

Texas Motorcycle Safety Forum

SATURDAY, APRIL 9, 2022

Getting Rid of Risky Riding



Getting Rid of Risky Riding

Eva Shipp, PhD & Emily Martin, MS
Center for Transportation Safety
Texas A&M Transportation Institute



2022 Texas Motorcycle Safety Forum

Encouraging Change

- What works?
- What doesn't?

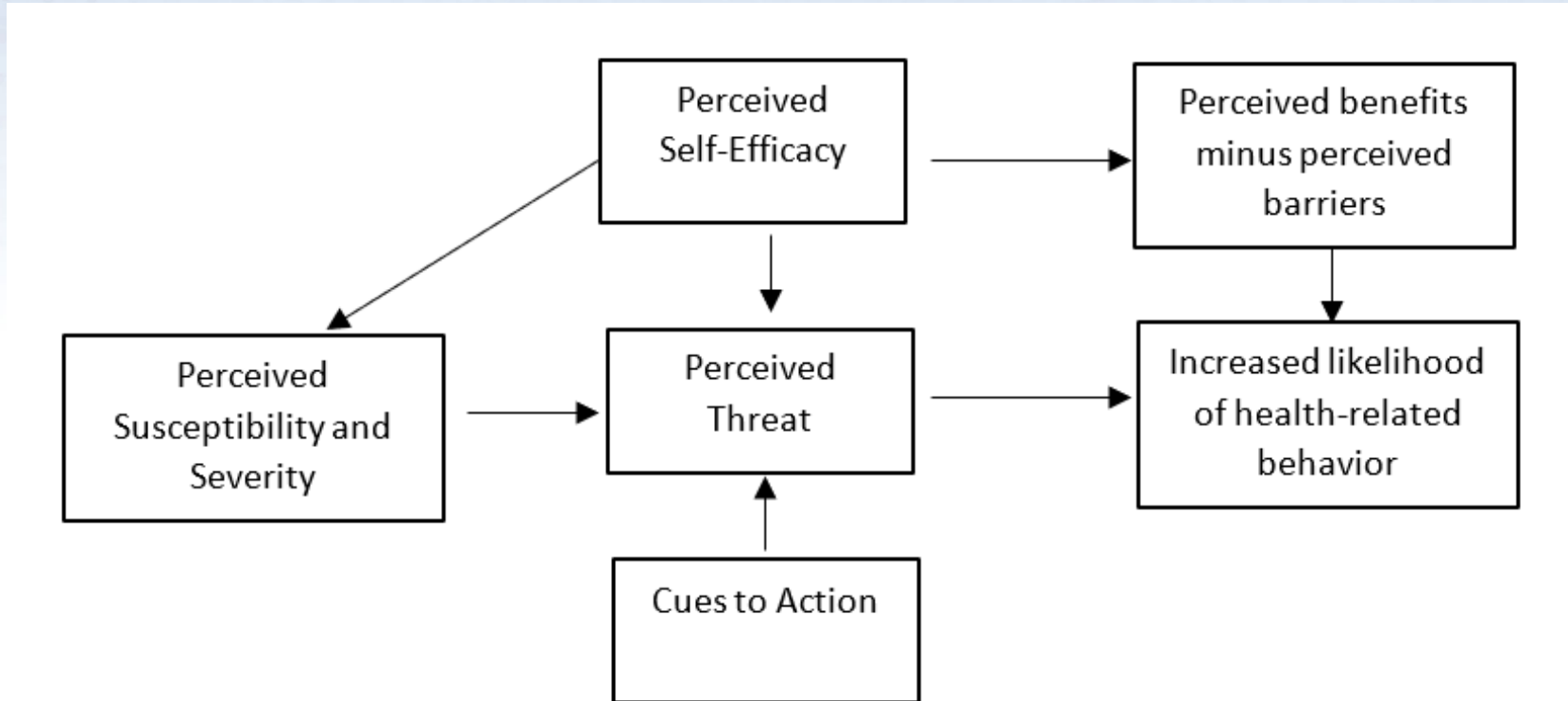
How do we organize these ideas and translate them to reduce risky riding?

Theories: What and Why

- “Theories and models help **explain** behavior, as well as suggest how to develop more effective ways to influence and **change** behavior.” [Glantz, 2010]
- Helps us think through all aspects of an approach instead of just focusing on single issues
- Ingredient list, not a recipe

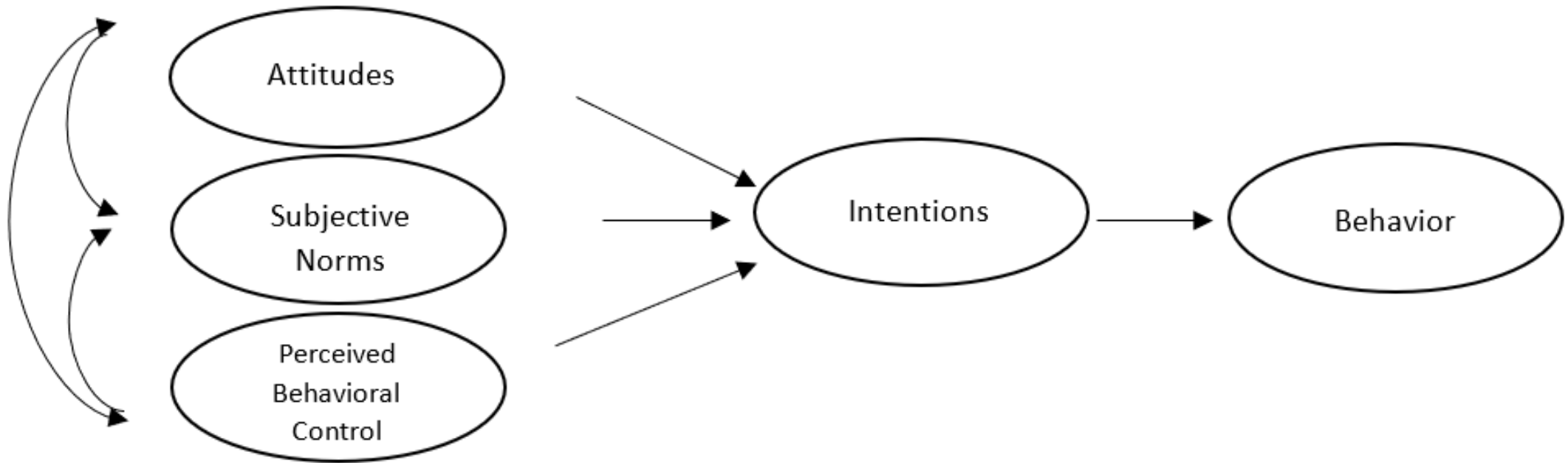


Health Belief Model



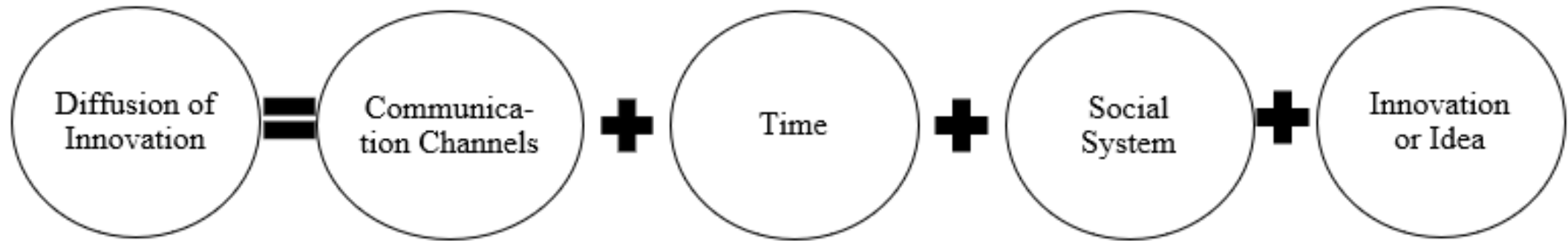
Primary Source: Rosenstock (1966).

Theory of Planned Behavior



Primary Source: Ajzen (1985).

Diffusion of Innovation



Primary Source: Rogers (2010).

Theories & the Real World



Addressing Rider Behavior

- Unique, diverse attitudes & characteristics
- Challenges for developing countermeasures to influence rider behaviors

Theory of Planned Behavior for M Endorsement

ATTITUDES

training will make me safer
I won't get a ticket

SUBJECTIVE NORMS

most members of my club
have their M endorsement

PERCEIVED BEHAVIORAL CONTROL

I know where to get info
training will teach me what I
need to know

INTENTIONS

Make time to
attend course
Set aside fees

BEHAVIOR

Obtain
M endorsement

SO WHAT?

Activity

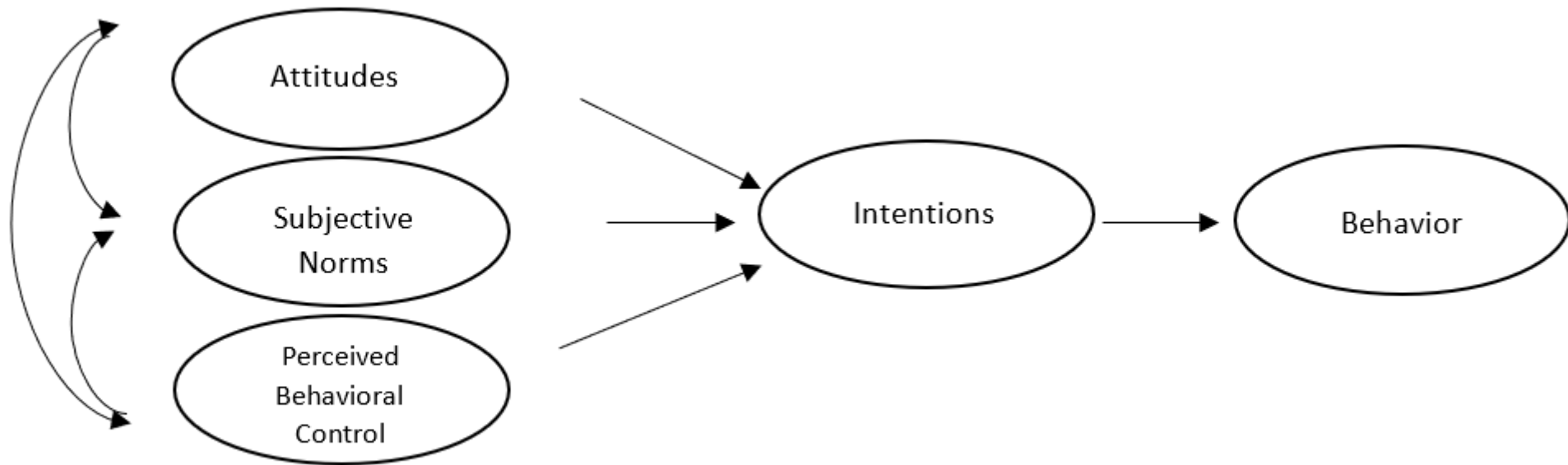
- **Changing Speeding behavior**
- **Speed = higher injury severity**
- **Reducing rider speeds**
 - When other vehicles are around
 - Roadways are curvy
 - Roadways have limited sight distance

Instructions

- **Use the Theory of Planned Behavior model to brainstorm ways we can encourage riding at appropriate speeds**
- **Divide into 7 groups**
- **Use post-its notes to put ideas/topics into the appropriate category**
- **Share out at 10:35/40**
- **Virtual Instructions:**
 - Click on the Jamboard link provided in the chat
 - Use any of the features on the left hand design menu to add ideas into the appropriate category



Group Share



Primary Source: Ajzen (1985).

Learn More

<https://btscrpdev.wpengine.com>



Employer-based Driver Safety Programs
Behavioral Traffic Safety Cooperative Research Program
(BTSCRP)

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[GLOSSARY](#) [PRE-PACKAGED PROGRAMS / SAFETY ORGANIZATIONS](#)

WHAT ARE YOU TRYING TO LEARN?

What are other people doing and what is available?

A collection of business practices of driver safety programs currently in use.

[VIEW CASE STUDIES](#)

How do we change behavior?

Effective behavioral change and underlying theories are described.

[VIEW THEORIES](#)

How do I know if my program is working?

Information describing common training evaluation sources and designs.

[VIEW MEASURES](#)

What can help me plan my safety program?

Visualize the interactions of resources and outcomes in an interactive logic model.

[VIEW LOGIC MODEL](#)

Safety Insights



Rewards program

[VIEW SAFETY INSIGHTS](#)



Questions?

Eva Shipp, PhD

E-shipp@tti.tamu.edu

Emily Martin, MS

E-martin@tti.tamu.edu

Texas A&M Transportation Institute

3135 TAMU

College Station, TX 77843-3135

info@tti.tamu.edu

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Next session starts at 11:00 a.m.



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