STYLE

Welcome to the live webinar

TOWARDS HEALTHY MOBILITY

– Transdisciplinary Contribution to Health, Climate and Business Targets

Wednesday 29 April 2020
at 10–12 UTC+3

strategic RESEARCH

ACADEMY OF FINLAND

AGENDA

Welcome by Petri Tapio at 10:00

Introduction to 12 challenges to an active, low-carbon lifestyle by Marjukka Parkkinen

Panel Discussion hosted by Anu Tuominen & Marko Tainio

1st set of challenges:
Lack of knowledge on the advantages of physical activity and active transport

2nd set of challenges:
Design of services, infrastructure and technology do not support physical activity and healthy active lifestyles

3rd set of challenges: Siloed physical activity

4th set of challenges:
Psychological, cultural and socio-economic aspects hinder the increase of physical activity and active transport

Conclusions and closing of the webinar at 12:00

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TWELVE CHALLENGES TO AN ACTIVE, LOW-CARBON LIFESTYLE

Overcoming factors hindering healthy mobility

MARJUKKA PARKKINEN

Finland Futures Research Centre
University of Turku

Stakeholder dialogue and knowledge co-creation in STYLE

Participatory Stakeholder Workshop (May 2019)

- Factors that prevent/hinder an increase in physical activity and daily active transport
  - *Products & services, technology, infrastructure, governance, operational culture*
- Qualitative analysis
  → Twelve challenges under four themes of root causes

Theme 1. Lack or disregard of knowledge

- Lack of knowledge and know-how in decision-making
- Skewed public guidance and funding
- Excessive safety seeking

Theme 2. Business and design disregard physical activity and healthy mobility

- Products and services do not support everyday physical activity
- Infrastructure and urban planning do not support everyday physical activity
- Passivating technology

Theme 3. Siloed physical activity

- Physical activity as a separate part from everyday life
- Sedentary work culture
- Narrow-minded views on physical activity

Theme 4. Personal priorities, emotions and socio-economic status passivate

- Hurry and self-indulgence as priorities
- Physical activity perceived as unpleasant or too sport-oriented
- Social exclusion

PANEL DISCUSSION

Hosted by

ANU TUOMINEN

Dr, Principal Scientist
VTT Technical Research Centre of Finland Ltd (VTT)

MARKO TAINIO

Dr, Director, Principal Researcher
Finnish Environment Institute (SYKE)

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BILLIE GILES-CORTI

Professor, Director
RMIT University
Melbourne, Australia

METTE GRANBERG

Transport Planner
Helsinki Regional Transport Authority, Finland

MATTI HIRVONEN

Executive Director
Network of Finnish Cycling Municipalities, Finland

THIAGO HÉRICK DE SÁ

Dr, Technical Officer
World Health Organization
WHO, Switzerland

TIM SCHWANEN

Professor, Director
Transport Studies Unit
University of Oxford, UK

JOHN THØGERSEN

Professor
Department of Management
Aarhus University, Denmark

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Lack of knowledge and know-how in decision-making

Why do we lack knowledge or disregard knowledge on the advantages of physical activity and healthy mobility in decision-making?

What types of solutions are there to tackle this challenge? Please give some examples on cases where decision-making has successfully utilised knowledge on the advantages of physical activity and healthy mobility.

The decision making challenge

- What kind of DM? By whom/what? Where?
- Priorities: speed/efficiency, jobs/quantitative economic growth
- Beyond knowledge-deficit models:
  - Scarcity of indicators & messages with strong capacity to affect
  - Dearth of translational tools

TIM SCHWANEN

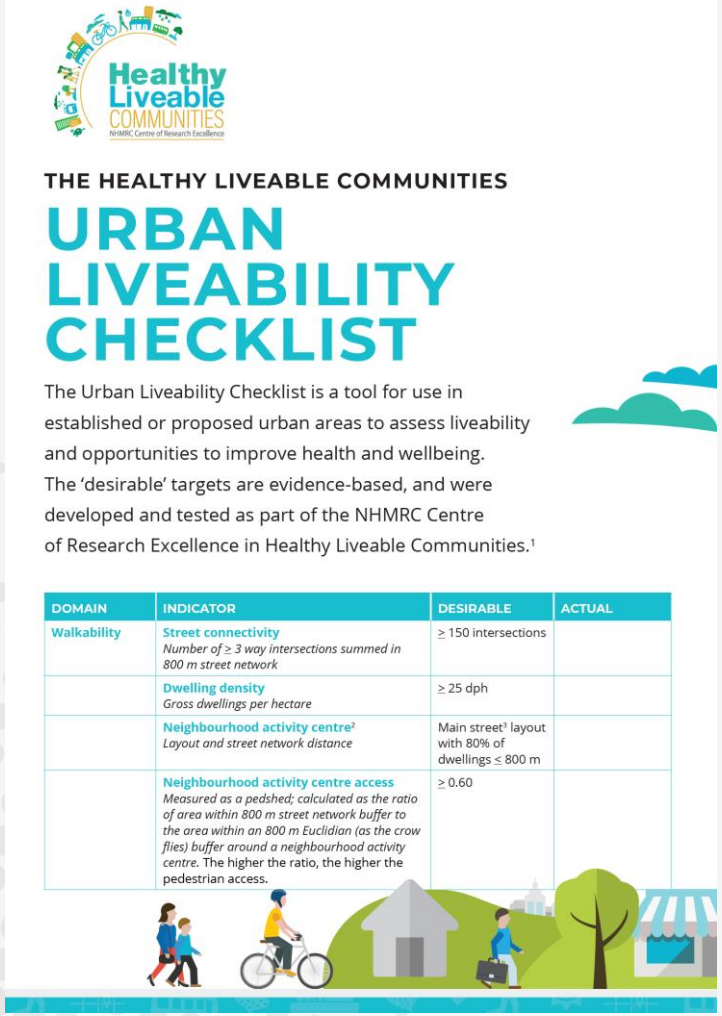
Professor, Director
Transport Studies Unit
University of Oxford
UK

Skewed public guidance and funding

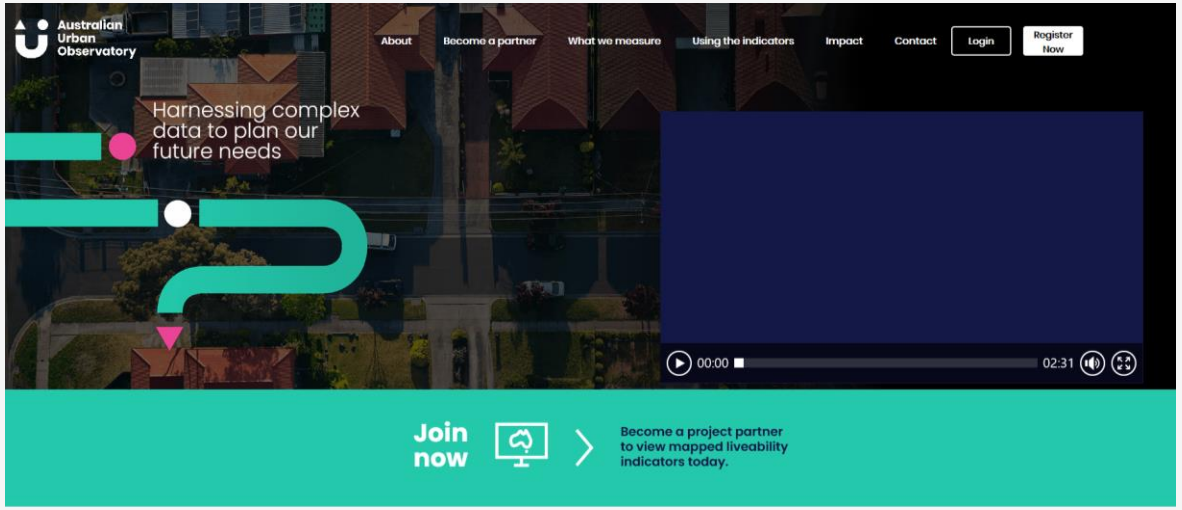
If we consider the near future, what are the key actions that would help to promote healthy mobility in decision-making?

Solutions that promote healthy mobility are not necessarily seen as cost effective in short term planning/decision making. How could this be resolved?

Evidence-based guidance – what and how much



Benchmarking and monitoring: What gets measured, gets done



Measuring the impact

Zapata-Diomedi et al. (2019)[1] If adult residents of low density greenfield lived in medium rise brownfield neighbourhood, **the incidence and mortality of physical inactivity-related chronic diseases would decrease,** with **significant health and economic benefits** (A$4500 per person over their life course)

[1]International Journal of Behavioral Nutrition & Physical Activity (2019) 16:11

BILLIE GILES-CORTI

Professor, Director

Urban Futures Enabling Capability Platform and Healthy Liveable Cities Group, Centre for Urban Research, RMIT University, Australia

NHMRC Senior Principal Research Fellow

Excessive safety seeking

In the context of healthy mobility and decision making, is safety always healthy? You can compare both risks and benefits, and consider both, adults and children.

Can you give us some examples on how to promote both healthy mobility and safety at the same time?

A much-needed integrated approach to deliver on healthy mobility

- With approx. 1.3 million people dying each year on the world's roads, and between 20 and 50 million sustaining non-fatal injuries, addressing safety is certainly a healthy choice and an urgent need.
- Regardless whether your entry point is safety, air pollution, noise, accessibility etc, we will successfully deliver healthy mobility only through an integrated approach for decision-making, with a comprehensive assessment of the multiple health benefits and unintended harmful consequences of our actions.
- Example: prioritization of walking, cycling and public transport, with dedicated space and infrastructure; compact city design; reductions in traffic speed; vehicle control; strong legislation and strict enforcement.

THIAGO HÉRICK DE SÁ

Dr, Technical Officer
World Health Organization WHO
Switzerland

Products and services do not support everyday physical activity

Do you agree or disagree with the mindset that everyday physical activity is difficult to productise? Why?

How could new business models promote healthy mobility? Please provide some examples.

Products and services do not support everyday physical activity

I tend to disagree with the mindset that everyday physical activity is difficult to productise.

- It’s more that comfort and convenience is in demand, whereas effort and exercise has historically been abundant and is biologically something we want to minimize.

New business models could promote healthy mobility by (a) removing important barriers, (b) making physical activity more attractive, or (c) creating new attractive forms of physical activity. Examples:

- Bike-sharing can solve the lack of availability of a bike when needed, mobile phone payment systems can solve the practical barrier of payment.
- Bio-feedback systems, such as Apple Watch or Fitbit, provide instant reward.
- Computer-based media, such as TikTok, phone-based games, such as Pokemon Go, or game consoles, such as Wii, make physical activity fun and social.

JOHN THØGERSEN

Professor
Department of Management
Aarhus University
Denmark

Infrastructure, urban planning and service accessibility do not support physical activity

Please give some examples of how urban planning increases healthy mobility.

Imagine an attractive and inclusive urban space that promotes healthy mobility in year 2030. What will be the key elements of that space?

Physical activity reduces overall mortality rate

20 min/day -30%

Source: American Journal of Clinical Nutrition/Time: 100 health discoveries 2015

Photos: Mette Granberg

METTE GRANBERG

Transport Planner
Helsinki Regional Transport Authority
Finland

Passivating technology

Please give some examples of new technological/digital innovations that make us more physical active.

Please provide some examples of new technological/digital innovations that promote healthy mobility.

Beyond the techno-fix

Technology has important role to play:

- Integrated/multi-modal travel information & service provision
- Fitness apps & devices
- Real-time & longitudinal monitoring of activity & risks (e.g. air pollution) at population and individual levels and in specific sites

But there are also significant risks:

- Responsibilisation of individual instead of structural change
- Surveillance/privacy
- Limits to appeal of gamification & competition
- Self-selection & exclusion

TIM SCHWANEN

Professor, Director
Transport Studies Unit
University of Oxford
UK

Physical activity as a separate part from everyday life

Please mention three key solutions that could play a role in integrating physical activity in everyday lives.

You have co-operated with municipalities. Can you mention some good examples of how e.g. municipalities have promoted physical activity as a natural part of everyday life?

Three key solutions that could play a role in integrating physical activity in everyday lives?

- Cycling to work instead of using private car
  - distances 1–7 km, with e-bike up to 15 km
  - cycling and walking part of the trip, mobility chains e.g. bicycle-train-walking
- Cycling and walking to every possible daily affairs
  - Food stores, shops, hobbies
- Cycling and walking with children
  - Starting from trips to kindergarten and school
  - Using ”familybikes” (cargo bikes, e-bikes) if necessary
  - Choose kids’ hobbies inside of reasonable walking and cycling distance

→ make this happen **year around** as much as possible

Some good examples of how e.g. municipalities have promoted physical activity as a natural part of everyday life?

Cycling, walking and sustainable mobility promotion plans

- Bike sharing systems in cities and workplaces
- Smartly to School -projects (e.g. City of Vantaa)
- Encouraging campaigns: e.g. free breakfasts, lights, maintenance etc. for everyday cyclists

MATTI HIRVONEN

Executive Director
Network of Finnish Cycling Municipalities
Finland

Sedentary work culture

How could organisations promote physical activity during the workday?

How could organisations promote active travel?

Global recognition of need for active workplaces

BILLIE GILES-CORTI

Professor, Director

Urban Futures Enabling Capability Platform and Healthy Liveable Cities Group, Centre for Urban Research, RMIT University, Australia

NHMRC Senior Principal Research Fellow

Narrow-minded views on physical activity

How, if at all, do you think the mindset concerning the "right type of physical activity" has changed?

Who are the key stakeholders to change these mindsets/discourses and how?

How, if at all, do you think the mindset concerning the "right type of physical activity" has changed?

- Wider and more diverse approach direction lately
  - thanks to e.g. national PA recommendations (in Finland), which emphasize active mobility like walking and cycling
  - infrastructure improvements in many cities supports this development
- Illusion and polarisation
  - e.g. attitudes and PA in reality among schoolchildren

Who are the key stakeholders to change these mindsets/discourses and how?

- Media, authorities, schools, families, research institutes, NGO's
- The message about PA should be considered very carefully to different target groups
- In case of cycling:
  - It's fun, easy, convienent and relatively fast way from A to B
  - "Makes you happy", instead of "it's healthy but dangerous"
- Communication: "To increase PA without mentioning PA"

MATTI HIRVONEN

Executive Director
Network of Finnish Cycling Municipalities
Finland

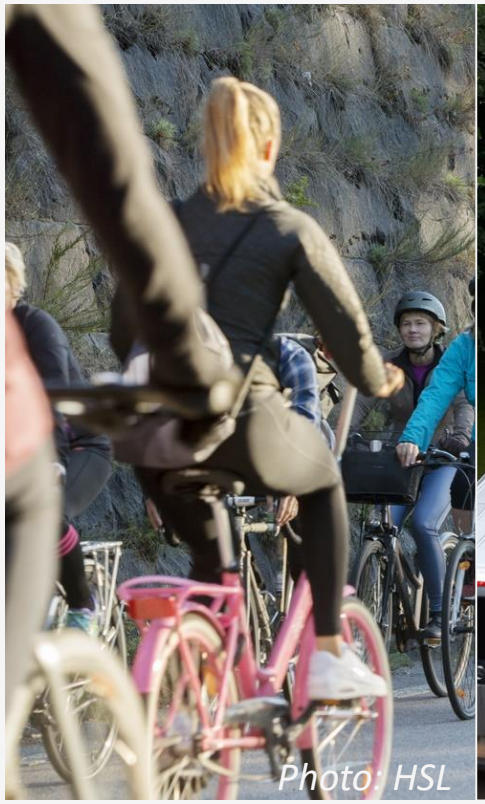
Hurry and self-indulgence as priorities

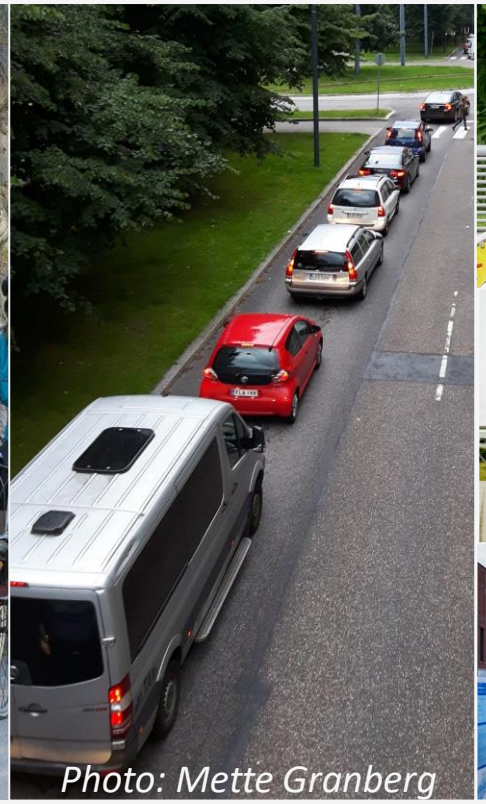
How can active and healthy mobility be simultaneously cost-effective and efficient?

Do MaaS or other mobility innovations (e.g. electric scooters) have potential to replace private cars and reduce being busy?

Active
+ healthy
+ cost-effective
+ efficient
=

Comprehensive
+ sustainable
= MaaS?





METTE GRANBERG

Transport Planner
Helsinki Regional Transport Authority
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Physical activity perceived as unpleasant and too sport-oriented

What kind of a role do emotional factors have in lifestyle changes?

The image of a physical person in media is rather narrow.
A cyclist is portrayed as a fit, young athlete with newest gear.
How inclusive/exclusive is this discourse and how to change it?

Physical activity perceived as unpleasant and too sport-oriented

The role of emotional factors in lifestyle changes

- Lifestyle changes take a long time.
- Attractive and convincing models can create expectations of attractive outcomes, which can create a willingness to try physically active forms.
- Rewarding experiences are needed for trial to be repeated and habitualized.

The impact of the image of a physically active person in media – portraying a cyclist as a fit, young athlete with newest gear

- Most people have experience with walking and cycling, which makes media models less finfluential – and problematic.
- People’s social networks, at home and at work, are likely more influential. Examples: Bike-to-work arrangements, local bicycling events, walking groups.

JOHN THØGERSEN

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Social exclusion

How do socioeconomic factors influence physical activity?

From the perspective of WHO, which factors have global potential to increase equal access to physical activity?

Physical activity as part of daily living

- Influence of socioeconomic factors physical activity is domain-specific i.e. transport, household, work, leisure.
- For instance, higher SES is linked to more leisure-time and less transport- or work-related physical activity.
- Four mains factors:
  1) Create an active society – social norms and attitudes
  2) Create active environments – spaces and places
  3) Create active people – programmes and opportunities
  4) Create active systems – governance and policy enablers
- For further info: Global Action Plan on Physical Activity and Health 2018–2030.

THIAGO HÉRICK DE SÁ

Dr, Technical Officer
World Health Organization WHO
Switzerland

Webinar conclusions

Active people	• Encourage • Try • Share
Active societies	• Promote • Test • Provide
Active systems	• Support • Research • Build
Active environments	• Inspire • Rethink • Allow

PETRI TAPIO

Professor of Futures Research
University of Turku

THANK YOU FOR PARTICIPATING!

**If you would like to know more or have any questions,
please, do not hesitate to contact us afterwards:**

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