

Cycling & Public Health “Win-Win-Win” LifeCycle Gets Babies on Bikes & Grampas on Trikes



Randy Rzewnicki, PhD



‘For a city to be worth living in,
it needs to be
a bicycle friendly city’




European projects Presto & Life Cycle



EUROPEAN CYCLISTS' FEDERATION

Presto

Promoting cycling for everyone as a daily transport mode



www.ecf.com

ECF is partner in Presto



EUROPEAN CYCLISTS' FEDERATION

Life Cycle

keep on cycling



www.ecf.com

ECF is partner in Life Cycle

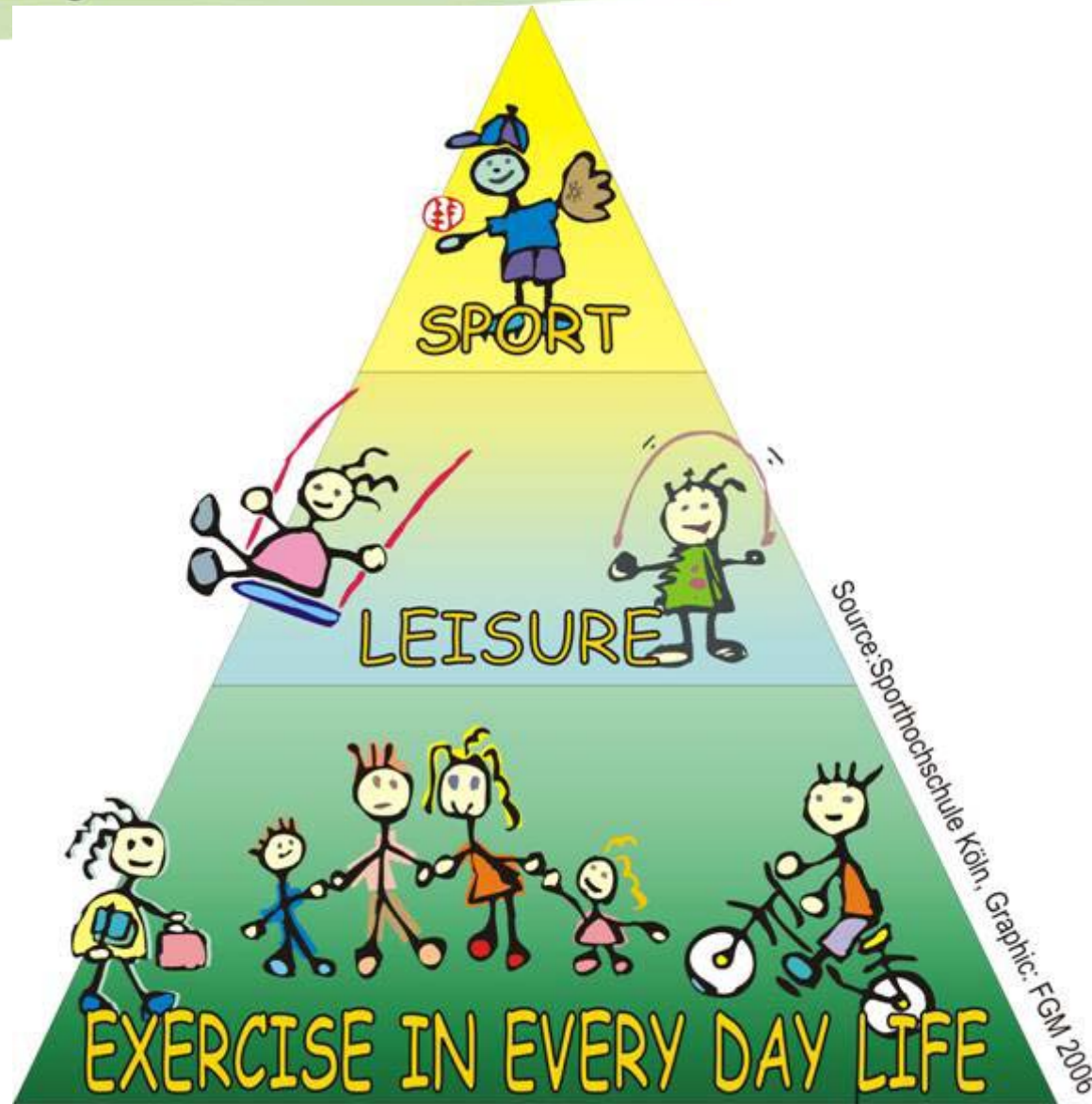
supported by:



Executive Agency for Health and Consumers



Physical activity pyramid



The LifeCycle Offer

- Find 100 Best Practices
- Run Cycle promotion schemes in 9 Countries
 - Analyze what worked and didn't work
 - Intervention Manual
- Offer it to you – **here/now**
 - Help you use it - **workshop**

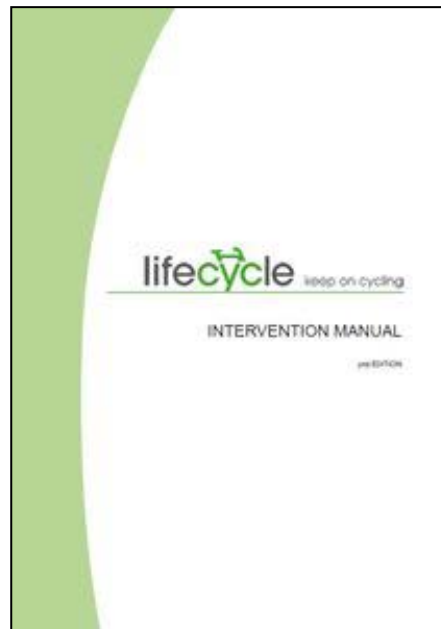
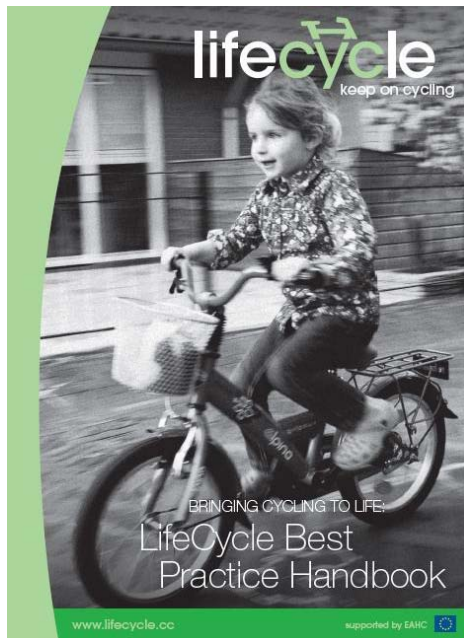


Cycle Promotion programs

1. **Austria** - Kindergarten & schools
2. **Belgium** – Bike to work – (national)
3. **Germany** – New in town? Discover town by bike!(national)
4. **Hungary** - Bike to work – (national)
5. **Lichtenstein** – Bike to Shop, Teach Kids
6. **Poland** - Bike to work, Bike to School (Krakow)
7. **Portugal** Bike to Shop, Bike to work, Bike to School +
8. **Slovenia** – Community promotion & Kids + (National)
9. **UK** – Bike & Traffic Lessons on “Doctor’s Orders”



Life Cycle tools to implement cycling campaigns





lifecycle
keep on cycling

Digital Handbook
Free

www.LifeCycle.cc

BRINGING CYCLING TO LIFE:
LifeCycle Best
Practice Handbook

A few of the **BEST PRACTICES**

- Happiness is cycling, Helsingborg (SE)
- Bike to Work, Budapest (HU)
- Citywide School Cycling policy, York (UK)
- Renting kid trailers & prams, Cambridge (UK)
- On the move to school, Quebec (Canada)
- Shopping w/Bike Bells Ringing, Flanders (BE)
- Slovenia On the Move (SI)
- Cycling Benefits for Health
 - Research from Andersen, et al 2000 (DK)





INTERVENTION MANUAL

pre-2014/04

Digital Handbook
Free

www.LifeCycle.cc

Full of examples,
analysis, step by
step explanations

Slovenia

On the Move

- CINDI
 - Public Health Policy in Practice
- All ages – across the lifespan
- Rural & Urban
- Many programs promote every day physical activity



TRAFFIC DAY

(May 2009)



- Healthy cycling workshops
- Learning how to behave in traffic



CYCLING ART COMPETITION



- For kindergartens
Jelka & Beltinci
- In Ljubljana City hall
- On Car free day 2009





ORIENTATION CYCLING FOR KINDERGARTEN CHILDREN



• PARTNERS

- Ljubljana Sports Federation and
- Road Safety Councils





Kindergarten Mobility

Starting young!

Karl Reiter, FGM-AMOR



Cycling to kindergarten

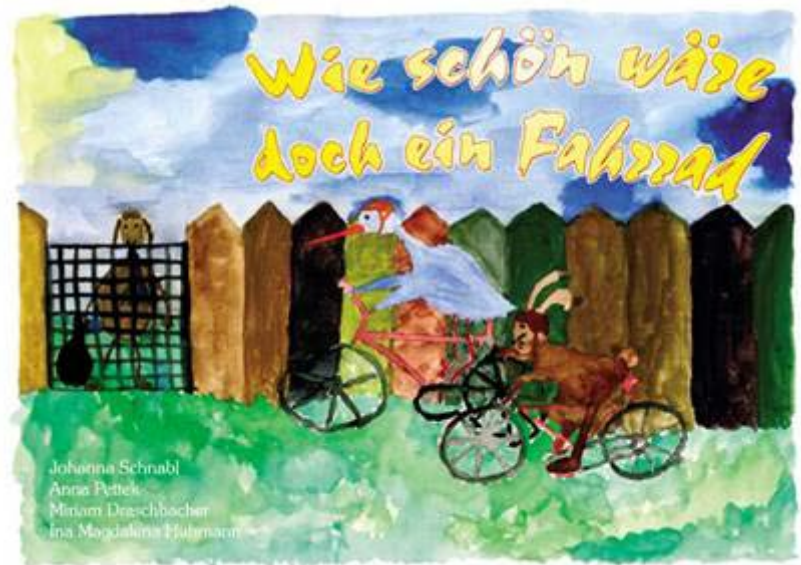
- Bicycle lottery
- Kids trailer rental



Positive emotions about cycling



- Certificate:
„I can bike“
- Picture stories about
cycling



SENIORS in Munich

- Partners: Green City, hpv-Germany, Treffpunkt 55 & Munich city council
- In local „altenheim“ (Senior center)
 - Theory
 - Safety
 - Trikes



SENIORS going places by bike

Guided tours of their own areas

Starting at local „altenheim“

- Important sites
 - Clinics, schools, etc
 - English Gardens
 - Beer gardens
-
- <http://greencity.de>

Workshop Training

Getting Babies on Bikes

&

Grampas on Trikes

- Copy LifeCycle activities
- Use LifeCycle tools
- Make your cycling intervention a **Best Practice**

MOVE2010 workshop

- **AIM:** Practical hands-on training
 - learning by doing
- Led by expert in the field, and in workshoppes
- Use LifeCycle Intervention Manual
- **PROCESS:** Share experience, consider local circumstances into account
- **PRODUCT:** Develop a model plan in small group



Any Questions?



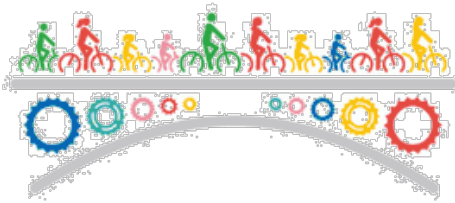
Thank you!

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www.ecf.com

www.lifecycle.cc



VELO-CITY
SEVILLA 2011
EL CICLO DE LA VIDA
THE CYCLE OF LIFE
MARZO 23-25

www.velo-city2011.com

**LifeCycle Best Practice Collection
& Intervention Manual**

FREE DOWNLOAD

lifecycle keep on cycling





Over 1000 CASE STUDIES ONLINE

• www.lifecycle.cc

• search

The screenshot shows the 'Case Study Search' page of the lifecycle website. The browser window title is 'LIFE CYCLE - Mozilla Firefox'. The address bar shows the URL: <http://lifecycle.cc/index.phtml?id=1430&ID1=1430&sprache=en>. The website header includes the 'lifecycle keep on cycling' logo and a navigation menu with links: Home, Project, Actions, Target Groups, Partnership, Results, Case Study Search (active), Download, Links, and Legal Disclaimer. The 'Case Study Search' section contains the following fields and options:

- Select Topic:** A dropdown menu with 'Cycling' selected.
- Select Keywords:** A list box containing: Access control/restriction, Bicycle complementary actions, Bicycle evaluation and effects, Bicycle information and education, and Bicycle infrastructure and safety.
- Select country:** A dropdown menu with 'All countries' selected. Other visible options include Albania, Australia, Austria, Belgium, and Bosnia Herzegovina.
- Full text search:** An empty text input field.
- Language:** A dropdown menu with 'list case studies only in English' selected.
- Search Options:** Radio buttons for 'Show last posted case studies' (selected) and 'Show last updated case studies'. There are also date range selectors.
- Buttons:** 'START SEARCH' and 'RESET FORM'.

Below the search fields, there are filters for 'ELTIS (235)', 'CMTAS (41)', 'BYPAD (2)', and 'EPOMM (29)'. The results section shows 'Returned results: 235' and 'Results 0 to 10'. Two case studies are listed:

- Establishing a culture of Cycling in Childhood in Aalborg (Denmark)** (11-08-2009): To promote the tradition of cycling, since 2003 the municipality of Aalborg has worked with civic groups, school officials, teachers & police, and others to promote a synergy effect of soft measures, technology & infrastructure to change the mean transport toward more cycling. Ongoing in 2007.
- Promoting bicycle traffic in an automobile town (Germany)** (11-08-2009): Implementing a 10 point-programme to encourage more cycling in an automobile industrial city made them more a of bicycle as a means of transport. The project covered all parts of the society. It started in 2005, and is ongoing in 2007.

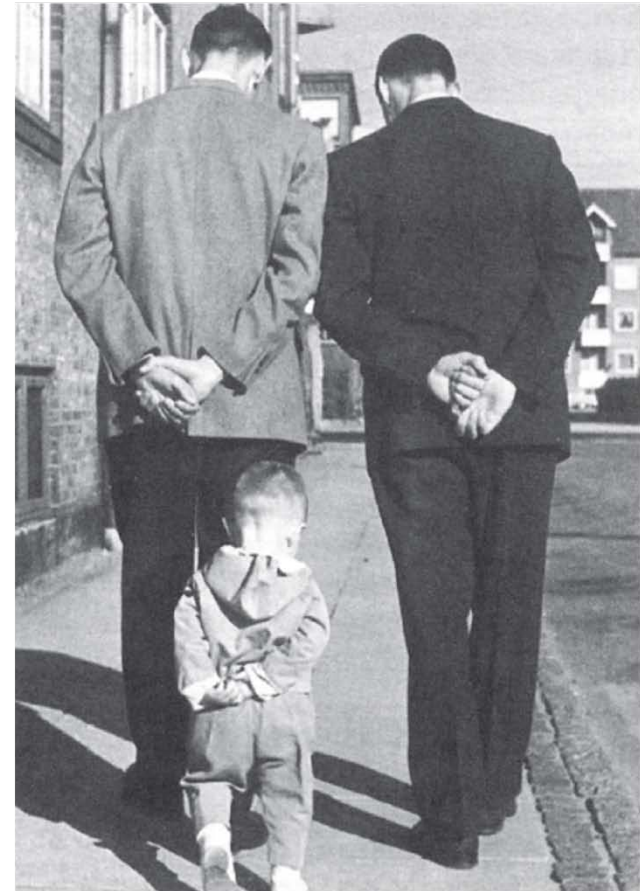
The Windows taskbar at the bottom shows the Start button and several open applications: Microsoft Office Word, Windows Media Center, 091020 LIFE CYCLE..., and Search Results.

Safe in the Saddle – for kids

- VCL – Lichtenstein
- Family learns together
- Each kid trained with 1 parent

Why with parents?

Their good example is much more important than any words.



SENIORS

- CTC – (UK)
 - Doctors Prescribe
 - (Re-) training to cycle in CITY traffic
- RUNDUM – Switzerland
 - In every province
 - 1000's every year