Understanding the frames we use for our traffic safety messaging.

Nic Ward, Center for Health and Safety Culture
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NATIONAL TRANSPORTATION IN INDIAN COUNTRY CONFERENCE
About the Center for Health and Safety Culture

We are an interdisciplinary center serving communities and organizations through research, training, and guidance to cultivate healthy and safe cultures.
Objectives

• Your own values and assumptions (frame) can bias your message about an issue.
• Recognizing your own frame can help you avoid ineffective messages.

✓ What is your frame?
✓ Why does it matter?

✗ NOT how to create a message!
The Warm Up
Share your story

Describe a time when you realized you were in the right job or role.

Emotion: How did it feel?

Meaning: Why did it feel right?
Why are were all here – what is our shared purpose?
Behavior Change

Behavior

Safety
Do we feel aligned?
Are we connected?
Are we in the “right room?”
The Topic
Frames

Values

“why are we here”
System purpose (e.g., safety)
Desirable attributes (e.g., equitable, sustainable)
Goal-states (e.g., Vision Zero)

Assumptions

Operating principles (“Success requires collaboration”)
Perceived boundaries (“All users should be safe”)
Assumed roles (“Road users must obey laws”)
Perceived risks (“Road users make mistakes”)

Frame

Directs our attention.
Guides our understanding.
Biases our solutions.
**Messages**

**Storytelling:** Don’t use drugs because it’s bad for your brain.

- Health
- Freedom
- Safety

- Shock gets attention
- Metaphors help communicate
- It’s so serious it’s obvious

Does message fit your frame? Do you connect to message?
Importance

Frames always exist.

If not asserted, one will be imposed.

Frames activate values and assumptions in your audience.

This activation influences their interpretation of your message – and its success!

So, what is your frame?
What is your frame?

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your responsibility is to be safe.</td>
<td>Our responsibility is to be safe.</td>
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<tr>
<td>Humans are stupid.</td>
<td>Humans are powerful.</td>
</tr>
<tr>
<td>Drivers need to be penalized to</td>
<td>Drivers need reasons to be safe.</td>
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<td>behave safely.</td>
<td></td>
</tr>
<tr>
<td>Speeding kills people.</td>
<td>Slowing down saves lives.</td>
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<tr>
<td>Drunks cause fatal crashes.</td>
<td>Drunk driving causes fatal crashes.</td>
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Individual Frame | Collective Frame
--- | ---
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**Source:** [https://www.consumerreports.org](https://www.consumerreports.org)
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<th>Compliance Frame</th>
<th>Decision Frame</th>
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<td>Drivers need to be penalized to behave safely.</td>
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<tr>
<td>Fear Frame</td>
<td>Hope Frame</td>
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<td>Stigmatizing Frame</td>
<td>Behavioral Frame</td>
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![Stigmatizing Frame Image](image1)

![Behavioral Frame Image](image2)
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Which frame gives more energy, motivation, trust, engagement? -- necessary to change behavior (road users, stakeholders etc.)
The Task
**Motivation**
Activation of values that align with changing behavior necessary to achieve goal.

**Premise**
Starting assumptions about system and context, not the behavior itself.

**Narrative**
A story based on premise that motivates audience toward goal.
Example 1

**Motivation**
Activation of values that align with changing behavior necessary to achieve goal.

**Premise**
Starting assumptions about system and context, not the behavior itself.
Example 2

Motivation
Activation of values that align with changing behavior necessary to achieve goal.

Premise
Starting assumptions about system and context, not the behavior itself.
Example 3

Motivation
Activation of values that align with changing behavior necessary to achieve goal.

Premise
Starting assumptions about system and context, not the behavior itself.
(BUCKLE UP BOYS)
Dustin Bird and Doug Hall
Rodeo champions - Seat belt users

“We count on the buckle. So should you.”

BUCKLE UP IN YOUR TRUCK.
Pickup trucks are twice as likely to roll over as a car. A seat belt increases your chances of survival in a rollover by up to 80%.
Discussion: What is your dominant frame?

1. Is it the frame you want?
2. Do people see the frame you are intending?
3. Are you using a frame that reflects the strengths of your community?
4. What would be the best frame to engage your community?
THANK YOU!

Contact Us
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Phone: (406) 994-7873

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www.chsculture.org