

Active travel communications and events

Information for National Health Service (NHS) sites

July 2009



Llywodraeth Cynulliad Cymru
Welsh Assembly Government



Sustrans is the UK's leading sustainable transport charity.

Our vision is a world in which people choose to travel in ways that benefit their health and the environment. We work on practical, innovative solutions to the transport challenges facing us all. Sustrans is the charity behind the award winning National Cycle Network, Safe Routes to Schools, Bike It, TravelSmart, Active Travel, Connect2 and Liveable Neighbourhoods, all projects that are changing our world one mile at a time.

To find out more visit or call: www.sustrans.org.uk 0845 113 00 65

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Sustrans Cymru working with the NHS

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Planning ahead for active travel communications and events

“Chronic diseases, such as heart disease, stroke, cancers, and diabetes, are the biggest killers in developed countries, and physically inactive lifestyles contribute importantly to these leading killers. Too little investment is made in keeping people healthy by promoting physical activity; although there is substantial evidence this approach could be effective.” (Source: The value of investment in active travel, sustrans, Information sheet FH10, June 2007)

The following list of events and campaigns can provide excellent opportunities for advocating active travel and other healthier alternatives to travelling by car. Although some events are not directly related to sustainable travel, there is great opportunity to utilise and promote the links between mode of travel and health.

Forming links between Occupational Health, Health and Wellbeing groups, Corporate Health Standard representatives and Environment/ Facilities/ Estates departments will bring about the greatest success in increasing active travel to site. There are many groups working towards the same goal to increase walking and cycling within the NHS.

For a more comprehensive list of events, visit the following websites:

www.equip.nhs.uk/Events/EventList.aspx

www.behappybehealthy.co.uk/health-awareness-events

www.tfw.org.uk/diary.php

Date	Campaign/ Event	What is it?	Find out more
July 2009			
4 th - 26 th	Tour de France 2009	Promote the excitement of cycling!	www.letour.fr
25 th - 2 nd August	Love Parks Week	Love Parks Week provides a good excuse to get outdoors and enjoy the summer. Why not use your local park for lunch time walks or other ‘active’ events.	www.loveparksweek.org.uk
September 2009			
7 th -13 th	'Know Your Numbers!' Week	‘Know your Numbers!’ is the Blood Pressure Association's award-winning flagship campaign which raises awareness of the risks of high blood pressure.	www.bpassoc.org.uk/microsites/kyn/Home
12 th - 19 th	Tour of Britain	This year the route does not include Wales, but it has done in previous years.	www.tourofbritain.co.uk

Date	Campaign/ Event	What is it?	Find out more
16th - 22nd	European Mobility Week	A direct opportunity to promote walking, cycling, public transport and car sharing. This week now incorporates In Town Without My Car Day (22 nd Sept).	www.dft.gov.uk/pgr/sustainable/awareness/itwmc/2009campaigninformation
22nd	In Town Without My Car (Car Free Day)	Every year, many town centre streets close to cars and lorries, and open up for people to enjoy walking, cycling, street theatre, live music, dancing, public art and children's play areas.	www.dft.gov.uk/pgr/sustainable/awareness/itwmc/
27 th - 3 rd Oct	Rural Health Week	The aim of the week is to raise the profile of rural health issues locally, regionally and nationally.	www.rural-health.ac.uk/policy/rural-health-week/index.php
27th	World Heart Day	World Heart Day was created to inform people around the globe that heart disease and stroke are the world's leading cause of death, claiming 17.2 million lives each year.	www.world-heart-federation.org/what-we-do/world-heart-day
November 2009			
4th	National Stress Awareness Day	The 'Don't Worry.....Take Action!' campaign is designed to focus on ineffective behaviour (worrying) and change it to a positive outcome. Physical activity is a great way to relieve stress.	www.nationalstressawarenessday.co.uk
4th	World Diabetes Day	This year is the first of a five-year campaign that will address the growing need for diabetes education and prevention programmes.	www.worlddiabetesday.org
23rd - 29th	Road Safety Week	An opportunity to advertise the importance of road safety and improving the safety of cyclists and pedestrians and all road users. Free resources are available.	www.roadsafetyweek.org
February 2010			
1 st -28th	National Heart Month – Go Red for Heart	A good time of year to encourage people to start to get fit for spring and summer activities.	www.bhf.org.uk/red_for_heart_home/campaign_home.aspx

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April 2010			
7th	World Health Day	World Health Day 2010 will focus on urbanization and health. With the campaign "1000 cities - 1000 lives", events calling on cities to open up streets for health activities. What can be done on your NHS site?	www.who.int/world-health-day/en
last week in April	Walk to Work Week	A clear opportunity to set up events which promote walking to work or in the wider environment as part of the health and wellbeing agenda.	www.walkingworks.org.uk/walk-to-work-week/
May 2010			
5th	World Asthma Day	Gentle regular exercise such as walking or cycling to work helps prevent asthma	www.asthma.org.uk
13th	National Work from Home Day	National Work from Home Day will see millions of workers around the UK experiencing the benefits of working from home.	www.workwiseuk.org
June 2010			
Whole month	Help a Heart Campaign	British Heart Foundation themed month. Link your promotion of active commuting to this health campaign	www.bhf.org.uk/helpaheart
Approx 5th	World Environment Day	An initiative of the United Nations Environment Programme which aims to raise worldwide awareness of the environment. Travelling actively or using public transport has a key role to play in reducing environmental damage.	www.unep.org/wed
Approx 9th	National Liftshare Day	Promotion of car sharing to reduce demand on car parking and save money for those involved.	www.nationalliftshareday.org
Approx 12th-20th	Bike Week & Bike2Work	A great opportunity to put on any events which encourage or support cycling to work.	www.bikeweek.org.uk and www.tfw.org.uk/tp-cycling.php
Approx 13 th -20th	Green Transport Week	You can use Green Transport Week as a national banner to publicise what you are already campaigning on, or as a chance to get something rolling	www.eta.co.uk/green_transport_week/what_is_it

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Mid-late June	Diabetes Week	If you are holding your own event and want to promote it, or just want to raise awareness of Diabetes Week, Diabetes UK have lots of materials to help you.	www.diabetes.org.uk/Get_involved/Diabetes_Week_2009
Mid-late June	Breathe Easy Week	Breathe Easy Week is a national campaign to raise awareness of all forms of lung disease and the importance of lung health.	www.lunguk.org/media-and-campaigning/campaigns/breatheeasyweek.htm
Mid-late June	National Men's Health Week	National Men's Health Week will focus on the issue of improving men's use of services to reduce the risks to their health and wellbeing	National Men's Health Week
Last week in June	Change your world week	A Sustrans campaign which encourages people to swap one car journey during the week for a cycle, walk or public transport option.	www.changeyourworld.org.uk