

# lifecycle

## **CREATE A LIFE LONG APPROACH TO CYCLE**

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# 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!

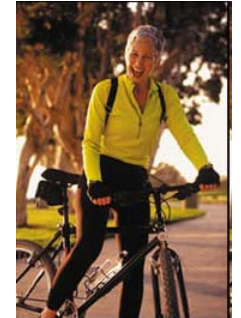
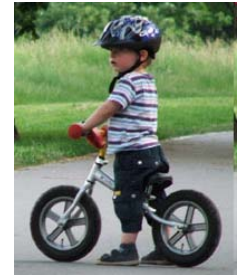
- Car industry strategies
  - Advertising
  - Social acceptance
  - Emotional attachment to cycling
- Individual benefit from cycling
- Omnipresence - push people in all life phases to cycle
- Develop tools to ease cycling measures
- Reach out to a broad user group



# 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.



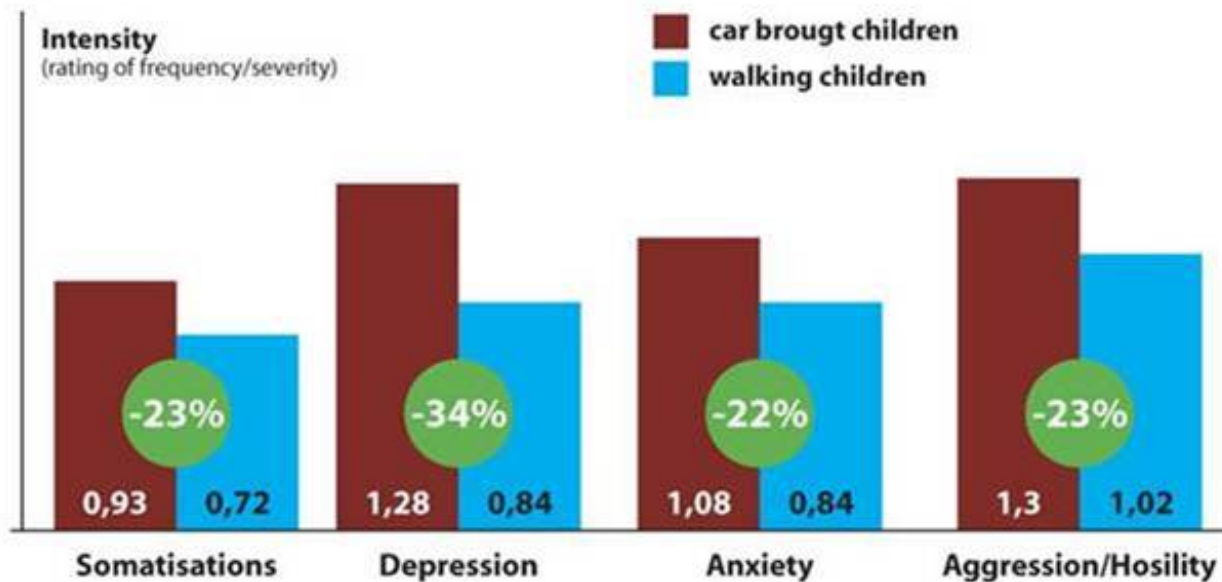
# LIFE CYCLE - MAIN DEMONSTRATIONS

- 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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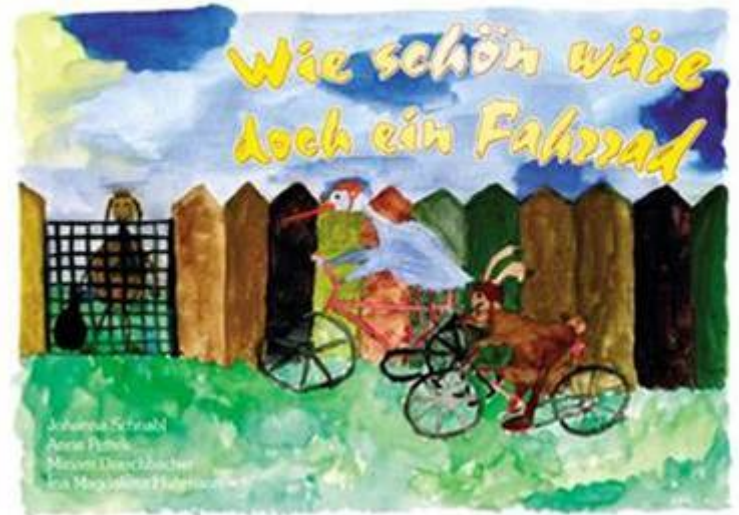
- Learning how to cycle
- Cycling test including certificate



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



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- Learning how to cycle
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- 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

**PROGRAMI SVETOVANJA ZA ZDRAVJE**

Nagradejši svetovi v Sloveniji so bolniki vna in ošja, na drugem mestu so tudi tvekatni oboleni, nato sledijo oboleni dihal in prebavi. To so tudi nagradejši kronične renalne bolezn, ki poleg srčne pogojuje srčnožilni sistem, kar lahko vodi do srčne in možganske klevane. Značilnost teh bolezni je, da njihovega popolnega ozdravitve ne opazi dovolj ljudi. Z zgodnjim prepoznavanjem in takojšnjim zdravljenjem in izvedeno zdravniškim. Omenjeni programi so namenjeni in obsevanje je zdrav življenjski slog in posrejevanje in obvladovanje dejavnikov tveganja.

<p><b>Ohranjanje zdravja</b></p> <p>Poznate dejavnike, ki neugodno vplivajo na vaše zdravje?</p>	<p><b>Test hoje</b></p> <p>Severno zmogljivost vam lahko pomembno poveča na oha kilometra.</p>	<p><b>Dejavniki tveganja</b></p> <p>Ali veste mo, kar je potrebno vedeti o zvišanem krvnem tlaku, sladkorju v krvi in holesterolu?</p>	<p><b>Zdrava prehrana</b></p> <p>Pogosto začnete dan brez zajtrka?</p>
<p><b>Da, opuščam kajenje</b></p> <p>Bi radi prenehali kaditi? Ste že večkrat poskušali, pa vam ni uspelo?</p>	<p><b>Zdravo hujšanje</b></p> <p>Ali imate zvišano telesno težo in ogroženo zdravje?</p>	<p><b>Telesna dejavnost - gibanje</b></p> <p>Ste že poskušali biti bolj telesno dejavni?</p>	<p><b>Zdrav življenjski slog</b></p>

CHD Center  
 Ošja Kraljeva 2, 1000 Ljubljana  
 Telefon: 01 48 40 488  
 E-mail: info@chd.si  
 http://www.chd.si/programi

Udeležite se programov svetovanja za zdravje, ki se izvajajo v vašem zdravstvenem domu.

# THE BEST PRACTISE HANDBOOK

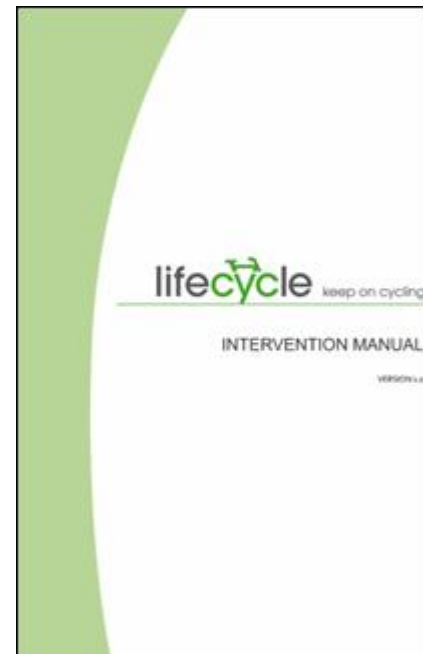
- Case Studies from data bases such as ELTIS, EPOMM, CIVTAS, WHO, VIA NOVA and the cycling associations' web portals
- App. 150 case studies right now
- Downloadable at [www.lifecycle.cc](http://www.lifecycle.cc)
- LIVING document extended over the entire project life time
- Long term availability by [www.eltis.org](http://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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subscribing to the LIFE CYCLE newsletter!