Bike to Work Breakfast WA
2000-2004

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The problem

- Perth - highest prop. cars per capita
- ~240,000 vehicle trips < 1km
- 6% of these trips – walking or cycling
- Perth Metropolitan Transport Strategy
  - increase # short trips
  - to 8% by 2010
  - to 11.5% by 2029
Cycling as a viable transport option

- Opportunity to promote physical activity

- Benefits:
  - health
  - environmental
  - economic
Cycling as a viable transport option

- In addition to the health benefits, increasing active transport (e.g., cycling) within the community will:
  - reduce private vehicle use
  - reduce road congestion
  - reduce environmental pollution
  - reduce the demands made on public transport systems and inner city parking
  - reduce current trends of physical inactivity in our community
Workplace benefits

- **Cycling to work**
  - more cost-effective than most workplace healthy lifestyle programs
  - greater CV benefits
  - Improves morale and productivity

- **Physical activity as daily routine**
  - most effective strategy
Key determinants as a viable form of transport

- supportive urban planning
- supportive intersectoral approach
- supportive public policy
- provision of facilities
- TG - chars, attitudes, knowledge, skills, physical environment
- accepted as normal and safe part of life
The Bike to Work Breakfast

- An initiative of the DPI since 1988
- Annual event held during Bike Week
- If cycle to work - healthy breakfast provided
- Raise awareness of the benefits of cycling
- Encourage regularly cycle to and from workplace
Bike to Work Breakfast 2000-2004

- Evaluated by WACHPR since 2000

- Trends from 2000 to 2004 compared

- SAQ – convenient sample at breakfast

- 2000 n = 446

- 2004 n = 1657
Bike to Work Breakfast 2000-2004

Completed surveys

2000: 446
2001: 902
2002: 715
2003: 1384
2004: 1657
Reasons for participation 2000-2004

- Fitness (>80%) and enjoyment (>70%)

- Other reasons included:
  - cost benefits compared to driving
  - alternative form of transport
  - reduce stress and tension

- Environmental concerns decreased
# Reason for cycling 2000-2004

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<tbody>
<tr>
<td>Fitness</td>
<td>392 (90)</td>
<td>789 (87)</td>
<td>614 (86)</td>
<td>1165 (84)</td>
<td>1460 (88)</td>
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<tr>
<td>Enjoyment</td>
<td>330 (74)</td>
<td>650 (72)</td>
<td>515 (72)</td>
<td>892 (65)</td>
<td>1172 (71)</td>
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<tr>
<td>Environment</td>
<td>241 (54)</td>
<td>481 (53)</td>
<td>302 (42)</td>
<td>458 (33)</td>
<td>649 (39)</td>
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<tr>
<td>Cost Effective</td>
<td>211 (47)</td>
<td>427 (47)</td>
<td>313 (44)</td>
<td>521 (38)</td>
<td>742 (45)</td>
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<tr>
<td>Means of transport</td>
<td>N/A</td>
<td>N/A</td>
<td>337 (47)</td>
<td>646 (47)</td>
<td>759 (46)</td>
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<tr>
<td>Reduce stress &amp; tension</td>
<td>198 (44)</td>
<td>405 (45)</td>
<td>334 (47)</td>
<td>425 (31)</td>
<td>737 (44)</td>
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<tr>
<td>Total participants (%)</td>
<td>446 (100)</td>
<td>902 (100)</td>
<td>715 (100)</td>
<td>1384 (100)</td>
<td>1657 (100)</td>
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Cycling-related trends and behaviours
2000-2004

- Trends in freq and distance relatively stable
- >75% of respondents would wear helmets even if not compulsory
Recommendations for future strategies

- Facilities and initiatives based on needs of WA cycling population

- Strategies should reflect
  - characteristics of people who cycle regularly
  - factors that motivate them to cycle
  - diffs in cycling behaviour by age and gender
Recommendations for future evaluations

- Involve evaluators in development of instrument
- Follow-up to provide greater understanding of the barriers and enablers for cycling