

Safe Systems Summit

Redefining Transportation Safety



Claim your Frame: What kind of safe system are you making?

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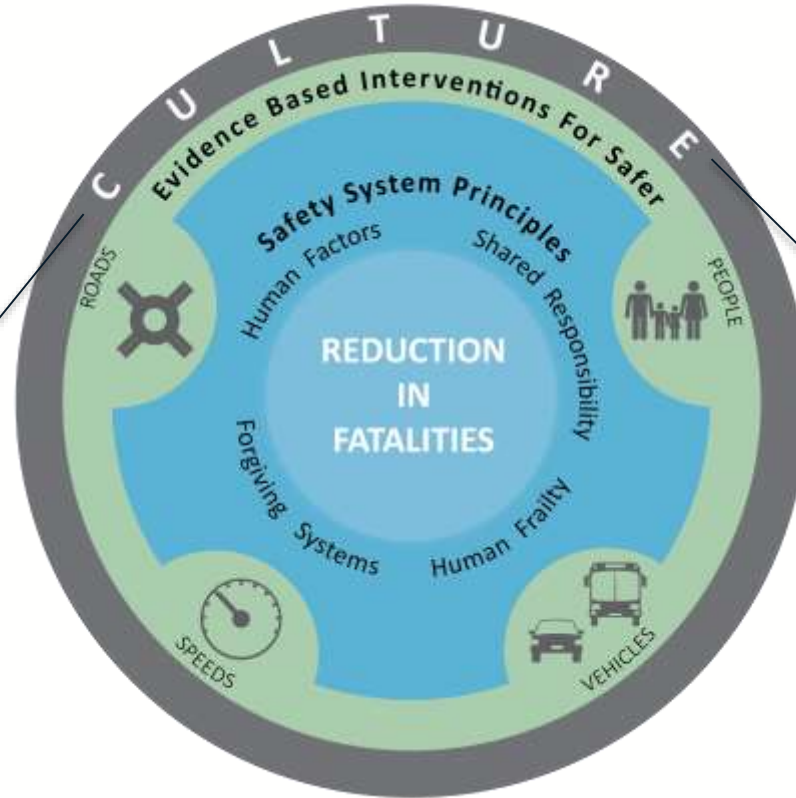
Center for Health and Safety Culture

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Safe System

Values:

- System purpose (e.g., safety),
- Desirable attributes (e.g., equitable, sustainable), and
- Goal-states (e.g., Vision Zero).

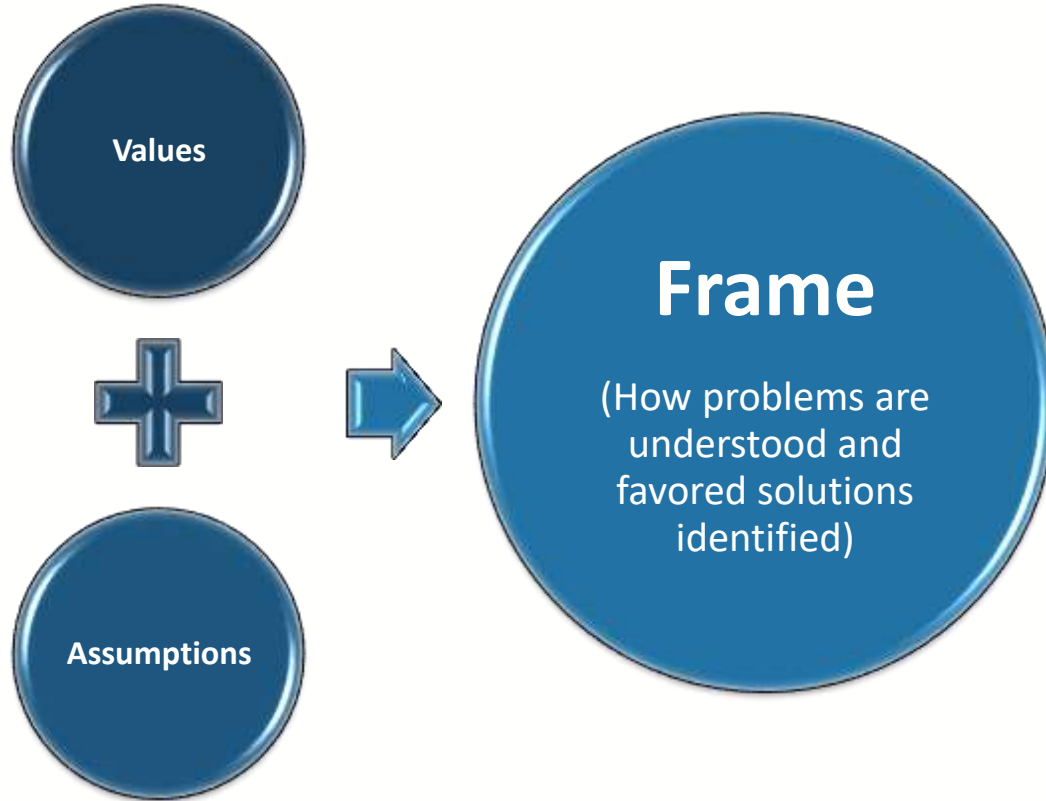


Assumptions:

Beliefs that define system:

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

Frame



- Our frames **bias** our attention in the system.
- Our frames **define** our understanding of problems.
- Our frames **predispose** us to favored solutions.

Examples

Value: Innovation

Assumption: Drivers cause crashes



Source: <https://interestingengineering.com>

Value: Safety

Assumption: Crashes are inevitable



Source: <https://interestingengineering.com>

Importance

- Frames always exist.
- If not asserted, one will be imposed.
- Frames activate values and assumptions in your audience.
- This activation influences the interpretation of your message.
- Express your frame intentionally.
 - Which values and assumptions will align with your audience (and not trigger resistance)?
 - Which values and assumptions engage audience and create momentum?
 - Which values and assumptions are important for success (i.e., key problems and effective solutions)?

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 be safe.	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 be safe.

Decision Frame

Drivers need reasons to be safe.

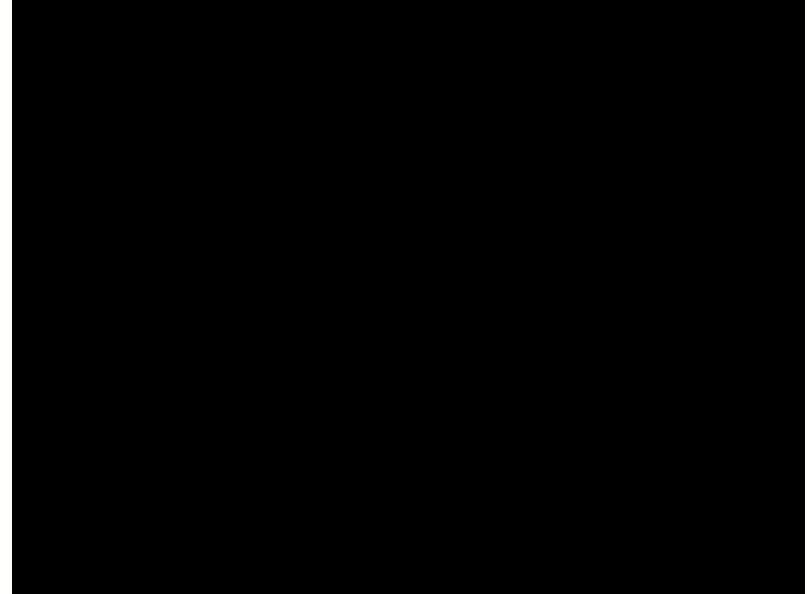


Fear Frame

Speeding kills people.

Hope Frame

Slowing down saves lives.



Stigmatizing Frame

Drunks cause fatal crashes.

Behavioral Frame

Drunk driving causes fatal crashes.



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

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