

# COMMERCIAL VEHICLE SAFETY CENTER



## Transportation Learning Network

A partnership with MDT • NDDOT • SDDOT • WYDOT  
and the Center for Transformative Infrastructure  
Preservation and Sustainability (CTIPS) universities

**Presentation Series: 2025-2026**

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## GROWING POSITIVE TRAFFIC SAFETY CULTURE: CHANGING BELIEFS TO SUPPORT SAFER BEHAVIORS

**DATE: Monday, September 29, 2025**

**DELIVERY:** Webinar (Zoom)

**TIME:** 11:00 AM - 12:00 PM CT (10:00 AM – 11:00 AM MT)

**Register** in advance: <https://ndsu.zoom.us/meeting/register/PFzYXYoKTaS0b9wIFicOsg>

### DESCRIPTION:

Join this webinar to discover how beliefs shape driving behaviors and how to amplify protective beliefs to improve safety on our roadways. You'll learn strategies for changing traffic safety culture and get practical guidance to address risky driving behaviors. The session will also spotlight the Traffic Safety Culture Transportation Pooled Fund Program, which drives research, training, and the sharing of best practices to tackle culture-based traffic safety challenges nationwide.

### TARGET AUDIENCE:

State law enforcement, state driver licensing agencies, state departments of transportation, university researchers, industry, and anyone with an interest in understanding more about traffic safety culture.

### PRESENTER:



**Dr. Kari Finley** is a research scholar and Director for the Center for Health and Safety Culture at Montana State University. Kari's primary research areas of interest include traffic safety, health and wellness, and substance misuse prevention. Dr. Finley is the principal investigator on multiple projects that seek to grow traffic safety culture to reduce roadway fatalities and serious injuries. She is a contributing author to the book, *Traffic Safety Culture: Theory, Foundation, and Application*. She is fascinated by human behavior, how mindsets and systems influence behavior, and ways of growing cultures within communities and organizations that foster improved health and safety.

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