

## Editorial

Dear reader,

Welcome to the second issue of our SWITCH newsletter!

The project is now officially half way through. Lot of activities have happened in the past months and we are pleased to present to you a round-up of developments from SWITCH and our implementation cities. Most cities have launched their local campaigns and have engaged with hundreds of individuals, children, parents, teachers, employees, and seniors, to get them on board and encourage a shift to walking and cycling or use of public transport. A set of fact sheets on the local campaigns (in national languages) are available to download from the website.

Our SWITCH experts have worked hard to develop a sound methodology about how to apply the SWITCH approach to travel behaviour change campaigns. The SWITCH toolbox will guide you through all phases of a campaign from scoping to segmentation of the target audience, developing service packages and monitoring change. The SWITCH Toolbox will be unveiled to a wider audience at a final conference that will take place in early 2016. More information on the event will follow soon on the website.

We held our first webinar in a series of three on June 24. The webinar focused on communicating campaign messages to the general public. A summary of the key messages that emerged from the webinar is our cover story. Dates of the next two webinars "Looking critically at active mobility in your local context" and "Reducing non-technical barriers to campaign implementation" will be announced on the project website and our social media channels. Stay tuned!

Enjoy reading!

Your SWITCH consortium

## Communicating Campaign messages to the general public

SWITCH experts Dr Janet Djomba, of the National Institute of Public Health Slovenia, and Dr Randy Rzewnicki from the European Cyclists' Federation, have some recommendations about how to convey your campaign message in the right way and to the right target group



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### Three things to do

Firstly you need to know who you are addressing. Secondly, focus on who can change and what you can achieve. Mass marketing campaigns don't have the power to change the life of many individuals and certainly not people who are not thinking to change. But your local campaigns can have an influence to make recommendations to people who are already considering making a change to do more physical activity, getting out of their cars and making the SWITCH. Third recommendation: KISS, Keep It Short & Simple. A clear, verified and tailored message is more powerful than many words. Assume an average low level of reading and education, avoid long and complicated sentences, and keep your language straight, clear and to the point.

### What you shouldn't do

Don't appeal to authority (WHO, Health ministries). For example, we often read "The WHO says we should ....". Use the information as a reliable source but don't refer to them as the reason why people should start doing it. Also avoid the use of words such as SHOULD or MUST, this isn't motivating and it's not self-motivating. We want people to start doing physical activity and continuing in the long term, and it will only happen if people do it on their own motivation. You can say "You can do it", "It's better doing this way". As surprising as this may sound, don't say "It's good for your health". Though it's true that doing more physical activity will help people, most of the things that people expect are not going to happen, because most of the health benefits are long term. Temper expectations and find other motivations that can provide more immediate rewards like enjoyment, saving time, saving money. Do use the argument about health after mentioning real, more immediate, benefits, but keep it simple. The same explanation goes for why you should not say "It's good for the environment", it is true that stopping using cars will make a tiny contribution to the environment, but it's too abstract and there's no clear measurable benefit of the individual contribution, so there's no reward.

### What can you do

Appeal to their hip pocket and the money people will save if they stop using their car. For people living in cities, most will see that they will gain time with active travel. You should appeal to the fun, enjoyment and pleasure, the social side of the benefits. The really powerful tool is to describe the good things that people are doing as normal. You can say "Join the crowd of people who are walking and cycling or using public transport to get to work" or use expressions like "The majority are doing it" or "Many people", "more and more." This is a very powerful tool for getting people to think about what is the right thing to do and they join in!

Video recordings of the presentations of Dr Djomba and Dr Rzewnicki at the first SWITCH webinar held on June 24 can be viewed on the SWITCH YouTube Channel.

# SWITCH implementation cities

Stay abreast of the latest news from the SWITCH local campaigns across Europe.

## Antwerp, Belgium



The SWITCH campaign *Wijs op weg* (travel smart) in Antwerp has now run for almost a year. Several roadshow events and info-sessions took place in workplaces to inform employees about on road construction works on the Noorderlijn, and recruit champions to set a good example for switching from car use to walking and cycling.

Tailored mobility guides were developed for six workplaces involved in the project: Dela, Facilicom, the Federal Agency for Food Chain Security, PSA Antwerp (the biggest container terminal operator in the port of Antwerp), SD Worx Antwerpen, and Securex. Two people per company were trained up by Team SWITCH. The new travel advisers have so far engaged in PTP conversations with nearly 3,200 persons. About 800 people have filled in the baseline questionnaire on their home-work commute. Overall 12,000 employees will receive personalised travel plan advice and a marketing package.

Next steps include enlarging the campaign and engaging with even more employees by delivering trial bikes, tickets for public transport, and bike repair toolkits. The success of the Antwerp campaign as such has attracted the interest of other companies in the City which now want to receive PTP advice. The SWITCH campaign in Antwerp will end this September.

SWITCH in Antwerp is intertwined with the PTP-Cycle project which is running in parallel. Both projects focus on PTP delivery and have joined forces to reach out to greater numbers of employees and employers. The City has developed an online platform with information about the *Wijs op weg* campaign: <http://www.noorderlijn.be/actiepunt/39/een-mobiliteitsgids-voor-jouw-ondernemingsorganisatie>.

## Donostia/San Sebastián, Spain



The SWITCH campaign in Donostia/San Sebastián targets four groups: People moving home, patients receiving medical advice, youngsters starting or changing school and young adults starting university. The campaign was divided into two stages to better adapt to each group's need. The first stage focusing on people moving home and receiving medical advice kicked off in April 2015.

Nearly 3,140 people moving home were contacted via phone, over 350 completed a baseline questionnaire and more than 500 active mobility marketing materials were delivered. To encourage a greater campaign up-take small give-aways were handed out such as pedometers, bicycle bells and lights, and foldable water bottles. Pedometers were a very popular item: people were curious to know how many steps they make during the day and started challenging their family members and friends.

Team SWITCH also met with medical staff across five medical centres, delivered 400 announcements and engagement sheets illustrating the health benefits of moderate physical activity such as walking and cycling. In phase one a low response rate was registered: only 10 people requested personalised travel advice. The link between health and individual mobility is still difficult to grasp for many, but SWITCH will try to reverse the trend and seek support from doctors' associations to convey the message to patients who are most at risk to develop cardiovascular diseases due to physical inactivity.

The second campaign phase will run in September and October when schools in Spain reopen after the summer break. Over 600 youngsters and prospective university students will be targeted.

## Gdansk, Poland



As many parents accompany their children to school by car and continue their way to the workplace this relatively recent travel behaviour is a serious issue for many schools. The SWITCH campaign in Gdansk will start in September 2015 and will target three primary schools, over 2,000 families and school staff will be involved in the project. By tackling the "parent taxi" problem, the SWITCH campaign aims to improve the quality of life of children, their parents and residents around the school area.

SWITCH packages for children and their parents containing informative leaflets and small giveaways (colourful shoe laces, saddle covers, and reflecting rain vests) will be distributed to schools at the end of August. Engaging teachers will be crucial to generate a successful campaign and recruit a high number of parents. To maximise teachers' efforts in promoting SWITCH a short video will be developed by Team Gdansk to shed light on the link between mobility and healthy lifestyles, including a healthy diet. Key messages will be prepared in collaboration with the Center of Children, Activity and Health.

Some sponsors have agreed to support SWITCH locally, including Polar Watch plus, and voucher discounts to enter a family leisure centre will be offered to campaign participants. A weekly lottery will be drawn with prizes for individual and team winners. The SWITCH campaign in Gdansk is expected to have a response rate of 75%, and reach a sample of 2,400 pupils and parents.



## London Borough of Hounslow, U.K.

In the summer months, things really get into full swing in Hounslow. We held the SWITCH launch event for schools in the morning of 10th June which was well attended by most of the primary schools in the borough. Around 30 teachers had a great presentation from William Bird of Intelligent Health, and productive workshops on Beat the Street and the Traffic Snake game. Teachers were really interested in adding what they knew about the local area to the large maps we provided.



SWITCH in Hounslow is working with 36 schools. 4 are still in discussion, so we may reach a full number by the time we go to press with this newsletter. Team SWITCH have spent a lot of time calling schools, and getting hold of the right person was no easy task. About 50% of people turned up to induction events, and schools said that they may run multiple inductions once the campaign kicks off in autumn of 2015. So far 17 induction events were completed and 438 parents signed up. In total, Hounslow will host 60 induction events, 3,000 parents will be invited to take part aiming to reach 1,500 parents sign up of which approx. 500 will be car users.

The local SWITCH campaign aims to increase the number of parents who walk their children to school and make walking fun by running Beat the Street. Locations of Beat Boxes were confirmed in July and schools contacted. In August and September Team SWITCH will engage with the local community and work with 20 schools hoping to involve 11,000 participants.

## Vienna, Austria

Several recruitment activities were undertaken between March and July 2015 in Vienna. Team SWITCH visited 57 new housing estates, distributed about 6,000 postcards and announcement letters in mailboxes, and made direct contact with four real estate developers whom received 800 postcards tailor designed for new house owners. Nearly 6,700 campaign registration postcards were distributed to over 35 doctors and health centres and at eight sport centres. Trained travel advisers have distributed 4,000 postcards at 60 in-the-field events or at car parks, and nearly 300 face-to-face interviews were finalised. Staff of the Institute for Transport Studies at University of Natural Resources and Life Sciences in Vienna have also circulated the campaign announcement via email to about 600 new students, and 5,000 households living in the suburban area have received the announcement letter prior to be contacted by phone. Nearly 430 recruited participants will receive PTP materials.



Car availability in Vienna is rather low, thus it is very difficult to reach car users. 7% of the campaign participants say they sometimes use different travel modes and would prefer to reduce car use, and 5% would like to use a different travel mode more often but do not know how. Overall 40% say they do at least 30 minutes daily physical activity 4 or more days per week.

Next steps include a new round of telephone interviews and e-mail delivery, promotion of the SWITCH app to record own daily physical activity, and establishing a new co-operation with the Viennese health insurance company to convey the message <https://play.google.com/store/apps/details?id=at.ac.boku.switchforandroid&hl=en>

## Follower Cities programme kick-off meeting and Mentoring service

Nearly 30 European cities have joined the SWITCH Follower Cities programme. The first face-to-face Training Seminar was successfully held on April 9 in Gdansk, Poland. The Training Seminar aimed to make the Follower Cities familiar with the SWITCH approach, get to know each other and kick off the discussion on the Follower Cities' implementation scenarios.

Assisted by SWITCH experts, Follower Cities were invited to design their implementation scenario based on the SWITCH campaign's pillars. Over the next year they will adapt implementation scenarios to their needs and will receive first-hand support and advice from either an Implementation City or a Technical Expert. E-learning activities are planned to support the advancement of the SWITCH implementation scenario.

The final Training Seminar will take place in spring of 2016. Follower Cities have also the opportunity to visit one of the implementing cities. Follower cities participated to the first webinar of a series of three in June 2015. To see when the next webinar is planned, please visit the project website.



## Events

### TIDE Final Conference

15-16 September 2015  
Barcelona, Spain

[www.tide-innovation.eu/en/Events/TIDE-final-conference-15-16-September-2015/](http://www.tide-innovation.eu/en/Events/TIDE-final-conference-15-16-September-2015/)

### CIVITAS Forum 2015

7-9 October 2015 Ljubljana,  
Slovenia

[www.civitas.eu/content/civitas-forum-conference-2015](http://www.civitas.eu/content/civitas-forum-conference-2015)

### Walk21 Conference 2015

20-23 October 2015 Vienna,  
Austria

[www.walk21vienna.com/](http://www.walk21vienna.com/)

### Polis Conference

19-20 November 2015 Brussels,  
Belgium

[www.polisnetwork.eu/2015conference](http://www.polisnetwork.eu/2015conference)

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