

lifecycle

**CREATE A LIFE LONG APPROACH
TO CYCLE**

LIFE CYCLE - IN A NUTSHELL

Promotion of healthy mobility behaviour throughout the entire life time using a life long approach on cycling

- Life time:
June 2008 – May 2011
- Intervention manual
Create a guideline to implement own “LIFE CYCLE” approaches
- 2 implementation phases
Test and improve the intervention manual



LIFE CYCLE - THE IDEA

Make cycling the habitual way to move!

- Car industry strategies
 - Advertising
 - Social acceptance
 - Emotional attachment to cycling
- Individual benefit from cycling
- Omnipresence - push people in all life phases to cycle
- Develop tools to ease cycling measures
- Reach out to a broad user group



LIFE CYCLE - MAIN OBJECTIVES

FOSTER PHYSICAL ACTIVITY BY DAILY MOBILITY ROUTINES IN THE ENTIRE LIFETIME

- Create and disseminate knowledge among the partners
- Identify right determinants to foster cycling
- Learn from the best - survey existing good practise examples
- Analyse mobility patterns & physical activity
- Develop an Intervention Manual
- Implement demonstrations testing the Intervention Manual
- Foster follower activities



LIFE CYCLE - THE APPROACH

- Change and correct people's perception in favour of physical activity and especially cycling
- Motivate people to test new behaviour patterns to change in the long term
- Socialisation of bicycling



30 MINUTES A DAY!

- Adults should accumulate 30 minutes or more of moderate-intensity physical activity on most, preferably all, days of the week.
- Moderate-intensity physical activity corresponds to quick or brisk walking, cycling, swimming and gardening with moderate effort.
- All young people should participate in physical activity of at least moderate intensity for 60 minutes per day. At least twice a week, this should include activities to improve bone health, muscle strength and flexibility.



BENEFICIAL HEALTH EFFECTS OF PHYSICAL ACTIVITY

- substantially reducing the risk of hypertension and some forms of cancer;
- helping to prevent weight gain;
- decreasing stress, anxiety, depression and loneliness;
- improving mental health and well-being;
- keeping and increasing of muscle mass, strength and endurance;
- increasing self-esteem, especially in children and youth
- supporting the physical and mental development in children

Your health. Your choice.



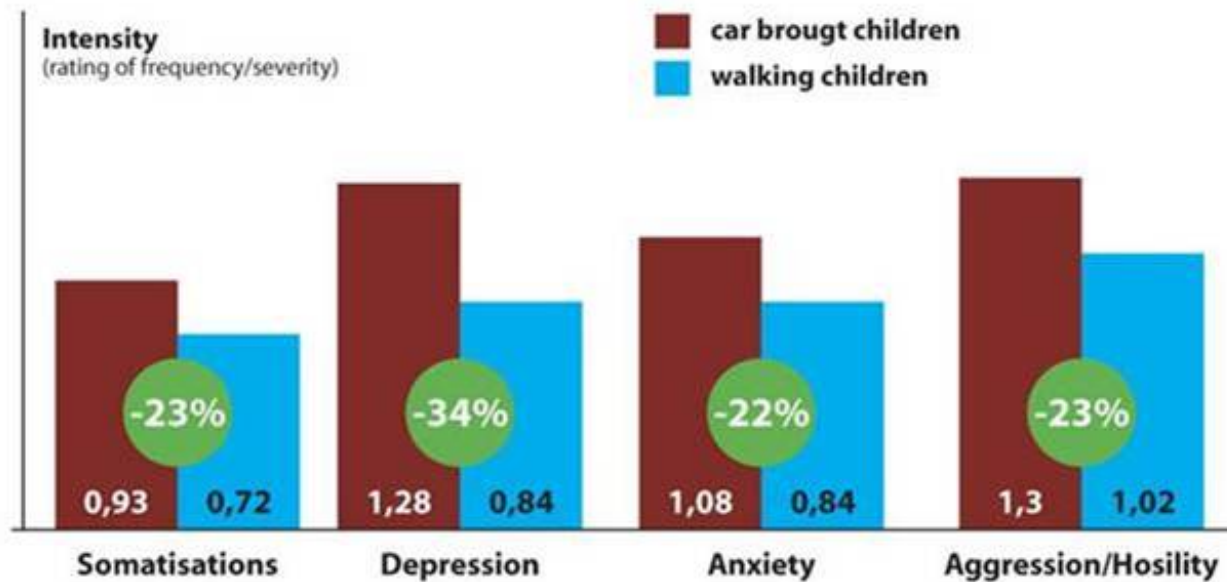
LIFE CYCLE - MAIN DEMONSTRATIONS

- Cycling programme for families
- Kindergarten programme
- Cycling training for pupils
- Incentive programme for youth
- Spreading „cycling to work“
- Cycling for new citizens
- Cycling training for seniors
- Programme for people with health problems



THE KINDERGARTEN PROGRAMME

Difference in well being
between car brought children and walking children



Quelle: CEHAPE - Gesunde Umwelt für unsere Kinder, 2005
Grafik: FGM

THE KINDERGARTEN PROGRAMME

It is about creating emotional attachment!

- Learning how to cycle



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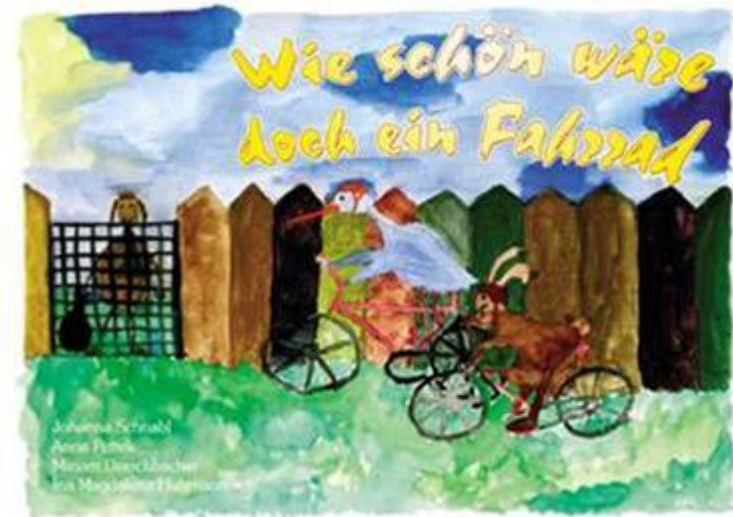
- Learning how to cycle
- Cycling test including certificate



THE KINDERGARTEN PROGRAMME

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- Cycling test including certificate
- Picture book on cycling



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- Idea competitions on cycling (painting, constructing, games and much more!)



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- Learning how to cycle
- Cycling test including certificate
- Picture book on cycling
- Idea competitions on cycling (painting, constructing and much more!)
- Cycling to kindergarten (e.g. lottery, equipment show)



PROGRAMME FOR PEOPLE WITH HEALTH PROBLEMS

- **Slovenian national programme for primary prevention of cardiovascular diseases**
- designed for adults with risk factors;
- carried out on primary healthcare level, free of charge for participants;
- the programme runs since 2002 and includes healthy lifestyle workshops about physical activity, nutrition, reducing overweight, etc;
- the aim is to introduce cycling in physical activity workshops



THE BEST PRACTISE HANDBOOK

- Case Studies from data bases such as ELTIS, EPOMM, CIVTAS, WHO, VIA NOVA and the cycling associations' web portals
- App. 150 case studies right now
- Downloadable at www.lifecycle.cc
- LIVING document extended over the entire project life time
- Long term availability by www.eltis.org



THE INTERVENTION MANUAL

Comprehensive guidebook on establishing **LIFE CYCLE** projects

- When, where and how to place cycling actions
- Best practise examples and tested actions
- Lessons learnt and experiences
- Instruments to evaluate the project
- Use of resources (time, staff, monetary)



LIFE CYCLE'S PARTNERSHIP

- FGM-AMOR
- ECF
- ADFC
- CTC
- Amt für Gesundheit
- Magyar Kerékpárosklub
- Câmara Municipal de Aveiro
- Municipality of Krakow
- Zdravstveni Dom Ljubljana



THANK YOU!
¡MUCHAS GRACIAS!



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