

THE PEP TOOLBOX PROMISING PRACTICE

Summary

Several promotional events were organized in order to increase awareness on sustainable modes of transport. A survey that was conducted before and after the campaigns revealed that the organized campaigns and events had influenced children's choice of transport mode towards non-motorised transport.

General description of the promising practice

Project title	Bio-transport: Awareness for clean urban transport in Vilnius, Lithuania
Under the auspices of	Vilnius Healthy City Bureau
Funding	EU programme SAVE
Start date	1 May 2003
End date	30 April 2005
Coordinating partner	Vilnius Healthy City Bureau
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Other partners involved (optional)	Vilnius Gediminas Technical University
More details can be found	http://www.eu-stepbystep.net/fiches/en/LT_fiche_final_en.pdf

Intervention description

The issue	While the level of motorisation and the number of accidents have increased over the last 30 years, the volume of non-motorised travel has decreased (the number of trips made on foot decreased from 41.8% (1979) to 29% (2004), and by bike from 4.8% (1979) to 0.8 % (2004)).
Aims & objectives	<p>The aims and objectives consist of:</p> <ul style="list-style-type: none"> • Reducing energy consumption • Reducing pollution • Promoting health • Increasing road safety • Reducing transport-related noise levels • Encouraging space-saving behaviour when driving and parking • Improving accessibility for vulnerable target groups
Type of intervention	Education (awareness, behaviour)
Intervention	<p>Campaign 1: This campaign used a questionnaire to estimate the popularity of clean urban transport (bicycles) in the Lazdynai district of Vilnius</p> <p>Campaign 2: This campaign propagated and popularized bio-transport, energy efficiency, and a healthy and mobile lifestyle</p> <p>Campaign 3: This campaign assessed the influence the mobility</p>

	campaigns had on schoolchildren
Implementation level	Local
Target population/groups	Children
Magnitude of target population	Approximately 2,500 people
Aspects of transport, environment and health included	Air pollution, cycling
Methods used	<ul style="list-style-type: none"> • Questionnaires • Public events • Festivals
Stakeholder involvement	The organizer, Vilnius Healthy City Bureau, looked for partners in central and local government, and among decision-makers. The second campaign was organized in cooperation with local urban government departments and campaign participants; it also included the preparation and production of posters and fliers.







Evaluation

Evaluation methods & study design	<p>The third campaign consisted of evaluating the different awareness raising campaigns. A survey was conducted before (2003) and after (2004) the events. The survey revealed the following information:</p> <ul style="list-style-type: none"> • Changes in the way schoolchildren's trips to school were structured • Changes in the number of pupils who own a bicycle • Changes in respondents' opinion about the development of bicycle paths in Vilnius and Lazdynai • Influence mobility companies had on schoolchildren
Evaluation results	<ul style="list-style-type: none"> • The proportion of home – school – home trips made on foot increased from 54.8% to 60.2% • The proportion of home – school – home trips made by bicycle increased from 0.3% to 0.8% • However: The use of public transport decreased (33.2% to 26.7%) and the use of the car increased (11.7% to 12.3%) <p>More families now own a bicycle: In 2003, 40.5 per cent of the respondents' households owned at least one bike. In 2004, the percentage increased to 42.7 per cent.</p> <p>More pupils now own a bicycle. In less than one year, the proportion increased from 69.1 per cent to 79.2 per cent.</p> <p>The majority of children (60%) who responded to the survey felt that the organized campaigns and events had influenced their choice of transport mode towards non-motorised transport.</p>

Implementation issues

Costs	Unknown
Sustainability	The campaign will probably not be sustainable if it is only carried out once.
Intersectoral collaboration	One campaign was carried out with the cooperation of local urban government departments
Ease of implementation: Lessons learned	<p>Barriers for cycling in Vilnius are:</p> <ul style="list-style-type: none"> • The weather • The lack of bicycle stalls and good infrastructure • The hilliness of the city • The layout of the old and the new city • The negative attitude other road participants have towards cycling

Full assessment

HEALTH EFFECTS		INTERVENTION DESIGN		IMPLEMENTATION	
					
Measured health effects		Study design		Sustainability	
Assumed health effects		Evidence base for effectiveness		Inter-sectoral collaboration	
		Combination of measures used		Transferability	
					
no info	weak/negative	moderate/dubious	good/positive	excellent/very positive	

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