Airbags make reckless driving less risky, so more people drive dangerously.  
Good policy for safe driving: put knives sticking out of steering wheels.

Speed bumps make the roads more dangerous. You have to slow down.

We can make mountain climbing safer. Mount McKinley was killing a bunch of climbers. They had to pass a law saying climbers had to be rescued by the park service. A smaller proportion of people died climbing the mountain. But then more people climbed it, more people died.

100 climbers, 80% chance of death, 80 deaths.  
200 climbers, 50% chance of death, 100 deaths.

Are you the kind of person who picks up pennies? Would Bill Gates? Would you do it on a first date? What amount would make you pick up a penny? If it takes you 3 seconds, it is worth about 12 dollars an hour.

Question to pass the class (we live in a world of substitutes):

Price of funeral services in West Virginia goes up. What happens? Funerals goes down… not deaths. Cremations go up, etc.