

by BMSG a year ago

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.

How the news portrays traffic safety
#VisionZero tweet chat

Jan. 12 at 11 a.m. PST

With @VisionZeroSF
@MIG_News
@InterEthnica
@BMSG

VZ SF 2024

M I G

InterEthnica

bmsg

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

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Vision Zero Network
@Visionzeronet


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

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MIG_News
@MIG_News


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

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 **MIG_News**
@MIG_News


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

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 **MIG_News**
@MIG_News


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

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 **ATS Traffic**
@atstraffic


[@MIG_News](#) [@atstraffic](#) - we are a traffic sign manufacturing & traffic safety solutions company. [#VisionZero](#) is our organizational mission.

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 **BMSG**
@BMSG

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

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 **Vision Zero SF**
@VisionZeroSF


We're excited to discuss your findings and answer some questions about [#VisionZero](#) [#SF!](#)
twitter.com/BMSG/status/81...

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 **MIG_News**
@MIG_News


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

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 **MIG_News**
@MIG_News

Q1: For those new to the world of traffic safety, what is [#VisionZero](#) and why is it important?

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 **Vision Zero SF**
@VisionZeroSF

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

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 **Vision Zero SF**
@VisionZeroSF


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

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 **Vision Zero SF**
@VisionZeroSF


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

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 **SaludToday**
@SaludToday

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

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 **MIG_News**
@MIG_News

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

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Vision Zero SF
@VisionZeroSF

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

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Vision Zero SF
@VisionZeroSF

.@MIG_News A2: There were 2770 collisions that resulted in injury in San Francisco in 2015 and 29 were fatal. #VisionZero

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Vision Zero SF
@VisionZeroSF

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

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SaludToday
@SaludToday

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

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SaludToday
@SaludToday

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


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ATS Traffic
@atstraffic

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

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 **Alyson Geller**
 Grubfut@Grubfut

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

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 **NMA**
 @motorists

NYC Traffic Deaths Dip Again. It's Not Enough, Mayor's Critics Say. - The New York Times
ow.ly/oshF3o7Wlvt @motorists #VisionZero

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

 CHIEF THOMAS M. CHAN @NYPDTRANSPORT · A YEAR AGO

 **MIG_News**
 @MIG_News

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

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 **BMSG**
 @BMSG

A3: News coverage provides a window into how the public & policymakers understand an issue.
 #VisionZero

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A3: To change an issue, as a starting point we have to know how it's being talked about.
[#VisionZero](#)

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.@MIG_News A3: News sets the agenda for public policy debates. [#VisionZero](#)

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@MIG_News A3: To ensure information, knowledge, & best practices can be shared on globally to increase successful [#VisionZero](#) campaigns

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@MIG_News A3: [#VisionZero](#) traffic safety doesn't take the spotlight unless it's an inescapable public issue: prescriptive vs. preventative.

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

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A4: We analyzed SF Bay Area print & online media 2 see how walking, bicycling & driving were discussed [#VisionZero](#) [twitter.com/MIG_News/statu...](https://twitter.com/MIG_News/status...)

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A4: The analysis included English and Chinese media (Traffic safety news was scarce in Spanish-language press). #VisionZero [twitter.com/MIG_News/statu...](https://twitter.com/MIG_News/status/978888888888888888)

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A4: We looked at who was quoted, what types of stories appeared and how they were framed. #VisionZero [twitter.com/MIG_News/statu...](https://twitter.com/MIG_News/status/978888888888888888)

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

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.@Amalsharif17 Yes, several differences ie. more government reps and non-transportation related CBOs featured in Chinese media #VisionZero

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.@Amalsharif17 also, language that evoked fear around traffic safety appeared far less frequently in the Chinese press #VisionZero

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

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 **MIG_News**
@MIG_News

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

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 **InterEthnica**
@InterEthnica

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


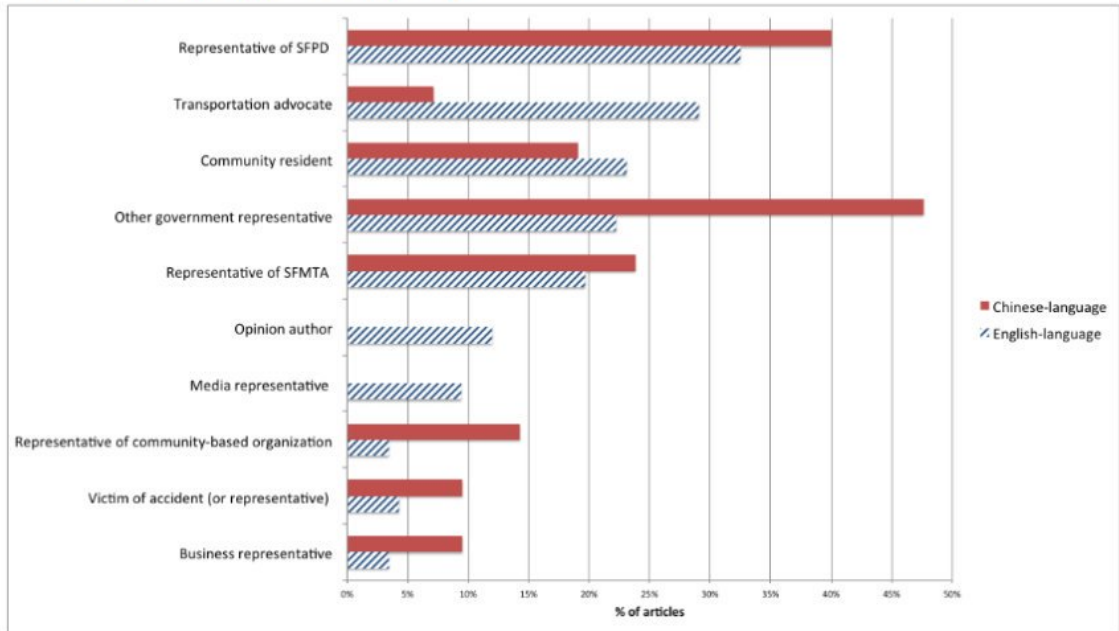

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Figure 2: Speakers in English and Cantonese news about road safety in San Francisco (n=159 articles)




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

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

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Alyson Geller
Grubfutz@Grubfutz

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

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

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Walk San Francisco
@walksf

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

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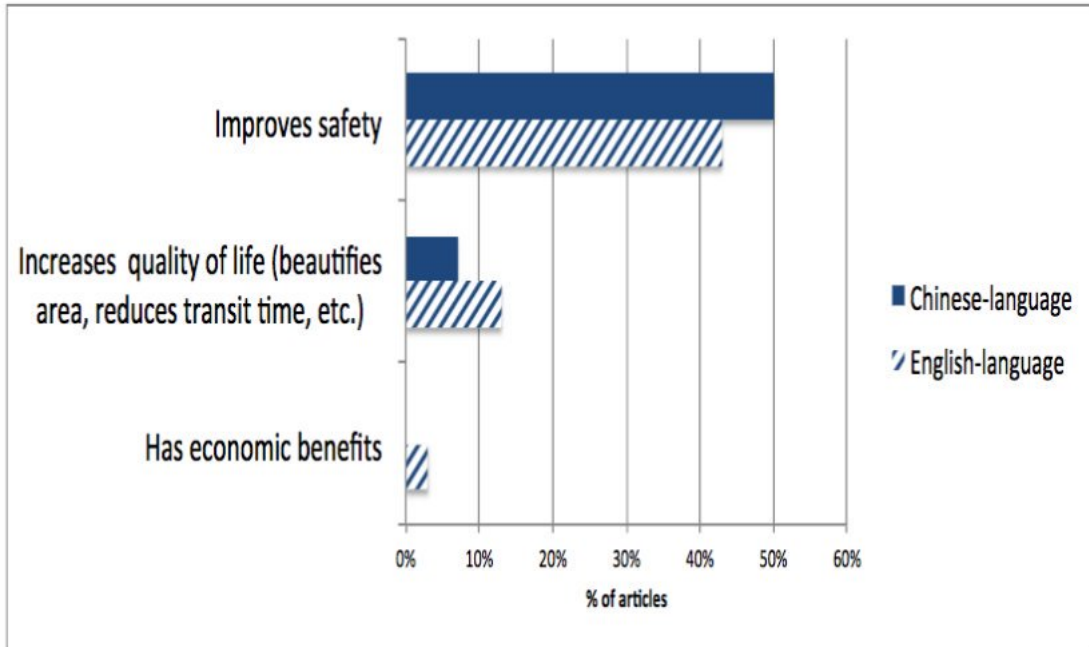


MIG_News
@MIG_News

Q6: What common frames appeared in news coverage of traffic safety? [#VisionZero](#)

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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...](https://twitter.com/MIG_News/status/9611111111) pic.twitter.com/cW2DrKO8QX

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 InterEthnica
 @InterEthnica

A6: Many articles used language that evoked fear and danger for street users. #VisionZero
[twitter.com/MIG_News/statu...](https://twitter.com/MIG_News/status/9611111111)

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

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 Alia Al-Sharif
 Amalsharif17

@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

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



@VisionZeroSF · A YEAR AGO



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@Amalsharif17 Also check out these orgs doing cool things with #trafficsafety: ow.ly/ROGA307WOes and @humanstreetssf



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@MIG_News

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



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



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



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Sara Gaiser
@akrazia


.@BMSG doing a running discussion of news coverage right now around traffic safety issues using tag #VisionZero twitter.com/BMSG/status/81...




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 **MIG_News**
@MIG_News


Q8: What implications does this research have for advocates? #VisionZero

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 **Vision Zero SF**
@VisionZeroSF

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

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 **Vision Zero SF**
@VisionZeroSF


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

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 **Vision Zero SF**
@VisionZeroSF

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

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 **MIG_News**
@MIG_News

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

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 **Vision Zero SF**
@VisionZeroSF

.@MIG_News A9: Since speeding is a top cause 4 severe/fatal collisions, many advocates will focus on Automated Speed Enforcement #VisionZero

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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

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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.

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Alia Al-Sharif
Amalsharif17

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

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@MIG_News

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

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A10: Download the full news analysis at bit.ly/vztrafficsafety #VisionZero [twitter.com/MIG_News/statu...](https://twitter.com/MIG_News/status...)

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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/...](http://visionzerosf.org/whos-involved/)

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ATS Traffic
@atstraffic

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

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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...

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John Knox White
@JKWAlameda

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

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

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Alyson Geller
Grubfutz@Grubfutz

@BMSG Looking forward to learning from all of you in the days ahead. Thank you for all of the information and resources. #VisionZero

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Vision Zero SF
@VisionZeroSF

Thanks for following along with our [#VisionZero](#) [#SF](#) Tweet chat! Keep an eye out for a summary and keep the questions coming!

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MIG_News
@MIG_News

Thanks for joining the [#VisionZero](#) tweet chat today! Check out BMSG's report for traffic safety in [#SF](#) news media: ow.ly/XJo4307WOYx

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