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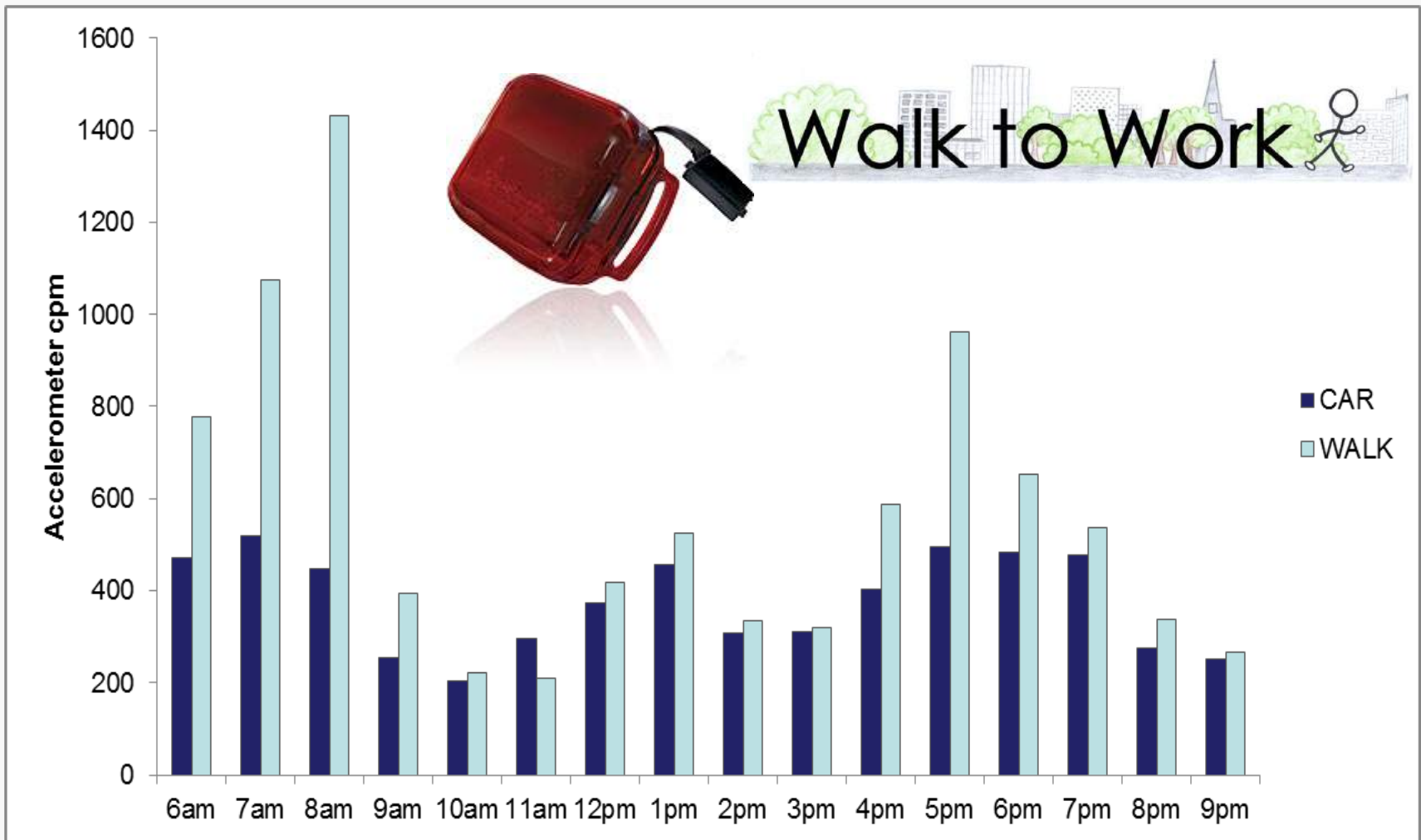
on behalf of the Travel to Work research team

Why walk to work?

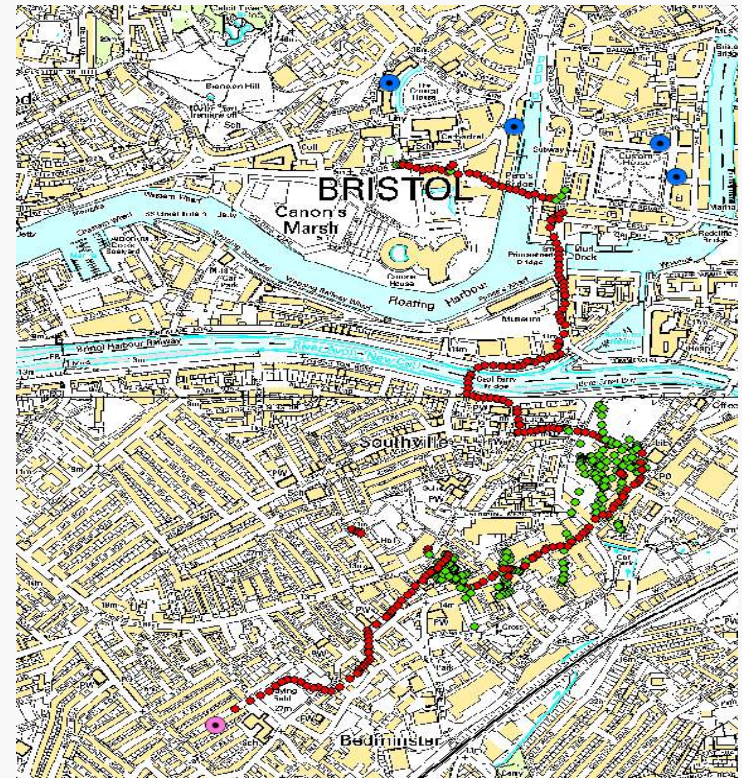
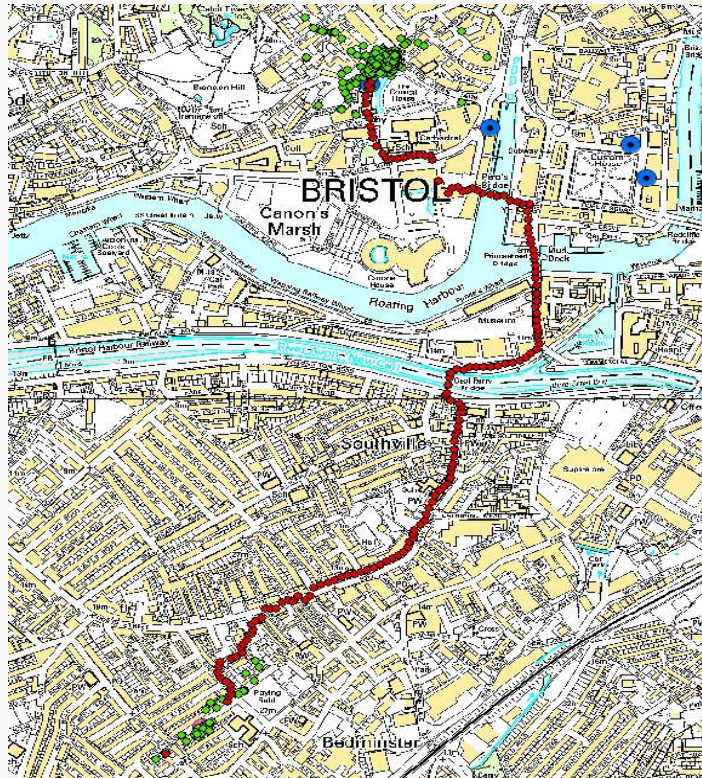
- Link between adult obesity levels and travel behaviour
- Walking is familiar, convenient, free, does not require expensive equipment
- Health benefits from 150 minutes moderate physical activity per week, in bouts of 10 minutes or more
- Regular moderate physical activity reduces the risk of coronary heart disease, stroke, diabetes, some cancers, dementia, obesity
- Walking at a moderate pace (5 km/hour) meets the definition of moderate intensity physical activity (3.3 METs)

Hourly pattern of weekday physical activity by travel mode

Audrey et al. *International Journal of Behavioural Nutrition and Physical Activity* 2014:11;37



Segmentation of journeys



Measure	To work	From work
Time (mins)	21.9	28.6
MVPA (mins)	19.8	21.0

Travel to Work study

Aim:

- To examine whether workplace-based schemes can increase walking during the daily commute

Design:

- Cluster randomised controlled trial
- Each workplace is a 'cluster'; half are randomly chosen to receive the scheme, the others are a comparison group
- The comparison group can receive the resources and materials one year later

Setting:

- 84 workplaces across Bath/Swindon, Swansea/Port Talbot/Newport and **South Gloucestershire**/Bristol

Information collected from all workplaces

Physical activity:

- accelerometers, GPS receivers, travel diaries, questionnaires
- accelerometers on belt around the waist for 7 days
- GPS receivers worn/carried during the daily commute

Views about travel to work:

- interviews with sample of employers, employees and Work promoters

Costs and benefits:

- journey time, commuting costs
- Employees, employers and Walk to Work promoters time taken to promote walking
- presenteeism, absenteeism, wellbeing, health service use



Recruiting employees to the study

- Contact employees using method to suit the workplace
 - ❖ email, attachment to payslips, pigeon holes
 - ❖ employee information leaflet plus consent form
- Eligible employees
 - ❖ do not already always walk or cycle to work i.e. some scope to increase walking (but they don't have to!)
 - ❖ May be able to walk all the way or combine with public transport
- Interested employees inform employer and sign consent form
- Employer informs research team of number of participants and their names (large workplaces probably 20-30 employees)
- Researcher makes up packs with instructions for all participating employees
- Researcher brings packs to workplace, shows how monitors are worn, ensures consent is given

Intervention (in half of the workplaces)



- Walk to Work promoter identified by employer
 - ❖ volunteer, enthusiast
 - ❖ workplace role e.g. transport planner
- Interactive training for Walk to Work promoter
 - ❖ approx. one hour in workplace
 - ❖ promoter pack + DVD
- Walk to Work promoter contacts employees
 - ❖ face-to-face, email, telephone
 - ❖ benefits of walking; barriers and solutions; routes; goals
 - ❖ booklets and pedometers
- Walk to Work promoter encourages participants
 - ❖ 4 contacts over 10 weeks
- Research team encourages Walk to Work promoter
 - ❖ 4 contacts over 10 weeks
- Booklets/posters for employers to support walkers

Timetable

- Recruit workplaces by **end of March 2016**
- Recruit participants and collect baseline information **April to mid-May** (accelerometer, GPS, travel diary, questionnaire)
- Randomise workplaces, in half of them
 - ❖ recruit and train all walk to work promoters by **mid-June**
 - ❖ 10 weeks to **end of August** for promoters to encourage walking
- Questionnaire in all workplaces **September 2016**
- Interviews in some workplaces **September 2016**
- One year later, **April to mid-May 2017**, collect follow-up data (accelerometer, GPS, travel diary, questionnaire)

Employers' views

- In-depth interviews with 29 Bristol employers (small, medium and large workplaces)
- **Audrey S, Procter S.** Employers' views of promoting walking to work: a qualitative study. *International Journal of Behavioral Nutrition and Physical Activity* 2015, **12:12**

Employers' views: Resistance

*“I would find it **really offensive** if I had that in my objectives, like who the hell are you to tell me I have to have ‘walking to work’?”*

*“Once they get to work, then they’re working. But **before they get here, as far as I’m concerned, they do what they please.**”*

*“**There isn’t a benefit to the organisation,** therefore I don’t think the organisation should be doing that. I think if people themselves want to do it ... it’s not a workplace initiative.”*

Employers' views: Cynicism

*“We’re seen as sort of the **faceless bureaucratic lumbering giant of an organisation**, and so I think generally our **expectations of people’s engagement is quite low**.”*

*“I think we’re having a bit of a backlash. I mean, not amongst people who are already busy and active, but amongst people who aren’t. **They’re fed up at being preached at by people**.”*

*“There’s only a few of us here that have to deal with everything on the site - like the energy, the recycling, the waste. I mean green transport is quite a big part of our job but it’s not the major part, we just **really, really don’t have the time**.”*

Employers' views: Cynicism

*“If staff perceive this as being a cost saving initiative on the part of their employer, I think they will automatically do the opposite and **they will resist.**”*

*“They work really hard, they work weekends, then they go on holiday for two weeks and they don't really have any, any worries, or **they don't really think about these sort of things** in more detail, if you get what I mean.”*

*“If somebody doesn't recognise themselves that walking is good for them, and they would rather get in the car, **I don't think an employer can really change that.**”*

Employers' views: Uncertainty

*“We’ve had the travel plan since 2008 and we’re reviewing it at the moment because obviously it is now out of date. To be honest the walking initiatives will probably just remain as they are. We’ll just role them forward to the next year because there is ... **very little we can do to really actively promote it.**”*

*“**Some people don’t even think about the walking side** ... We don’t have that many schemes for walkers like we do for cyclists and motor cyclists and public transport users.”*

Employers' views: Support

*“You can pretty much **guarantee how long it’s going to take you** to walk so, you know, if you’ve got a 30 minute journey it’s going to take you 30 minutes ... Where, you know, my personal journey [by car] can take anything from 20 minutes to get in, to over an hour.”*

*“We don’t have much parking here so it would be good if more people did walk in rather than vying for space ... there’s always **a fight for their spaces** ... it can cause quite a lot of problems.”*

*“It’s much, **much cheaper than other alternatives** such as us funding expensive car parks or buses.”*

Employers' views: Support

*“They will be **fitter and more lively and more able to perform at work** I suppose would be the, the materialistic way of looking at it.”*

*“People want to know that you promote that kind of thing and that you actually encourage it because **it looks good in the local community.**”*

*“We have got quite a number of **clients in the kind of renewable and environmental sector**, so again that’s something that we do think about, you know, reducing our carbon footprint and, you know, having a degree of responsibility in line with, you know, with clients we work with.”*

Why take part?

- To help us with our research (!) and provide evidence about sustainable transport and active travel
- To help answer the question: can workplace-based schemes increase walking to work?
- We will do our best to minimise disruption
- Can be interesting/enjoyable
 - ❖ £10 gift vouchers for employees
- Potential benefit to workplaces if walking is increased

Thank you for listening

Any questions?

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