



Embracing Active Travel For Health



Briefing Note: Switch Travel

WestTrans was recently accepted as a follower city for the EU funded Switch Travel project which means that all WestTrans boroughs can now benefit from joint access to the SWITCH e-learning platform, behaviour change methodology, expert advice from technology partners and practical insight from implementation cities.

Objective:

[Switch Travel](#) seeks to build partnerships between public health and traditional transport planning professionals in order to reduce GHG emissions and primary energy consumption through active travel in lieu of car trips.

What is a Switch campaign?

Four main components: Personalised approach, the use of ICT tools, the targeting of individuals in a life change moment and argued through a combination of individual benefits.

Five key implementation cities:

[San Sebastian](#) is targeting people who moved to the city or changed education status and is currently working with BOKU (University of Vienna) to customise a Spanish language app.

[Antwerp](#) has major road works which demand a reduction in car trips. Focus is on workplace and their employees through the delivery of PTP to employees.

[Vienna](#) has launched a walking campaign for 2015 which is their year of walking. Target groups are recently moved and those with health concerns so are working with residential / developers and a defined network of health organisations / medical care centres and support groups for chronic illnesses. Resources include bespoke information packages, incentives and a Vienna by food walking app.

[Gdansk](#) and [Hounslow](#) are targeting school children at the start of new academic year and are using Beat the Street boxes to engage and encourage active travel.

Added value: In addition, the project offers access to a practical [SWITCH toolbox](#), [8 technical support partners](#) and more than [20 other follower cities](#).

Switch

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Workshop Content:

How to design a Switch Campaign

- Define objective, target group and sample size
- Establish partnership with local stakeholders
- Develop a road map
- Collect information, materials and incentives
- Staff training for contact, survey and consulting
- Establish infrastructure needed and
- Media work



How to define your target group

- Persons recently moved (DSS , VIE)
- Parents and people starting a new school (LBH, GDA and DSS)
- Students at university (DSS)
- Employees and students affected by construction works (ANT)
- Persons that receive medical advice for more physical activity (DSS, VIE)

How to design your approach:

Switch calls upon traditional expertise combined with health messaging and the use of IT tools.

- *Sampling* - choose a target group and get contact data (from where will you get the contact data? Do you recruit or do you have data sources?) Important as this defines the contact channels.
- *Contact* - depending on data, how do you contact them? Announce the campaign and contact households.
- *Segmentation* - Who to include in the campaign, how to regard behaviour and who to exclude from the campaign.
- *Motivation* - Distribute service sheets, ask participants to choose and offer incentives.
- *Service* - provide information, PTP talks, side events where participants can test their new behaviour.



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How to evaluate your campaign:

- Pre survey and after survey (5/6 months seasonal comparability).
- A common questionnaire with comparable data but the method of administration can vary according to project / location.

Qualitative Evaluation should:

- Reflect the campaign process
- Identify barriers, drivers and fields for improvement
- Learn about the costs of Switch
- Gauge participant's acceptance and perception of the campaign
- Incorporate total impact evaluation through assessment of energy savings, GHG emission reductions and total economic evaluation.

What SWITCH Public Health support partners can offer:

Switch can support linking and tailoring health arguments to target groups and identify the appropriate channels to reach your target group. Health information should always be - clear, simple, verified and tailored so Switch have developed a series of useful materials - factsheets, true/false, factsheets, website

Campaigns can be designed to work with specific stakeholders and/or target populations. For example, if targeting employees arguments should focus on decreased absenteeism, increase productivity, cost - benefit analysis and benefits for individual health as opposed to benefits for children which would be based upon motorial and psychosocial development, traffic safety education and raising awareness of environmental issues at an early age.

What SWITCH technical support partners can do for you:

Technical support partners can provide information by way of factsheets and a tool box with concise information about technology tools and free downloadable and customisable mobile applications to incorporate into your campaign. For example:



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Mobile Apps

Moves is an example of a free app which uses data visualisation / infographic to record physical activity, calorie count etc on a daily basis to encourage behaviour change.

Walking in Vienna app - is a new app developed for the project and available for download. Customising apps like this is feasible, not very costly and allows for gaming provision - the fun element - within a local context. Information on which ICT tools are used by participants is important for evaluation, but further research is needed on the effects of ICT tools.

Beat the Street

Beat the street is more accessible to all - it's not necessary to be IT literate or have a smartphone, whole population approach to nudge theory. A lot of feedback is given by participants - people are very engaged. Heat map data can also be made available to explore journey information from who has tapped what, where and when.

Key findings from pilot projects:

- Participation of 35-60% with at least 50% adapting their travel behaviour by reducing car dependent behaviour by 10%;
- 50% of participants feel better informed on active travel.

What are the factors of success?

- Good cooperation with strategic partners from public health and transport;
- Availability of a sufficient number and quality of incentives;
- Motivating elements to test new behaviour and
- Participants are in receipt of information; they do not necessarily seek or ask for it.

Conclusion

Technology and public health arguments are not a solution on their own and the Switch methodology is there to help incorporate wider, more effective campaigns with proven tools, templates and messages that connect and not isolate people.

This briefing note is intended to communicate the key findings from the first Switch workshop, held in Gdansk in April 2015. Please direct all enquiries to Nicola Hill, communication lead for the Switch Project in west London (hilln@ealing.org.uk or 020 8825 5191).