



Workshop

# Understanding the frames we use for our traffic safety messaging.

Nic Ward, Center for Health and Safety Culture

September 18<sup>th</sup>, 2019

NATIONAL TRANSPORTATION IN INDIAN COUNTRY CONFERENCE



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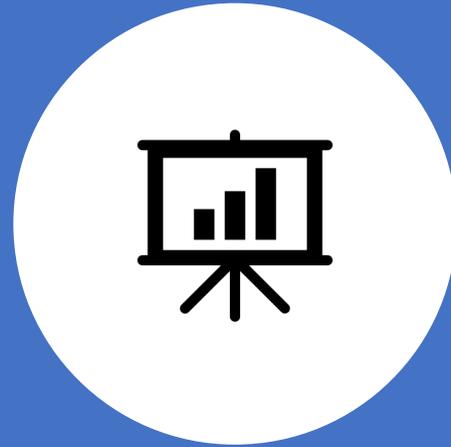
Center for Health & Safety Culture



# 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.





# The Workshop



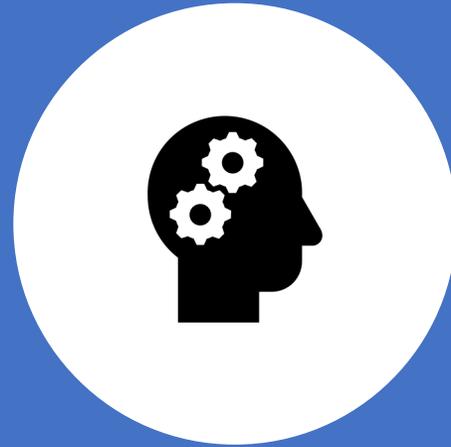
# Objectives

- 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!



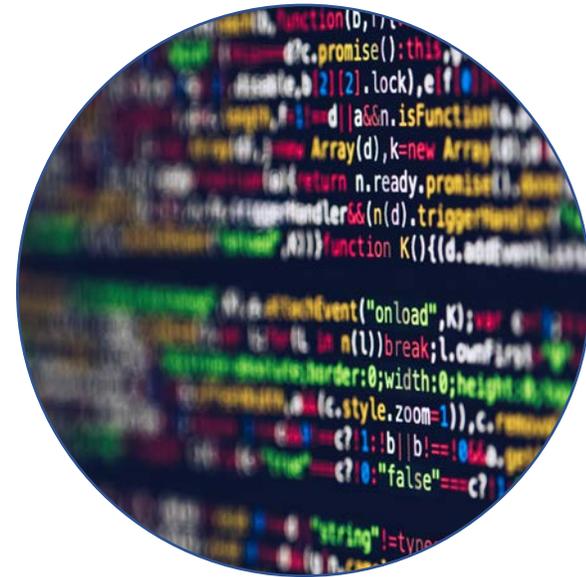
The Warm Up

# 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?



PASSION LED US HERE

Why are we all here – what is our shared purpose?

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Behavior Change

Behavior



Safety

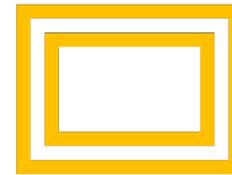
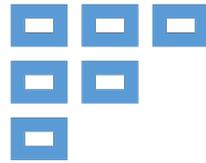
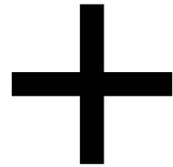
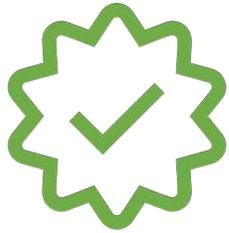


Do we feel aligned?  
Are we connected?  
Are we in the “right room?”



# 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.

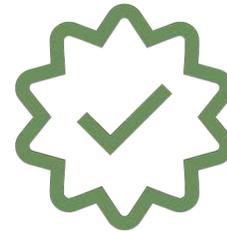
Guides our understanding.

Biases our solutions.

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

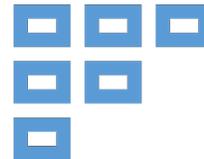
# Messages

**Storytelling:** Don't use drugs because its bad for your brain.

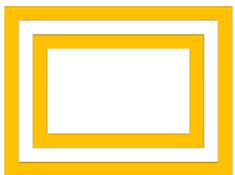


- Health
- Freedom
- Safety

Fewer  
drug  
users



- Shock gets attention
- Metaphors help communicate
- Its so serious its obvious



# 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?

A	B
Your responsibility is to be safe.	Our responsibility is to be safe.
Humans are stupid.	Humans are powerful.
Drivers need to be penalized to behave safely.	Drivers need reasons to be safe.
Speeding kills people.	Slowing down saves lives.
Drunks cause fatal crashes.	Drunk driving causes fatal crashes.

## Individual Frame

Your responsibility is to be safe.

## Collective Frame

Our responsibility is to be safe.

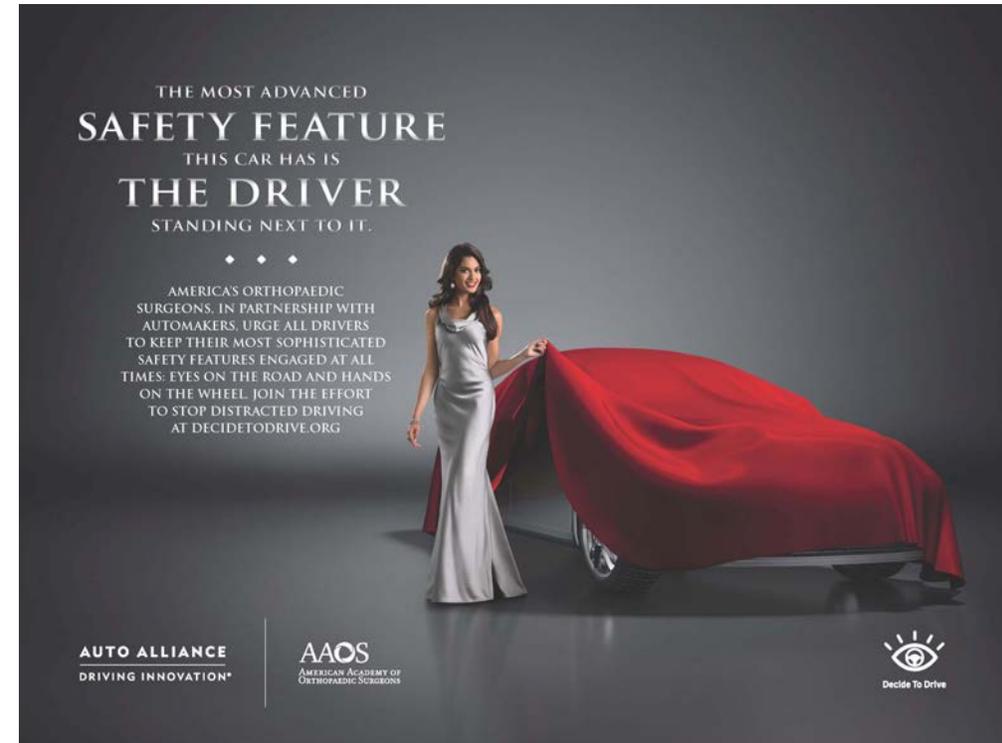


## Deficient Frame

Humans are stupid.

## Strength Frame

Humans are powerful.



Source: <https://www.consumerreports.org>

## Compliance Frame

Drivers need to be penalized to behave safely.

## Decision Frame

Drivers need reasons to be safe.



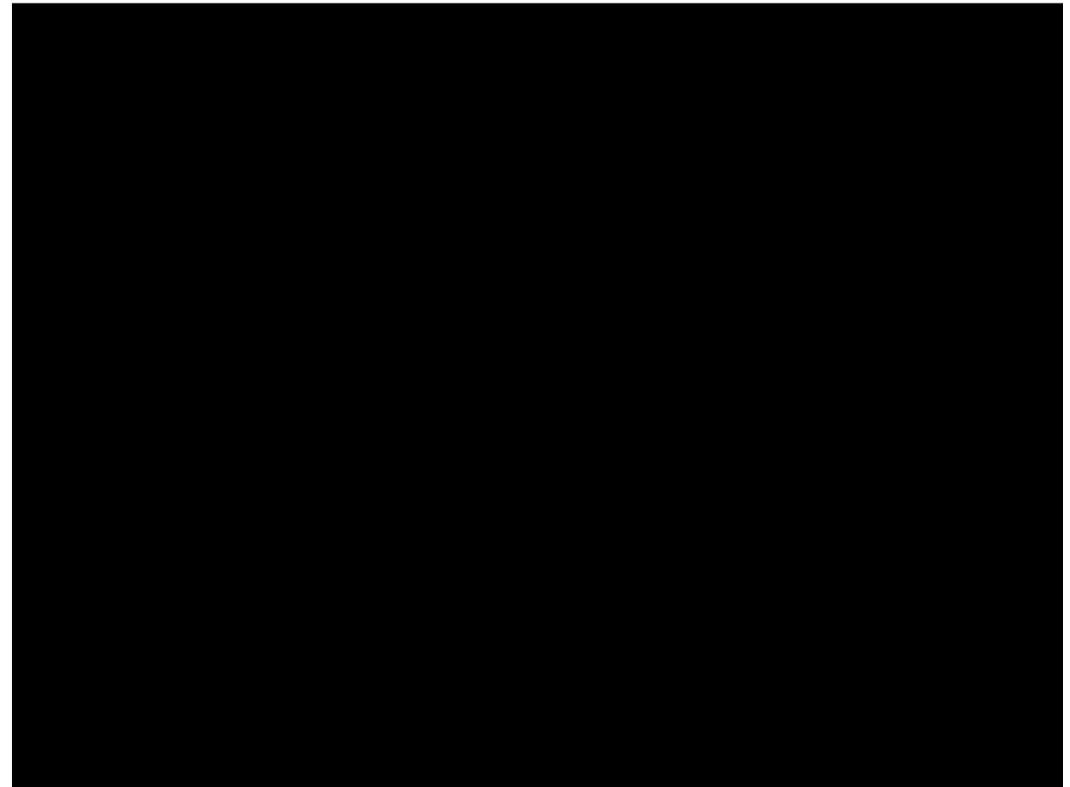
## Fear Frame

Speeding kills people.



## Hope Frame

Slowing down saves lives.



## Stigmatizing Frame

Drunks cause fatal crashes.

## Behavioral Frame

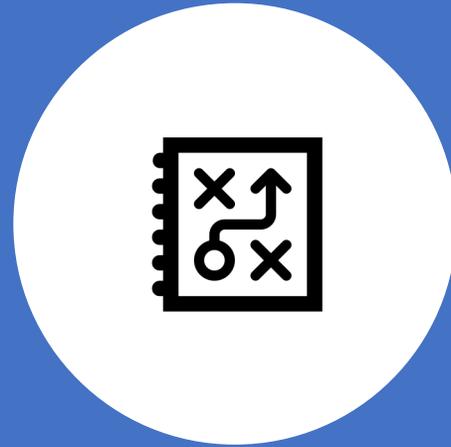
Drunk driving causes fatal crashes.



# What is your frame?

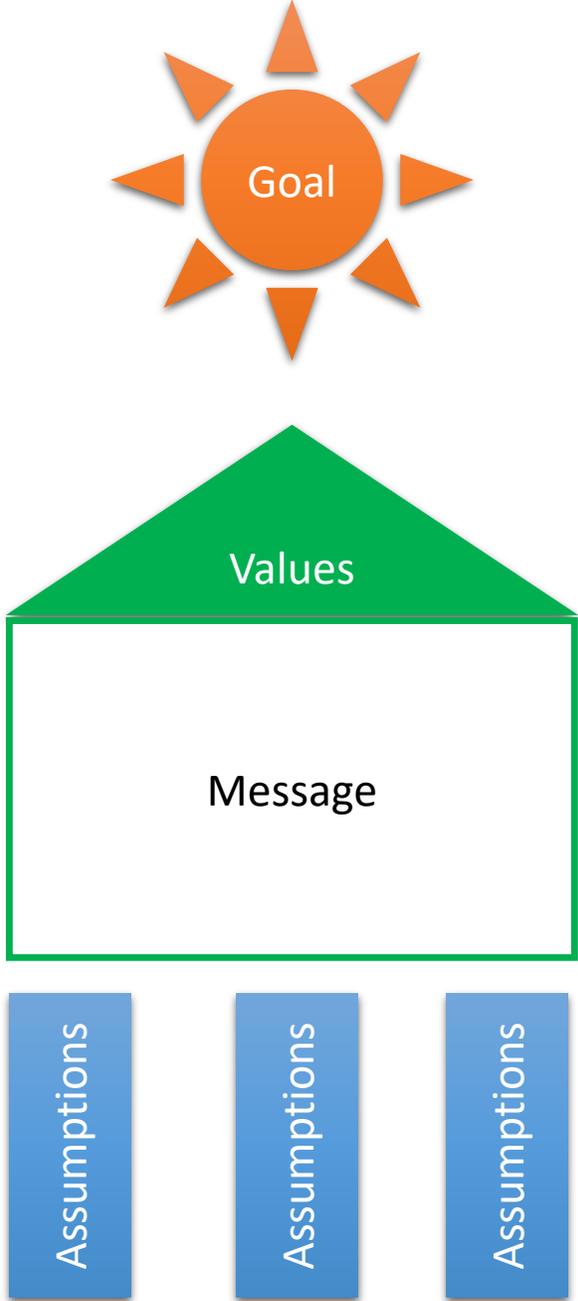
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Which frame gives more energy, motivation, trust, engagement?  
-- necessary to change behavior (road users, stakeholders etc.)



# The Task

# Template



### Narrative

A story based on premise that motivates audience toward goal.

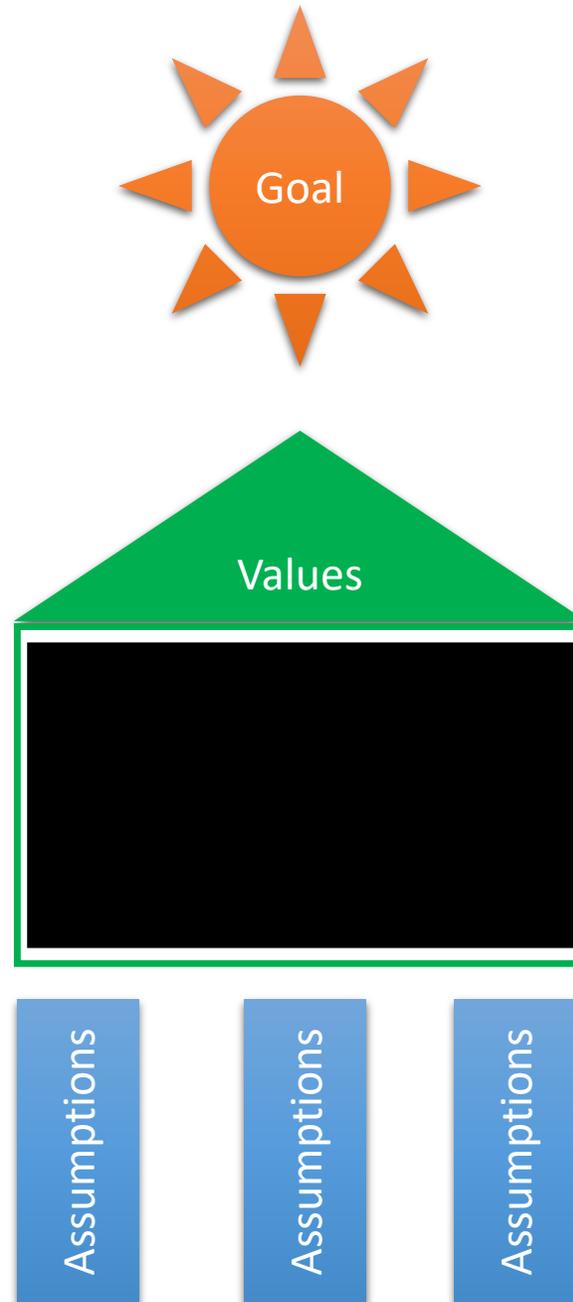
### Motivation

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

### Premise

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

# Example 1

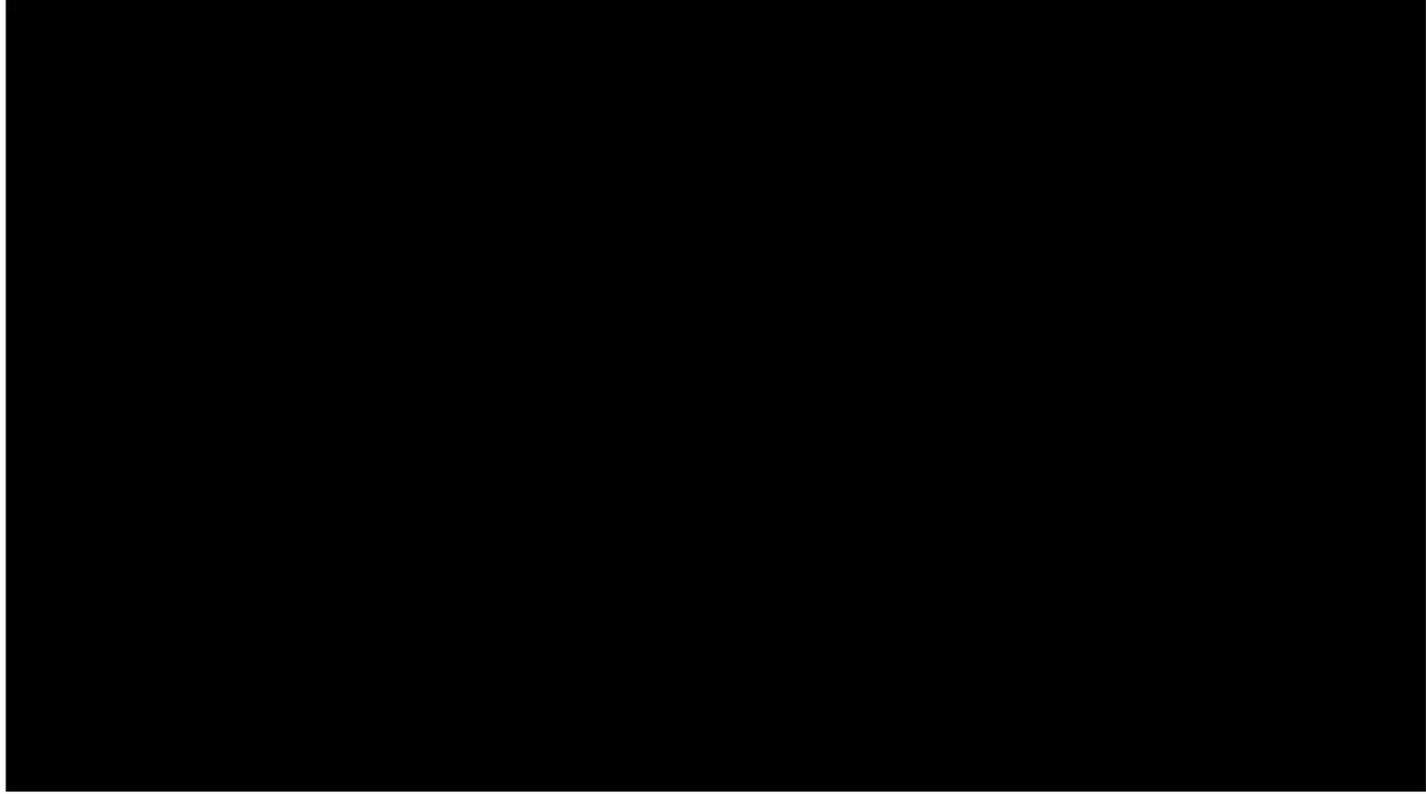


## **Motivation**

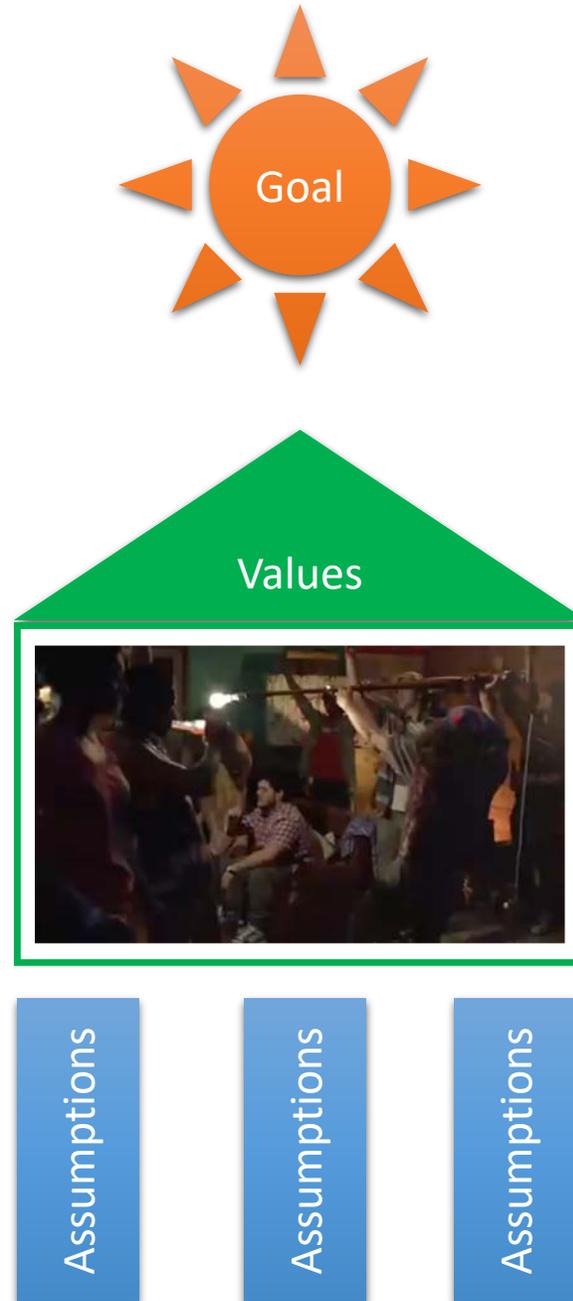
Activation of values that align with changing behavior necessary to achieve goal.

## **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



Values



Assumptions

Assumptions

Assumptions

## 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%.



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?

Discussion:  
What is your dominant frame?



# THANK YOU!

## Contact Us

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