

# Promoting sustainable active transport

## Multi-level interventions

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Come join the fun

**smartertravel**

Changing the way  
Kilkenny Moves

FAMILY FUN DAY – Saturday 25th June 2011



**Green-Schools**

-  Walking
-  Cycling
-  Car Sharing
-  Public Transport

go  €

**monaghan**

> castleblayney | active travel town



**SANDYFORD SmarterTravel**

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**WESTPORT SMARTER TRAVEL**

**RIDE A BIKE?**

Ever thought of cycling to work?

**Like support from a BIKE BUDDY?**

**DUBLIN CYCLING CAMPAIGN**



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**active travel**

change the way you travel



**active travel**

MULLINGAR

€

**GO Dunganarvan** smartertravel >>>

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**Limerick SmarterTravel**

*“Implementation of modal shift to date has been unsuccessful as trends show an ever-increasing dependency on car-based travel”* (35% increase predicted: DoTTS Review of National Land Transport System, Aug. 2014)



## Why?

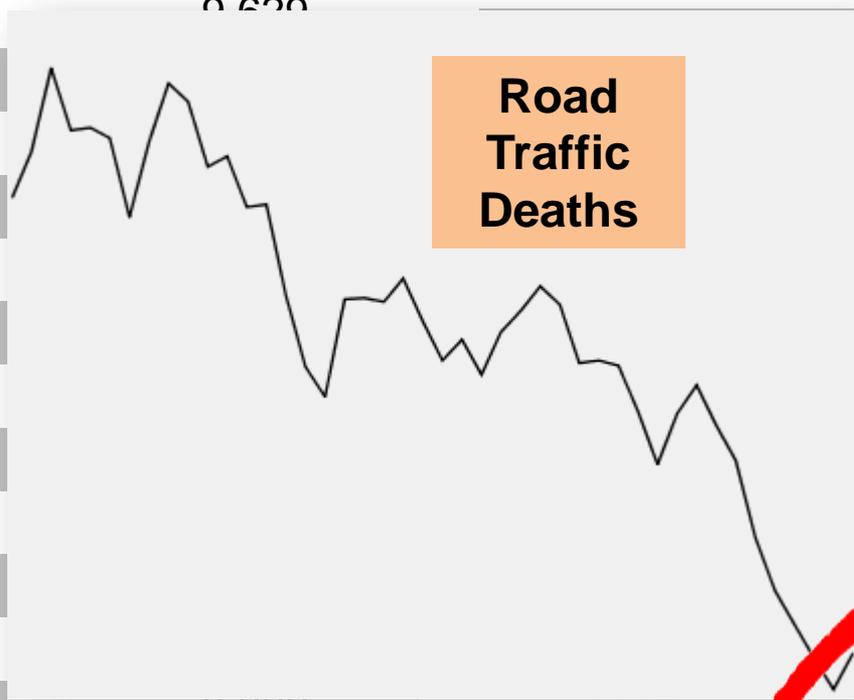
- Lazy people?
- Too dangerous to cycle
- Distance
- Busy lives: no time!
- Driving is the most convenient



**V's**



Year	Deaths	Injuries
1970	540	9,269
1971	576	9,630
1972	640	9,630
1973	592	9,630
1974	594	9,630
1975	586	9,630
1976	525	9,630
1977	583	9,630
1978	628	9,630
1979	614	9,630
1980	564	9,630
1981	572	9,630
1982	533	8,006
1983	535	7,946
1984	465	8,210
1985	410	7,818
1986	387	8,329
1987	462	8,409
1988	463	8,437
1989	460	8,803
1990	478	9,429

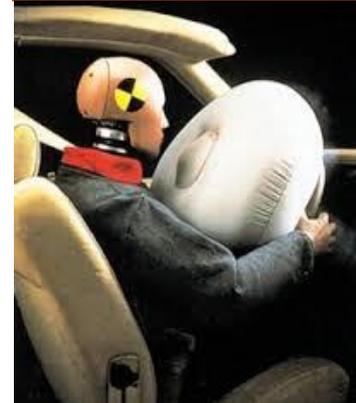


1991	445	9,874
1992	415	10,188
1993	431	9,831
1994	404	10,229
1995	437	12,673
1996	453	13,319
1997	472	13,115
1998	458	12,773
1999	413	12,340
2000	415	12,043
2001	411	10,222
2002	376	9,206
2003	355	8,262
2004	374	7,867
2005	396	9,318
2006	365	8,575
2007	338	7,806
2008	279	610
2009	238	453
2010	212	388
2011	186	333
2012	162	300
2013	190	318

# Safer roads, safer cars, increased enforcement, improved driver behaviour

## Multi-level interventions

1. Policy level (rules, laws)
2. Environmental level (physical infrastructure)
3. Social/group (norms; support)
4. Individual level (knowledge; attitudes)



# Safer roads, safer cars, increased enforcement, improved driver behaviour

- Road Safety Authority (since 2006)
- Road Safety Strategies (since 1998)
- Multi-agency involvement
- Enforcement
  - Speed, drink-driving, phone use, etc.
  - Random breath testing
  - Penalty points - insurance costs & licence
- Improved road design & quality
- Improved car safety – ABS, airbags etc.
- Media campaigns
- Social norms
- Improved driving test



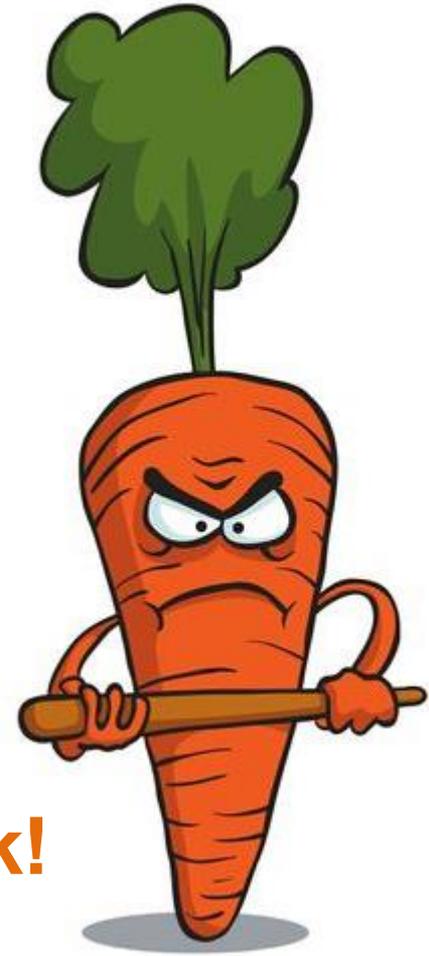
# Promoting Active Transport

- Sustainable Transport Division (DoTTaS)
- Sustainable Transport
- Smarter Travel Policy (2009-20)
- National Cycling Policy Framework (2009-20)
- Design Manual Urban Rds & Streets (2013-)
- Infrastructural improvements
  - E.g., HGV restrictions, cycle parking,
  - Dublin bikes, cycle lanes (!)
- Green Schools Travel Theme
- Bike Week
- Bike to work scheme
- Colouring competitions, posters etc.



# Promoting Active Transport

- Multi-level interventions
  1. Policy
  2. Environment
  3. Group / social
  4. Individual
- Too much focus on 3 & 4
- Not enough on 1 & 2
  - Not standardised or nationwide
- **Too much carrot & not enough stick!**

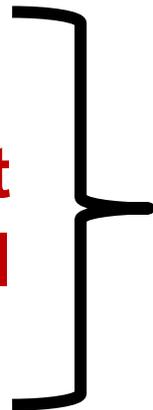




# What do we need to do?

All interventions should be multi-level and involve a strategic, organised approach to creating conducive environments, changing social norms and improving individual knowledge

**Policy**  
**Environment**  
**Group/social**  
**Individual**



Remove barriers to wanted behaviour  
Put up barriers to unwanted behaviour



# Policy level



## 1. Active Travel Division

Active Transport Officers in all LA's

*AT is everyone's but no one's responsibility*

## 2. Mandate all schools, colleges & workplaces to have travel plans with SMART targets

Multi-level intervention tools  
Enforcement & penalties



# Environment level

3. Cycle lanes are not a panacea!  
*Can make things worse!!*





## Doughiska Road, Galway

1.4km of shared use  
pavement

18 junctions

41 private drives &  
12 bus stops

No right of way for  
the cyclist

# Environment level

**3. Cycle lanes are not a panacea!  
*Can make things worse!!***

## Hierarchy of Solutions

1. Traffic speed reduction and enforcement
2. Traffic reduction, particularly HGVs
3. Junction treatment and traffic management
4. Increasing footpath &/or road space for  
& pedestrians
5. Cycle lanes and cycle paths

## CRAP CYCLE LANES

50 worst cycle lanes in Britain



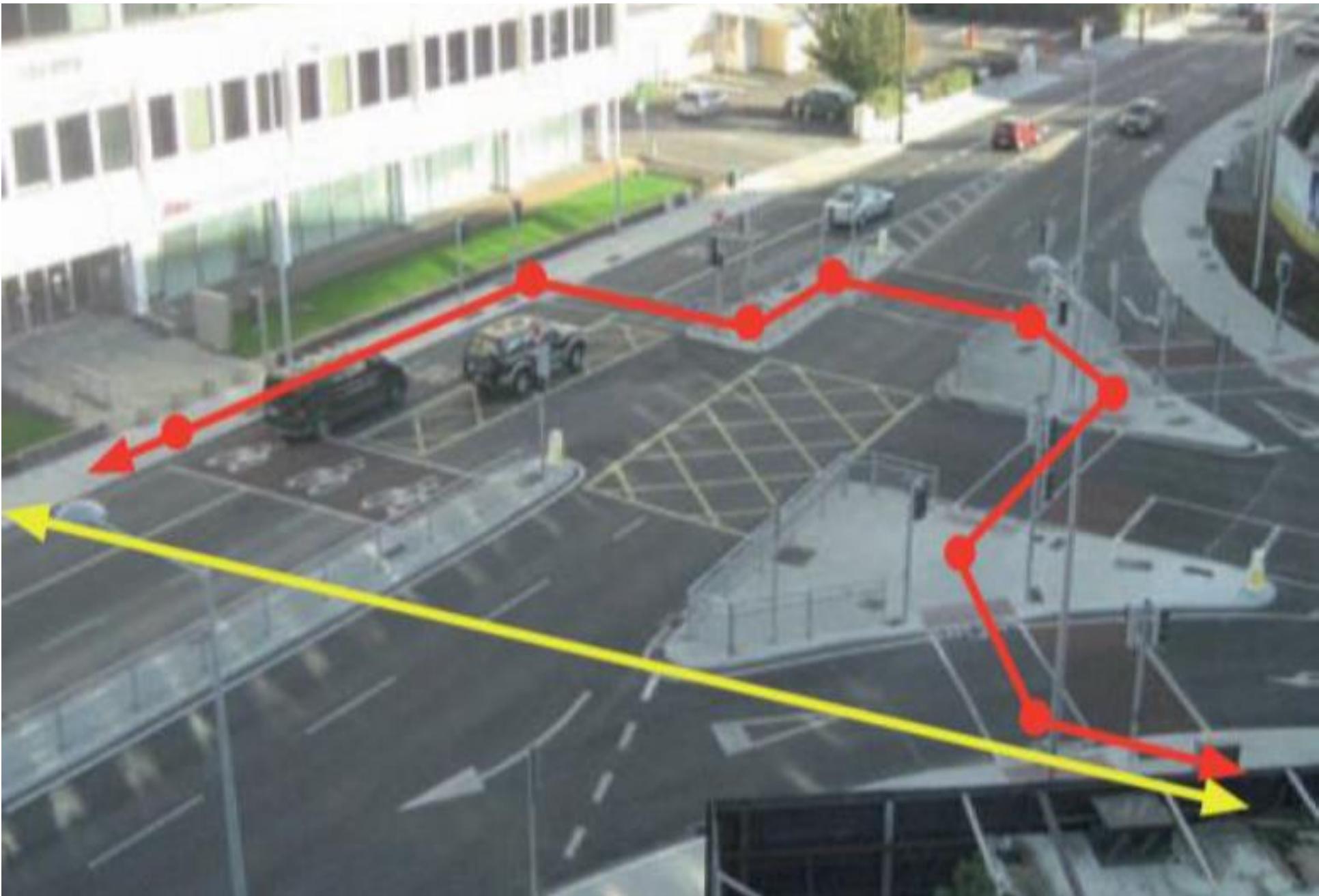
*Design Manual for  
Urban Roads and Streets*



**4. Improve neighbourhood proximity & connectivity  
Neighbourhood retro-fitting**



**Design Manual for Roads and Streets, DoTTaS, 2013, p. 18**



**Design Manual for Roads and Streets, DoTTaS, 2013, p. 18**

# Group / social environment level

## 5. Change the message!

Driving is now safer but cycling is more dangerised!

Cycling in casual clothing or without a helmet is viewed as a highly irresponsible and dangerous pursuit



*“Her elbows are not covered. Her arms are all...and she’s no helmet and she’s on the phone. Oh my God, there’s so many things wrong with this picture!”*



*“She’s doing it right. She has a helmet on and she has a high vis jacket; she has cycling gloves; she’s not wearing heels, yeah”*



*“I think you have to look safe. Bring a helmet and reflective jacket”*

# Individual level

## 6. Cycle skills training

*“Cycling Skills in Traffic”*

Subsidised; all ages; all settings

Off & on-road; national standards



# In conclusion...

Need less focus on individual factors

Too much focus on 'fun cycles' & 'safety'

Need much more focus on policy & environmental interventions to curb private car use

Less carrot, more stick!

Need interventions that do ALL levels

Need an Active Transport (only!) agency to ensure implementation of existing policies

NCPF

Design Manual

