

VALUES & FRAMES

FOR TRANSPORT

Dr Eleanor Glenn

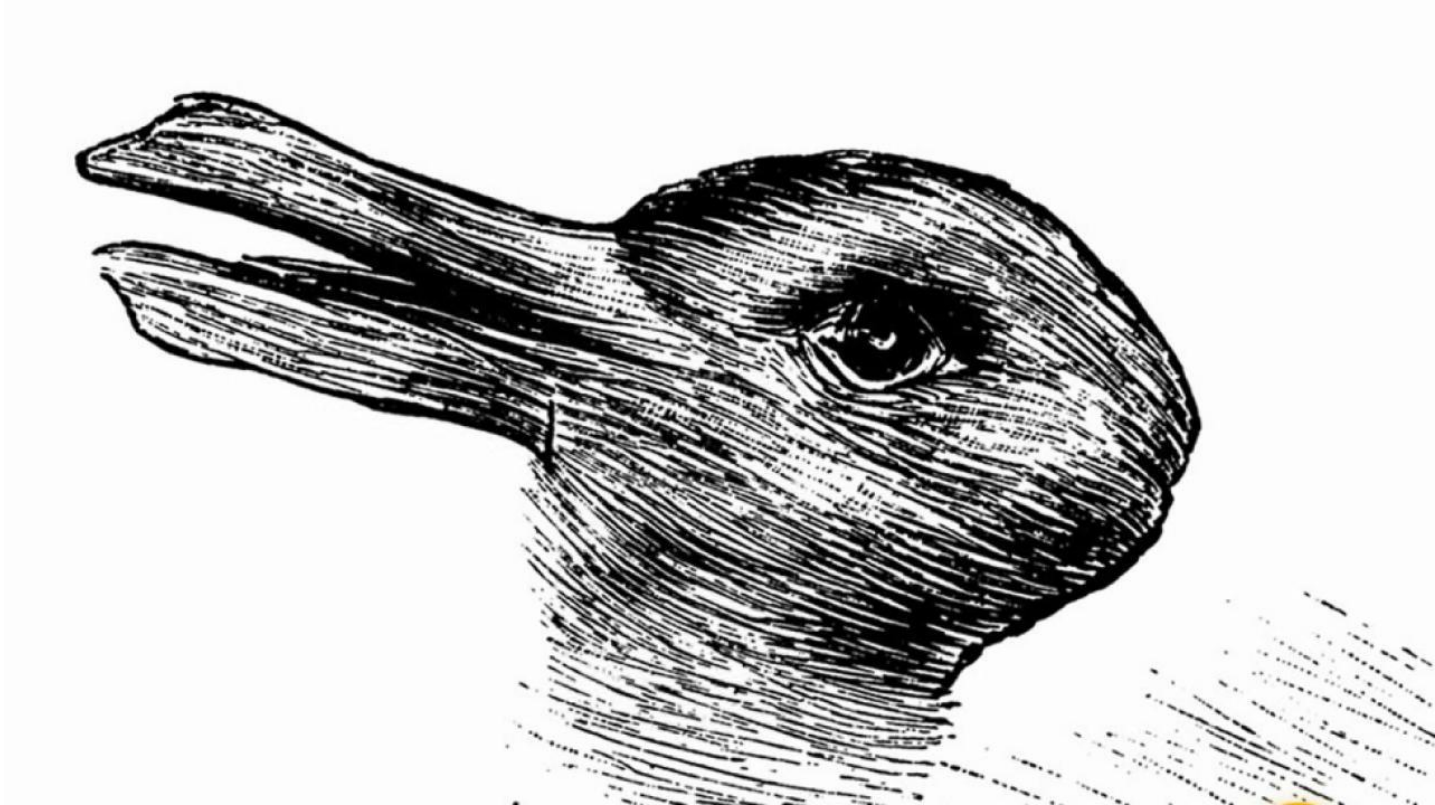
November 2025



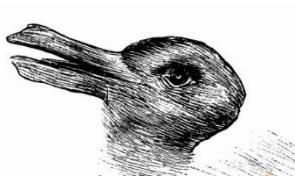
Introduction & context

- Values and frames
- **The language we choose** can engage **different values and frames** – which change the story people tell themselves about transport options and proposals.
- Relevant to behaviour change as well as building public support for new infrastructure and other proposals.

Communication principles: frames



Frames



Unhelpful frame: **‘roads are for cars’**

- People need to drive
- Government shouldn't give special treatment to pedestrians and cyclists – who get in the way of cars
- **Goal: fast movement of cars**

Helpful frame: **‘streets are for everyone’**

- People love walking and bike riding; essential for many people
- Government should ensure everyone has safe options to walk and ride
- **Goal: safe access for everyone**

Values

Care for people you don't know,
and environmental protection

Care for your friends,
family and other people
you know

Fear, worry, threat

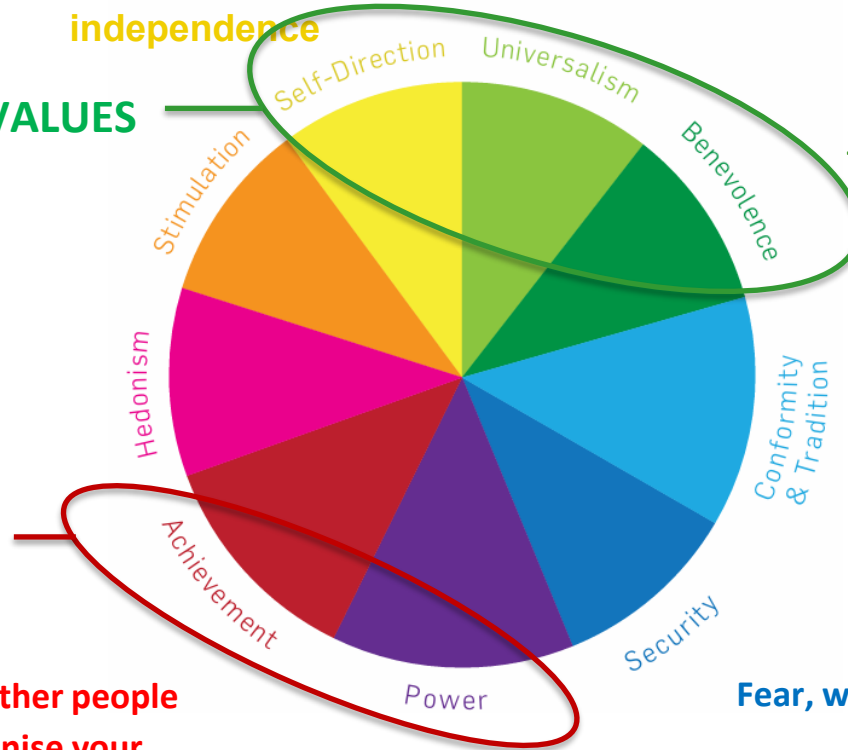
Wanting wealth + power
over other people

Wanting other people
to recognise your
talents and success

INTRINSIC VALUES

Choosing own goals,
independence

EXTRINSIC VALUES



Values-based messaging

- Recognises that **values** are motivations that drive attitudes and behaviours
- Certain values can be engaged or turned 'on' through messaging
- Engaging care and self-direction values – also known as **intrinsic values** – leads to more public support and action on social issues.

Communication principles: audiences



Our messages are designed to **enthuse supporters** and **move persuadables** to a supportive position, to bring most people on board.



Tip 1: Engage intrinsic values

Unhelpful frame:
‘roads are for cars’

Extrinsic values: Achievement
(fast movement of cars, efficiency)
and Power (a hierarchy of users)

Roads

Close roads

Helpful frame:
‘streets are for everyone’

Intrinsic values: Universalism
(equality of users, social justice)

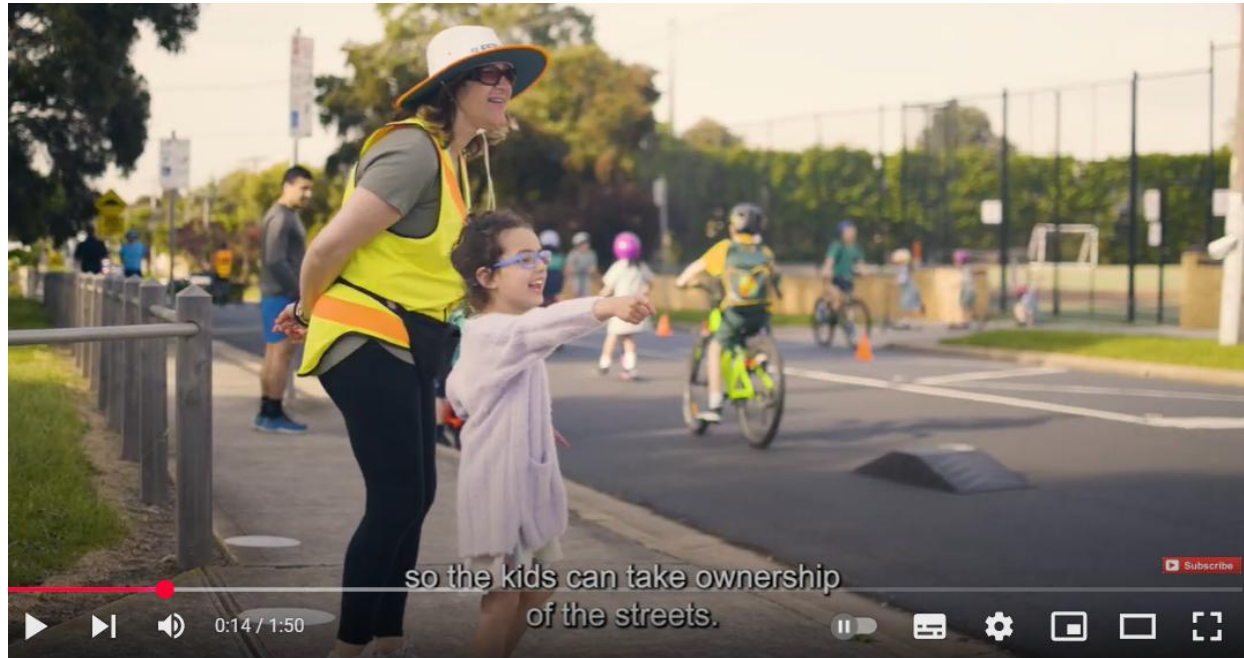
Streets; local streets

Open streets



Tip 1: Engage intrinsic values

[Ride & Stride families leading Open Streets](#)



More than messaging! Community engagement and ownership

Tip 2: Tell our story, not theirs

Speak from our **helpful frame**: streets are
for everyone

Avoid **mythbusting** or **negating** an opposing unhelpful frame (saying what something is 'not'). This only serves to reinforce the myth we are busting or the idea we are saying isn't right.



Tip 2: Tell our story, not theirs



From

“It’s a common myth that...” or
“there’s no evidence that...”

e.g. 30km/h speed limits cause more crashes because drivers are concentrating on their speedos rather than the road.

To

[Proactive messaging] “30km/h speed zones are much safer because drivers have more time to see people walking, riding and driving, and to respond to avoid a crash.”

[Reactive messaging, when the myth is put to us]
“Checking our speed is part of good driving practice, something we should all be doing no matter the speed limit. Driving at 30km/h allows us to see much more of what’s happening on the street, as well as to check our speed.”

Tip 3: Use a Vision-Barrier-Action structure

Vision

An attractive values-based vision – a positive outcome most people would value



Barrier

What stands in the way of that vision



Action

The action required, to help overcome the barrier and achieve the positive vision



Tip 3: Vision-Barrier-Action

Vision Streets are for everyone. We all want to move around in ways that are healthy and enjoyable.

Barrier Many people who currently drive would rather walk or ride a bike, but those options are not yet available to them where they live and work.

Action Governments can make sure everyone has the freedom to use and enjoy our streets, by creating wider footpaths, more crossings and bike lanes, that give people more options to walk and ride a bike.

Tip 3: Vision-Barrier-Action

- Vision** Streets for everyone means safety for *everyone*.
- Barrier** But speeds of 50 and 60km/h are making our local streets unsafe, especially for people walking and bike riding.
- Action** That's why we need safer speeds of 40 or 30km/h.

Or to condense to one sentence, Vision and Action:

“To improve safety for everyone, we’re rolling out safer speed zones across Sampletown.”

THANK YOU

eleanor@commoncause.com.au