



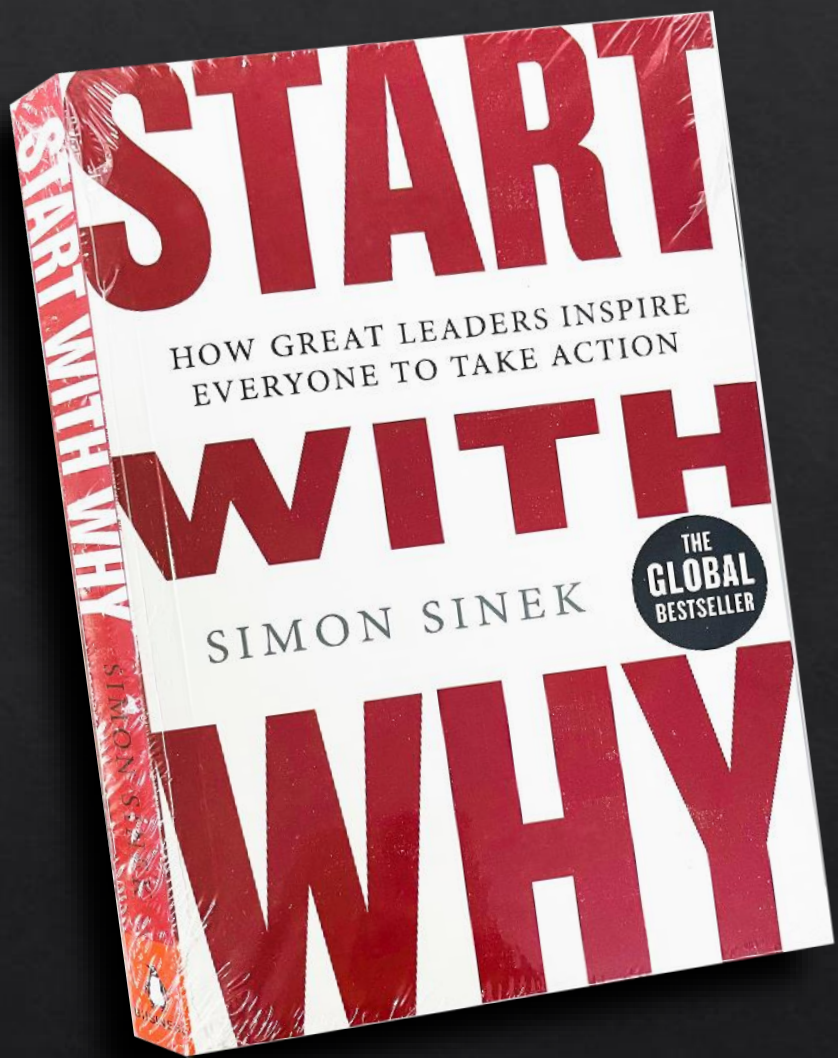
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Driving Change with AI- Empowering Traffic Safety through Personal Choices

Steve "Schmidty" Schmidt, Drive Safe Missoula,
Senior Community Health Specialist, Missoula City-Co
2023 Annual Transportation Safety Meeting, October 4, 2023



Montana's Vision for Traffic Safety is Zero.
Zero fatalities on Montana's roadways.



Inspire Others to Take Action



Missoula Efforts

DON'T DRINK
DRIVE

DRIVE SAFE
MISSOULA
MISSOULA.MT



It's Alcohol Awareness Month
Thank You for Choosing to
Drive Sober, Missoula!

**BUCKLE UP,
BUTTERCUP**

VISION ZERO
zero deaths - zero serious injuries

Buckle Up Montana Missoula Coalition



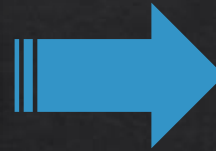
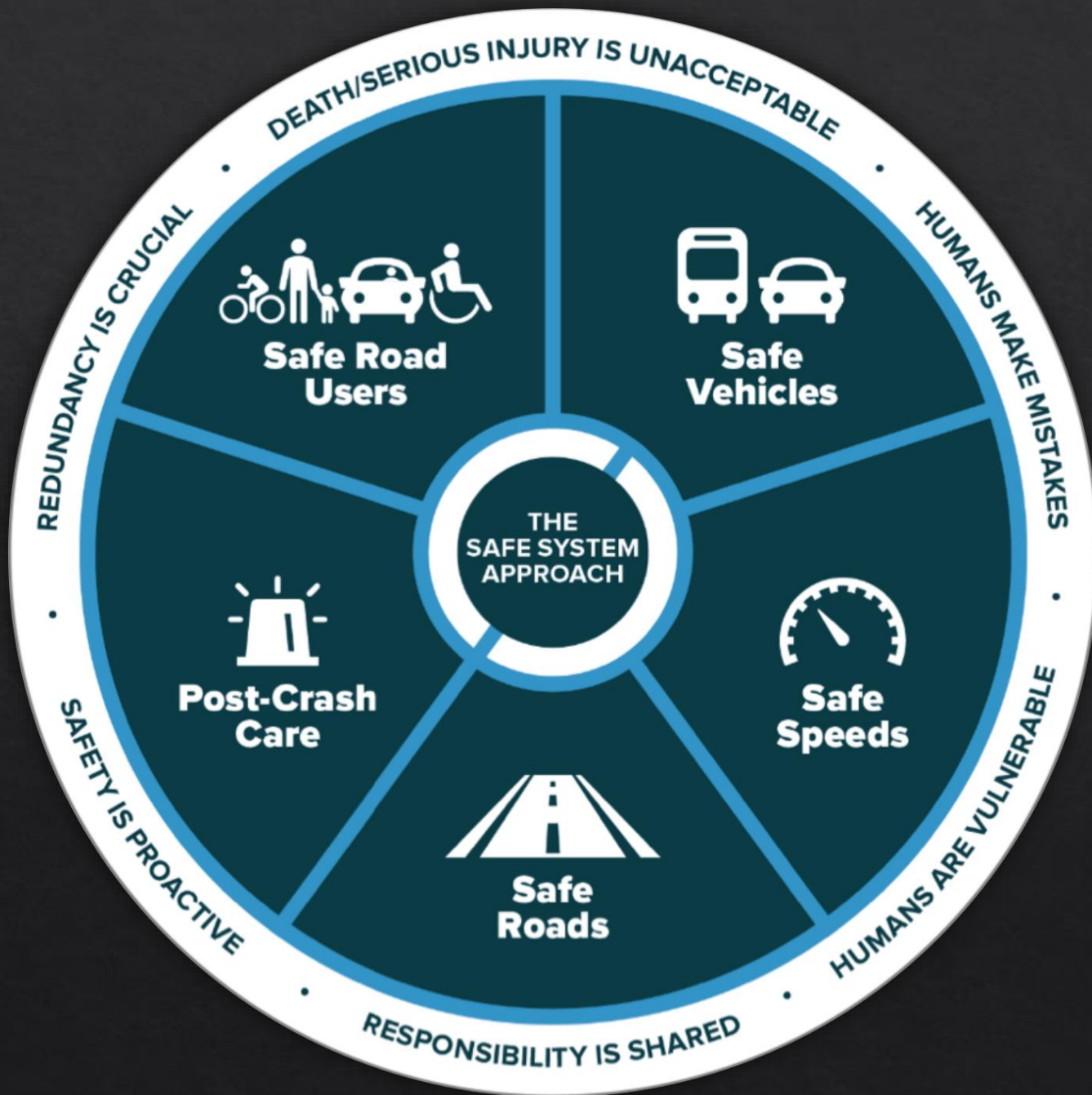
Often safety messaging is telling others what to do.

DRIVE SAFE
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Safe System Approach (SSA) is a proactive approach that recognizes -

- Death & injuries are unacceptable,
- Humans make mistakes,
- Humans are vulnerable,
- Responsibility is shared,
- Safety is Proactive and
- Redundancy is crucial.



Safe
System
Approach
Save
Lives



Implementing
elements of a
Safe System
Approach
to achieve Vision
Zero
takes everyone.

Professionalism



Professionalism

Two Questions

- 1. Do they believe I know what I'm doing?**
- 2. Do they believe I'm good at it?**



Consider the sales approach.

Traditional sales and prevention work are two distinct approaches with different goals, methods, and outcomes.

Goal

Persuasion vs. Deterrence

Desired Outcome

Approach

Relationship Building

Measurement of Success

Ethical Consideration

GOAL

- ◆ **Traditional Sales:** The primary goal of traditional sales is to persuade someone to make a purchase. Salespeople aim to convince potential customers that they need a product or service and should buy it.
- ◆ **Prevention Work:** The goal of prevention work is to stop or discourage specific undesired behaviors or outcomes. This can include behaviors like substance abuse, bullying, or the spread of diseases



Persuasion vs. Deterrence:

- ◆ **Traditional Sales:** Sales involve persuasion techniques. Salespeople use marketing tactics, product demonstrations, and incentives to convince individuals that buying the product is in their best interest.
- ◆ **Prevention Work:** Prevention focuses on deterrence rather than persuasion. It often employs education, awareness campaigns, regulations, and consequences to discourage certain behaviors.

Desired Outcome

- ◆ **Traditional Sales:** The desired outcome in sales is a transaction where the customer willingly chooses to buy the product or service, leading to a financial gain for the seller.
- ◆ **Prevention Work:** In prevention, the desired outcome is behavioral change. Success is measured by a reduction in the undesired behavior or a positive shift in community or individual well-being.

Approach

- ◆ **Traditional Sales:** Salespeople may use high-pressure tactics or emotional appeals to close a sale. The focus is on meeting sales targets and generating revenue.
- ◆ **Prevention Work:** Prevention work often employs evidence-based strategies, education, and community engagement. It aims to address the root causes of the undesired behavior and promote healthier alternatives.

Relationship Building

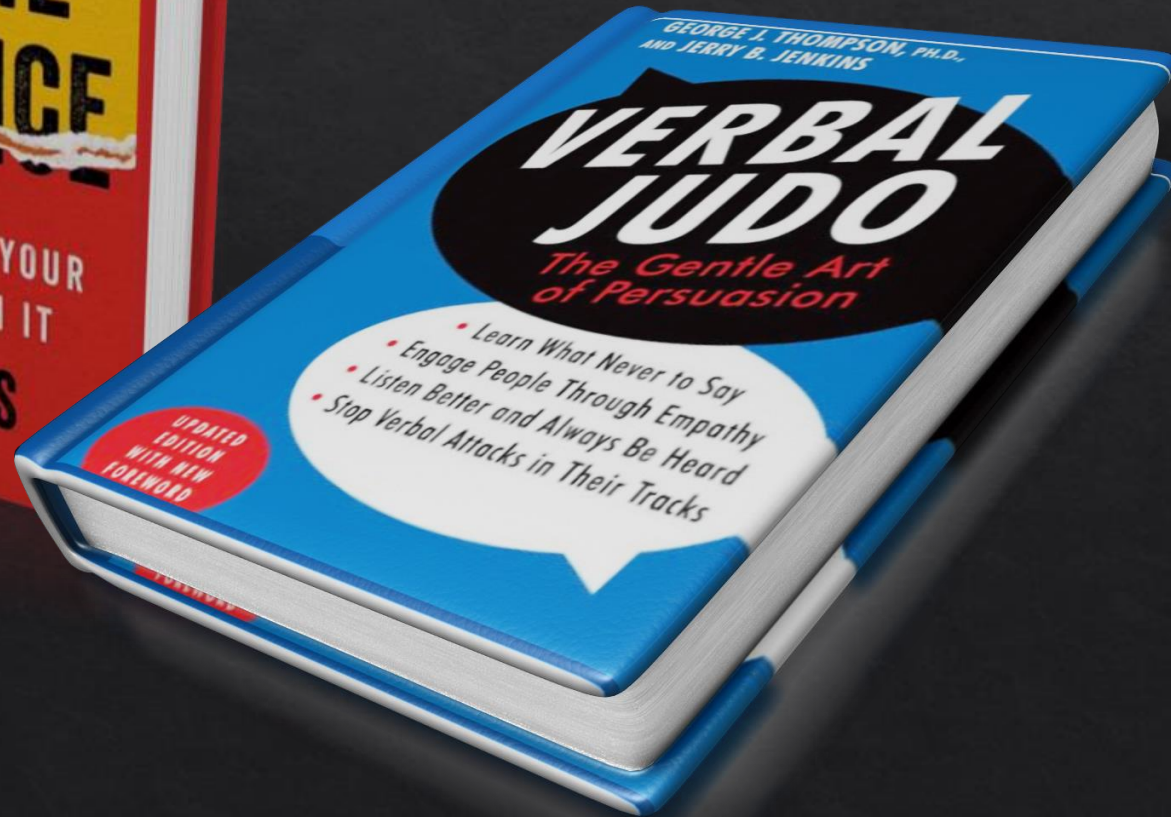
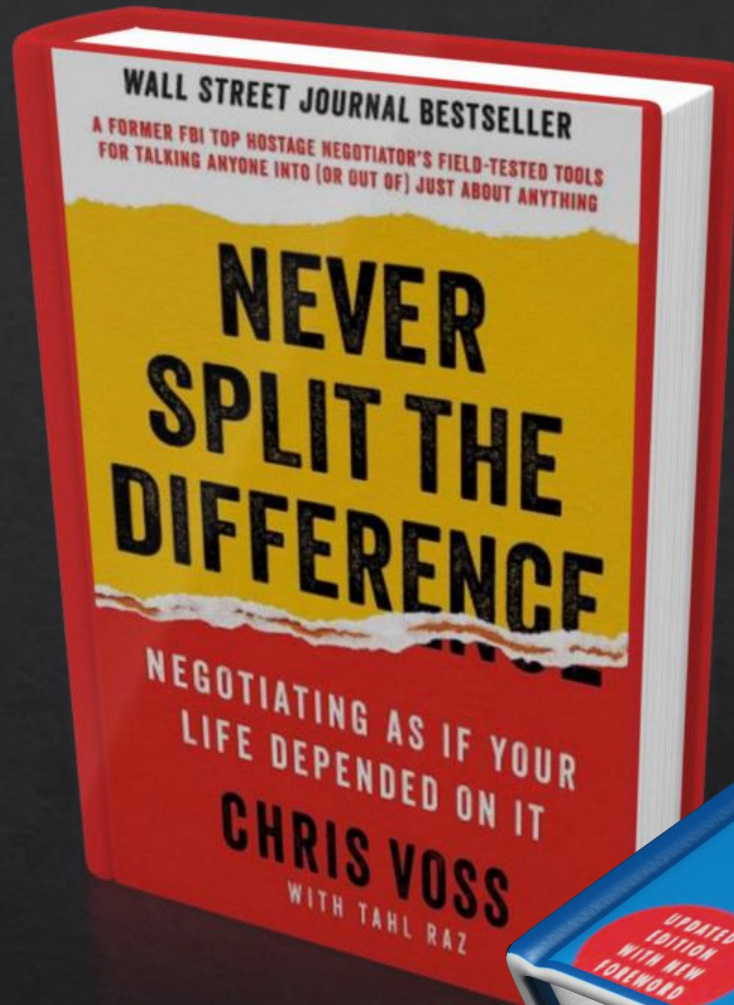
- ◆ **Traditional Sales:** While relationships can be important in sales, the primary focus is often on closing individual transactions. Customer loyalty may be built over time, but immediate sales are critical.
- ◆ **Prevention Work:** Prevention often involves building trust and fostering long-term relationships with communities, individuals, or organizations to effect lasting behavioral change.

Measurement of Success

- ◆ **Traditional Sales: Success in sales is measured by metrics like revenue, conversion rates, and profit margins.**
- ◆ **Prevention Work: Success in prevention is typically measured by changes in behavior or outcomes, such as reduced rates of disease transmission, lower crime rates, or improved public health indicators.**

Ethical Considerations

- ◆ **Traditional Sales:** Ethical concerns may arise if salespeople use manipulative or deceptive tactics to close deals.
- ◆ **Prevention Work:** Prevention work is often guided by ethical considerations, with a focus on promoting the well-being and safety of individuals and communities.





**When one buys a new vehicle, they tell you what they bought.
They don't say " hey, look what the salesperson sold me".**



**The best salesperson you've ever met...likely your favorite teacher.
- They didn't "Sell" you anything....but they inspired you.**

They didn't "Tell" you what to do, they helped you discover something...

**Perhaps they helped you
discover math, science,
language, music.**

**They created the
greatest opportunity for
you to discover what
you needed...not for
them...but for yourself.**



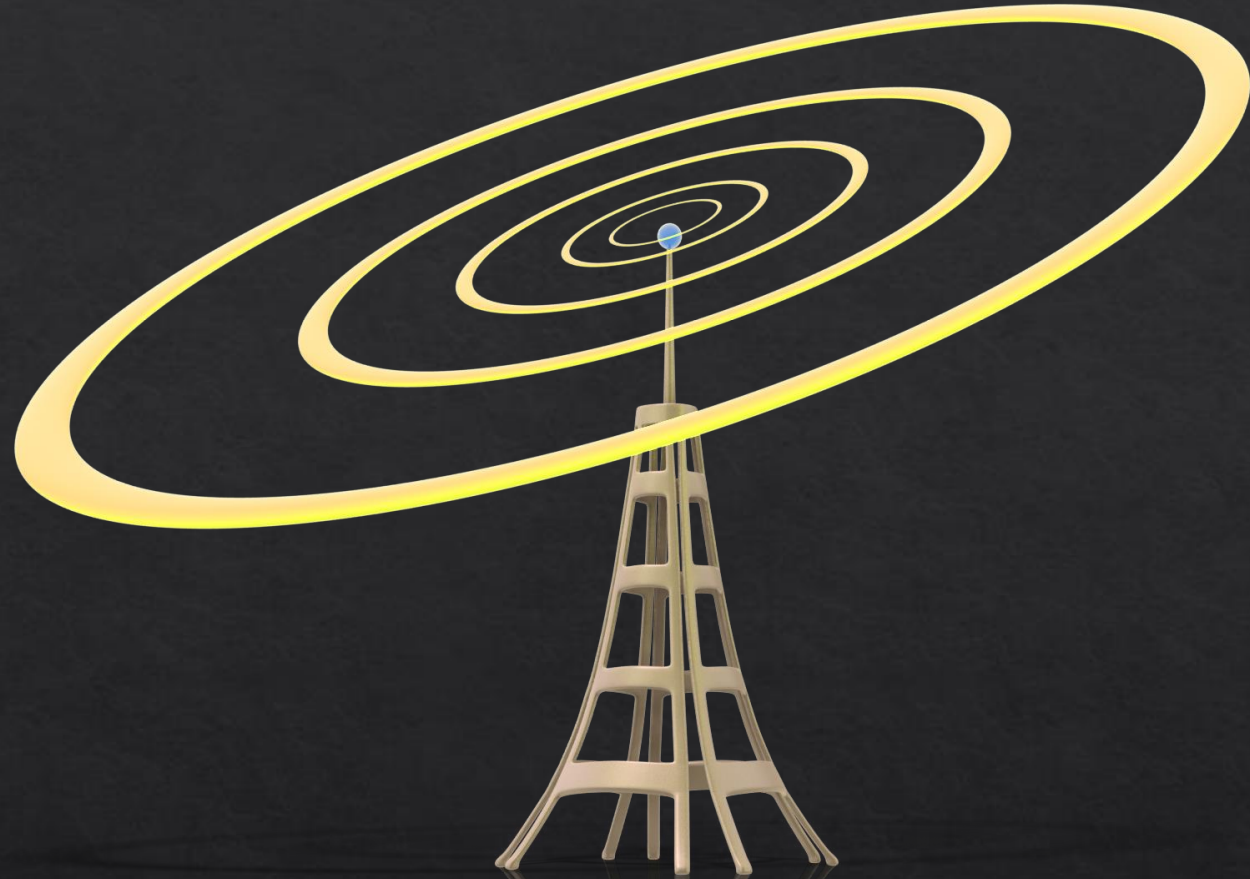
If we feel that Technology is in control, it's because it is.

If we can expose their "Play Book" we can learn to utilize the technology, their plays, their strategies, their tactics to our advantage...

**maybe...
we can get
back some
control and
utilize it to our
advantage.**



**We must
be able to
tune into
WIIFM**



WIIFM

**What
matters
most?**





**More
Stuff
Is
Caught
Than
Taught**

**If you
don't
want
your
children
to use
their cell
phone
when
driving...**



**Don't
teach
them
how to
do it.**



**A child can
have every toy
imaginable
and allowed to
play with all
of them.**



**When told one
more thing,
“ Don't touch
this..”**



Don't
Touch
The
Button



TOLD

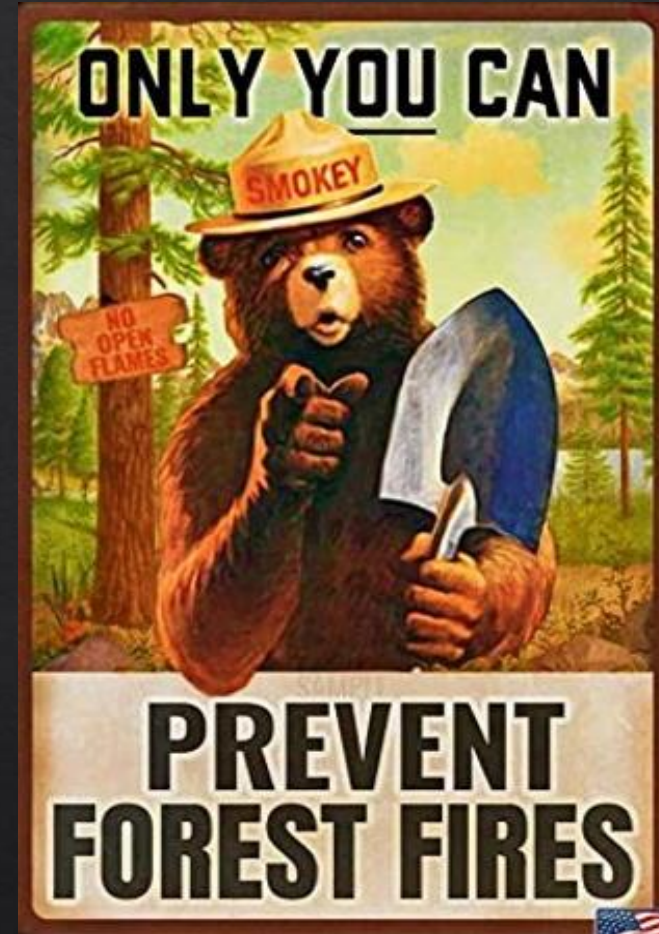
**No one like to be told what to do. We want to be in control.
We want the ability to choose for ourselves.**



Proof that we don't like to be "Told" what to do and one of the best examples of Psychological Reactance.



Why do we “TELL” people what to do and what not to do so much?



Why do we “TELL” people what to do and what not to do so much?



**If we don't like to be "told" what to do,
then why do we seem to insist on telling
others?**

**Drive
Sober or Get
Pulled Over**

**Click It
or
Ticket**

**You Text
You Drive
You Pay**

**GET OFF
THE PHONE
AND
DRIVE**

IF YOU USE YOU LOSE!

**STOP
DRUG
ABUSE**

*Be a positive role model for your community
and don't ever abuse drugs or alcohol.*

JUST SAY **NO** TO DRUGS



DRUGS WILL CHANGE YOU TO SOMEONE YOU WOULD NEVER WANT TO BE

**STOP
DRUG
ABUSE**

*Be a positive role model for your community
and don't ever abuse drugs or alcohol.*

SMOKING KILLS



STOP SMOKING

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When it comes to using drugs, be smart— don't start!



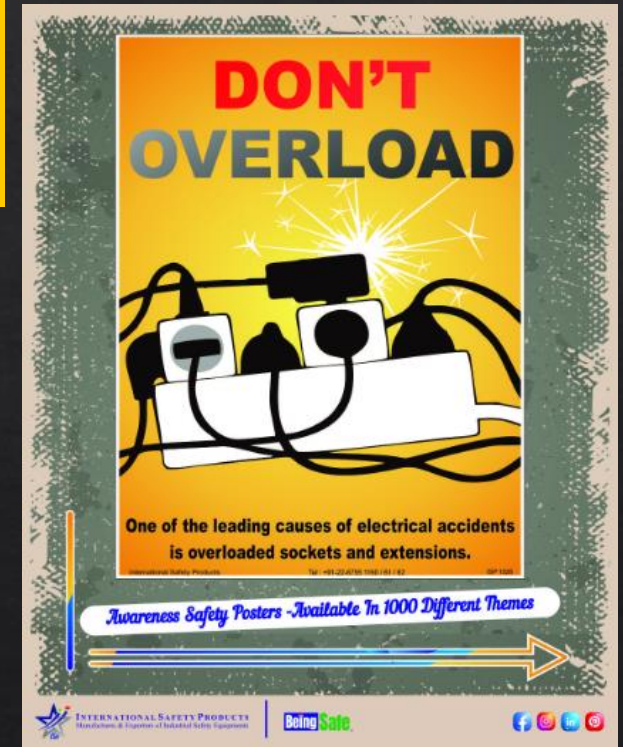
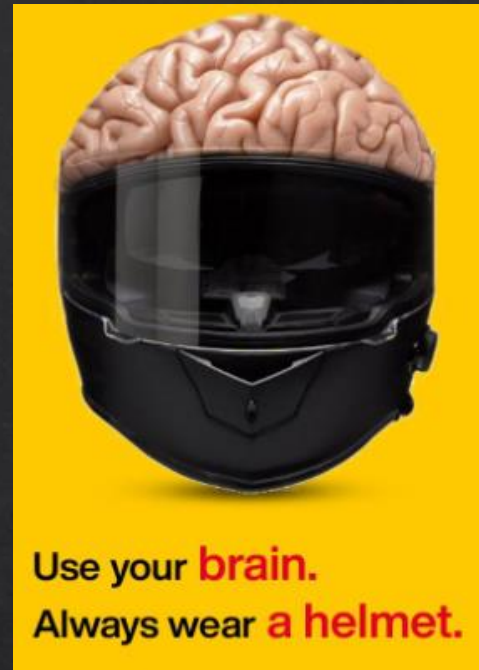
Smoking will cloud your mind.



FACT

Nicotine clouds the synapses of the brain that control decision making and impulse control.

No pressure, No drugs, No problem.





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Psychological Reactance

Reactance is usually activated when we feel that our freedom is threatened. When we perceive that someone or something is trying to influence us to do something against our will, reactance arises.

Reactance motivates us to protect our own beliefs and views, and sometimes, to do the opposite of what we're being asked to do.

More information

Center for Health & Safety Culture <https://chsculture.org/research-projects/>



What if we try to “Tell” less and “Ask” more?

**Generate voluntary compliance includes Cooperation & Collaboration
to take it to the ownership level.**

How can we adopt the use of technology to enhance safety?



Ownership



Empowerment



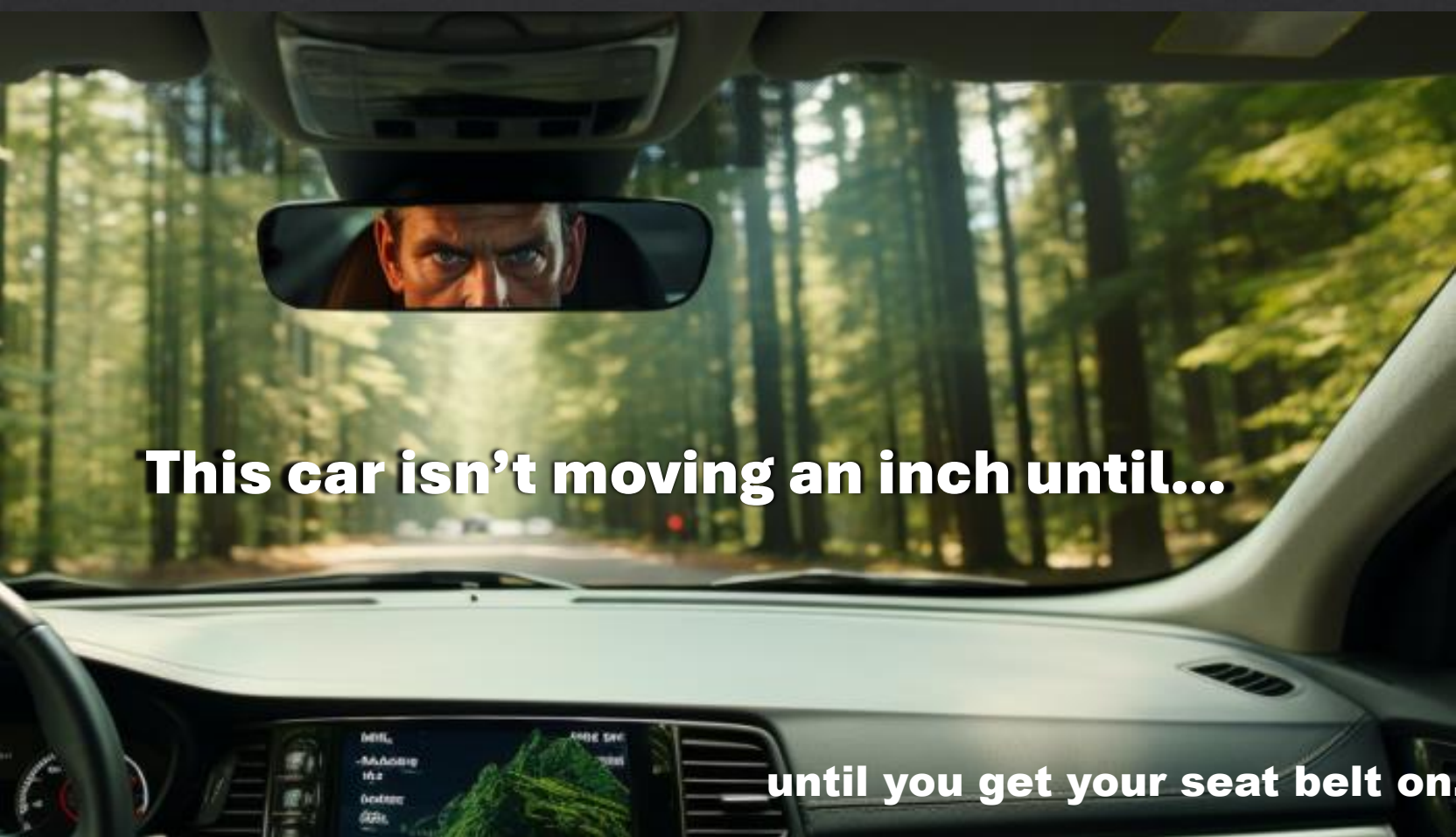
Control

Our goal is to move from Control to Empowerment and ultimately to Ownership.

Impacts of Scare Tactics

Campaigns featuring Scare Tactics

- Can promote fear
- May frighten students
- May be traumatic for some students.
- May lose effectiveness over time.
- Students may become desensitized (lessening impact).
- Reinforces negative associations (associate seatbelt use with fear)
- Some argue scare tactics are unethical (manipulating emotions vs appealing to reason and free choice).
- Doesn't necessarily change behavior.
- Can promote rebellion.



This car isn't moving an inch until...

until you get your seat belt on.

**Who's in
Control?**

**Who's owns
this decision?**

What if we could empower our kids to take ownership of this...

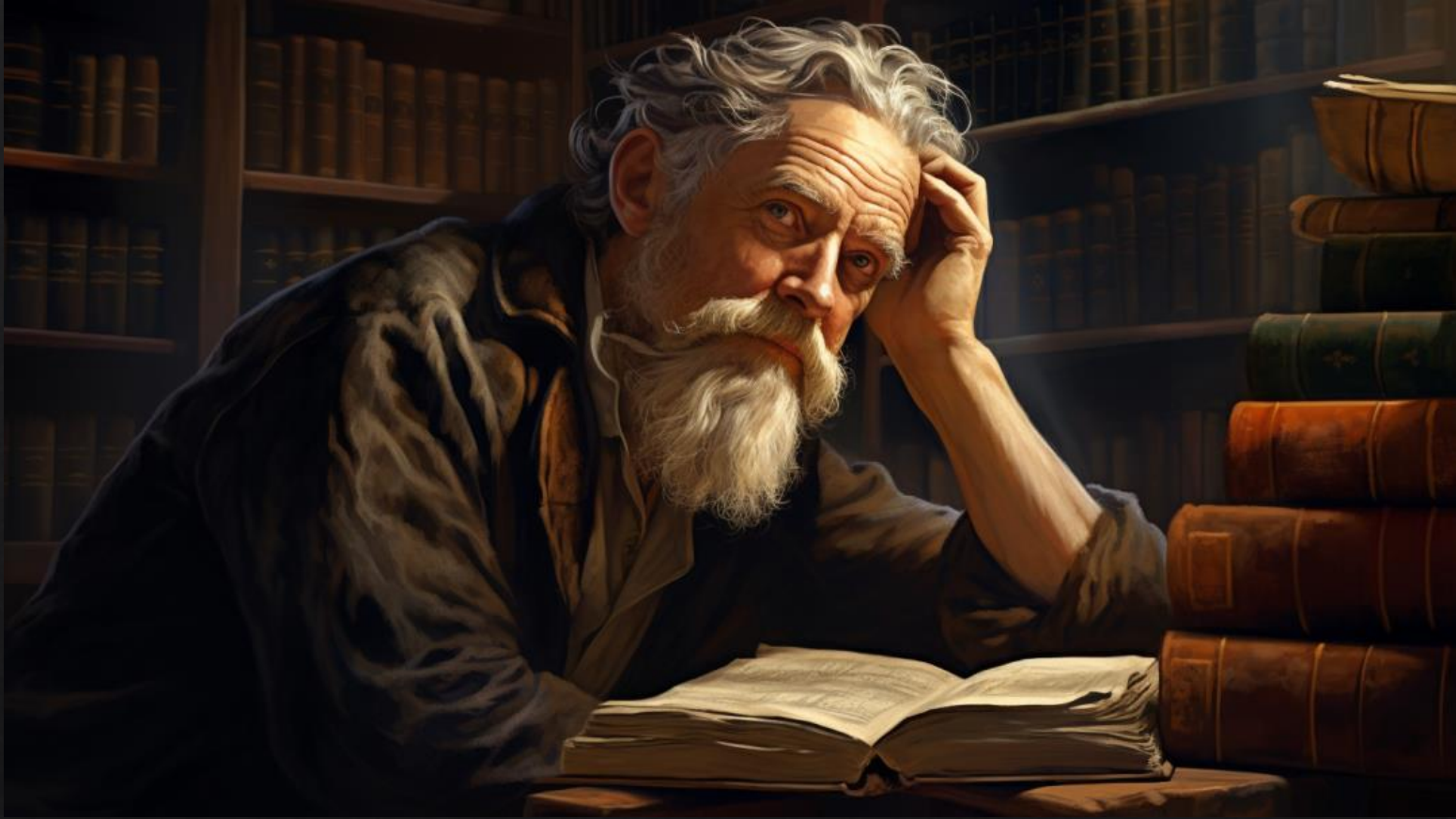
What if instead of punishing the bad behavior, we reward the good behavior?

What if we could gamify the process?

Imagine a parent, sitting in the driver's seat...



“This car’s not going to move an inch until your seat belt is buckled.”

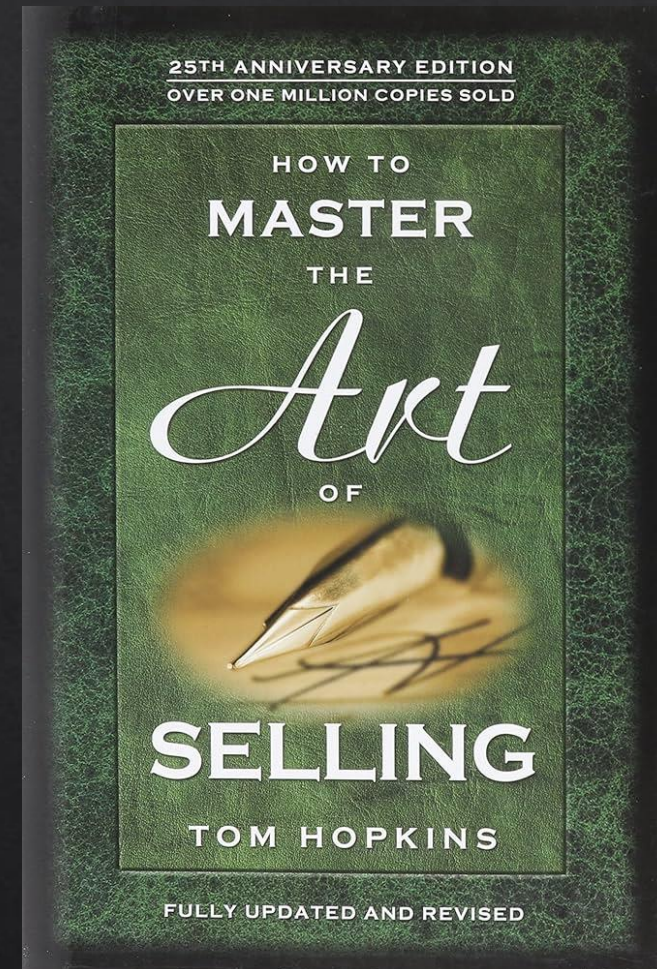


**That's great and all,
but how?**

**Remember our goal is to move from control to
empowerment and ultimately Ownership.**

Remember the Art of Selling

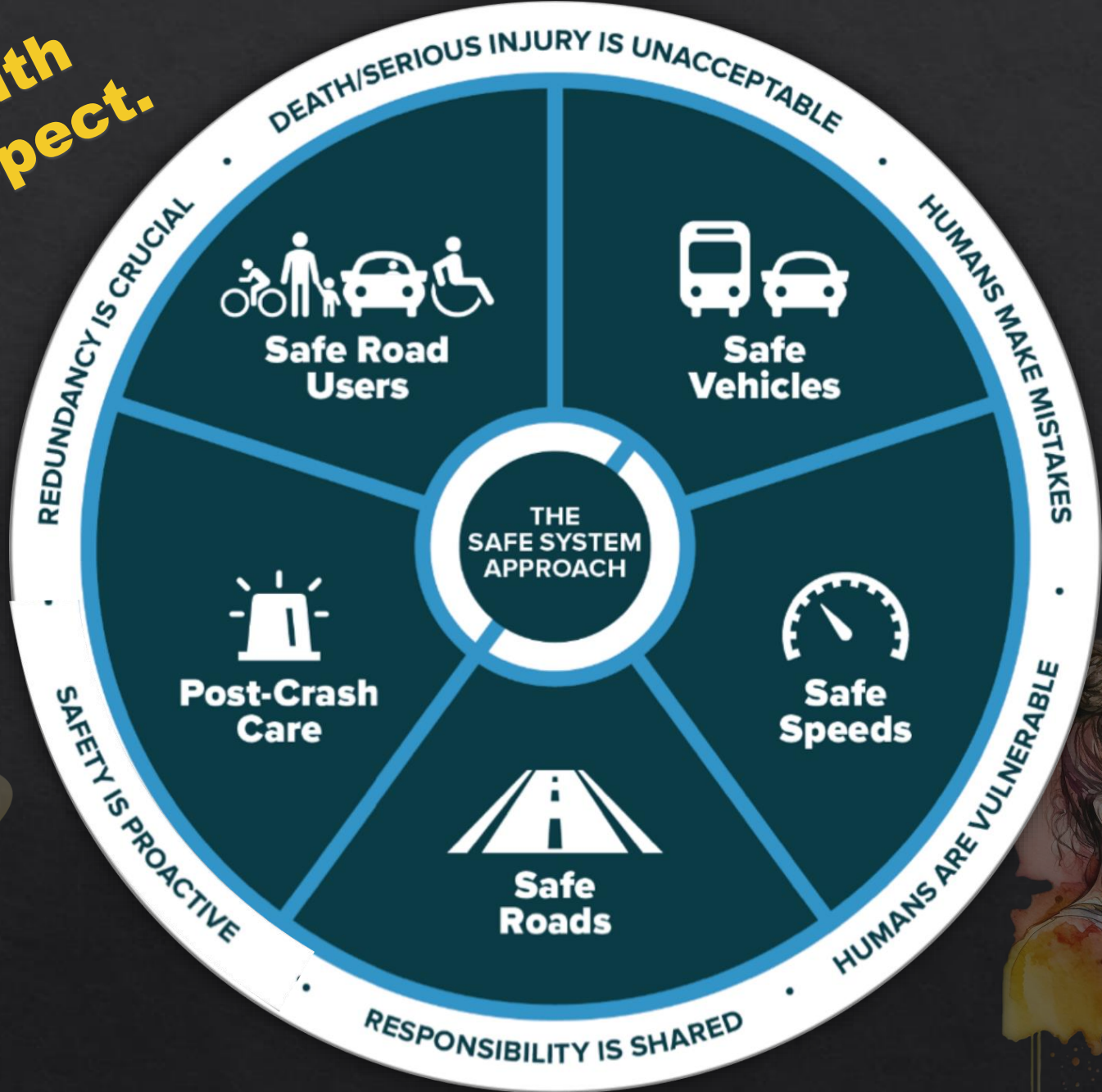
- Remember our goal of prevention work is to stop or discourage specific undesired behaviors or outcomes.
- Prevention focuses on deterrence rather than persuasion. It often employs education, awareness campaigns, regulations, and consequences to discourage certain behaviors.
- Desired outcome is behavioral change.
- Prevention work often employs evidence-based strategies, education, and community engagement. It aims to address the root causes of the undesired behavior and promote healthier alternatives.
- Prevention often involves building trust and fostering long-term relationships
- Success in prevention is typically measured by changes in behavior or outcomes,
- Prevention work is often guided by ethical considerations, with a focus on promoting the well-being and safety of individuals and communities.



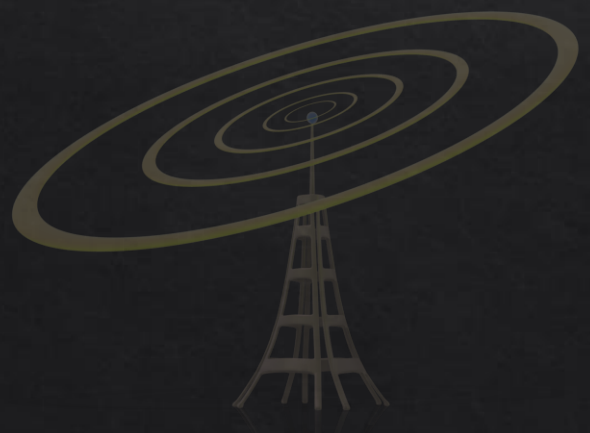
At a Driver's Education Workshop an exercise was to come up with 8 things that would influence young drivers to adopt a safe driving behavior without TELLING them.



It starts with
“WHY Ask-pect.”

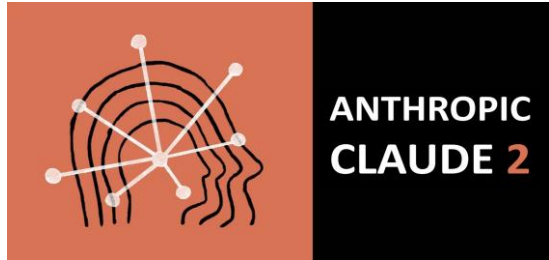


WHY does it matter?





Using technology, we can enhance safety



stability.ai

ElevenLabs



Future Tools

Different AI software



Compose 5 messages to encourage teens to wear a seatbelt



1. Buckling up saves lives. Make sure you and all your friends are wearing seatbelts every time you get in a car.
2. Seatbelts keep you safe in a crash. Don't take the risk, always buckle up.
3. Be smart, always wear your seatbelt. You never know when an accident might happen.
4. Don't be foolish, buckle your seatbelt! Unbuckled passengers are much more likely to be injured or killed in a crash.
5. Wearing a seatbelt takes just a few seconds but can save your life. Don't cut corners on safety, always belt up!



Rephrase those in the form of a question



1. Are you a trendsetter? Have you thought about how you might be able to inspire other by always wearing a seatbelt and encouraging your friends to buckle up too? What might that look like?
2. What are your thoughts on seatbelts and vehicle safety? Do you see them as something important?
3. I'm interested in your perspective - how do you usually approach seatbelt use and planning for the unexpected?
4. I want to understand - what considerations go into your decision making about wearing a seatbelt?
5. Can you help me understand your views on seatbelt use? I'm interested in what priorities or experiences shape your thinking here.



Write 5 social media sayings that would encourage teens to drive safely.



1. Keep your future bright by making safe choices on the road. 🚗 🔄 #SafetyFirst #TeenDrivers“
2. Buckle up, stay focused, and arrive alive. Your loved ones are counting on you! ❤️ 📱 #DriveSafe #TeenSafety“
3. Texting can wait, but safety can't! 📵 🚗 Stay distraction-free and drive responsibly. #EyesOnTheRoad #TeenDriving“
4. Don't let peer pressure steer you in the wrong direction. Make smart choices behind the wheel! 🙅 🚗 #BeTheDriver #DriveSmart“
5. Your life is precious, so don't take unnecessary risks. Slow down, obey the rules, and arrive safely. 🚦 👍 #SafeDriving #TeenLife“



Rephrase those in the form of a question



1. Why is it important to prioritize safety on the road to ensure a bright future?
2. What key actions should you take to keep you and your loved ones and yourself safe on the road?
3. Why is it crucial to resist texting while driving and stay focused on the road?
4. How can you avoid succumbing to peer pressure when it comes to making responsible driving choices?
5. Why should we all remember that their lives are precious and take measures such as obeying rules and slowing down to ensure safe driving?

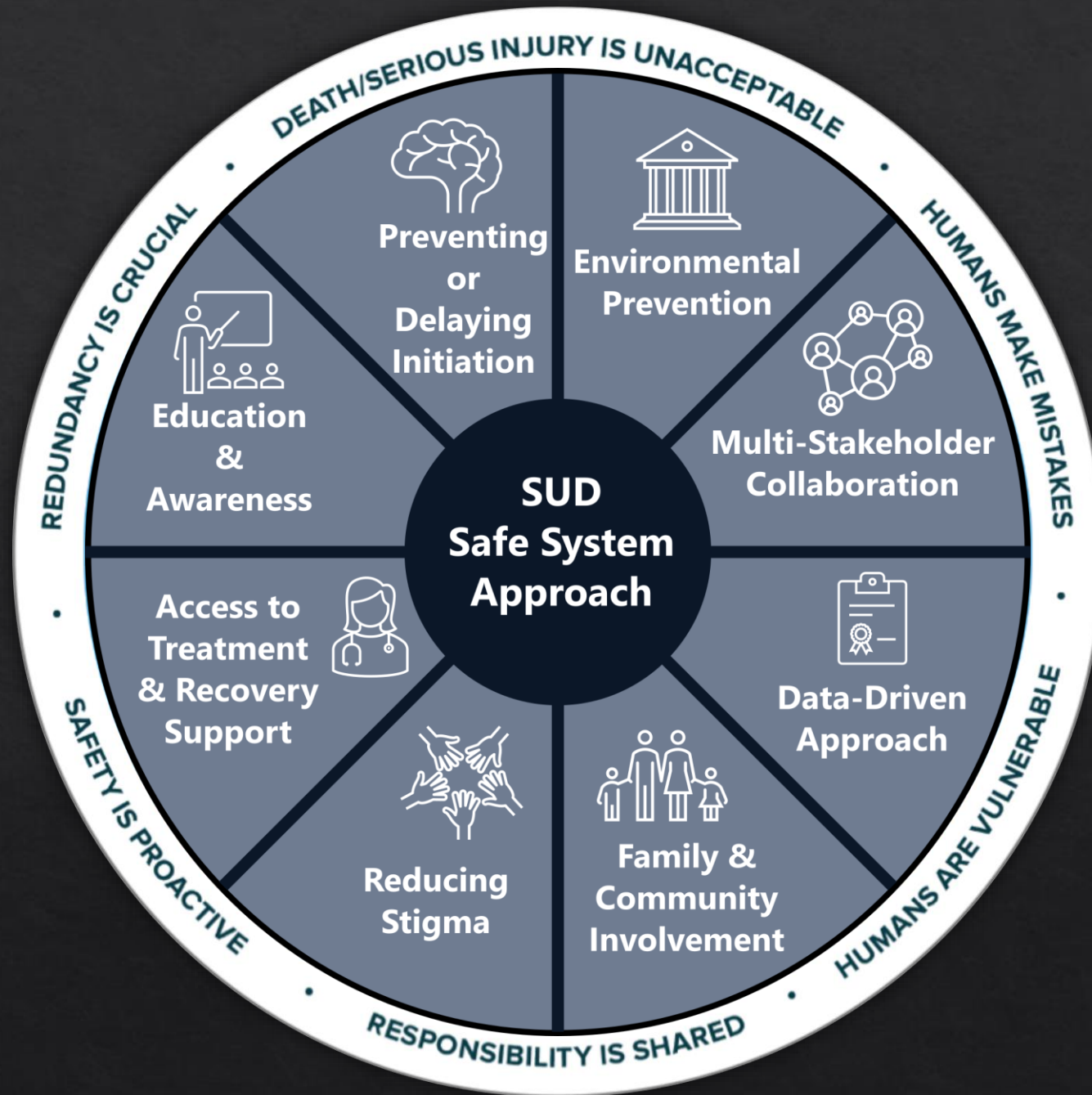
Young Drivers

IN CONTROL

**Online Course
In Development**

I'm in control!

What if there was a Substance Use Disorder Safe System Approach?



Regardless of what's on the inside.. It' still the same "Why" on the outside.



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