

Changing Behaviors Through Perceptions

Stacy Dawkins
West Fargo Police
Department

- ◆ **Behavior:** It is the response of the system or organism to various stimuli or inputs, whether internal or external, conscious or subconscious, overt or covert, and voluntary or involuntary.

- ◆ **perception** is the process of attaining awareness or understanding of sensory information

- ◆ The question, "Is the glass half empty or half full?" serves to demonstrate the way an object can be perceived in different ways

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Reality is what we take to be true.
What we take to be true is what we believe.
What we believe is based upon our perceptions.
What we perceive depends upon what we look for.

What we look for depends upon what we think.
What we think depends upon what we perceive.
What we perceive determines what we believe.
What we believe determines what we take to be true.
What we take to be true is our reality.

~ Gary Zukav ~

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Insight from West Fargo PD

Red light violations
West Fargo Police to step up enforcement

By Mike Reitan
West Fargo Assistant Chief of Police

West Fargo Police will be conducting focused enforcement of red light violations in the coming weeks. Following citizen complaints and officer observations, the additional enforcement is deemed to be warranted. Controlled intersections on Sheyenne Street and 15th Avenue will receive initial attention. Additional intersections will also receive enforcement attention at a later date. Police plan to strictly enforce red light violations.

Police will place warning

tion of the road surface shared by the roadway you are traveling on and the intersecting roadway. An imaginary line drawn from corner to corner of the intersection forms the "box" of the intersection. While a right turn on a red light is allowed at most intersections, the vehicle must come to a complete stop before entering the intersection.

Traffic signal timing is controlled according to protocol developed by the Federal Highway Administration and published in the Manual of Uniform Traffic Control Devices. A mathematical formula is used to determine how long the traffic signal will

timed to allow vehicles to safely clear the intersection prior to cross traffic receiving the green light. The yellow light timing involves a more complex formula relating to posted speed limit of the roadway, roadway width and safe braking distances. The red light phase is timed similar to the green light in that it is based on the same efficient flow of traffic criteria. The only difference is the red light will be lit in all directions for a short period of time to ensure all traffic has cleared the intersection.

Red light violations frequently result in devastating traffic crashes, due to the right

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- ◆ Changing people's behaviors are dependant upon their perceptions
 - What do they see as the reality
 - What is at risk for them
 - What situation is to their benefit
 - What is their emotional involvement

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- ◆ How can you make it their reality
 - Be visible
 - Be the talk of the town
 - Be sure to remind them
 - Be proactive
 - Be innovative

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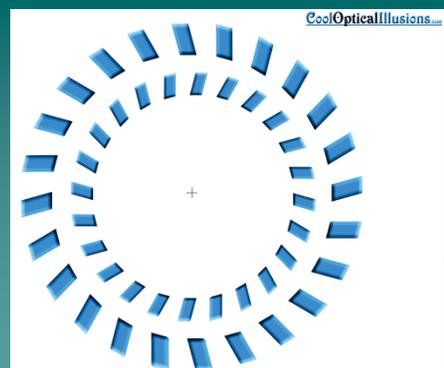
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Questions