

How is active school travel (AST) framed in Ontario

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What is a "frame"?

A boundary of space and time

For sampling?

A set of guidelines

The way of presenting/arguing something

Structure

Limited area

The boundaries of something we try to define

Constraints

Time period

What is a "frame"?

Something to put a photo in.

No clue in your context

Perspectives

A conceptual and logical model with boundaries

Cadre

A way to describe a phenomenon

Boundaries

Conceptualization

Boundaries

What is a "frame"?

Context

A frame is a boundary of something

Boundaries

Something which structures a
perspective

CADRE CONCEPTUEL

Cadre

Framing

A “central organizing idea or story line that provides meaning” to a particular phenomenon.

It enables individuals “to locate, perceive, identify, and label” information pertaining to various dimensions of an issue



Morning Live
@morninglive



.@timbolen learns how to do a backwards 180 like they do in the movies thanks to professional stuntman Hans Wolter from @wingsandslicks. WATCH SEGMENT: chch.com/learn-how-to-s...



12:56 pm · 8 Apr 2022 · Twitter Web App

<https://twitter.com/morninglive/status/1512474579989454852>

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Hamilton Police ✓
@HamiltonPolice

...

Stunt driver caught driving 92 km/hr in
a 40 km/hr posted zone.

30 day license suspension. 14 day
vehicle impound.

#slowdown #HamOnt



<https://mobile.twitter.com/HamiltonPolice/status/1526579579284082690>



Question

How is active school travel framed in
Ontario?

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Materials (text corpora)

- Policy + Practice
 - School boards (32/62)
 - Municipalities (28/62)
 - Transportation consortia (9/39)
- Scholarly journal articles (227)

Methods

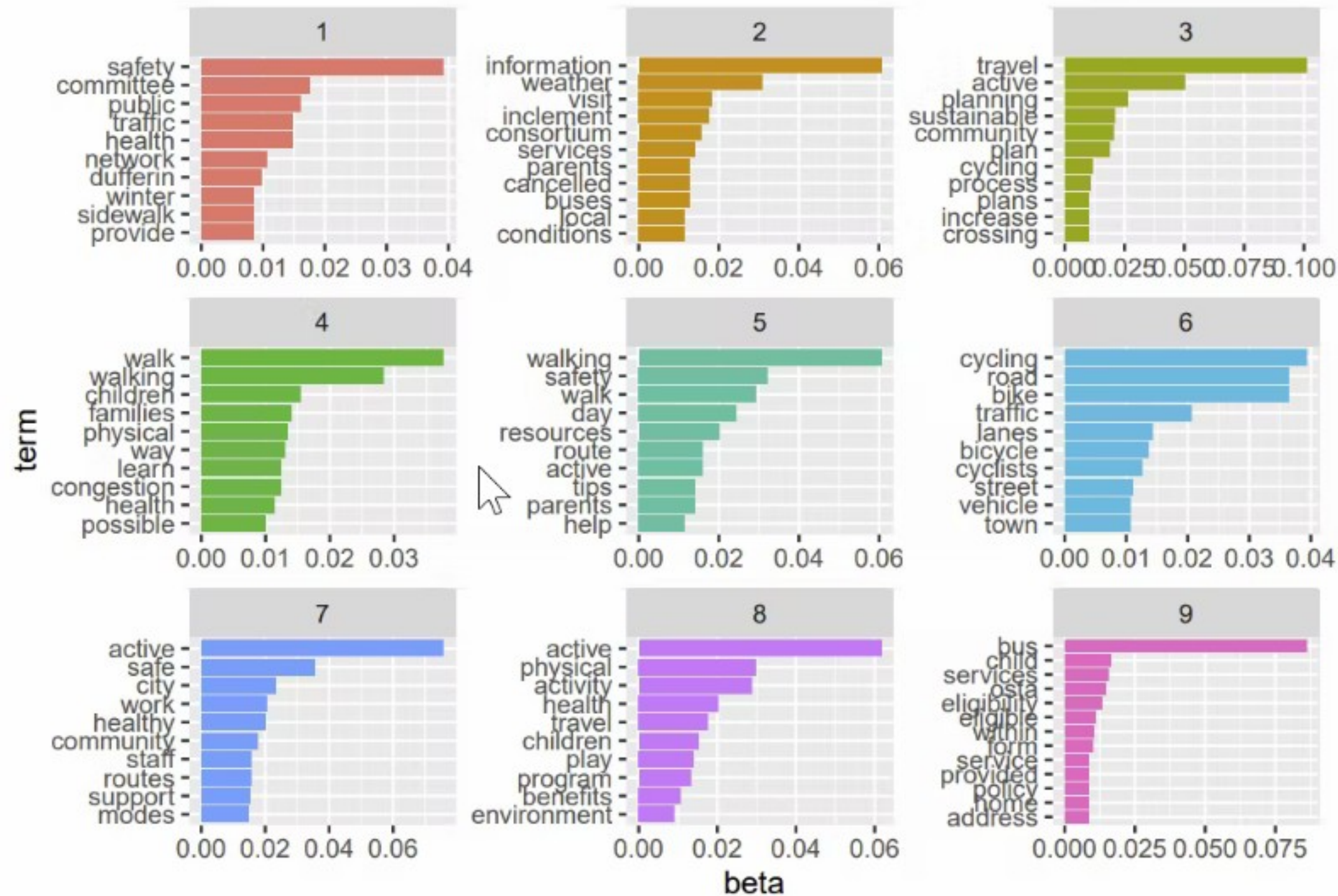
- Natural language processing
 - Word frequencies
 - n-grams
 - Topic modelling (Latent Dirichlet Allocation)
 - Expert interpretation

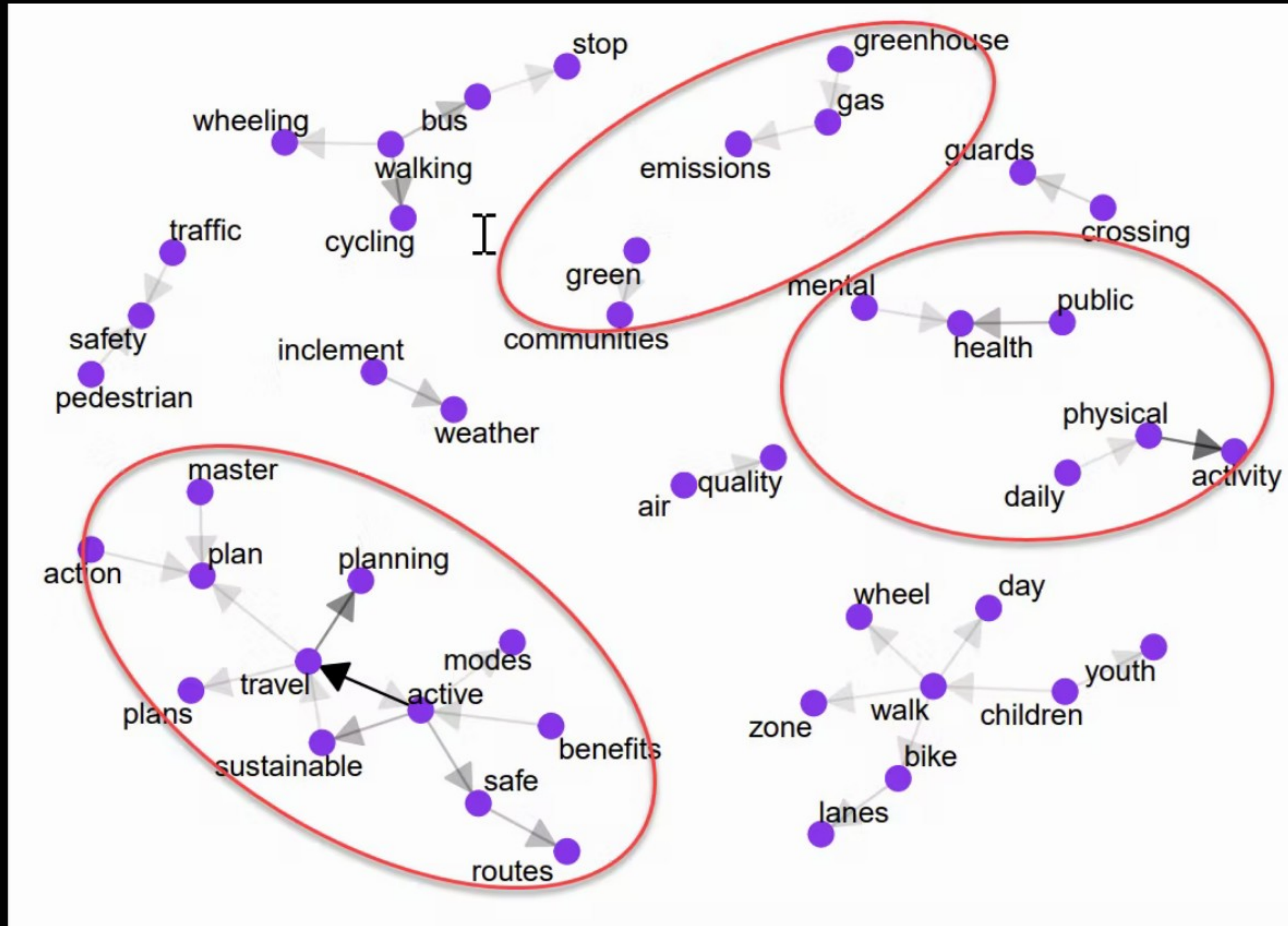
Analysis



Topics

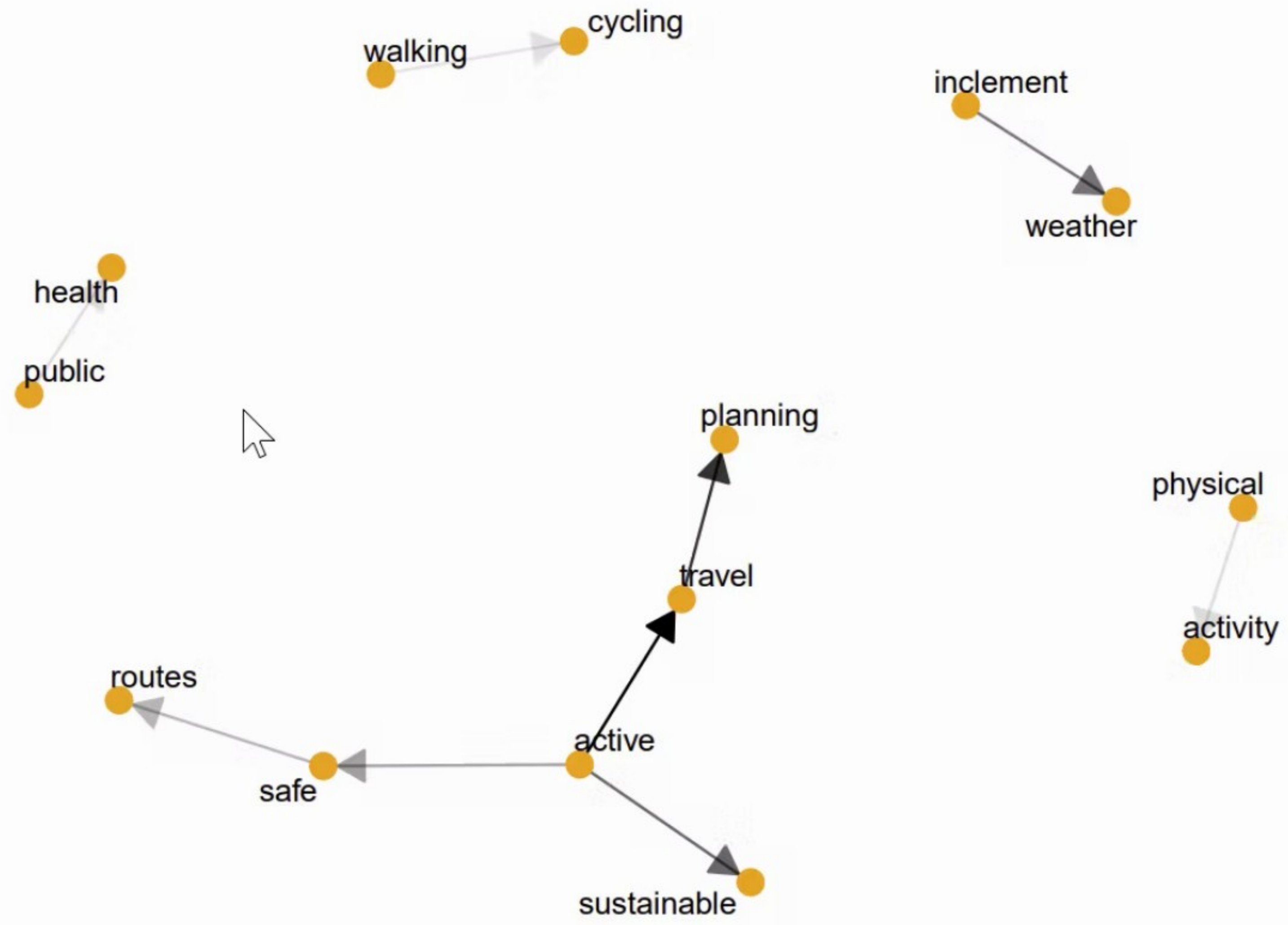
1. Safety
2. Weather and busing
3. Active travel planning
4. Walking
5. Resources for walking
6. Bicycling
7. Active travel concerns
8. Benefits of active travel
9. Busing logistics





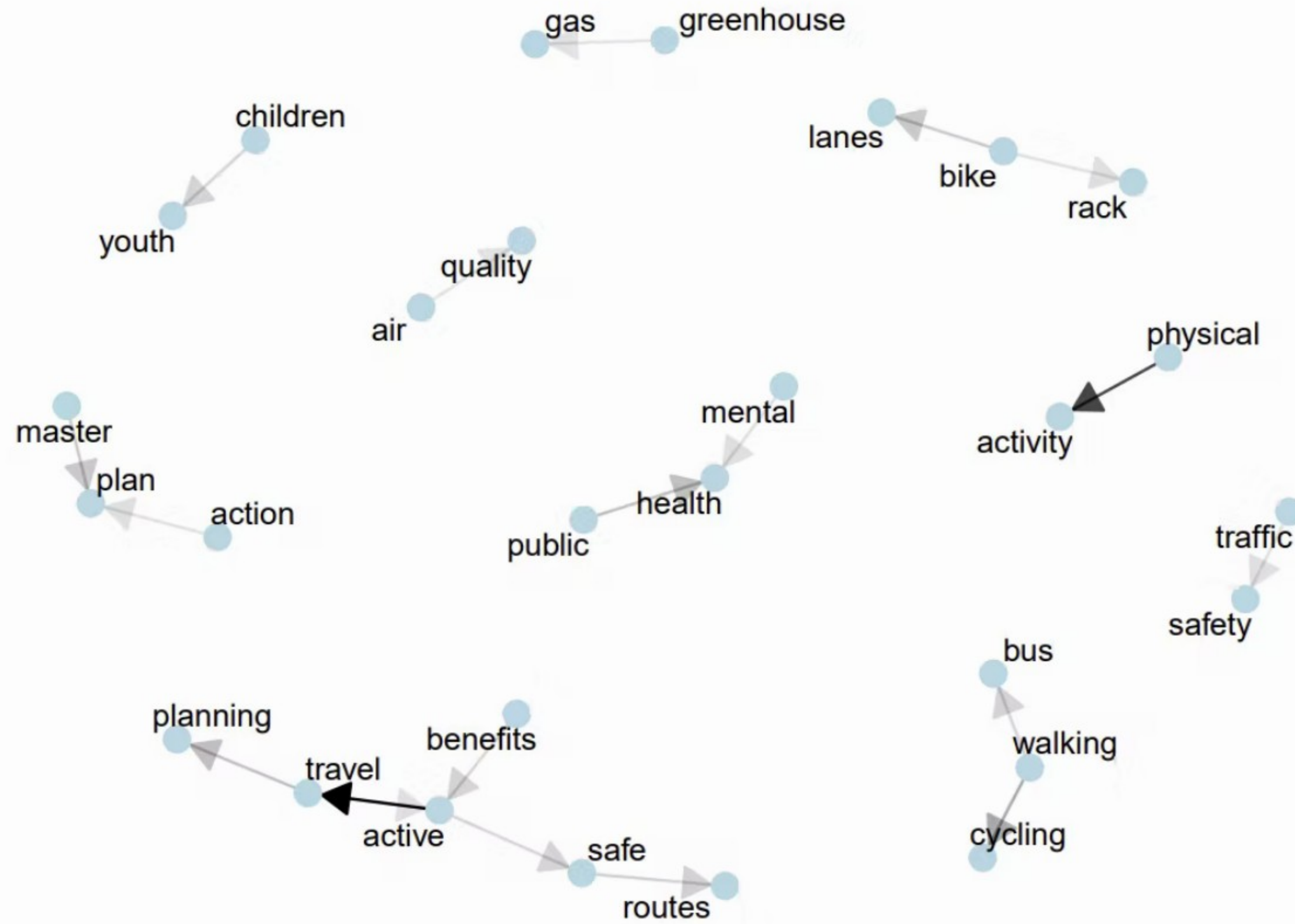
Policy + Practice



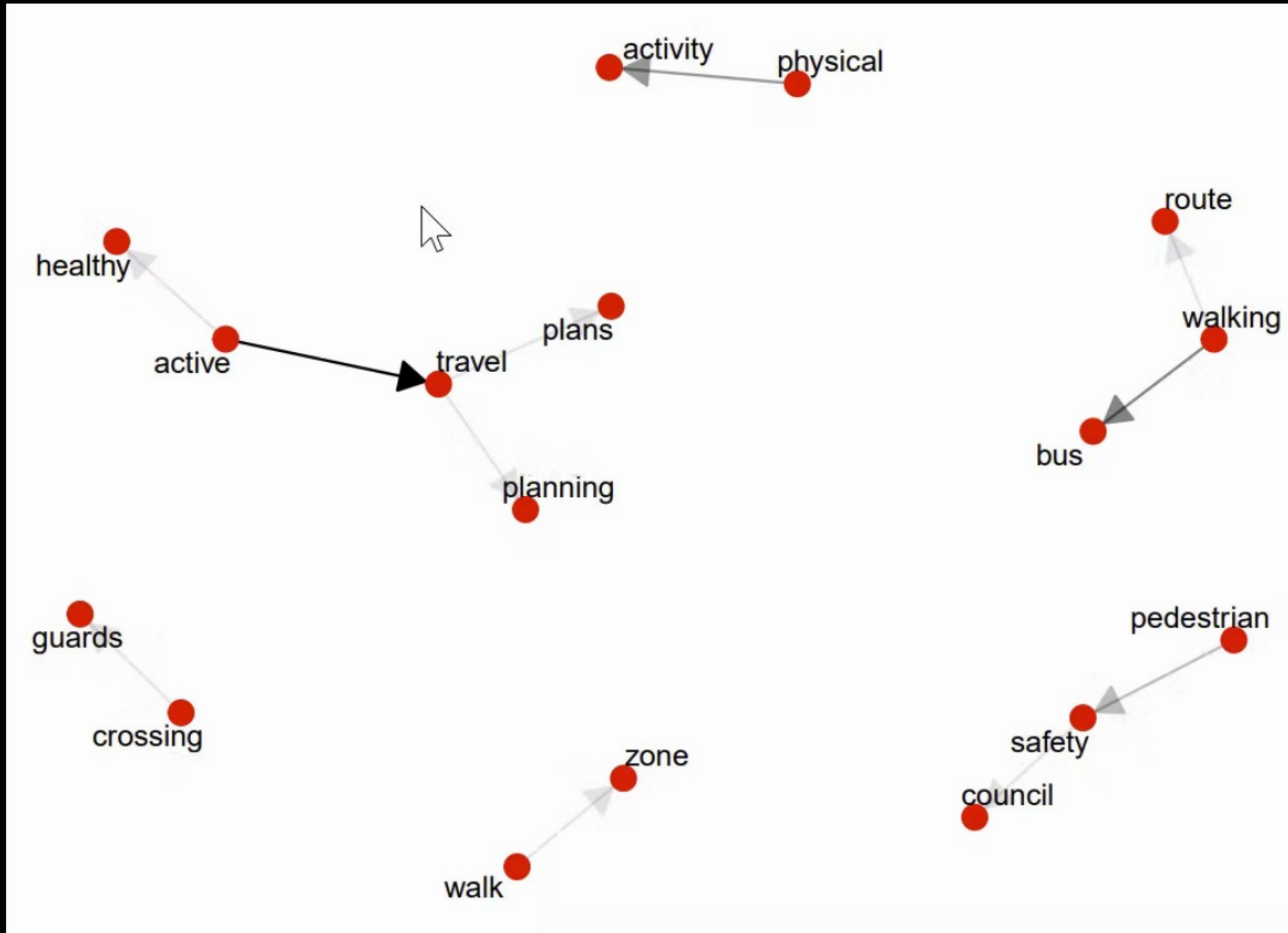


School boards





Municipalities



Transportation consortia



Primary frame

Health + Environment



If you live in a walk zone, the best way to get to school is by walking or biking. This promotes physical activity, helps the environment and minimizes traffic around schools during busy times.

– City of Barrie



Active school travel is a great way for children to be physically active, which is associated with improved physical and mental health, while making school zones safer, by reducing traffic volumes at and around schools.

– Region of Leeds, Grenville and Lanark



The WCDSB supports active transportation as the preferred method of transportation to school because it is a healthy choice that has proven links to greater student achievement

– Waterloo Catholic District School Board



Secondary frame

Feasibility and practicality



*A way to make sure your child is safe while walking to school is with a 'walking school bus.'
Here are some tips for a walking schoolbus...
[tips]...Have fun!*

– City of Ottawa



Help your students get started on the right foot - encourage them to walk or bike to school when possible. Even leaving the car a block or two and walking the rest of the way helps.

– Halton District School Board

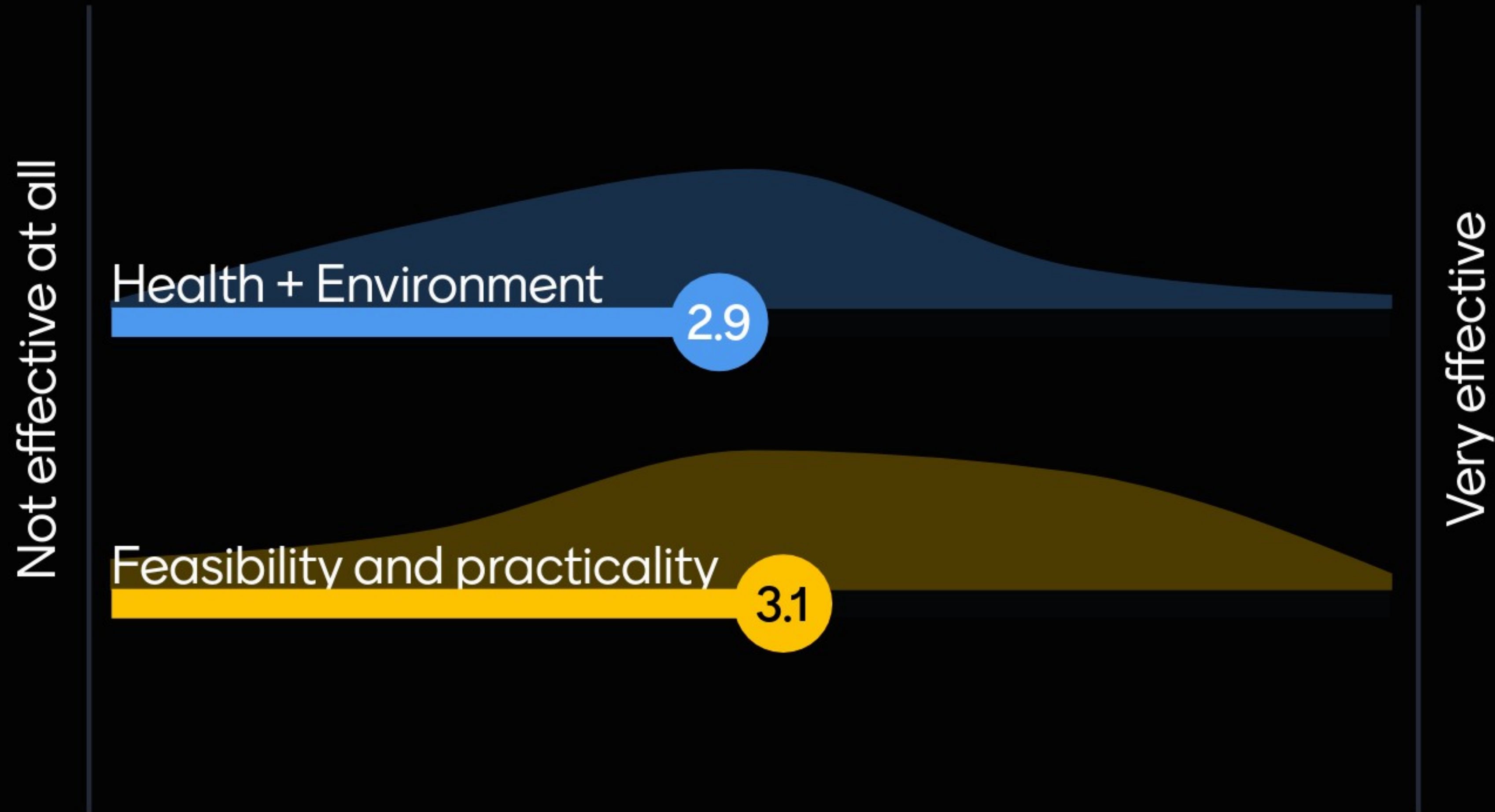


Want to boost your child's mental and physical health? Ottawa Public Health, City of Ottawa, and OSTA have produced a tipsheet for parents about "active transportation" to school – fitting walking and wheeling into your daily routine

– Ottawa-Carleton District School Board



How effective do you think are these frames?



Primary frame

"Broccoli is good for you"



Secondary frame

"Buy it fresh at your local
supermarket"



Compare

*"Eat broccoli or face a horrible
climate change-driven collapse of
civilization."*

Conclusions

- Framing of AST is reasonable...
 - ...but anodine
- There is not a sense of urgency or a call to action
- Various organizations working
 - not at cross purposes
 - but not well-coordinated either

