## Theory of Change Logic Model to Eliminate Violent Child Death and Injury from Traffic Crashes Developed by Salud America!

<table>
<thead>
<tr>
<th>Barriers/Assumptions</th>
<th>Activities/Strategies</th>
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<th>Preconditions (real/perceived)</th>
<th>Outputs</th>
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<th>Ultimate Outcome</th>
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</thead>
<tbody>
<tr>
<td>Sprawling auto-dependent cities that require private vehicle ownership just to participate in the workforce and society</td>
<td>Urban Design</td>
<td>Reduce posted speed limits, implement traffic calming measures, and improve sidewalks, bike lanes, and public transit</td>
<td>Target safety measures in crash hot spots areas</td>
<td>End the application of “forgiving” design standards in urban areas</td>
<td>Prioritize compact, mixed-use land use</td>
<td>Increased discussion about hidden values</td>
<td>Greater investment in traffic crash hotspots</td>
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<tr>
<td>Overemphasis on moving vehicles quickly rather than moving people safety</td>
<td>Vehicle Design</td>
<td>Consider child occupant protection and pedestrian head and leg impact protection in vehicle safety tests</td>
<td>Eliminate vehicle blind spots</td>
<td>Reduce weight and size of vehicles and lower height of bumper</td>
<td>Improve safety technologies that sense people outside the vehicle</td>
<td>Adopt ignition interlock system program</td>
<td>Increased discussion about hidden values</td>
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<tr>
<td>Preserving the engineering standards and guidance that created our unsafe conditions</td>
<td>Driving Regulation</td>
<td>Evaluate and improve the existing standards and guidance to include technology</td>
<td>Require additional license and insurance to operate a megacar</td>
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<td>Shift from mobility thinking to accessibility thinking</td>
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<td>Hidden/unspoken values among transportation engineers regarding the prioritization of speed vs. safety</td>
<td>Planning and Engineering Standards</td>
<td>Launch a comprehensive Complete Streets Initiative and provide technical assistance to communities</td>
<td>Develop and improve the information available for setting speed limits through Proven Safety Countermeasures and the Manual of Uniform Traffic Control Devices</td>
<td>Implement a systems approach to provide a framework for the integration of safety, operational efficiency for motor vehicles, and access</td>
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<td>Increased discussion about hidden values</td>
<td>Increase innovation in transit projects prioritized and funded</td>
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<td>Lack of public and political will to slow vehicles</td>
<td>Data Collection</td>
<td>Leverage new funding in the Bipartisan Infrastructure Law for behavioral research and interventions</td>
<td>Collect data on road and land use attributes and vehicle size in traffic crash records systems</td>
<td>Use land use regulations to encourage creating complete streets</td>
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<td>No decline in population density</td>
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<tr>
<td>Misconceptions regarding transportation finance to conclude the cost to maintain highways and the extent to which driving is subsidized</td>
<td>Transportation Planning and Engineering Values and Standards</td>
<td>Uncover and acknowledge value decisions and transfer them to the purview of elected officials and constituents</td>
<td>Shift federal funding away from a mobility-approach to an accessibility-approach with an emphasis on Safe Systems</td>
<td>Equity of information, expertise, political access, and opportunity</td>
<td>More active transportation and transit projects prioritized and funded</td>
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<td>Failure to identify crash hot spots</td>
<td>Messaging and Communications (public meetings, social media, op-eds, letters, manuscripts, etc.)</td>
<td>Develop a shared narrative of community futures around safe transportation alternatives as transportation freedom</td>
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<td>More compact, mixed-use changes pass</td>
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<td>Growing size/weight of vehicles</td>
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<td>Association of vehicles with independence and freedom</td>
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<td>Overemphasis on safety for those inside a vehicle vs 1those outside</td>
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<td>Inadequate crash safety tests</td>
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<td>Overemphasis on individual behavior change rather than systems change</td>
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<td>Victim-blaming, system justification, and mobility-thinking</td>
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<td>Reliance on autonomous vehicles to improve safety</td>
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<td>State preemption of safety strategies, like red light cameras</td>
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</table>

**Early Outcomes**

- Zero traffic deaths and serious injuries among children and adults

**Ultimate Outcome**

- Zero traffic deaths and serious injuries among children and adults

**Preconditions**

- Barriers/Assumptions
- Activities/Strategies
- Preconditions/Domino Effect
- Early Outcomes Indicators/Requirements
- Preconditions (real/perceived)
- Outputs
- Intermediate Outcomes/Performance Measures

**Outputs**

- No decline in public health, safety, or welfare
- No decline in access to destinations
- No decline in economic development
- No decline in population density
- No decline in personal autonomy
- No increase in transportation cost burden or unmet transportation needs

**Outcomes**

- Reduction in traffic injury and death
- Reduction in traffic crashes
- Reduction in vehicle miles traveled
- Increase in walking, biking, and transit mode share
- Reduction in transportation cost burden and unmet transportation needs
- Reduction in posted speed limits in urban areas
- Reduction in travel speed in urban areas
- Reduction in size, weight, and bumper height of vehicles

**Preconditions**

- Barriers/Assumptions
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**Activities/Strategies**

- Urban Design
- Vehicle Design
- Driving Regulation
- Planning and Engineering Standards
- Data Collection
- Transportation Planning and Engineering Values and Standards
- Messaging and Communications (public meetings, social media, op-eds, letters, manuscripts, etc.)

**Preconditions/Domino Effect**

- Increased discussion about hidden values
- Increased critique of megacars, forgiving roadway design standards in urban areas, and vehicle safety tests
- Shift from mobility thinking to accessibility thinking
- Reduced victim-blaming and system justification
- Equity of information, expertise, political access, and opportunity
- More compact, mixed-use changes pass
- Fewer upcoming changes rejected
- More YIMBYs and fewer NIMBYs

**Early Outcomes Indicators/Requirements**

- Greater investment in traffic crash hotspots
- Greater investment in technical assistance to build capacity to address safety
- Lower posted speed limits in urban areas
- Fewer roadway expansion projects prioritized and funded
- More active transportation and transit projects prioritized and funded
- No spike in transportation cost burden or unmet transportation needs
- No decline in public health, safety, or welfare
- No decline in access to destinations
- No decline in economic development
- No decline in population density
- No decline in personal autonomy