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Educating people in a way that changes their highway safety behavior is not an easy task. First, safe travel practices have to be done on each trip, so programs that have only a one-time or short-term effect are essentially worthless. Secondly, most people know what they are supposed to do on the roads in terms of safe practices (paying attention, obeying traffic laws, driving or walking “defensively,” not being on the roads when fatigued or impaired, protecting oneself from injury through restraint and helmet use). It is not a matter of knowledge; highway crashes are more likely to result from failure to apply what is known. What people actually do on the roads is guided by attitudes, motivations, lifestyle factors, and assumptions about risk. Veteran drivers have well-developed habits that pose a challenge to change. In addition, it is generally the case that those who contribute the most to a problem and whom one would therefore most like to influence, have traits, values, and peer associations that make them least susceptible to behavior change through educational programs.