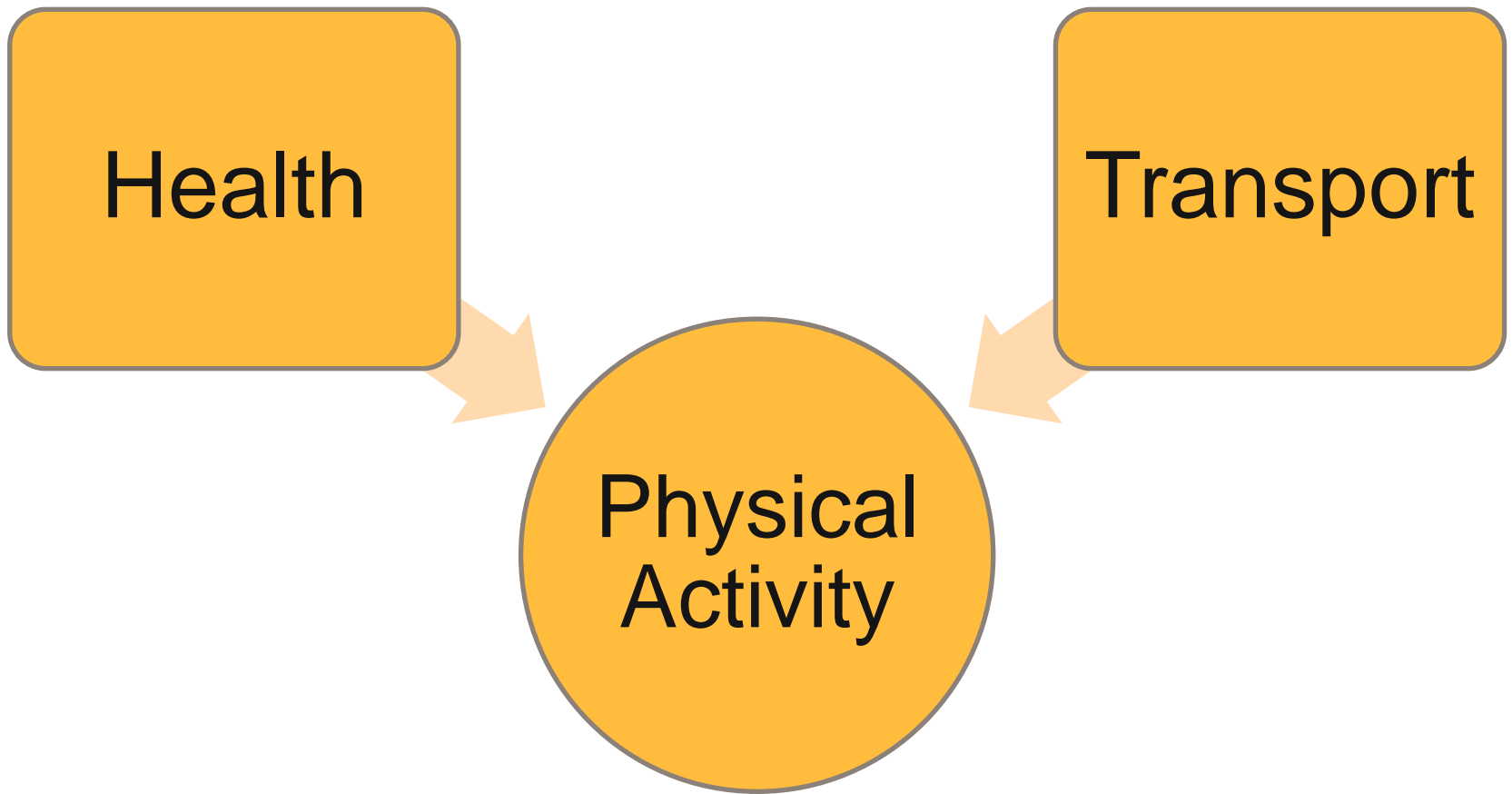


**Promoting active travel: can we deliver a  
joined-up health and transport policy?**

**Annette Smith**



**1 IN 5 CANCER DEATHS NOW CAUSED BY OBESITY**



**SUNDAY EXPRESS**

Valentine's Day Giveaway  
**FREE LOVE HEARTS**  
ALAN TITCHMARSH  
**FREE SEEDS**  
IN OUR BLIMPY SEEDING COLLECTION  
**£40**

**OBESSE WILL BANKRUPT NHS**

Queen is asked: 'May we dig up Henry VIII?'

**The King's smooch**



**ADDING UP THE RISKS**

- 502m** adults world-wide are obese.
- £320bn** is the projected cost of obesity to the NHS between now and 2030.
- 20** per cent of adults walk for 20 minutes at a stretch once a year or less.
- 7** cancers are linked to obesity - breast, bowel, oesophagus, pancreas, liver, kidney and womb.
- 30** years is the minimum it will take to reverse the obesity crisis.
- 9** years are knocked off the average obese person's lifespan.
- 20** per cent of all journeys of less than a mile are made by car.
- 22,000** ready-made meals, sandwiches and sweet snacks are eaten by the average Briton in their lifetime.

**“Physical inactivity is the second biggest cause of global mortality (joint with smoking, after high blood pressure)” (Blair SN, 2009)**

## ... Transport Solutions

- Physical activity target will only be achieved by helping people to build activity into their daily lives...

*“The easiest and most acceptable forms of physical activity are those that can be incorporated into everyday life. Examples include walking or cycling instead of travelling by car.....”* (Chief Medical Officers).

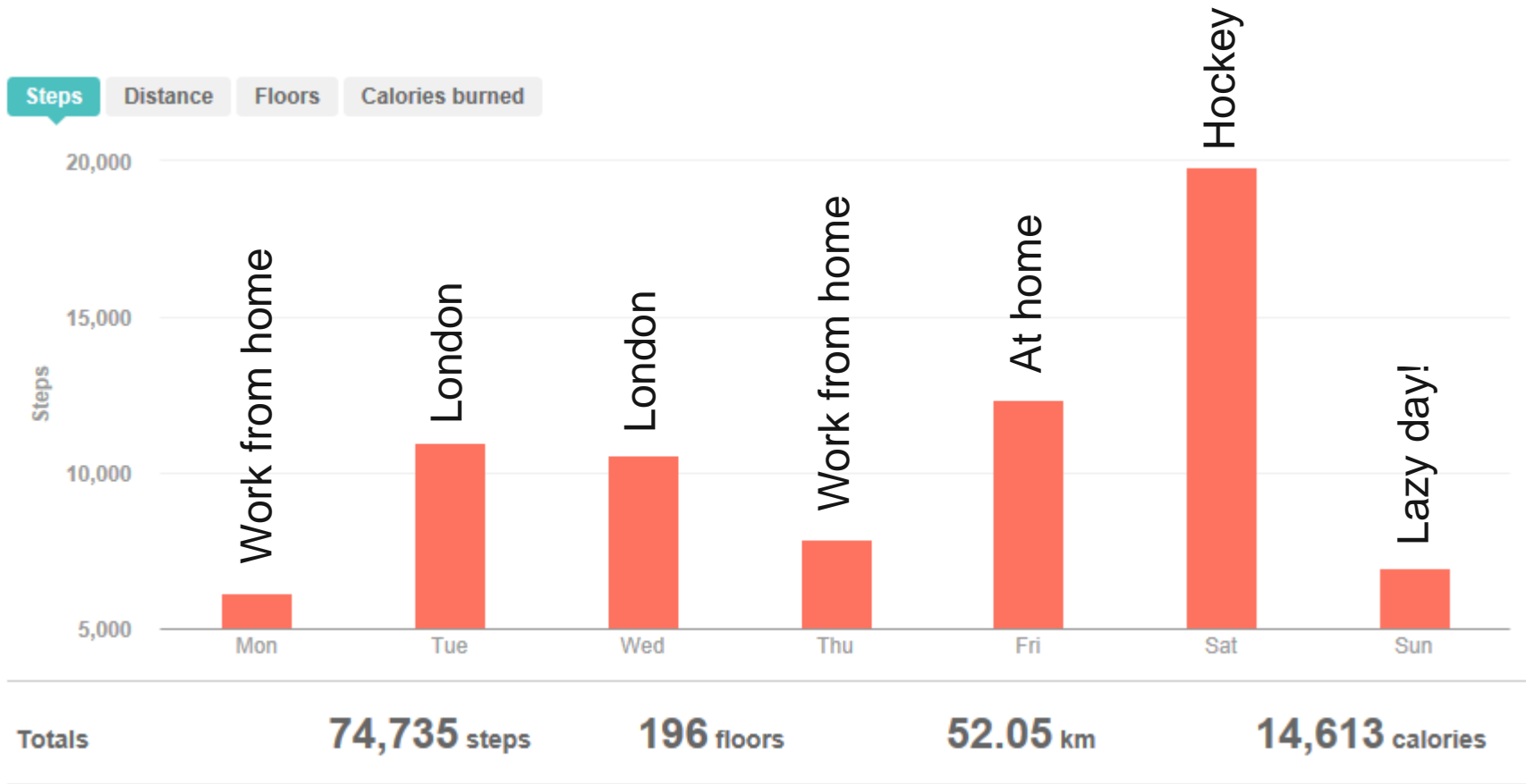
**Active travel = Physical activity**

# Recommended physical activity levels



- Only 66% of men and 56% of women are **physically active** for 150 minutes a week.
- Growing levels of obesity, diabetes and mental health problems as a result of **inactivity** is costing the UK £7.4bn each year

# An example...



# The story so far...

## 1990s & 2000s

- Public health wasn't originally part of most transport planners' thinking.

## 2013

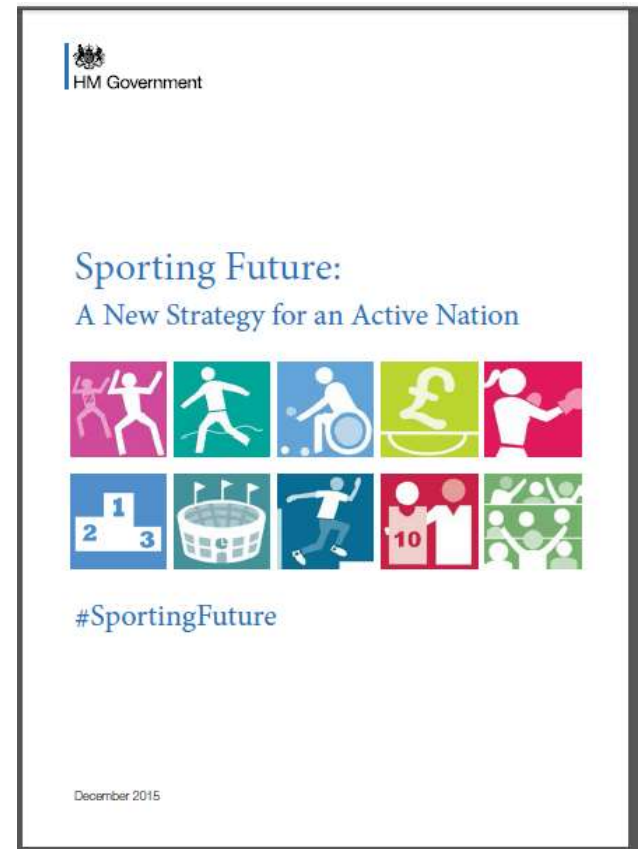
- Move of public health teams into LAs (England) and creation of joint health & social care boards (Scotland) created the potential for integration.

## 2014

- Strategic Health & Transport Action Plans in Scotland:
- TfL's Transport Action Plan – Improving the Health of Londoners

# A recent development from DCMS...

- The biggest gains and the best value for public investment is found in addressing people who are ***least active***.
- ‘Projects such as ***utility cycling and walking*** can be extremely effective in reaching inactive people, who might not consider themselves at all ‘sporty’, and help them to get moving’
- ‘It is important that employers are encouraged to provide the opportunities to be ***physically active in and around their working day***’

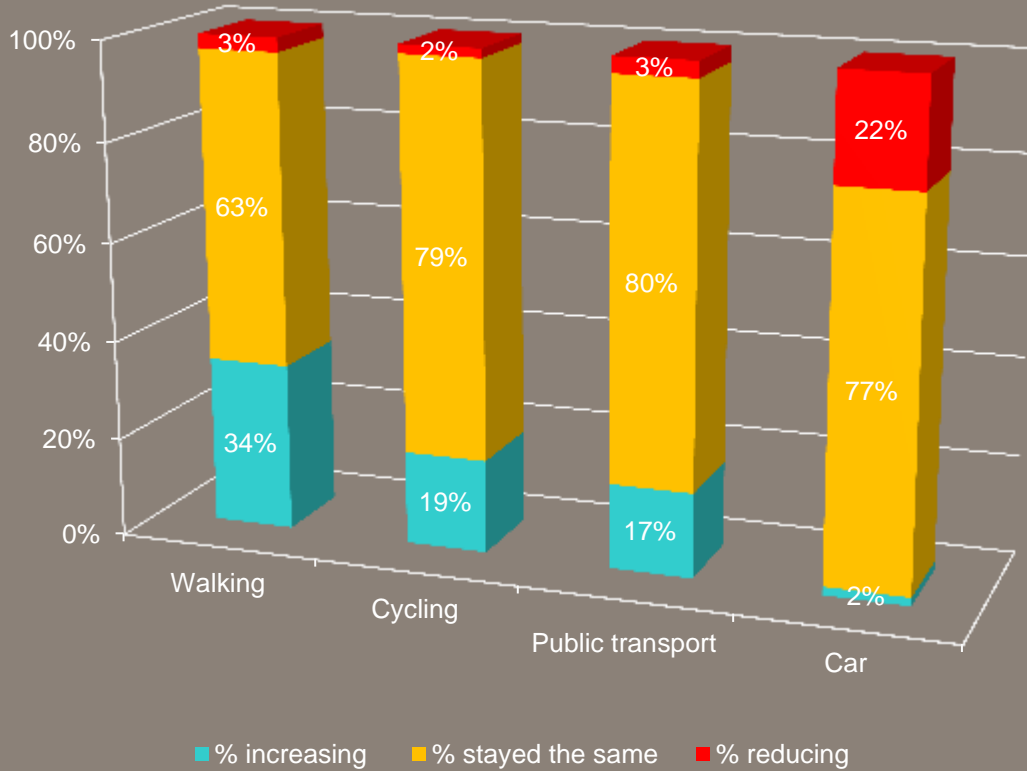




## Some questions for us as an industry



1. What can we bring to the **physical activity** agenda?
2. What do we do that works already?
3. How can we reach the inactive?
4. How can we communicate **physical activity** as transport professionals?



## Walking changed his life

A scheme set up last year to encourage Dundee residents to become more active is helping improve the lives of people with chronic health difficulties.

Dundee Travel Active is aimed at people living in the city centre, Hilltown, Stobswell and the west end to promote walking and cycling as a way of improving health and the environment.

Former smoker Charlie Ireland (55), who lives in the west end, was diagnosed with chronic lung disease in 2005. He took up walking last year after being visited by advisers

from Dundee Travel Active. He said it's changed his life and urged others to get involved.

"I used to get the bus everywhere and wasn't really doing much exercise," he said. "I've got chronic obstructive pulmonary disease, but since I took up walking, I feel healthier. I don't get so out of breath doing things anymore, I'm sleeping better and I just feel really good."

Dundee Travel Active programme co-ordinator Tim Steiner said they plan to knock on 9000 doors in the next four months to encourage people to improve their activity levels and travel patterns.



**Charlie Ireland**

**hounslow**  
travel active



HOME

ACTIVE INFO

ACTIVE NEWS

ACTIVE EVENTS

Welcome - Get active with free cycle training, social rides and health walks in Hounslow

Hounslow Travel Active is here to help you get walking and cycling more. We offer a range of FREE services from Cycle Training to Health Walks, Social Rides and many more.



Building walking and cycling into your daily travel routines is one of the easiest ways of getting fit, saving money and reducing your carbon footprint!

### Active News

14 January 2015  
**Mandy cycles her way back to fitness!**

18 December 2014  
**Walking towards a healthier lifestyle!**

Search Hounslow Travel Active



### Active Events

Mon 23rd February - Walk  
**Brabazon Health Walk**

Wed 25th February - Walk  
**Osterley Park Health Walk**

Wed 25th February - Walk  
**Feltham Park Health Walk**

Thu 26th February - Walk  
**Lampton Park Health Walk**

Fri 27th February - Walk  
**Crane Park Health Walk**

[View All Events](#)

### Cycle Training

Would you like your own personal cycle trainer?

Whether you're completely new to cycling or want to build your cycling

Get back into cycling this summer!

Sunday 14th June  
11am-1pm

At Sri Guru Singh Sabha  
Gurdwara, Park Avenue



forward thinking 

# What have we learnt about integrating health and transport policy?



- Progress is slow and integration feels ‘difficult’
  - Joint transport and health delivery plans are difficult to create
  - Funding will be an ongoing challenge
  - There are many examples of effective local health/transport projects.
- 
- Awareness of **physical inactivity** is growing

# In Conclusion...



- Transport has a key role to play in tackling the major public health challenge of **physical inactivity**.

Promoting active travel:  
 Can we deliver a joined-up health and transport policy?

Promoting active travel:  
 Can we deliver physical activity?



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