Contents

| About the Editors | vii |
|--|------|
| List of Contributors | ix |
| Preface | xiii |
| Acknowledgments | xvii |
| DEFINITION Chapter 1 Building a Culture of Safety: Contributions from Public Health | |
| David A. Sleet | 3 |
| Chapter 2 Ten Principles of Traffic Safety Culture Nicholas J. Ward, Jay Otto and Kari Finley | 21 |
| Chapter 3 Traffic Safety Culture and the Levels of Value Internalization: A List of Alterable Factors | |
| Christopher Schlembach and Susanne Kaiser | 41 |
| Chapter 4 Guidance for the Measurement and Analysis of Traffic Safety Culture | |
| Jay Otto, Nicholas J. Ward and Kari Finley | 65 |
| FOUNDATION | ~ |
| Chapter 5 The Traffic Safety Culture of (European) Car Drivers: Operationalizing the Concept of TSC by Re-analyzing the SARTRE 4 Study | |
| Christian Brandstätter, Christopher Schlembach, Gerald Furian and Susanne Kaiser | 95 |
| Chapter 6 Social Capital and Traffic Safety Matthew G. Nagler | 117 |
| | |

| Chapter 7 The Central Role of Community Participation in Traffic Safety Culture | |
|--|-----|
| Eric K. Austin and Kelly N. Green | 129 |
| Chapter 8 Safety Citizenship Behavior: A Complementary Paradigm to Improving Safety Culture Within the Organizational Driving Setting | |
| Darren Wishart, Bevan Rowland and Klaire Somoray | 145 |
| Chapter 9 The Network Response: Building Structured Partnerships to Enhance Traffic Safety | |
| Eric K. Austin | 173 |
| Chapter 10 Leadership and Change Management William J. Schell | 101 |
| , and the second | 191 |
| APPLICATION | |
| Chapter 11 Workplace Road Safety and Culture: Safety Practices for Employees and the Community | |
| Sharon Newnam and Carlyn Muir | 221 |
| Chapter 12 Applying the Traffic Safety Culture Approach in Low- and Middle-income Countries | |
| Mark J. King, Barry Watson and Judy J. Fleiter | 251 |
| Chapter 13 The Australian Experience with Road Safety Advertising Campaigns in Improving Traffic Safety Culture | |
| Ioni Lewis, Barry Elliott, Sherrie-Anne Kaye, Judy J. Fleiter and | - |
| Barry Watson | 275 |
| Chapter 14 Designing and Evaluating Road Safety Advertising Campaigns | |
| Ioni Lewis, Sonja Forward, Barry Elliott, Sherrie-Anne Kaye, Judy J. Fleiter and Barry Watson | 297 |
| Epilogue | 321 |
| Index | 329 |