



# CASE STUDY

## SAFE SYSTEM APPROACH

### An Innovative, New Approach to Traffic Safety Training

#### OVERVIEW

The National Highway Traffic Safety Administration (NHTSA) wanted to refine traffic safety education by focusing on the innovative Safe System Approach. This nationally recognized program emphasizes individual driver behavior as well as the design of transportation systems that mitigate road risks and prevent accidents. The goal of this three-year contract with NHTSA was to develop a toolkit of digital media content for federal, state, regional and local transportation agencies.

#### CHALLENGES

JAG had to quickly assess and synthesize a wealth of information about traffic safety. The team's SME, a nationally known Safe System Approach expert, is currently overseeing a research team to identify information that can be used to develop hands-on training materials. Because the Safe System Approach is new, finding case studies, statistics, guidance on deploying strategies, and real-world examples is a significant challenge. JAG has essentially been tasked with training on a topic that is still emerging. The team will also have to ensure that the content – which will be delivered in videos, briefing decks, and eLearning – is accessible to people with disabilities and will appeal to a diverse national audience, including stakeholders from various racial, cultural and geographic communities.

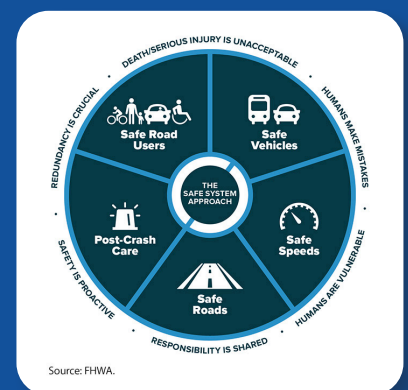
#### SOLUTIONS

The JAG team has made great progress curating a wealth of information that has been synthesized, organized and presented to our partners at NHTSA. While our SME has been working on content, the team's designers and accessibility experts are already strategizing behind-the-scenes on how to deliver digital content that is accessible to all. It's likely material will be presented on flyers, cards and checklists, with the goal of providing engaging, accessible information to stakeholders across the country.

JAG is safety-forward: We needed to create a toolkit of digital content to teach transportation stakeholders nationwide about the innovative Safe System Approach.

#### RESULTS

Research is well underway, training topics have been identified and plans have been made to rollout materials incrementally in the coming months. Together with our partners at NHTSA, JAG hopes to contribute to accident prevention and, ultimately, help make our roads safer.



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HUBZONE CERTIFIED BUSINESS (CERT#54777)

GSA SCHEDULE CONTRACT

NUMBER GS-00F-065DA