How the news portrays traffic safety

In this #VisionZero tweet chat, Berkeley Media Studies Group, Vision Zero SF, MIG and InterEthnica discuss road safety and findings from new research on how the issue is characterized in the news.

News frames traffic as a battle – does that help or hurt #VisionZero? Learn more in today’s tweet chat @ 11am PST pic.twitter.com/JztykYxju

Vision Zero Network
@Visionzeronet

We’re pleased to share a new report on communications strategies and equity #VisionZero with @BMSG and @sfmtn_muni visionzeronetwork.org/wp-content/upl...

MIG_News
@MIG_News

Welcome to today's #VisionZero tweet chat on using insights from the news to improve traffic safety!
How the news portrays traffic safety

MIG_News
@MIG_News

We are excited to be your host today, along with @BMSG, @VisionZeroSF & @InterEthnica. #VisionZero

A YEAR AGO

MIG_News
@MIG_News

Before we get started, let's do introductions. Who's here with us? #VisionZero

A YEAR AGO

ATS Traffic
@attraffic

@MIG_News @attraffic - we are a traffic sign manufacturing & traffic safety solutions company. #VisionZero is our organizational mission.

A YEAR AGO

BMSG
@BMSG

We're excited to share our findings about news coverage of traffic safety today, along with @VisionZeroSF & @InterEthnica #VisionZero

A YEAR AGO

Vision Zero SF
@VisionZeroSF

We’re excited to discuss your findings and answer some questions about #VisionZero #SF! twitter.com/BMSG/status/81...

A YEAR AGO

MIG_News
@MIG_News

Let's begin! Please remember to include #VisionZero in your tweets and start each answer w/ A1, A2, A3, etc.

A YEAR AGO
Q1: For those new to the world of traffic safety, what is #VisionZero and why is it important?

@VisionZeroSF

@MIG_News A1: #VisionZero is an international, multisector movement to eliminate all traffic deaths and injuries.

A YEAR AGO

@VisionZeroSF

@MIG_News A1: The goal is to make safe, equitable mobility the norm for everyone. #VisionZero

A YEAR AGO

@VisionZeroSF

@MIG_News A1: #VisionZero began in Sweden in 1997 and was adopted by San Francisco in 2014. visionzerosf.org

A YEAR AGO

SaludToday

@SaludToday

A1 #VisionZero re-frames traffic deaths as preventable with a focus on slowing the cars & designing safe streets. salud.to/28XkZPw

A YEAR AGO

MIG_News

@MIG_News

Q2: How big of an issue is traffic safety? How common are injuries and fatalities? #VisionZero

A YEAR AGO
@VisionZeroSF

@MIG_News A2: Traffic-related injuries and fatalities are an epidemic on San Francisco’s streets and it affects all of us. #VisionZero

A YEAR AGO

@VisionZeroSF

@MIG_News A2: There were 2,770 collisions that resulted in injury in San Francisco in 2015 and 29 were fatal. #VisionZero

A YEAR AGO

@VisionZeroSF

@MIG_News A2: According to SF General Hospital, traffic collisions are the 2nd largest burden of injury in the trauma center. #VisionZero

A YEAR AGO

@SaludToday

A2 #TrafficSafety is a public health & equity issue. #VisionZero #MoveEquity #DangerousByDesign salud.to/2ixeBp

A YEAR AGO

@SaludToday

A2 #TrafficSafety is a MAJOR hurdle for people trying to walk/bike for health or transportation. Everyone deserves #SafeWalks! #visionzero

A YEAR AGO

@ATS_Traffic

@MIG_News A2: In Canada, there are approx 2,000 killed & 165,000 injured annually in traffic-related incidents. #VisionZero

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How the news portrays traffic safety

@VisionZeroSF A2 NHTSA reports 2015 saw lgst annual % increase in hwy fatalities in 50 yrs with in-car tech a major factor. #VisionZero

@motorists NYC Traffic Deaths Dip Again. It’s Not Enough, Mayor’s Critics Say. - The New York Times ow.ly/oshF307W1vT @motorists #VisionZero

Aging New Yorkers are particularly vulnerable as pedestrians so Detective Zhang & Officer Tran shared helpful #VisionZero safety tips today. pic.twitter.com/d3gV7Jrckt

@NYPDTRANSPORT CHIEF THOMAS M. CHAN

Q3: Why is it important to study the news about traffic safety & other public health issues? #VisionZero

A3: News coverage provides a window into how the public & policymakers understand an issue. #VisionZero
A3: To change an issue, as a starting point we have to know how it’s being talked about. #VisionZero

A YEAR AGO

A3: News sets the agenda for public policy debates. #VisionZero

A YEAR AGO

A3: To ensure information, knowledge, & best practices can be shared on globally to increase successful #VisionZero campaigns

A YEAR AGO

#VisionZero traffic safety doesn’t take the spotlight unless it's an inescapable public issue: prescriptive vs. preventative.

A YEAR AGO

Q4: New research offers insights about traffic safety in SF. @BMSG & @InterEthnica, what did you investigate? #VisionZero

A YEAR AGO

A4: We analyzed SF Bay Area print & online media 2 see how walking, bicycling & driving were discussed #VisionZero twitter.com/MIG_News/status...
InterEthnica @InterEthnica
A4: The analysis included English and Chinese media (Traffic safety news was scarce in Spanish-language press). #VisionZero twitter.com/MIG_News/statu...

A YEAR AGO

InterEthnica @InterEthnica
A4: We looked at who was quoted, what types of stories appeared and how they were framed. #VisionZero twitter.com/MIG_News/statu...

A YEAR AGO

Alia Al-Sharif @AliaAlSharif17
@InterEthnica Did the report find cultural differences in how road and traffic safety issues are addressed in the media? #VisionZero

A YEAR AGO

InterEthnica @InterEthnica
. @Amalsharifi7 Yes, several differences ie. more government reps and non-transportation related CBOs featured in Chinese media #VisionZero

A YEAR AGO

InterEthnica @InterEthnica
. @Amalsharifi7 also, language that evoked fear around traffic safety appeared far less frequently in the Chinese press #VisionZero

A YEAR AGO

BMSG @BMSG
A4: We also paid special attention to where/how solutions were portrayed. #VisionZero bit.ly/vztrafficsafety

A YEAR AGO
MIG_News
@MIG_News

Q5: What were some of your key findings about traffic safety news? #VisionZero

A YEAR AGO

InterEthnica
@InterEthnica

A5: Stories were in the news mostly because of collisions or traffic safety policies. #VisionZero
twitter.com/MIG_News/statu...

A YEAR AGO

Figure 2: Speakers in English and Cantonese news about road safety in San Francisco (n=159 articles)

A5: Collision victims & their families were largely absent from coverage. #VisionZero
twitter.com/MIG_News/statu... pic.twitter.com/plgH7iSc0a

BMSG @BMSG - A YEAR AGO

InterEthnica
@InterEthnica

A5: Potential solutions appeared in 71% of English and 42% of Chinese-language articles.
#VisionZero twitter.com/MIG_News/statu...

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BMSG @BMSG

A5: When solutions were included, most focused on crosswalks, signage, etc.; few mentioned individual behavior/education #VisionZero

A YEAR AGO

Alyson Geller
Grubfutz @BMSG

@BMSG A5: I'm finding individual driver behavior/education challenging without a mandate from govts. & insurance ind. leadership #VisionZero

A YEAR AGO

BMSG @BMSG

@Grubfutz Yes, shared responsibility and leadership are critical to addressing road safety and preventing injuries. #VisionZero

A YEAR AGO

Walk San Francisco @walksf

Walk SF Calls on #SanFrancisco to Take Urgent Action Following First Traffic Deaths of 2017 #visionzero

A YEAR AGO

MIG_News @MIG_News

Q6: What common frames appeared in news coverage of traffic safety? #VisionZero

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How the news portrays traffic safety

Figure 3: Arguments for traffic solutions in English- and Chinese-language coverage: “This solution . . .”

A6: Safety was by far the most common argument for traffic solutions #VisionZero twitter.com/MIG_News/statu... pic.twitter.com/cW2DrK08QX

@BMSG - A YEAR AGO

A6: Many articles used language that evoked fear and danger for street users. #VisionZero twitter.com/MIG_News/statu...

A YEAR AGO

A6: News frames SF traffic as a war, w/ language pitting cyclists, pedestrians & drivers against one another. #VisionZero

A YEAR AGO

@BMSG how can we get those most impacted more in the news coverage? And on the flip side, encourage the pub to speak up. #VisionZero

A YEAR AGO
Great question! Advocates can help connect victims/survivors with reporters so more authentic voices are covered twitter.com/Amalsharif17/s...

@Amalsharif17 Also check out these orgs doing cool things with #trafficsafety: ow.ly/ROGA3o7WOes and @humanstreetssf

Q7: Did any of the finding surprise you? #VisionZero

A7: We were pleasantly surprised that solutions were so prevalent in coverage. This isn’t the case for many public health issues #VisionZero

A7: We were also pleased to see most solutions didn’t focus on individuals. Why this matters: bit.ly/1nDgxXd #VisionZero

.@BMSG doing a running discussion of news coverage right now around traffic safety issues using tag #VisionZero twitter.com/BMSG/status/81...
Q8: What implications does this research have for advocates? #VisionZero

.@MIG_News A8: It’s great that news media is largely highlighting potential solutions to the safety crisis on our streets. #VisionZero #SF

.@MIG_News A8: There may be opportunity in the relative lack of focus on victims/families. Victims are real people: our neighbors #VisionZero

.@MIG_News A8: One example of shift to personal appeals is HumanStreets.org – new advocacy org that gives voice to 2 victims #VisionZero

Q9: What initiatives will traffic safety advocates be working on this year? #VisionZero

.@MIG_News A9: Since speeding is a top cause of severe/fatal collisions, many advocates will focus on Automated Speed Enforcement #VisionZero
Vision Zero SF
@VisionZeroSF

@MIG_News A9: ASE is currently not permitted in CA, but some cities – including SF, LA & San Jose – are trying to change that. #VisionZero

A YEAR AGO

Vision Zero SF
@VisionZeroSF

@MIG_News A9: Also, #VisionZero advocates will continue to use data & human stories to educate people about ways to make our streets safer.

A YEAR AGO

Alia Al-Sharif
@AliaAlSharif17

@MIG_News @walksf released their #StreetScore for 2016 which lays out key strategies for reaching #VisionZero walksf.org/street-score-2...

A YEAR AGO

MIG_News
@MIG_News

Q10: How can I learn more and get involved? #VisionZero

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BMSG
@BMSG

A10: Download the full news analysis at bit.ly/vztrafficsafety #VisionZero twitter.com/MIG_News/statu...

A YEAR AGO

Vision Zero SF
@VisionZeroSF

@MIG_News A10: Visit VisionZeroSF.org to see maps and data about SF, learn about upcoming events and sign the #VisionZero #SF Pledge

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Vision Zero SF
@VisionZeroSF

@MIG_News A10: Join the #VisionZero Task Force, a group of advocates & residents who help inform & guide SF policy. visionzerosf.org/whos-involved/

ATS Traffic
@attraffic

@VisionZeroSF @MIG_News what are some of the ways you suggest the public engages w/ & participates in #VisionZero? Which Calls to Action?

Vision Zero SF
@VisionZeroSF

@MIG_News Follow us on Twitter, like us on FB & look out for newsletter to learn, discuss & make movement stronger facebook.com/Vision-Zero-SF

John Knox White
@JKWAlameda

@VisionZeroSF @MIG_News Also, get involved with the #VisionZero Coalition

BMSG
@BMSG

Thanks for joining us today! And stay tuned for our framing brief on news coverage of traffic safety! #VisionZero

Alyson Geller
GrubfutzGrubfutz

@BMSG Looking forward to learning rom all of you in the days ahead. Thank you for all of the information and resources. #VisionZero
Thanks for following along with our #VisionZero #SF Tweet chat! Keep an eye out for a summary and keep the questions coming!

A YEAR AGO

Thanks for joining the #VisionZero tweet chat today! Check out BMSG's report for traffic safety in #SF news media: ow.ly/XJo43o7WOYx

A YEAR AGO