDIA REGULARLY TO INFORM PUBLIC OF ITS EXISTENCE AND WORK.
- O ESTABLISHES A SPEAKERS' BUREAU TO INCREASE THE COMMUNITY'S KNOWLEDGE AND AWARENESS OF THE PROGRAM.

PROGRAM IDENTITY

THE PROGRAM HAS A CLEARLY-DEFINED WRITTEN PURPOSE KNOWN TO THE COMMUNITY, SUPPORT FROM COMMUNITY LEADERSHIP, A MEANS OF INTERACTING WITH THE PUBLIC, AND A GROUP OF PEOPLE WHO ARE IDENTIFIED WITH THE PROGRAM.

THOSE WHO ARE PUBLICLY IDENTIFIED WITH THE PROGRAM REFLECT A CROSS-SECTION OF THE COMMUNITY. PROGRAM PROVIDES A MISSION STATEMENT, GUIDELINES AND DEFINITION OF ROLE OF TASK FORCE.

PROGRAM IDENTITY INDICATORS:

- COMMUNITY LEADERS ARE PART OF A PROGRAM COALITION, TASK FORCE OR ADVISORY BOARD.
- PROGRAM MEMBERS HAVE ACCESS TO AND SUPPORT FROM COMMUNITY LEADERS.
- PROGRAM HAS A DISTINCTIVE NAME AND/OR LOGO.
- THE MEDIA IS AWARE OF AND STRONGLY SUPPORTS THE PROGRAM'S EXISTENCE AND PURPOSE THROUGH ITS REPORTING.
- PROGRAM MANAGEMENT IS LOCATED IN A FACILITY ACCESSIBLE TO THE PUBLIC.
- PROGRAM IS IDENTIFIED AS A HEALTH AND SAFETY ISSUE PROGRAM.
- PUBLIC-AT-LARGE IS AWARE THAT PROGRAM EXISTS.

**MULTIPLE APPROACHES
TO MULTIPLE PROBLEMS**

PROGRAM REFLECTS THE COMPLEXITY AND TOTALITY OF OUR HIGHWAY SAFETY PROBLEMS. THE PROGRAM NEED NOT EMPHASIZE ALL ISSUES AT THE SAME TIME, BUT THERE IS AWARENESS THAT THE OVERALL PROGRAM ENCOMPASSES MULTIPLE PROBLEMS AND ISSUES. SIMILARLY, EVEN A SINGLE PROBLEM AREA, SUCH AS ALCOHOL-IMPAIRED DRIVING, BENEFITS FROM MULTIPLE APPROACHES, E.G., PUBLIC INFORMATION, EDUCATION, ENFORCEMENT, ENGINEERING, ETC.. SOME PROGRAMS START BY EMPHASIZING ONE PROBLEM AREA, BUT THEN EXPAND TO OTHERS AS THE PROGRAM MATURES AND NEEDS ARE IDENTIFIED.

MULTIPLE APPROACHES AND PROBLEMS INDICATORS:

- O THE PROGRAM'S STATEMENT OF GOALS AND OBJECTIVES REFLECTS CONSIDERATION OF MULTIPLE TARGET ISSUES AND COUNTERMEASURE APPROACHES.
- O THE WORK HISTORY OR PLANNING OF THE PROGRAM SHOWS A PROGRESSION OF TARGETED PROBLEM AREAS AND APPROACHES OVER TIME.
- O GROUPS AND INDIVIDUALS OUTSIDE THE PROGRAM THINK OF IT AS ADDRESSING MULTIPLE ISSUES WITH VARIED APPROACHES.
- O SEVERAL COUNTERMEASURE ACTIVITIES ARE UNDERWAY SIMULTANEOUSLY.
- O THE PROGRAM COMPONENTS ARE SUPPORTED BY DATA IDENTIFIED IN THE PROBLEM IDENTIFICATION AND ASSESSMENT PROCESS.

SELF-SUSTAINING

THE PROGRAM LASTS OVER TIME. IT IS NOT MERELY AN
AD HOC GROUP. ITS PROGRESS IS DEVELOPMENTAL AND
DYNAMIC. IT IS NOT SUPERFICIAL IN ITS CHOICE AND
TREATMENT OF ISSUES. IT IS ABLE TO ADAPT TO CHANGING
CIRCUMSTANCES, AND CONTINUE WITH ITS OTHER RESOURCES
AFTER INITIAL SOURCES ARE NO LONGER AVAILABLE.

SELF-SUSTAINING INDICATORS:

THE PROGRAM:

- REPRESENTATION IS SUFFICIENTLY BROAD TO ALLOW FOR CONTINUITY FOLLOWING A CHANGE IN POLITICAL ADMINISTRATION.
- HAS REPLACED INITIAL FUNDING WITH PERMANENT LOCAL FUNDING TO MAINTAIN A STABLE FINANCIAL BASE.
- HAS BECOME SELF-SUSTAINING -- PROGRAMATICALLY AND FINANCIALLY.
- HAS BECOME INSTITUTIONALIZED IN GOVERNMENT OR SOME OTHER COMMUNITY ORGANIZATION.
- HAS BEEN IN EXISTENCE SEVERAL YEARS AND HAS STAYED CURRENT WITH COMMUNITY NEEDS.
- IS SUPPORTED BY THE COMMUNITY WHICH IS COMMITTED TO ITS CONTINUATION AND SUCCESS.
- IS RECOGNIZED AS THE TRAFFIC SAFETY MANAGEMENT AUTHORITY IN THE COMMUNITY.