



Attentive Driving: Changing Attitudes & Behaviors

**National
Transportation
Safety Board**

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Public Health Perspective

- **Unique Approaches**
- **Complementary Efforts**
- **Success Stories/Lessons Learned**
- **Integrate Social & Behavioral Theory**





Traffic Safety Culture

- **Complacency & Indifference**
- **Safer Vehicle & Roads**
- **Traffic Safety “Science”**
- **Variations in TSC**
- **Barriers & Boosters**





Mapping Out the Future...



