



London Borough  
of Hounslow

Wednesday, 14 December 2011

# Using Health Messaging to Promote Sustainable Transport

Mark Frost - Senior Transport Planner

CATCH Final Conference

Bristol 13 December

# The 'Transport Vision' for the Borough

## Vision:

*Hounslow's transport system will enable all those who live in or visit the area to make their trips **safely** and **conveniently**; whilst supporting **environmentally sustainable economic growth** and improving **health***

## Objectives:

- *Safe*
- *Environmentally sustainable*
- *Attractive*
- *Accessible*
- *Healthy*
- *Efficient*

## What were up against (1)

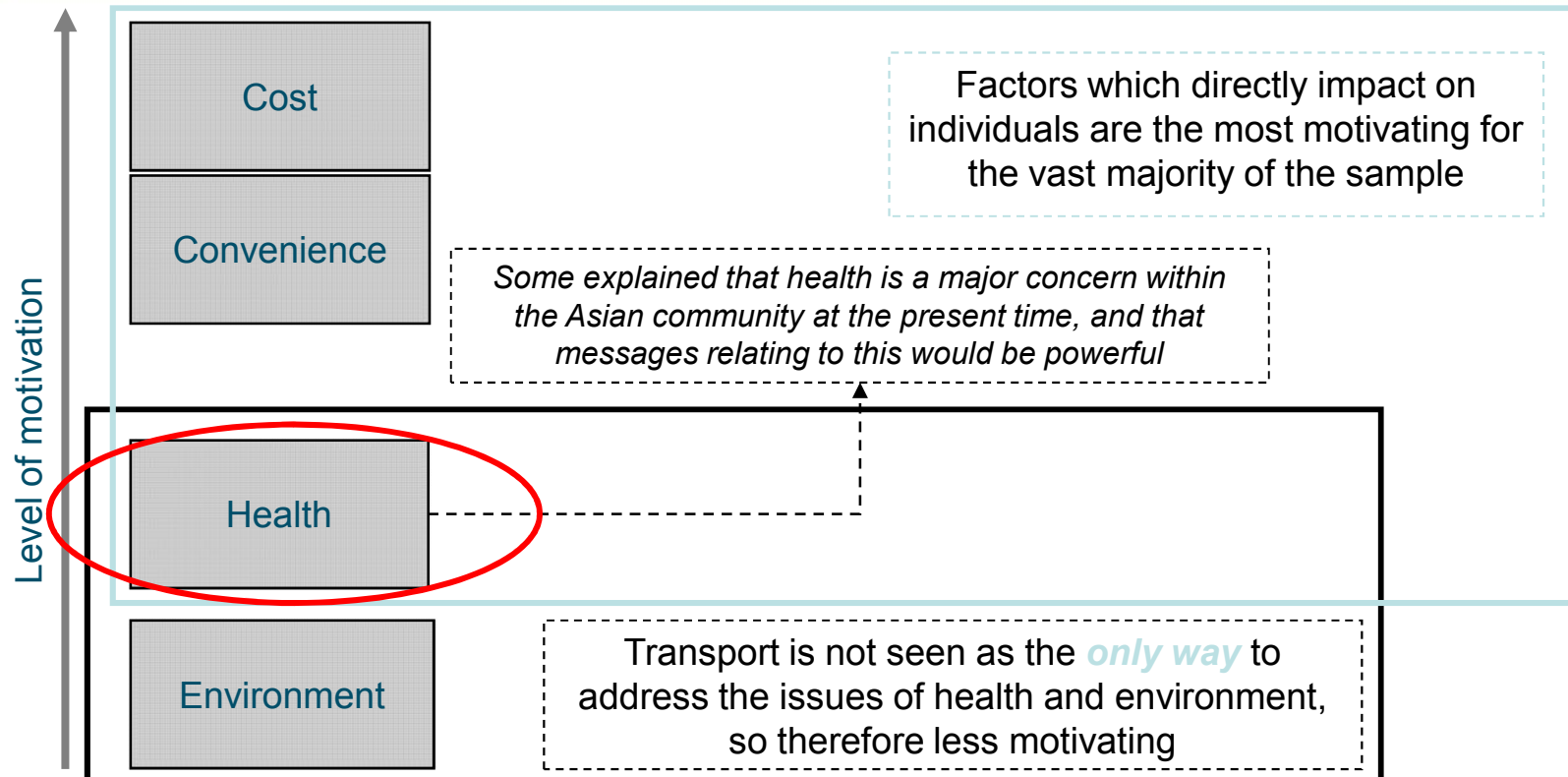
*There is a perception that walking and cycling are in some ways abnormal things to do...(existing cyclists and walkers) are a minority who have, against all the odds, successfully negotiated a hostile urban environment to incorporate walking and cycling into their everyday routine...(Pooley et al, 2011)*

## What were up against (2)

Research undertaken as part of the IEE STEER funded SEGMENT programme indicates around 60% of Hounslow council staff would 'never' consider cycling.

Of the 40% that 'might consider' cycling distance barriers as well as caring duties reduce likely modal shift considerably

# But...Health is a motivating message in Hounslow



Respondents often feel that if and when alternatives were either cheaper and / or more convenient than their cars, they would seriously think about switching. The key is conveying the fact that this is the case, and doing so through the most appropriate channels

# Our Segments (Visitors to Health Centres)

	Devoted Drivers	Status Seekers	Skeptical Intenders	Active Car Owners	Car Contemplators	PT Dependents	Car Free Choosers
	7%	4%	20%	16%	8%	16%	6%
<b>Current travel to HEALTH CENTRE:</b> Car use	Highest	High	High	Average	Low	Lowest	Lowest
All PT	Low	High	Low	Lowest	Highest	Highest	Average
Cycling	Nil	Nil	Nil	High	Nil	High	Highest
Walking	Lowest	Low	Low	High	Average	High	Highest
<b>Intention to reduce car use</b>	Lowest	Highest	Average	High			
<b>Attitudes to:</b> Bus/ Tram	X X X	XX	✓	X	✓	✓✓	✓✓
Cycling	X X X	✓	XX	✓✓	XX	✓/X	✓✓✓
Walking	X X X	✓	X/✓	✓✓	X	✓	✓✓
<b>Main motivations</b>	Status/ image Convenience	Passionate about driving Image Social status Fitness Pride, Pollution	Practical issues	Climate change Traffic Pollution Fitness	Status/ image Desire to own a Car / Cost	Does not like driving/ cant drive Flexibility	Car owning is a hassle Environment Fitness

# How to use health to achieve outcomes?

So...health is now an objective in itself for our transport strategy...  
...and improving health is actually a key 'higher level motivator' for modal shift

We think it may be particularly necessary to engage the case for more complex modes like cycling which require considerable preparation and resilience to 'master'

We think role of local authority is to:

- **Highlight** this link, using health wherever possible as the 'book cover' to sell the product
- **Remind & Reinforce** the longer term health benefits of the move to active travel
- **Improve the product** – walking & cycling infrastructure/ interventions such as cycle hire etc

Take 10,000 a day....



# Hounslow Travel Active

Web campaign tool + marketing 'front cover' for active travel initiatives

Signposts opportunities for active travel

Personal and group challenges + targeted incentive schemes ('My Time')

Front cover for GP/Health Trainer referral scheme

Sophisticated CRM and evaluation tool

For use by public health officers and exploits Change 4 Life brand more generally.



# Some Practical Projects to Improve the Product....



# The Future – Where does active travel promotion sit within an authority?

Key interface between transport and public health is through active travel

Hounslow, in common with much of UK has a challenging obesity problem (particularly in children)

*Physical inactivity is widely recognised to have a direct impact on poorer health both physically and mentally and it is estimated that financially this equates to health related costs of **£3,621,120** per year in Hounslow.*

Huge benefit from promoting physical activity to public health teams...

...should they therefore lead (and fund) the promotion and leave transport planners to get on with improving the product?