

Give Active Transportation a GO! Campaign



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Executive Summary

Physical activity levels in Middlesex-London continue to be less than optimal. Active transportation (AT) is defined as any form of human powered transportation, including but not limited to walking, cycling and public transit. A growing body of research indicates that increased rates of active transportation provide various health, economic, social and environmental benefits. The Give Active Transportation a Go! (GAT) campaign was undertaken by the Middlesex-London Health Unit and City of London to increase awareness and use of active transportation modes with a particular focus on active commuting (walking, cycling and using public transit). The target audiences included; 1) interested London & Middlesex County workplaces and their employees and 2) the general public. The campaign ran from May 1 through September 30, 2015.

A literature review provided guidance on how to conduct an active transportation communication campaign that would impact awareness, attitudes and behaviours among workplace employees and the general public. A community scan was conducted which revealed that several community stakeholders were currently engaged in / or had initiated actions to increase sustainable and active modes of travel. These community partners provided valuable support throughout the campaign.

The primary audience comprised five workplaces (small, medium and large) where a workplace coordinator facilitated communications and activities for employees. Employee participation rates ranged between 4 and 58%. Once the campaign was ended, workplace coordinators completed an online survey where insights were gained around campaign implementation and results as well as recommendations for the future. The secondary audience was comprised of the general public in London and Middlesex County who were reached using a variety of broad-based traditional and social media communication channels.

Recommendations from the campaign support the use of both traditional and social media communication strategies that promote active transportation / active commuting for health, environmental and economic benefits. Individual workplaces undertaking such a campaign should ensure there is adequate in-house support to deliver the various aspects. Providing specific encouragement to employees who do not actively commute to “give it a go!” can be motivating especially if coupled by role modeling / mentoring from employees who already engage in actively commuting. Some workplaces may find it beneficial to broaden the challenge to include all physical activities, while maintaining an emphasis on active commuting, in order to be inclusive of employees for whom active commuting is not possible. It is important to keep the process simple for the organization, the employees and those who provide coordination within the organization, in order to facilitate maximum participation and sustainability. Community-wide campaigns for the general public should ensure communication strategies are accessible by mobile devices and strategically time messages for the spring and summer when individuals are more likely to consider using active modes of travel.

Conducting a multi-strategy, multi-channel campaign to effectively reach employees as well as the general community about the benefits of using active modes of transportation requires the use of an evidence-based approach. Workplace employees can be encouraged to engage in active commuting by providing

communications, incentives and other supports. Conducting a community-wide campaign requires significant financial resources and a targeted approach in order to ensure specific audiences are reached. Encouraging employees and the general public to use active modes of transportation should be part of a larger strategy whereby environmental supports for walking, cycling and transit use are also provided. Encouragement could also include providing awards to recognize employers that support active commuting in their workplace as well as employees who use active commuting. The Give Active Transportation a GO! campaign provided organizers and participants with an opportunity to explore how active transportation / active commuting could be promoted and further supported within individual workplaces as well as the general community.

Background

The Give Active Transportation a Go! (GAT) campaign was a collaborative project co-led by the Middlesex-London Health Unit (MLHU), Environmental Health & Chronic Disease Prevention Services / Healthy Communities & Injury Prevention Team and the City of London, Environmental Programs. The campaign which ran from May 1st through September 30th, 2015, was undertaken to promote active transportation with a focus on active commuting (walking, cycling and using public transit) to;

- 1) interested London & Middlesex County workplaces (using various communication interventions and incentives to encourage participation) as well as to
- 2) the general public (using broad based communication formats and channels).

Physical activity levels in Middlesex-London continue to be less than optimal (Middlesex-London Health Unit, n.d.). In Canada, 85% of adults and 93% of children & youth do not achieve optimal physical activity levels as measured by accelerometry (Colley, 2011). Active transportation (AT) is defined as any form of human powered transportation, including but not limited to walking, cycling and public transit (Public Health Agency of Canada, 2014). A growing body of research indicates that increased rates of active transportation provide various health, economic, social and environmental benefits. Using active modes of transportation for utilitarian purposes, in addition to recreational purposes, provides a means for individuals to increase their overall physical activity levels with the potential for improved health and other benefits (Canadian Society for Exercise Physiology, 2011; Toronto Public Health, 2014). Walking, cycling and using public transit are recognized as the most common types of active transportation.

In Ontario only 6.8% of adults actively commute to work (Statistics Canada, 2007). The City of London - 2030 Transportation Master Plan – Smart Moves (TMP) (2013) indicated the following modes of transport are used by Londoners during weekday am and pm peak periods: 9% walk or cycle, 73.5% use a private automobile, 12.5% use the bus, and 5% use another mode (such as school bus / taxi /motorcycle). Among transit riders, 45% commute to school, 24% commute to work, 31% commute for other reasons. Bus ridership is projected to increase by 50% in the next 10 years (London Transit, 2015). The survey noted that 57% of travel in the city occurs during the morning and evening peak travel periods with almost 25% of total trips being work-related. Trips made for social /recreational purposes account for 15% of travel with 40% of all trips being made during the midday and 4% in the evening off-peak periods. The TMP provides priority directions and related actions for AT that apply to

this project. Specifically, the Give Active Transportation a GO! campaign aligned with the third direction – Target Commuter Travel and to a lesser extent, priority actions of Directions 2, 5, 6 and 7 (Table 1).

Table 1 - City of London – Transportation Master Plan, 2013
Priority Directions for Active Transportation and Transportation Demand Management

Direction	Priority Actions
#2 Promote sustainable travel for all time periods	<ul style="list-style-type: none"> • Implement incentives • Strengthen partnerships with health care sector • Provide a means for AT & TDM feedback
#3 Target commuter travel	<ul style="list-style-type: none"> • Intensify the TDM program • Expand the Business Travel Wise Program – high density areas and large employers
#5 Increase investment in AT infrastructure	<ul style="list-style-type: none"> • On street bike lanes implementation • Secure bike parking • Off-street multi-use pathways • Address gaps in sidewalk network, pedestrian amenities • Improve winter maintenance along key AT corridors
Alignment with future bus rapid transit (RT) network	<ul style="list-style-type: none"> • Plan for AT facilities within future RT corridors • Provide adequate, secure bike parking at key growth nodes
#6 Finalize downtown parking strategy	<ul style="list-style-type: none"> • Encourage greater use of transit to downtown area through revitalization efforts
#7 Use parking to support transit, AT and TDM	<ul style="list-style-type: none"> • Increase transit mode share & support for TDM initiatives such as carpooling through a city-wide parking strategy

The City of London’s Transportation Demand Management (TDM) program includes outreach to the local business community. The Business Travel Wise Program was developed in 2007 to target improvements that employers can make to encourage their employees to use sustainable commuting options. To build on this, between 2009 and 2011, the City of London conducted ‘London’s Travel Wise Community: Moving TDM Forward’ project consisting of two complementary initiatives, 1) Workforce Mobility Project targeting employers in a focused geographic area, and 2) TravelWise Summerside Project targeting households in a newer suburban neighbourhood. The project provided opportunity to test education, outreach and incentive initiatives to build TDM capacity and created a valuable knowledge base from which future projects could draw. Specifically, the Workforce Mobility Project has helped inform the development of the GAT Campaign. The Business Travel Wise Program has continued to be offered to employers. Approximately 40 workplaces have participated in varying levels since it began. The GAT campaign provided an additional opportunity to raise awareness and further expand the program to employers in London.

In January 2015, a literature review conducted by the MLHU on behalf of the Healthy Communities Partnership Middlesex-London, provided useful information about AT campaigns that supplemented other general health communication campaign knowledge. In general, the literature indicated that communication campaigns can play

a positive role in raising awareness, changing attitudes and behaviours if developed and implemented using evidence-based approaches.

Using this background information, the intent of the GAT campaign was to bring together current knowledge, collaborative partnerships and build on existing AT initiatives to increase awareness, change attitudes and prompt individuals to use AT modes of travel more often. Evidence-based communication practices were incorporated throughout the development, implementation & evaluation stages of the campaign.

Timeframe

The campaign ran for 5 months - May 1 through September 30, 2015.

Target Audiences

Commuters are individuals who travel to and from places of employment. Commuters as a primary target audience was chosen based on several factors including:

- Availability of local travel data indicating opportunity for increased active commuting.
- Existence of workplace focused resources.
- Ability and capacity to connect with local workplaces.
- Engaged stakeholders with an interest in increasing the use of active travel modes.
- The ability and capacity to support & build on several current stakeholder initiatives including the City of London's Business Travel Wise Program.

Primary Audience: Employers and their employees of up to 10 workplaces within the City of London and Middlesex County.

Secondary Audience: City of London & Middlesex County general public.

Project Goal and Objectives

Goal: to increase awareness and use of AT modes of travel, in particular, active commuting (i.e. walking, cycling, public transit), among workplace commuters and the general public in London and Middlesex County.

Objectives:

Primary Audience – Employers / Employees

1. To increase awareness of workplace commuters employed at up to 10 workplaces participating in this campaign of the options and benefits of using AT to commute to and / or from work.
2. To change attitudes of workplace commuters employed at up to 10 workplaces participating in this campaign toward using AT to commute to and / or from work.
3. To increase the use of AT modes to commute to and / or from work among workplace commuters at the workplaces participating in the campaign.
4. To increase participation of employers / employees in the City of London's - Business Travel Wise Program.

Secondary Audience – General Public

5. To increase awareness among the general public of the benefits of using active transportation.

Method

The Middlesex London Health Unit and the City of London staff (campaign organizers) collaborated in leading this initiative, which received funding from the Government of Ontario through the Ministry of Health and Long Term Care Healthy Communities Partnership Fund. Other stakeholders were engaged throughout the process of initiating, planning, implementing and evaluating the campaign.

Community Scan

A community scan conducted by MLHU staff in January 2015 revealed that several community stakeholders were currently engaged in / or had initiated actions to increase sustainable and active modes of travel. This included but was not limited to the following:

- **City of London** – Environmental Programs, Transportation Planning & Design, Urban Design & Geographic Information Systems, and Environmental & Parks Planning;
- **London Transit Commission**
- **Middlesex London Health Unit** – Healthy Communities & Injury Prevention (Healthy Community Design, Health @ Work for All)
- **Healthy Communities Partnership Middlesex London**
- **City of London – Cycling Advisory Committee**
- **London-Middlesex Road Safety Committee**
- **Middlesex-London *in motion*[™]**
- **Middlesex Active Communities Partnership**
- Various community groups

Literature Review

A consultant was hired to complete a literature review which provided an overview of the evidence of the impact of active transportation communication campaigns on population awareness, attitudes and behaviours. The literature review provided direction for campaign development, implementation and evaluation. Specifically, a set of nine best practices were identified in the literature review and incorporated into the campaign including the following:

Campaign Development

1. Conduct formative research to understand the target group's perceptions, understanding, motivation and behaviour concerning AT, and to develop target group-appropriate campaign content. Test the campaign message with the participants to ensure that it resonates with the audience, is memorable, and will stand out from other campaigns that may be circulating.

2. Be clear about the population to whom the campaign message is targeted. Being clear about the target audience is critical for shaping messages, images, and other campaign content.
3. Include traditional campaign components such as posters, information leaflets or flyers, newsletters, newspaper advertisements, events, and signage. Consider the inclusion of a campaign website stocked with information about AT and AT opportunities.
4. Consider the use of competitions and incentives to enhance participation in the campaign. Be cognizant of the potential associated costs.

Campaign Implementation

5. Use traditional channels along with social media to spread the campaign message (newsletters, paystub inserts, radio, TV, press releases, email).
6. As a general rule of thumb, the intensity of a campaign should be inversely proportional to its duration. Campaigns of lengthy duration should include booster components to maintain interest.
7. Workplaces, communities, and schools offer ideal settings through which large groups of people can be reached by a communication campaign.
8. Implement campaign supports to facilitate behaviour change during the campaign. Environmental supports may include workplace bicycle parking or showers; individual supports may include tailored travel plans or fitness testing.

Campaign Evaluation

9. Reduce ambiguity and bias in evaluation results by strengthening evaluation design. If a control group is not feasible, consider a comparison group. Combine self-report measures with observational measures and/or time tracking measures as much as possible.

Campaign Strategy

The GAT campaign strategy involved two different types of communications and interventions (Table 2); one directed at the 1) Primary audience comprised of employers / employees who participated directly in the campaign at their workplace; and the other directed at the 2) Secondary audience comprised of the general public. The campaign focused on three modes of AT; walking, cycling, and public transit. The campaign was timed to be delivered in the spring and summer when individuals are more likely to consider using active modes of travel.

Primary Audience – Employers / Employees

An invitation was delivered to 184 workplaces via the *Health at Work 4 All* e-newsletter, a publication of the Middlesex London Health Unit. The newsletter has proven to be an excellent vehicle for sharing health and wellness information with local employers and getting them involved in projects, conferences and campaigns. In response to the invitation, seven workplaces expressed interest in participating and were subsequently screened using a standard series of questions to determine the overall readiness of the workplace. Specific consideration was given to the following criteria:

- If active commuting (walking, cycling, public transit) was possible to and from the particular workplace

- If there was management support to conduct the campaign within the workplace
- If a workplace champion could be designated to coordinate delivery of the campaign within the workplace
- If there were effective means of communicating with employees
- If the overall number of employees was within the campaign organizers' capacity to support

Of the seven workplaces that expressed interest in participating in the campaign, five took part, with two workplaces not participating for various reasons. The 5 participating workplaces were all located within the city of London and none being located in Middlesex County. Of the 5 participating workplaces, 4 participated for 4 months and 1 participated for 3 months. Three participated May 1 through August 31, one participated June 1 through September 30, and one participated June 1 through August 31.

Once the participating workplaces were confirmed, follow-up contact to the 5 participating workplaces occurred by phone &/or face-to-face meetings in order to provide support in initiating the GAT campaign within their respective workplaces. A formal letter of explanation was provided which outlined the intent of the campaign, benefits, expectations, resources and incentives ([Appendix A](#)). Each participating workplace was expected to have a dedicated individual who was responsible for coordinating the campaign within their respective workplace. This individual was referred to as the 'workplace coordinator' for the purpose of the campaign.

A Workplace Resource Package was also provided which contained samples of relevant resources, some of which could be ordered in quantity. Examples included: City of London Bike & Walk Map, Cycling Skills booklet, London Transit Ride Guide, London Transit Bike and Ride brochure, City of London Business Travel Wise Program brochure, Canadian Physical Activity Guidelines for Adults, posters and reflective arm / leg bands, etc. Employee log sheets and monthly workplace tally sheets were also provided in order to facilitate the tracking and reporting of AT.

The campaign organizers provided monthly communications to the workplace coordinators by email as a means of encouraging employee participation, providing relevant information related to walking, cycling and public transit. The campaign did not differentiate between those employees who were already actively commuting to work and employees who were trying it for the first time. As an incentive, the campaign organizers provided a monthly prize package which the workplace coordinators used in a draw for employees who were actively participating in the campaign. Each workplace determined its own method for awarding the monthly prize. The prize package included a \$50 gift card to a local sporting goods store and various physical activity promotion resources, e.g. key chain, sport towel, pen, sticky note pad, Bike & Walk Map, etc.

An online survey was developed to obtain feedback from the workplace coordinators at the end of the campaign regarding their experience in implementing the campaign within their respective workplace. FluidSurveys[®] was used and the survey consisted of 12 questions ([Appendix B](#)).

Secondary Audience – General Public

Communications were also developed to reach the general community in both London as well as Middlesex County. Various formats included; print, display, internet, print media, social media and radio and were delivered

between June 1 and September 30, 2015. Campaign materials were also distributed through attendance at several public events. Table 2 outlines the chronological order in which the various campaign components were prepared and delivered.

Table 2 – Chronology of Campaign Development, Implementation and Evaluation

Time Frame	Campaign Component
January	Gather background information: contract consultant to do literature review, conduct community scan of organizations & initiatives related to AT.
February	Identify & contact key stakeholders to partner with: MLHU/HCP, MLHU-HWP, City of London-TDM, London Middlesex Road Safety Committee, City of London - Transportation, Cycling Advisory Committee, Shift, London Transit Commission, Bike Fest, etc.
	Identify target audience(s) using statistics, research.
March	Establish project / campaign time lines.
	Draft content for & develop print material (fact sheets x 6, rack card x1).
	Send invitations to 180+ workplaces (WP) using the MLHU <i>Health at Work 4 All newsletter</i> (Mar 19 & 30) regarding upcoming Give Active Transportation a GO! campaign containing details on how to participate. Maximum of 10 workplaces.
	Develop a communication plan & content for target audiences / determine appropriate media formats & channels of communication: <u>Primary:</u> Employers / employees of 10 participating workplaces <u>Secondary:</u> General public
April	Develop screening tool & conduct screening of interested workplaces to determine participants by Apr 24.
	Develop workplace package & give to participating workplace coordinators (Apr 10-30).
	Engage & support participating workplaces in initiating campaign in their workplace by telephone &/or on-site meetings (Apr 10-30).
	Determine campaign needs by preparing a draft budget & finalizing available funds (~\$25,000).
	Purchase campaign materials e.g. Print material (\$5000), FB ads (\$1500), radio PSA air time (\$15,000), incentives (\$3500).
	Develop & implement an evaluation strategy to track outputs & outcomes: 1) logic model (project components, activities, short term & long term outcomes); 2) develop survey to understand experience of workplace coordinators in implementing the campaign in their respective workplaces.
May – Sept	Implement all components & activities of campaign: May 1 through September 30.
Sept - Oct	Summarize project & learnings by completing a report.
	Determine what, who & when to provide report, presentations, etc., e.g. various committees, conferences, etc.

Results

The GAT campaign had two levels of intended reach; the 1) Primary audience, comprised of employers and their employees and the 2) Secondary audience, comprised of the general public. The nine best practices identified in the literature review were incorporated into the campaign development, implementation and evaluation. Table 3 outlines the various campaign elements and corresponding outputs.

Primary Audience – Employers / Employees

Five workplaces actively participated in the GAT campaign over either a 3 month or a 4 month time period. The total number of employees within each workplace ranged between 12 and 2500 with the actual number of employees who participated ranging from 3 to 98 (4 to 58%). Generally, smaller sized workplaces had a higher percentage of employees who participated. The average number of active commutes over the time period ranged between 37 and 2145 per workplace where generally the largest sized workplace had the highest average number of active commutes. Various methods and communications were used to engage employees in the 5 participating workplaces (Table 3).

Online Survey

Online feedback was received from all five workplace coordinators using FluidSurveys[®]. Responses indicated that the information and incentives that were provided by the campaign organizers were used by all participating workplaces. Most workplace coordinators found the monthly communications to be either ‘helpful’ or ‘very helpful’. Four out of 5 workplace coordinators found implementing the campaign to be ‘easy’ or ‘very easy’ with one indicating that it was ‘not easy’. Most workplace coordinators thought the campaign raised awareness about active commuting within their workplace ‘somewhat’ with one indicating they thought it raised awareness ‘a lot’. All 5 workplace coordinators indicated they thought the campaign ‘somewhat’ changed employee attitudes and behaviours to be more positive toward and to actually use active commuting to get to and / or from work.

What workplace coordinators liked the most about the campaign included the following:

- Focus on being physically active
- Simple to implement
- Employee engagement
- Support from campaign organizers

What workplace coordinators liked the least about the campaign included the following:

- Focus on active commuting limited the participation of some employees for whom this was not possible
- Needing more time than what was possible for the workplace coordinator to generate interest among employees
- Employees feeling guilty if they did not achieve their monthly goal
- Difficulty in getting employees to hand in log sheets

Recommendations to improve the campaign included the following:

- Having the employee log sheets set up in Microsoft Excel instead of Microsoft Word to facilitate the monthly tally of active commutes
- Determine ways to engage employees to participate who actively commute but did not complete log sheets

Additional benefits that workplace coordinators noted related to the campaign included:

- The campaign provided a means of acknowledging staff who used active transportation to get to and / or from work
- Added camaraderie between departments

Additional comments included the following:

- Would like to have campaign repeated next year
- Felt very supported throughout campaign with great information
- Observation that there were more bikes in the bike cage, indicating more people were choosing to actively commute

Secondary Audience – General Public

A communication plan was developed and implemented targeting the general public. Various formats were used including; print, internet, social media and radio in order to reach the general community (Table 3). Several community stakeholders were currently engaged in / or had initiated actions to increase sustainable and active modes of travel. These community partners provided valuable support for messaging throughout the duration of the campaign.

Table 3 – Campaign Elements and Outputs

Campaign Element	Outputs
Campaign identity	Campaign slogan ‘Give Active Transportation a Go!’ and logo developed 
Print materials	<ul style="list-style-type: none"> ➤ 6 Fact Sheets focused on AT were developed http://www.healthunit.com/active-transportation • Active Transportation

Campaign Element	Outputs
	<ul style="list-style-type: none"> • Active Commuting • Workplaces and Active Commuting • Walking • Cycling • Transit ➤ Development of rack card with 2500 distributed (Appendix C) ➤ 1 display banner developed (based on rack card)
<p>Website (MLHU) (June 22+)</p>	<p>Development of 6 Active Transportation webpages for MLHU website which corresponded to the 6 Fact Sheets</p> <p>http://www.healthunit.com/active-transportation</p> <p><u>Google Analytics® metrics - Active Transportation page:</u></p> <p>1,396 pageviews¹</p> <p>1,089 unique pageviews²</p> <p>2:32 min average time spent on page</p> <p>35% accessed the website via Facebook using a mobile device</p> <p>35% accessed the website using a direct source, e.g. link from an email, etc.</p> <p>10% accessed the website using Twitter</p>
<p>Social Media – Facebook (FB) (June 22 – August 15)</p>	<p>10 paid ads (Appendix D)</p> <p>Reach³ – 55,481 (<i>majority being within the target audience age range of 16+ years</i>)</p> <p>Impressions⁴ – 151,146</p> <p>Unique Clicks⁵ – 1398</p> <p>27 post comments</p> <p>54 visitors shared the ad</p> <p>174 liked the posts</p>
<p>Social Media – Twitter (June 22 – August 15)</p>	<p>10 Twitter paid ads Tweets (2 tweets per week) (Appendix D)</p> <p>49 total number of Tweets</p> <p>45 Retweets</p>

¹ Pageviews is the total number of times the webpage was viewed. Repeated views of a single page are counted.

² Unique pageviews is the number of sessions during which the specified page was viewed at least once.

³ Reach is the number of unique individuals who saw the Facebook ad.

⁴ Impressions are the number of times the Facebook ad was viewed.

⁵ Unique Clicks is the total number of unique people who clicked on ad.

Campaign Element	Outputs
	453 average number of impressions per Tweet 139 URL clicks
Radio ads (June 22 – August 15)	1 paid advertisement targeting males and females aged 24 – 55 years of age 4 different radio stations (FM96, Fresh FM 103.1, Free FM 98.1, Virgin 97.5) 284 aired radio spots (Appendix E)
Community events attendance (June – September)	Attendance at 5 different community events: <ul style="list-style-type: none"> • Gathering on the Green (June 6) • Dundas Street Festival (June 13) • London Bicycle Festival (June 27) • London ON Bikes Cycling Master Plan Public Information Centre (September 24 & 25)
Media coverage (September 24)	1 news article written for the local in motion™ Community Challenge (Appendix F) http://eedition.thelondoner.ca/doc/The-Londoner/the_londoner-0924/2015092201/#23
Promotion by other community partners (June – September)	London ON Bikes – City of London Cycling Master Plan home page (Appendix G): http://londonbikes.ca/ In motion™ Community Challenge, Oct 2015: http://www.inmotion4life.ca/news/

Use of social media formats, Facebook and Twitter, revealed a limited amount of community engagement. Despite Facebook ads reaching 55,481 unique individuals and receiving 151,146 impressions (number of times the Facebook ad was viewed), discussion and dialogue were limited. Twitter ads generated 453 Twitter impressions per Tweet with 45 “retweets” and 139 website clicks initiated from the ad, again with limited discussion being generated. However, one Facebook ad, “Confused about the rules of the road for cyclists? Review the rules and find tips for cycling this season “, generated a lively discussion over a period of several days about the rights and responsibilities of drivers and cyclists when sharing the road.

Google Analytics determined that the MLHU Active Transportation webpage received 1,396 page views with 1,089 of those being unique page views and that visitors spent 2:32 min average time on the page. One third of visitors accessed the webpage via Facebook by using a mobile device, another third via direct source such as an email link and 10% accessed the webpage via Twitter.

Distribution of literature about the Business Travel Wise program as well as planned personal follow-up by the City of London TDM Coordinator with each of the five participating workplace coordinators is expected to result in more bike racks being installed, more employers promoting carpooling to staff through the Regional Rideshare service and designating carpool parking spots for employees. Ultimately, the GAT campaign built on the existing Business Travel Wise Program to increase awareness among employers and employees of the benefits of actively

commuting, and brought about physical improvements to workplaces to facilitate walking, cycling, taking transit, and carpooling to work.

The campaign budget proved enough to meet the goals of reaching two target audiences. It helped that the campaign was developed to enhance existing tools. However, a higher budget would also have resulted in the ability to reach more employers, and ultimately recognise more employees for active commuting.

It should also be mentioned that the City of London experienced a work stoppage for a large period of the campaign. This impeded the ability of City staff to participate; however, MLHU staff were able to maintain forward momentum of the campaign.

Discussion

The overall goal of the Give Active Transportation a GO! campaign was to increase the awareness and use of active modes of travel, in particular, active commuting, i.e. walking, cycling, public transit, among employees travelling to and / or from work and among the general public in London and Middlesex County. The campaign provided a learning opportunity of how to promote active commuting to employers / employees as well as deliver community-wide messaging to the general public to encourage the use of active modes of transportation. Evidence-based campaign strategies were incorporated throughout the development, implementation and evaluation of the GAT campaign. The campaign organizers used a combination of specific research including City of London commuter travel data related to employees and active commuting as well as appropriate communication strategies / channels to reach the general population.

The workplaces are communities and are at an advantage when it comes to engaging individuals since communication systems and a network of social support are already in existence. Having a workplace coordinator within the workplace to facilitate GAT communications and activities was an essential component of the campaign. Traditional vehicles of communication such as brochures, newsletters as well as electronic and social media were used to reach employees within the participating workplaces. A competition where incentives were provided was included to enhance participation.

In order to reach the secondary audience - the general public, several traditional channels were utilized (i.e. dedicated website pages, radio ads, distribution of print materials through attendance at several public events, newspaper article) as well as social media communication strategies (i.e. Facebook and Twitter ads). GAT communications were delivered over a relatively short period of time (June 1 to Aug 15, 2015) and at a fairly high intensity. It is informative to note that 1/3 of visitors to the MLHU webpage accessed it via Facebook using a mobile device; another 1/3 via direct source such as an email link and that ten percent accessed the webpage via Twitter.

Primary Audience – Employers / Employees

Since this was a new initiative for the campaign organizers it was important to keep the number of participating workplaces manageable (maximum of 10) in order to be able to provide adequate support. There was the potential for inaccuracies due to the process whereby the number of active commutes was counted; 1) employees may not have recorded or submitted accurate counts and 2) workplace coordinators, who were responsible for providing final tallies to the campaign organizers, may not have recorded, tallied and submitted accurate counts.

It is important to note that the campaign did not differentiate between those employees who were already actively commuting and employees who were trying it for the first time. The objectives of the campaign focused on increasing awareness of, changing attitudes towards and increasing behaviours of active commuting in general. Resource limitations did not allow for direct measurement of these objectives but were based on perceptions of the workplace coordinators. The campaign organizers anticipated that employees who engaged in active commuting behaviours prior to the commencement of campaign would serve as role models and thus encourage non commuters to try active commuting for themselves. However, this assumption was not verifiable through the campaign measures that were taken.

Overall, the workplace coordinators found the GAT easy to implement and the support from campaign organizers to be helpful in engaging employees in active commuting. It is not known if the GAT campaign was totally or partially responsible for the commuting behaviours of the employees who participated. Workplace coordinators indicated that there were employees who actively commuted but did not participate in the workplace campaign, hence it is unknown if the campaign impacted the behaviour of these employees. Workplace coordinators indicated that they thought the campaign ‘somewhat’ changed attitudes and behaviours to be positive toward and to use active commuting although this was not verifiable given the measures that were taken.

Employer participation in the City of London’s - Business Travel Wise Program was encouraged by providing information about the program in the initial workplace package that the workplace coordinators received. The City of London is taking the follow-up step of contacting those workplace coordinators to see how they would like to participate in the Business Travel Wise Program and what further supports the City can provide.

Secondary Audience – General Public

The general public was reached through various broad communication channels. Several community stakeholders were currently engaged in / or had initiated actions to increase sustainable and active modes of travel. These community partners provided valuable support throughout the campaign.

Beyond determining the numbers reached through traditional and social media metrics, it was not possible to accurately ascertain the impact of the various types of communications due to resource limitations. In general, the literature indicates social media can be an excellent means of engaging target audiences; however, in this campaign, using Facebook and Twitter did not generate as much audience engagement as was hoped. Despite the Facebook ads reaching 55,481 unique individuals, only 27 comments were posted with 54 visitors “sharing” the ads with others, and 174 “liking” the posts. It can be speculated that the one Facebook ad, “Confused about the rules of the road for cyclists? Review the rules and find tips for cycling this season “, which generated lively discussion, could have been due to the ongoing controversy around cyclists and drivers not always following the

rules of the road and related safety concerns. Twitter ads also generated limited response from the general public. Explanations for the low level of engagement in this aspect of the campaign could relate to the topic not being provocative or controversial in nature. Certain topics are inherently controversial which allows dialogue to emerge naturally. However, presenting information in a way that is specifically designed to engage the target audience could result in greater engagement, extend the reach and the ultimate impact of the campaign. Google Analytics determined that the MLHU Active Transportation webpage received 1,396 page views (total number of times the webpage was viewed) with 1,089 of those being unique page views (the number of sessions that the page was viewed at least once) and that visitors spent 2:32 min average time on the page. It is interesting to note that roughly 1/3 of visitors accessed the webpage via Facebook by using a mobile device; another 1/3 via direct source such as an email link and that 10% accessed the webpage via Twitter. This indicates that when using web-based information, it is important to present information in ways that can be easily accessed by multiple types of technology.

Recommendations

Based on the experience in implementing the GAT campaign in London- Middlesex, the following recommendations should be considered when undertaking a similar initiative. Promoting active commuting is a strategy that can increase physical activity levels by making it part of daily living. The health, environment and economic benefits of active transportation are well documented. If funding is available, \$25,000 - \$30,000 will allow for similar activities, as the current campaign, to be conducted. The identity of the GAT campaign and content for traditional and social media has been developed and can be easily re-deployed with appropriate permission and minimal effort.

However, if funds are not available, incorporating the Give Active Transportation a GO! message into local programs that already exist or new initiatives could be explored. Opportunities could include:

- City of London Business Travel Wise Program
- London ON Bikes – Cycling Master Plan
- London Transit – Bike and Ride
- Active and Safe Routes to School
- Middlesex-London Health Unit – Health at Work 4 All program
- Middlesex-London *in motion*™
- Various community events

Recommendations when implementing the campaign with Individual workplaces:

1. Ensure there is support from the employer and that there is a point person / coordinator to organize and facilitate delivery to employees.
2. Ensure communication and engagement interventions include an appropriate mix of traditional (internet, print, radio, television, community events) and social media (Facebook, Twitter, YouTube, etc.) strategies in order to reach the target audience(s).

3. Strategically time the campaign for the spring and summer when individuals are more likely to consider using active modes of travel.
4. Utilize communication channels that workplaces already have access to such as the MLHU - Health At Work 4 All e-newsletter in order to connect with workplaces that may be interested in participating in such a campaign.
5. Develop and make available web-based information and electronic resources for both employers / employees to access which provide guidance for conducting workplace-based campaigns & / or supports for active commuting options:
 - a. MLHU - Workplace / Active Commuting: <http://www.healthunit.com/active-commuting-workplaces> ;
 - b. City of London - Business Travel Wise Program: es@london.ca
6. For some workplaces, broadening the challenge to include all physical activities, while maintaining an emphasis on active commuting, may be appropriate in order to be inclusive of employees for whom active commuting is not possible.
7. Provide log sheets that have built-in formulas, i.e. Microsoft Excel, to make the process of tallying active commutes easier and thus encourage greater employee participation.
8. Encourage workplace coordinators to have electronic access to employee log sheets to facilitate a greater return rate.
9. Promote existing programs, campaigns and initiatives, coordinated by the MLHU, City of London or other organizations. These can include the annual *in motion*[®] Challenge, Bicycle Festival, national Commuter Challenge, GOODCoins, etc.
10. Develop a campaign specifically directed at employees who do not actively commute to “give it a go!” and have employees, who already engage in active commuting, serve as role models and mentors.
11. Recognize and encourage employers that support active commuting in their workplace as well as employees who use active commuting through an award program.

Recommendations when implementing a community-wide campaign:

1. Ensure communication and engagement interventions include an appropriate mix of traditional (internet, print, radio, television, community events) and social media (Facebook, Twitter, YouTube, etc.) strategies in order to reach the target audience(s).
2. Ensure communication strategies are accessible by mobile device users since many individuals use these communication channels to receive and transmit information.
3. Strategically time messages for the spring and summer when individuals are more likely to consider using active modes of travel.
4. Take advantage of no and low cost opportunities to coordinate delivery of the campaign messages with various community programs and initiatives.
5. When incorporating social media, use language that will be most likely to engage the target audience in order to generate discussion and hence extend the appeal and reach of the campaign.
6. When using social media and funds are limited, use Facebook ads over Twitter ads, in order to maximize audience reach and level of engagement. Social media can be utilized without purchasing ads but the reach will not be as extensive as when ads are purchased.
7. Recognize and encourage employers that support active commuting in their workplace as well as employees who use active commuting through an award program.

8. Coordinate / collaborate with other municipal and community stakeholders / initiatives as appropriate to reinforce messaging and facilitate attitudinal and behaviour change.
9. Work with municipal stakeholders and community partners to identify / address concerns and provide supports that facilitate pedestrian / cycling and transit-friendly environments.

Conclusion

Conducting a multi-strategy, multi-channel campaign to effectively reach employees as well as the general community about the benefits of using active modes of transportation requires the use of an evidence-based approach. Workplace employees can be encouraged to engage in active commuting by providing communications, incentives and other supports. Conducting a community-wide campaign requires significant financial resources and a targeted approach in order to ensure specific audiences are reached. Encouraging employees and the general public to use active modes of transportation should be part of a larger strategy whereby environmental supports for walking, cycling and transit use are also provided. Encouragement could also include providing awards to recognize employers that support active commuting in their workplace as well as employees who use active commuting. The Give Active Transportation a GO! campaign provided organizers and participants with an opportunity to explore how active transportation / active commuting could be promoted and further supported within individual workplaces as well as the general community.

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Appendix A: Background Letter for Participating Workplaces



Give Active Transportation a GO! *Active Commuter Campaign*

May 1 to August 31, 2015

Dear Workplace Colleague:

The Middlesex-London Health Unit and City of London are inviting 10 workplaces to become part of the **Give Active Transportation a Go! *Active Commuter Campaign*** (May 1 through August 31, 2015). The purpose of this campaign is to raise awareness about the benefits of active transportation and to promote active commuting to and from work – walking or cycling and / or combined with public transit or other active modes (e.g. rollerblading, etc.).

What is active transportation?

Active transportation is any form of human powered transportation such as walking, cycling, public transit (since every trip begins and ends with a walk) or other active modes, e.g. rollerblading. Using an active mode of transportation to get to and / or from work is called active commuting.

Why promote active commuting?

There are numerous health, economic, environmental and social benefits associated with active commuting. In Ontario, only 6.8% of adults actively commute to work. Walking, cycling, or taking transit to and / or from work are great ways to build physical activity into daily life.

The Give Active Transportation a GO! *Active Commuter Campaign*

The Give Active Transportation a GO! campaign aims to raise awareness about the benefits of and options related to active commuting. We will provide you with monthly incentives to encourage employees to actively commute. However, we realize that active commuting may not be an option for all employees, in which case, we can provide information and support to encourage carpooling at your workplace.

Workplace Benefits

Participating in this campaign can support workplace efforts to have an engaged workforce, improve employee health, boost workplace wellness programming and raise your profile as an environmentally-aware employer.

How the Campaign Works

It's free to participate and requires minimal time from one staff person to disseminate and gather information from employees. We provide everything else. We will work with you to determine the best approach to use in your workplace and provide you with a resource package including information on walking, cycling, and taking transit. A monthly prize will also be provided to encourage employees to use active commuting to get to and / or from work.

Campaign Organizers - We will provide you with the following:

- Campaign information to share with employees inviting them to participate
- Active transportation messages to share with employees each month (May through August)
- Posters to display in your workplace
- Fact Sheets to distribute to employees
- City of London Bike and Walk maps
- Business Travel Wise Program information
- Reflective arm / leg bands
- Employee log sheets
- Workplace Tally sheet

Employer – We need you to designate a workplace coordinator. Their role will be to invite employees to participate in the campaign, disseminate the Give Active Transportation a GO! materials, gather individual employee active commute information at the end of every month, organize a draw to award the monthly prize within their workplace (May through August) and submit the monthly tally (numbers only - no identifying information) of employees who actively commuted, to the campaign organizers.

Employees – Participating employees, complete individual log sheets every month that they take part (May through August) of their active commutes to and or / from work. At the end of each month they provide the workplace coordinator with the total number of active commutes (one direction = one commute) they made in order to be entered into a draw for the monthly prize.

Great Monthly Prizes!

Each month (May through August), a \$50 gift card to a local retail store that carries sport / outdoor gear and equipment, will be provided to each workplace to serve as an incentive for employees to actively commute.

To find out more about this workplace opportunity contact, Bernadette McCall, Public Health Nurse, Middlesex-London Health Unit, by Fri, April 10, 2015.

PH: 519-663-5317 ext 2314
EM: bernie.mccall@mlhu.on.ca

Appendix B: Survey of Workplace Coordinators Post Campaign

Give Active Transportation a GO! Campaign – Survey of Participating Workplaces Coordinators

Tell us what you think about the Give Active Transportation a GO! Campaign. Your input is very important!

This survey will take approximately 5 minutes to complete.

Please note:

- Participating in this survey is voluntary.
- You may decline to answer any question.
- The information you provide will be anonymous & confidential.

If you have any questions, please contact:

Bernie McCall, Public Health Nurse, Middlesex-London Health Unit
519-663-5317 ext. 2314
Email: bernie.mccall@mlhu.on.ca

1. Approximately what percentage of employees in your workplace participated in the campaign?

2. Please indicate what information &/or incentives provided by the campaign organizers you used in your workplace (check all that apply)

- Initial resource package
- Monthly messages for employees
- Website links provided within monthly messages
- Incentives for all employees (e.g. reflective arm/leg bands)
- Monthly log sheets for participating employees
- Monthly prize package (\$50 gift card, etc)
- Did not use any information or incentives provided by organizers
- Used other information &/or incentives in addition to those provided by organizers

3. How helpful did you find the monthly communications that were sent to you by the campaign organizers?

Not Helpful at All	Not Helpful	Neutral	Helpful	Very Helpful
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4. How did you find implementing the campaign within your workplace?

Very Difficult	Not Easy	Neutral	Easy	Very Easy
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5. What did you like most about the campaign (please explain)?

6. What did you like least about the campaign (please explain)?

7. How much do you think the campaign raised awareness within your workplace about active commuting?

Not at all	Not much	Neutral	Somewhat	A lot
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8. How much do you think the campaign changed attitudes within your workplace to be positive about active commuting?

Not at all	Not much	Neutral	Somewhat	A lot
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9. How much do you think the campaign changed behaviours within your workplace such that employees actually used active commuting to get to and/ or from work?

Not at all	Not much	Neutral	Somewhat	A lot
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10. What recommendations do you have to improve the campaign?

11. Were there any additional benefits related to the campaign in your workplace that you would like to comment on?

12. Are there any additional comments that you would like to make in general?

Thank you for taking the time to complete this survey!

Appendix C: Give Active Transportation a GO! Rack Card

GIVE ACTIVE TRANSPORTATION A GO!

Make **ACTIVE** Transportation Part Of Your Lifestyle.

Walk. Bike. Ride.
#GiveATaGO!

www.healthunit.com/active-transportation

GIVE ACTIVE TRANSPORTATION A GO!

Active Transportation (AT) is any form of human powered transportation - like walking and cycling. Combine these with public transportation to get to and from work, school or errands.

Choose your mode of travel:

GIVE ACTIVE TRANSPORTATION A GO! kms	<5	5-10	10⁺
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BENEFITS

- Reduces the risk of chronic disease
- Improves overall fitness
- Connects you to your community
- Improves productivity at school and work
- Saves you money
- Improves air quality
- Reduces stress

Let's Get GO'ing!
#GiveATaGO!

www.healthunit.com/active-transportation

Appendix D: Social Media Schedule – Facebook & Twitter

Active Transportation – Social Media Content Schedule

Timeframe: June 22 – August 15

Content Summary/Totals

- 2-3 Tweets / per week
- 1 Facebook post / per week

Facebook

Week of June 22

Facebook Post Ad 1 (Ad Set 1)

<https://www.facebook.com/107296532793395/posts/383025445220501>

Make ACTIVE transportation part of your lifestyle. Walk. Bike. Ride. #GiveATaGO!

Week of June 29

Facebook Post Ad 2 (Ad Set 1)

<https://www.facebook.com/107296532793395/posts/385766584946387>

Make a difference to your health and the environment. Leave the car behind. Walk, bike or take the bus. #GiveATaGO!

Week of July 6

Facebook Post Ad 3 (Ad Set 1)

<https://www.facebook.com/107296532793395/posts/386712611518451>

Combine your active trips with transit! Use the London Transit Bike and Ride service. #GiveATaGO

Week of July 13

Facebook Post Ad 4 (Ad Set 1)

<https://www.facebook.com/107296532793395/posts/385767571612955>

Did you know? 85% of Canadian adults and 95% of Canadian children and youth are not getting the recommended amount of physical activity. Get active! #GiveATaGO!

Week of July 20

Facebook Post Ad 5 (Ad Set 1)

<https://www.facebook.com/107296532793395/posts/385961294926916>

Get biking! From point A to point B, London's bike routes will help you get there. #GiveATaGO!

Week of July 27

Facebook Post Ad 1 (Ad Set 2)

<https://www.facebook.com/107296532793395/posts/385762791613433>

Make ACTIVE transportation part of your lifestyle. Walk. Bike. Ride. #GiveATaGO!

Facebook Post 2 (Ad Set 2)

<https://www.facebook.com/107296532793395/posts/385767074946338>

Get fit and save money! Walk, bike or take the bus to go to work, school and to do errands.
#GiveATaGO!

Week of August 3

Facebook Post 3 (Ad Set 2) – 66 likes, 14 comments, 37 shares

<https://www.facebook.com/107296532793395/posts/385775941612118>

Confused about the rules of the road for cyclists? Review the rules and find tips for cycling this season.
#GiveATaGO!

Week of August 10

Facebook Post Ad 4 (Ad Set 2)

<https://www.facebook.com/107296532793395/posts/385766008279778>

Life is busy! Fit physical activity into your schedule by actively commuting to work. Walk. Bike. Ride.
#GiveATaGO!

Facebook Post Ad 5 (Ad Set 2)

<https://www.facebook.com/107296532793395/posts/386715381518174>

Did you know? The average person can walk at least 4km/hour. For short trips, try walking!
#GiveATaGO!

Not advertised

<https://facebook.com/middlesex.london.health.unit/posts/408021049387607>

What's your motivation to cycle? A leisurely ride with the family, a workout, or a trip to the grocery store? Discover the joy of cycling in your community! <http://www.healthyalberta.ca/758.htm>

Twitter

Week of June 22

- Make ACTIVE transportation part of your lifestyle. #GiveATaGO!
<https://cards.twitter.com/cards/18ce53xd4gw/n76m> [image/card from Promoted Tweet 1 (Ad Set 1)]
- Let's make our city bicycle-friendly! Get involved with #LdnOnt's new Cycling Master Plan:
<http://londonbikes.ca> #GiveATaGO! @CityofLdnOnt
- Ditch the car for a day. Walk/bike/take the bus. The environment will thank you! #GiveATaGO!
<http://www.healthunit.com/active-transportation> [image: walk-bus-collage]

Week of June 29

- Make a difference to your health & the environment. Leave the car behind. #GiveATaGO!
[image/card from Promoted Tweet 2 (Ad Set 1)]

- What's your favourite mode of active transportation? Walking? Biking? Riding the bus? #GiveATaGO! <http://bit.ly/1K8Mx07>
- Feel connected. Instead of driving, walk, bike or ride the bus to get around. #GiveATaGO! <http://www.healthunit.com/active-transportation> [image: female-cycling]

Week of July 6

- Combine your active trips with transit! Use the #LdnOnt Transit Bike and Ride service. #GiveATaGO! [image/card from Promoted Tweet 3 (Ad Set 1)]
- Have your say! Get involved with #LdnOnt's new Cycling Master Plan: <http://londonbikes.ca> #GiveATaGO! [image: female-cycling]
 - Take the LondON Bikes survey! Cycling is changing & growing in #LdnOnt. <http://bit.ly/1TqbOpZ> #GiveATaGO!
- Q: What is Active Transportation? A: Any form of human powered transportation. <http://www.healthunit.com/active-transportation> #GiveATaGO! [image: pedestrians-cross-street]

Week of July 13

- Did you know? 85% of Canadian adults are not getting the recommended amount of physical activity. #GiveATaGO! [image/card from Promoted Tweet 4 (Ad Set 1)]
- Did you know? Public transit is the safest mode of urban transportation in #Canada. <https://www.healthunit.com/active-transportation-transit> #GiveATaGO (Image: bike-on-bus)
- #FF Follow @ShiftLdnOnt for the latest info about #LdnOnt's rapid transit initiative. <http://www.shiftlondon.ca> #GiveATaGO!

Week of July 20

- Get biking! From point A to point B, London's bike routes will help you get there. #GiveATaGO! [image/card from Promoted Tweet 5 (Ad Set 1)]
- Find your path! #LdnOnt has beautiful bike paths to make active transportation enjoyable. <https://www.london.ca/residents/Roads-Transportation/Transportation-Choices/Pages/Bike-and-Walk-Map.aspx> #GiveATaGO!
- What equipment do I require on my bicycle when I'm cycling in #LdnOnt? <https://www.london.ca/residents/Roads-Transportation/Transportation-Choices/Pages/Bike-Equipment.aspx> #GiveATaGO!

Week of July 27

- Make ACTIVE transportation part of your lifestyle. #GiveATaGO!
[image/card from Promoted Tweet 1 (Ad Set 2)]
- DYK? Thames Valley Parkway stretches over 40km! Discover this #LdnOnt path using the Bike & Walk Map: <http://bit.ly/1LnqfbU> #GiveATaGO!
- Get fit and save money! Walk, bike or take the bus to go to work, school and to do errands.
#GiveATaGO!
[image/card from Promoted Tweet 2 (Ad Set 2)]

Week of August 3

- Confused about the rules of the road for cyclists? Review the rules & find tips for cycling this season.
#GiveATaGO!
[image/card from Promoted Tweet 3 (Ad Set 2)]
- Did you know? Actively commuting to work can reduce stress & help you feel connected to your community.
<https://www.healthunit.com/active-commuting> #GiveATaGO!
- What's your distance to work? Less than 5km, try walking. 5-10km, try biking. 10+km, take the bus.
#GiveATaGO! <http://www.healthunit.com/active-transportation>

Week of August 10

- Life is busy! Fit physical activity into your schedule by actively commuting to work. #GiveATaGO!
[image/card from Promoted Tweet 4 (Ad Set 2)]
- Have fun with friends! Start a cycling group & actively commute to work together. #GiveATaGO
<http://www.healthunit.com/active-transportation>
- Did you know? The average person can walk 4km/hour. For short trips, try walking! #GiveATaGO!
[image/card from Promoted Tweet 5 (Ad Set 2)]
- What's your motivation to cycle? A fun family ride, a workout, or a trip to the store?
<http://www.healthyalberta.ca/758.htm>

Appendix E: Campaign Radio Ad

Give Active Transportation a Go!

Middlesex-London Health Unit / City of London
1 x 30 seconds

Vox 1 (male):

Most of us don't get enough exercise.

Vox 2 (female):

Making physical activity part of every day is a great way to improve health.

Vox 1:

And Active Transportation is a great way to make that happen.

Vox 2:

Active Transportation - It's any human-powered way of getting around.

Vox 1:

Like walking to the store or going to work on your bike.

Vox 2:

Even walking to a bus stop and taking public transit to the office.

Vox 1:

So, walk; (SFX: footsteps on a sidewalk)

Bike; (SFX: bicycle bell)

Take the bus; (SFX: City bus pulling away)

Vox 2:

Give Active Transportation a Go!

Vox 1:

Visit [health unit dot com](http://healthunitdotcom), slash active, dash transportation to learn more.

Appendix F: Newspaper Article

24 The Londoner • Thursday, September 24, 2015

Get in motion™ and Give Active Transportation a GO!



By Bernadette McCall
Public Health Nurse
Healthy Communities & Injury Prevention Team
Middlesex-London Health Unit

Life is busy. We know physical activity is good for our health but can find it difficult to fit it into our day. The October in motion™ Community Challenge may be just the right time for you to try using active transportation (AT) such as walking or cycling which can be combined with public transit to get to and from places such as work, school, the store or visiting friends. AT can be an efficient, economical and environmentally-friendly way to incorporate physical activity into your lifestyle.

For some, AT can take the form of active commuting to or from work. Take Nicole St. John, for example, who started to walk and bike as a cost savings strategy and found that it turned into an enjoyable, social experience. "The time I spend commuting anywhere from 17-25 minutes depending on the pace, is an opportunity to connect with my community and neighbour-

hood. It's an ideal way to mentally prepare for the work day and subsequently the reverse for the end of the day."

Andre Vashist, another active commuter, chooses to walk or cycle not only to and from work but also to meetings he has throughout the day. He finds it to be a welcome break. "I like how it gets me outside where I can see and hear the sounds of the community and feel connected." Andre notes that a little bit of extra planning is involved with active commuting since weather is a consideration and there is the need to build in extra time.

Veteran active commuter Vic Phillips, has been riding his bicycle, 20 km each way, to and from the office for over 15 years. For him the primary benefits are health and fitness, reduced fuel and vehicle maintenance costs and satisfaction knowing that he is contributing to a healthier environment. Vic notes, "I avoid confrontation by using routes that have the fewest vehicles." He adds, that "Drivers and cyclists need to be aware of each

other's presence and understand the rights and responsibilities of each when sharing the road. Cyclists, in particular, need to remain vigilant and have the skill to handle their bike without losing control."

- When deciding to actively commute, consider the following:
- Decide what form of active transportation is best for you. If the distance is less than 5km, try walking. If the distance is 5 - 10 km, cycling is a good choice. And if the distance is over 10km, public transit can be the way to go.
 - Plan your route by using Google Maps, the City of London Bike & Walk map or the London Transit website.
 - As a pedestrian or a cyclist, know the rules of the road to help ensure your active commute is a safe one.

To learn more about active transportation visit www.healthunit.com/active-transportation. Take up the in motion™ Community Challenge by choosing to actively commute and make active transportation a part of your lifestyle! Visit www.inmotion4life.ca/

Just ask
We have a wide variety of fitness products



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For more information:
Contact Tom and Inga Slade
519-663-1163 or
Web: www.exerciseforretiredfriends.com/
E-Mail: exerciseformatureadults@gmail.com



Appendix G: Community Partner Support

LONDON BIKES Search

Home Events Network Input! Project Complete Survey Contact Us

COME SEE WHAT THE STUDY TEAM HAS BEEN UP TO OVER THE SUMMER AT PIC #2!

Review the draft cycling network & identify priorities!

Come give us your input at Public Information Centre #2!
Come out on Thursday September 24th (4:00 - 8:00 p.m.) and Friday September 25th (12:00 - 4:00 p.m.) at the London Public Library (251 Dundas Street)

New Opportunity to Give Input!

Try our new comment tool! You can comment on the draft cycling network, proposed facility types and future cycling improvements...

Take the survey
CLICK HERE TO BEGIN

Want to Know what was presented at PIC #2?

Couldn't make it to the first two PIC #2 Venues?? there are others coming up this week (see the events page) and the materials are available for your review! Click [here](#)

Timeline

- London ON Bikes Public Information Centre #2 - 09/24/2015 - 5:00pm to 8:00pm
- London ON Bikes Public Information Centre #2 - 09/25/2015 - 12:00pm to 4:00pm
- Public Information Centre #2: Additional Drop-in 09/29/2015 - 12:00pm to 8:00pm
- Public Information Centre #2: Additional Drop-in 10/01/2015 - 12:00pm to 8:00pm

Let's Talk Cycling: Sidewalk Edition

Our Cycling Master Plan

Let's Talk Cycling Sidewalks

The City of London is putting together informational newsletters about key cycling issues. Click [here](#) for more information on the first edition of our newsletter Let's Talk Cycling where we discuss cycling and sidewalks.

London ON Bikes in the news....Again!

We've got another video on London ON Bikes! Click on the video below to watch...

Where do you like to ride your bike in London?

Like to Ride your bike? Like to track your routes using your smart phone? Want us to know the routes you like to cycle? clicking on the phone below to use Map my Ride to submit your favourite cycling routes>>

About London ON Bikes: Our Cycling Master Plan (CMP)

Cycling is changing and growing in the City of London. The City is developing a new cycling master plan that will identify a long-term vision for developing cycling routes. The plan will propose new on and off-road facilities that connect to existing cycling routes and pathways, develop programs and initiatives to promote cycling in the City and establish policies that support our City's cycling culture. The study will be completed

Did you know that the Health Unit is also "on board" when it comes to cycling in London?

The Health Unit's website has some great resources and information about walking, cycling and other forms of sustainable and active transportation. Learn how you can "Give Active Transportation a GO!" by clicking on the logo below.

