Recommendations for Implementing Behavior Change Strategies and Interventions that Reduce Motor Vehicle-Related Injuries and Fatalities

A. Implement strategies and interventions that are multi-sector and have the potential to simultaneously address risk and protective factors that are shared across multiple risky driving behaviors.

Consider addressing risk factors and/or protective factors that relate to more than one driving behavior and that can build upon existing public health or traffic safety intervention activities. State and local practitioners with activities relevant to motor vehicle injury prevention and driver safety (public health, traffic safety, engineering, law enforcement, academia, mental health, substance abuse, health care, and public policy) could work with one another to implement and evaluate strategies and interventions on the local level. Primary seat belt laws and enforcement, improved road designs, graduated driver’s licensing laws, improved emergency response, lower BAC limits set by state law, increased alcohol taxes, use of ignition interlocks, and sobriety checkpoints, among other interventions, have the potential to be effective when used together.

B. Collaborate with non-traditional partners to implement behavior change strategies.

State level professionals (health departments, traffic safety) should partner with each other, as well as other national level agencies or organizations (traffic safety, public health), engineers, scientists, and researchers to reduce risky driving behaviors.

C. Combine available funding or apply for joint funding across traffic safety and public health agencies to implement strategies that address shared risk and protective factors.

Using a shared risk and protective factors approach helps entities in both the public health and traffic safety sectors justify using their funds to implement interventions in their communities. By pooling funding or applying for joint funding, agencies can streamline efforts and maximize any available dollars.

D. Collaborate with partners and researchers to implement educational and intervention efforts that are culturally appropriate.

All state and local public health, traffic safety, mental health, and public safety agencies that implement program strategies related to risky driving behaviors could work alongside researchers (academic institutions, foundations, research-based organizations) to create effective messaging, educational resources, and strategies that improve the health of communities and their unique characteristics.
E. Collaborate with researchers to advance strategies that focus on behavior change as a mechanism to encourage safe driving practices.

State and local level practitioners could work with researchers to contribute additional evidence to the public health and traffic safety fields supporting the intersections between motor vehicle injury prevention, driver safety practices, behavior change interventions, and shared risk and protective factors.

F. Collaborate with implementation partners to assure widespread adoption of behavior change strategies and interventions that consider any relevant factors that either influence risky driving behavior or protect against unsafe driving practices.

State and local level agencies (e.g., public health, traffic safety, law enforcement, substance abuse treatment professionals, and health care providers) could work with their key partners and stakeholders to identify who benefits from an intervention (parents, educators, policy makers, etc.), determine the delivery mechanisms of an intervention, provide support for implementing an effective strategy, and on-going evaluation of intervention strategies.