

Cycling in Cities is Healthy (E-bikes too)



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BE ACT

Be Active in your Community Today



Objective: More people more active in their community

Active citizens, active citizenship, active cities

More people walking & cycling more often – and making even more want it



Cycling in Cities is Healthy

Cycling for Transport: More Benefits than risks



Much greater benefits of more physical activity
VERSUS
Increased exposure to
air pollution & traffic crashes

Sources Johan de Hartog J, Boogaard H, Nijland H, Hoek G.: Do the health benefits of cycling outweigh the risks? Environ Health Perspect. 2010

Celis-Morales CA et al. Association between active commuting and incident cardiovascular disease, cancer, and mortality: prospective cohort study. *BMJ*.

2017;357:j1456.<https://doi.org/10.1136/bmj.j1456>.

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Cycling for Transport: Benefits > risks



Bicycle sharing

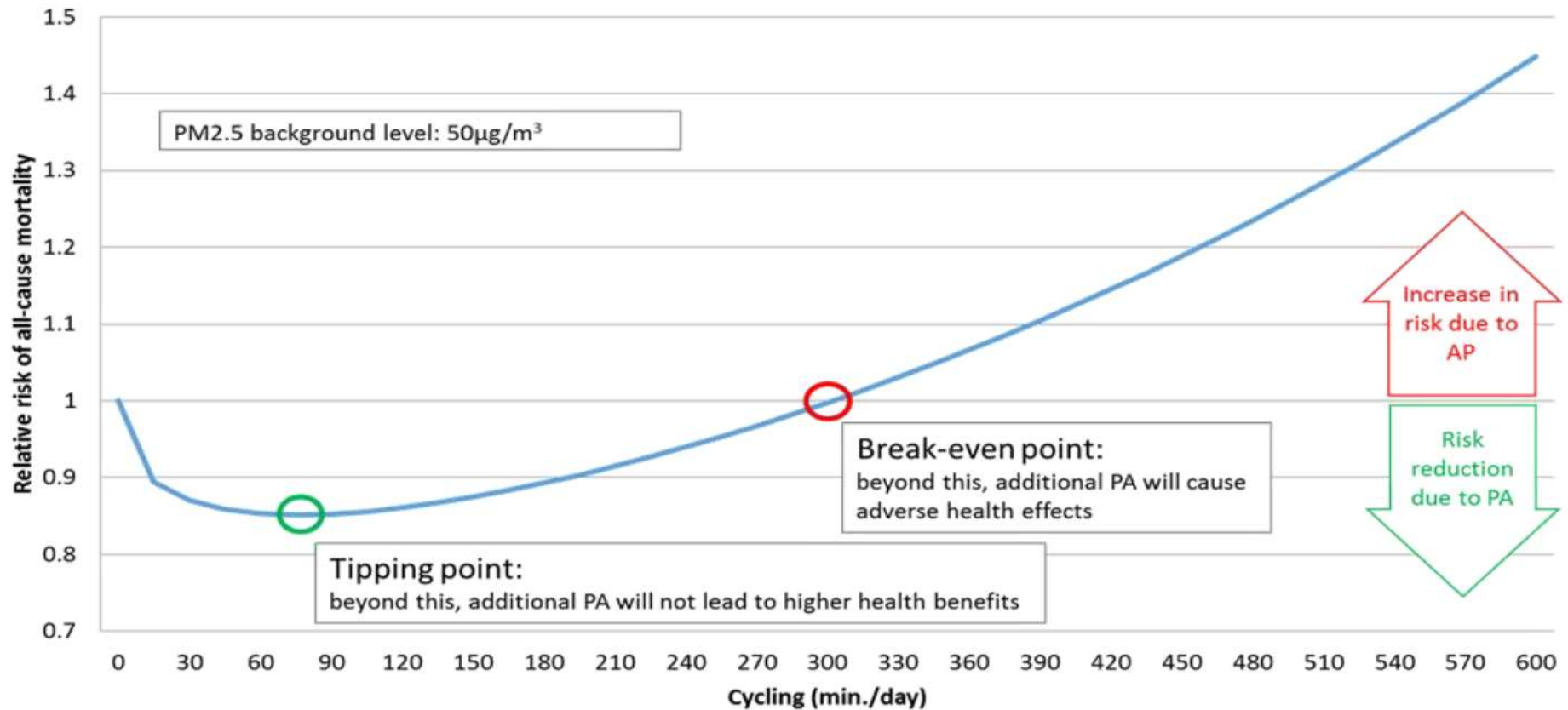
Health benefits of physical activity **much greater than** *risks* of air pollution & traffic incidents. 2011 study

“Bike share is safer than riding a private bike.” 2018 review

Source: Rojac-Rueda, D et al „The health risks and benefits of cycling in urban environments compared with car use: health impact assessment study“ *BMJ* 2011; 343: d4521 doi: 10.1136/bmj.d4521

Fishman, E. & P. Schepers (2018), “The Safety of Bike Share Systems”, ITF Discussion Papers, International Transport Forum, Paris.
https://www.itf-oecd.org/sites/default/files/docs/safety-bike-share-systems_1.pdf

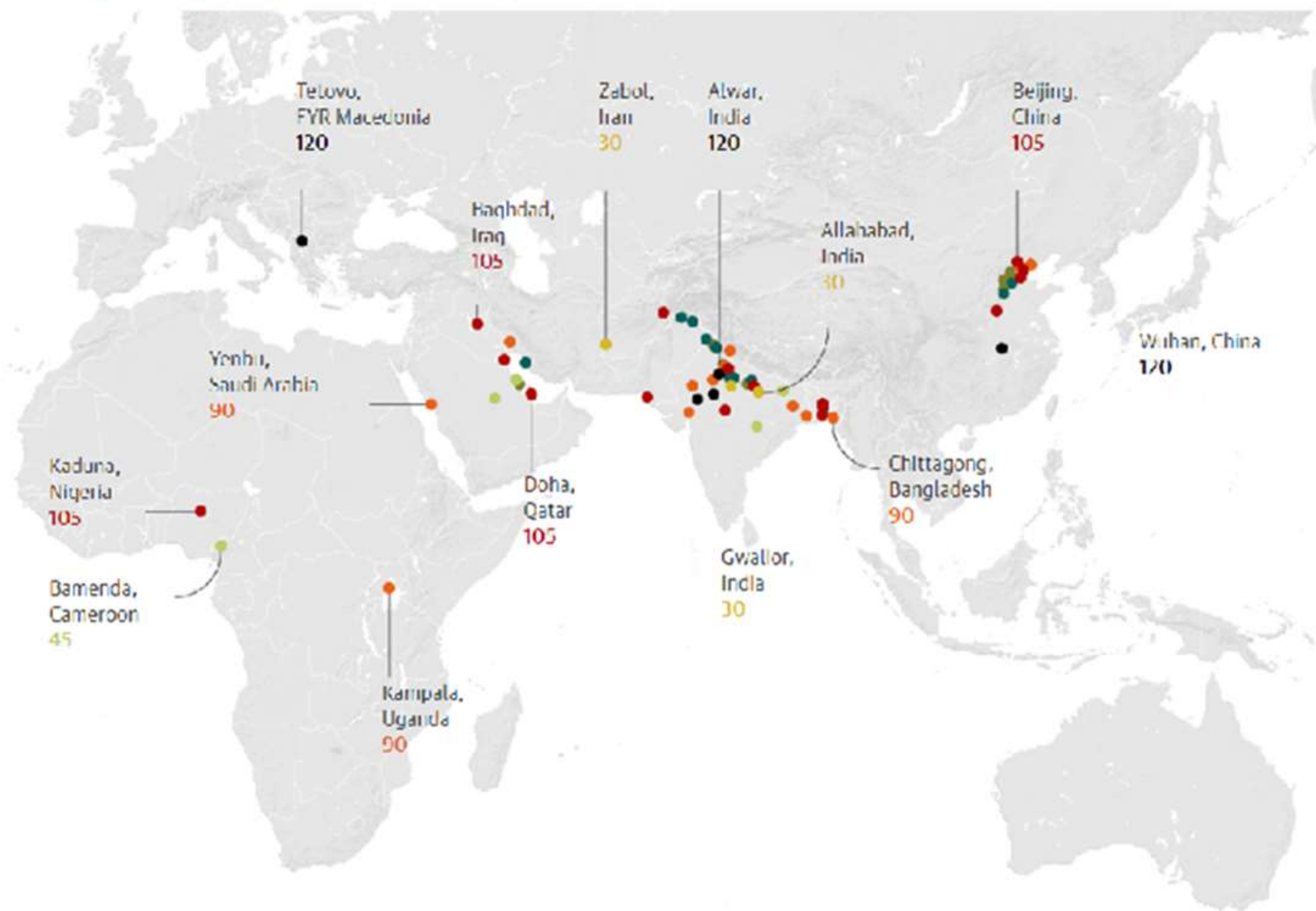
Can air pollution negate the health benefits of cycling and walking?



Marko Tainio^{a*}, Audrey J de Nazelle^b, Thomas Götschi^c, Sonja Kahlmeier^c, David Rojas-Rueda^{d,e,f}, Mark J Nieuwenhuijsen^{d,e,f},
Thiago Hérick de Sá^g, Paul Kelly^h, James Woodcock^a. *Prev Med* 2016 (accepted)

Minutes spent cycling per day for harm to outweigh benefits

● 120 ● 105 ● 90 ● 75 ● 60 ● 45 ● 30



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Pedelec E-Bikes:

Health benefits \gt risks

New cyclists!

- *Older*
- *Less fit*
- *Overweight*
- *Bike to Work*
 - \Rightarrow 15-25 km
- *Bike to shop & school*

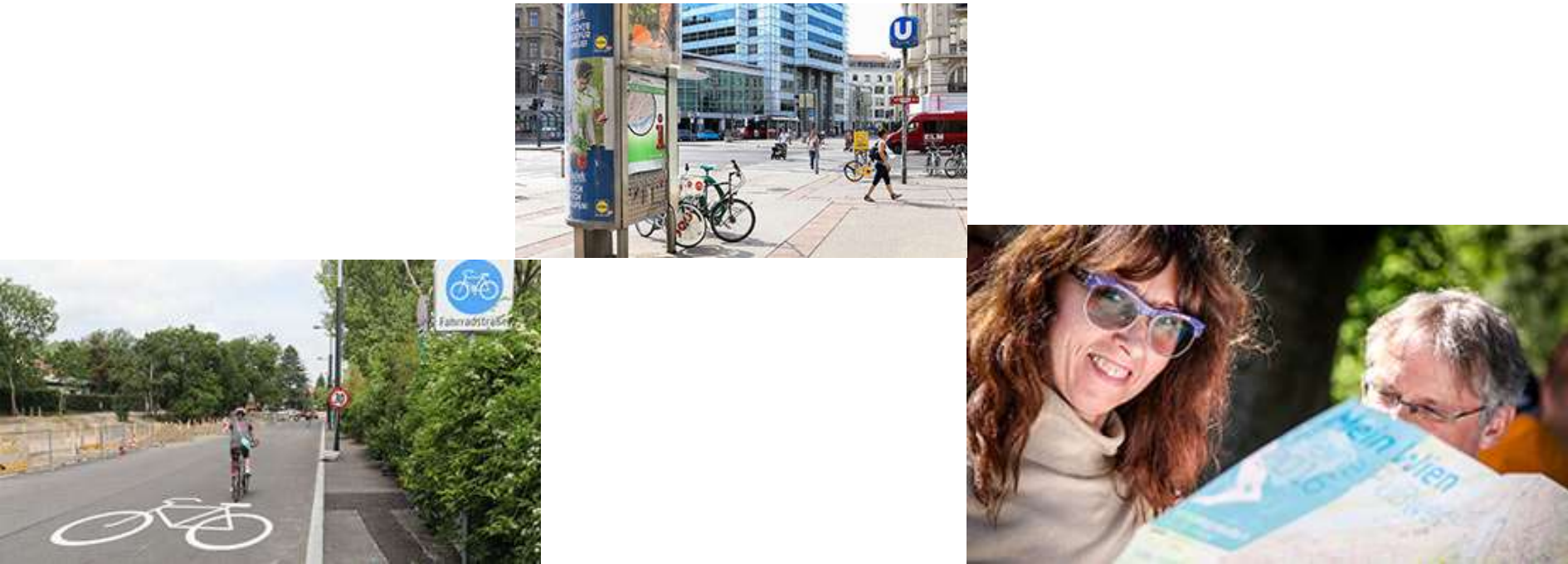


Health benefits of electrically-assisted cycling: a systematic review, Bourne J et al. *Int J Beh Nutr & Phys Act.*,15,116 (2018)

<https://ijbnpa.biomedcentral.com/articles/10.1186/s12966-018-0751-8>

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A. Act Now to increase PA



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Advocacy Leadership

www.ActiveVoice.eu



6 HEALTH-ENHANCING PHYSICAL ACTIVITY. CORE DOCUMENT FOR

 [VIEW](#)



7 GOVERNING INTERNATIONAL ADVOCACY NGOS

 [VIEW](#)



8 ADVOCACY IN ACTION – A TOOLKIT TO SUPPORT NGOS

 [VIEW](#)



9 MONITORING, EVALUATION AND LEARNING IN NGO

 [VIEW](#)



10 STRAIGHT TO THE POINT: MAPPING AN ADVOCACY STRATEGY

 [VIEW](#)



11 ADVOCACY TOOLKIT

 [VIEW](#)



12 HANBOOK ON ESTABLISHING AND RUNNING AN

 [VIEW](#)



13 GUIDELINES FOR HEALTH-ENHANCING PHYSICAL ACTIVITY

 [VIEW](#)



14 PLANNING MOMENT #5: 10 MAPPING ADVOCACY



15 SPORT4ALL ADVOCACY TOOLKIT



16 ROAD MAP FOR A STRATEGY ON HEALTH- ENHANCING PHYSICAL



17 HEALTH- ENHANCING PHYSICAL ACTIVITY POLICY

B. Bring Health...

A> Bring Health experts & officials to discussions

B> Lobby for Health proposals

Best value for money (World Health Org):

1. Mass market information campaigns
 - *to increase knowledge*
2. Physical Activity in health screenings
 - *everyone every year*

C. Count the Costs



Health Economic Assessment Tool (HEAT) for walking and cycling



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Twitter @ecfHEALTH

HEAT estimate

Reduced mortality as a result of changes in walking behaviour

The walking data you have entered corresponds to an average of 30 minutes per person per day.

This level of walking provides an estimated protective benefit of: 14 % (compared to person

From the data you have entered, the number of individuals who benefit from the

Out of this many individuals, the number who would be expected to

The number of deaths per year that are

Economic v

**APPLYING HEAT TO THE EUROPEAN
UNION POPULATION**

**If all citizens in the EU aged 20-74 cycled or
walked an additional 15 minutes per day,
100,000 premature deaths could be
prevented each year**

17,620,000

88,100,000

Please note that the risk reductions for individual persons but an average across the population should not be misunderstood to represent individual risk reductions. Also note that the value to the life of one particular person but refers to an average value of a "statistical life".

It is important to remember that many of the variables used within this HEAT calculation are estimates and therefore liable to some degree of error.

Cycling Economics

What's the value
of people living
healthier, full lives?

EU: €70 - €100 Billion / year

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Netherlands:

Health benefits > 3% GDP

€31bn/year

Infrastructure for cycling
cost €0.5 bn/yr

27% of all trips by cycle

Dutch adults 20 -90 yrs
cycle

74 minutes / week



Fishman, Schepers & Kamphuis 2015

Dutch Cycling: Quantifying the Health and Related Economic Benefits" online, AmJ Pub Heal June 11, 2015

HEAT in Finland

- **FINNS TOLD TO GET ON THEIR BIKE**

Nationwide campaign to increase walking and cycling

“I move, therefore I am.”



- Transport Minister Anne Berner (2018)
 - “the two-year campaign could create some €4 billion in (...) benefits” if cycling and walking increase 20%.

More examples....

The screenshot shows the WHO Europe website. The header includes the WHO logo and the text 'World Health Organization REGIONAL OFFICE FOR Europe'. There are language links for English, Français, Deutsch, and Русский. A search bar is present. The main navigation bar includes links for Home, Health topics, Countries, Publications, Data and evidence, Media centre, and About us. The breadcrumb trail reads: Health topics > Environment and health > Transport and health > Activities > Guidance and tools > Health economic assessment tool (HEAT) for cycling and walking. The page title is 'Health economic assessment tool (HEAT) for cycling and walking'. Below the title are social media icons and a count of 17. The main text states: 'To facilitate evidence-based decision-making, WHO has developed, in collaboration with experts, an online tool to estimate the value of reduced mortality that results from regular walking or cycling.' Below this, it says 'The health and economic assessment tool (HEAT)' followed by a list of bullet points: 'is intended to be part of comprehensive cost projects', 'complements existing tools for economic val congestion', 'can also be used to assess the current situat', and 'is based on best available evidence, with pa'.

This screenshot shows the lower part of the HEAT tool page. It includes a list of links: 'The health and economic assessment tool (HEAT)', 'is intended to be part of comprehensive cost projects', 'complements existing tools for economic val congestion', 'can also be used to assess the current situat', and 'is based on best available evidence, with pa'. Below this, there is a section titled 'The tool has already been applied in several countries.' followed by several links: 'Health economic assessment tool (HEAT) for walking and for cycling. Methods and user guide on physical activity, air pollution, injuries and carbon impact assessments (2017)', 'Health economic assessment tools (HEAT) for walking and for cycling. Methodology and user guide. Economic assessment of transport infrastructure and policies. 2014 Update', 'HEAT for cycling and walking', 'Access the tool to estimate the value of reduced mortality that results from regular walking or cycling', 'Development of the health economic assessment tools (HEAT) for walking and cycling WHO/Europe, 2014', 'Acknowledgements', 'HEAT was developed within the Transport, Health and Environment Pan-European Programme (THE PEP) and in close collaboration with HEPA Europe', 'Health in All Policies in practice: guidance and tools to quantifying the health effects of cycling and walking Article in the Journal of Physical Activity and Health presents guidance and some practical applications of HEAT.', 'Examples of applications of the health economic assessment tool (HEAT) for walking and cycling', and 'How countries have used the health economic assessment tool (HEAT) for cycling'. At the bottom, there are social media icons and a footer with links to Facebook, Instagram, Twitter, and YouTube.

<http://www.euro.who.int/en/health-topics/environment-and-health/Transport-and-health/activities/guidance-and-tools/health-economic-assessment-tool-heat-for-cycling-and-walking/examples-of-applications-of-the-health-economic-assessment-tool-heat-for-cycling-and-walking>

What's a Cycling Master Plan worth?

HEAT 4.1 in Austria, Germany & France





AUSTRIA:
Cycling worth € 11 billion
over 10 yrs



GERMANY:
Cycling Worth
€2 040 000 000 per year.

FRANCE:
total economic impact of Cycling is
€ 13 600 000 000





**CYCLE FRIENDLY
EMPLOYER
CERTIFICATION**

- **European Bike to Work scheme**
- **Incentive for companies**
- **Adds value to cycle-friendly measures**
- **Energy efficiency and employee health**
- **Business opportunity**
- **<https://cfe-certification.eu/>**




MINISTERIUM
FÜR EIN
LEBENSWEERTES
ÖSTERREICH

klimaaktiv
mobil

bmfsfzwgskat
klimaaktivmobil.at

TRANSPORTWUNDER
FAHRRAD

Heavy Pedals VCCO WKÖ



CYCLE-LOGISTICS
Bikes = City Change

Cargo Bike City Changer + Healthy!

Replace

*32% trips
commercial
delivery*

*50% trips
service*

*77% trips
shopping*



Flower Shop Bike



Projection Trike



People Transport



Parcel Delivery Bike



Barbecue Bike



Advertising Bike



Private Transport



Party Bike



Newsman Bike



Generations Bike



Rolling Vendor



Street Transformer

Cargo Bike Trials for employers

- Cargo Bike testing lets employers & employees get real experience.
- 80% of the bikes were 'adopted' and used after the test ended.

A NEW MOVE FOR BUSINESS- Electric cycle logistics in European cities (*Free Online in EN & IT, PT, SL, HR*) <http://www.pro-e-bike.org/publications2/>



Building on Experience

- You are experts
- Your situation + experience = the key
- What has worked?
 - “almost worked”?
 - failed?
- What can you do?

Thank You

Contact

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Brief Workshop

1. Urobte menšie skupiny (4-5 ľudí, dve polovice stola ...) 1 min
2. Predstavte sa navzájom a o ktorej téme chcete hovoriť (číslo témy) 2 min
3. Dohodnite sa, o ktorej téme teda budete hovoriť.
4. Preberte vybratú tému – plusy a mínusy – každý človek max 1 min
5. Jeden človek zo skupiny nech je pripravený zhrnúť ZA a PROTI alebo zhrnúť „prečo sa to nedá“.

Témy

1. Presadzovanie záujmov
2. Rozvoj lídrestva
3. Využitie argumentov a údajov o zdravotnom stave obyvateľstva
4. Zapojenie odborníkov na zdravotnú starostlivosť do diskusie
5. Lobovanie za health proposal: (Mass market information & events OR Physical activity screening in health checks)
6. Využitie ekonomických argumentov
7. Využitie HEAT vo vašej práci
8. Presadzovanie, aby HEAT bol využívaný pri hodnotení dopravných projektov
9. Podpora dochádzania do práce na bicykli
10. Zavedenie certifikátu „Zamestnávateľ priateľský k cyklistom“
11. Využívanie nákladných bicyklov v zásobovaní
12. Presadzovanie nákladných bicyklov do mestských politík
13. Nákladné bicykle

REFERENCES

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National Cycling Plan 2020: Joining forces to evolve cycling, 2012, Federal Ministry of Transport, Building and Urban Development, Division, Passenger Transport, Public Transport Systems, Cycling, Berlin

Kahlmeier et al 2017 Health economic assessment tool (HEAT) for walking and for cycling Methods and user guide on physical activity, air pollution, injuries and carbon impact assessments Copenhagen: WHO Regional Office for Europe; www.euro.who.int Free to download at [HTTPS://BIT.LY/2C4IDZZ](https://bit.ly/2C4IDZZ)

Neun & Haubold 2016. The EU Cycling Economy – Arguments for an integrated EU cycling policy. European Cyclists' Federation, Brussels, December 2016

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