



Safe Systems Summit

Redefining Transportation Safety



Setting the scene for promoting shared safety goals

Durham, NC

April 24, 2019

Welcome

That Which Surrounds Us

Past

Interactive session with Peter Norton (Associate Professor, University of Virginia) on *Roundtable discussions on future of transportation*

Future

Keynote address and lunch with **Phil Koopman** (Associate Professor, Carnegie Mellon) on *Self-driving car safety: It's complicated*

Student awards presentation to three students recognized for top research in the Research Poster Showcase with **Randa Radwan** (Director, UNC Highway Safety Research Center)

The Present (and Most Awesome) Session

- Three esteemed speakers
- Will proceed ***from general to more specific*** applications of message framing
- We will hold Q&A until after our final speaker has presented

Basic Premises of this Session

- Frames guide our thinking about traffic safety
- They shape the way we talk about safety and what solutions we support

A common example:



Hawkins & Hyatt (2018)