

Physical Activity for Health Research Centre (PAHRC)

MAKING THE CASE 2022

Messaging and communication to promote active and sustainable travel

Dr Paul Kelly

Physical Activity for Health Research Centre (PAHRC)

University of Edinburgh

Feb 2022



Physical Activity for Health Research Centre (PAHRC)

Key Research Themes

1. The promotion of walking & cycling
2. The investigation of sedentary behaviour
3. Physical activity amongst key 'at risk' groups
4. Measurement & Surveillance
5. Communication of key messages
6. Evaluation



Prof Nanette Mutrie MBE

<http://www.ed.ac.uk/education/rke/centres-groups/pahrc>





RESEARCH INTERESTS – PHYSICAL ACTIVITY EPIDEMIOLOGY

Health benefits of physical activity
(especially walking and cycling)

Measurement of walking and cycling

Messaging and communication

Evaluation of interventions and policy

[@narrowboat paul](#)

paths for all

FOR A HAPPIER,
HEALTHIER SCOTLAND



<https://www.pathsforall.org.uk/>

Our Mission

Our mission is to support people in Scotland to be active every day. Walking is the easiest and most accessible way to do this.

To change the way people move, travel and enjoy life in Scotland, our work will focus on three themes:



Walking
is for
everyone.

Walking
is for
everywhere.

Walking
is for
every day.

Step it up

Our strategic statement

<https://www.pathsforall.org.uk/mediaLibrary/other/english/paths-for-all-strategy-2022-.pdf>

Home / National Active Travel Conference 2021

National Active Travel Conference 2021

Book now for this year's Active Travel Conference

Scotland's Active Travel Conference 2021

WALKING,
CYCLING,
CONNECTING
COMMUNITIES.



“Priority for recovery: the importance of active and sustainable travel” (July 2021)

“An introduction to making the case for active travel ” (February 2022)



Engage • Inspire • Learn

***HOW CAN MESSAGING AND COMMUNICATION
SUPPORT AND PROMOTE ACTIVE AND
SUSTAINABLE TRAVEL?***

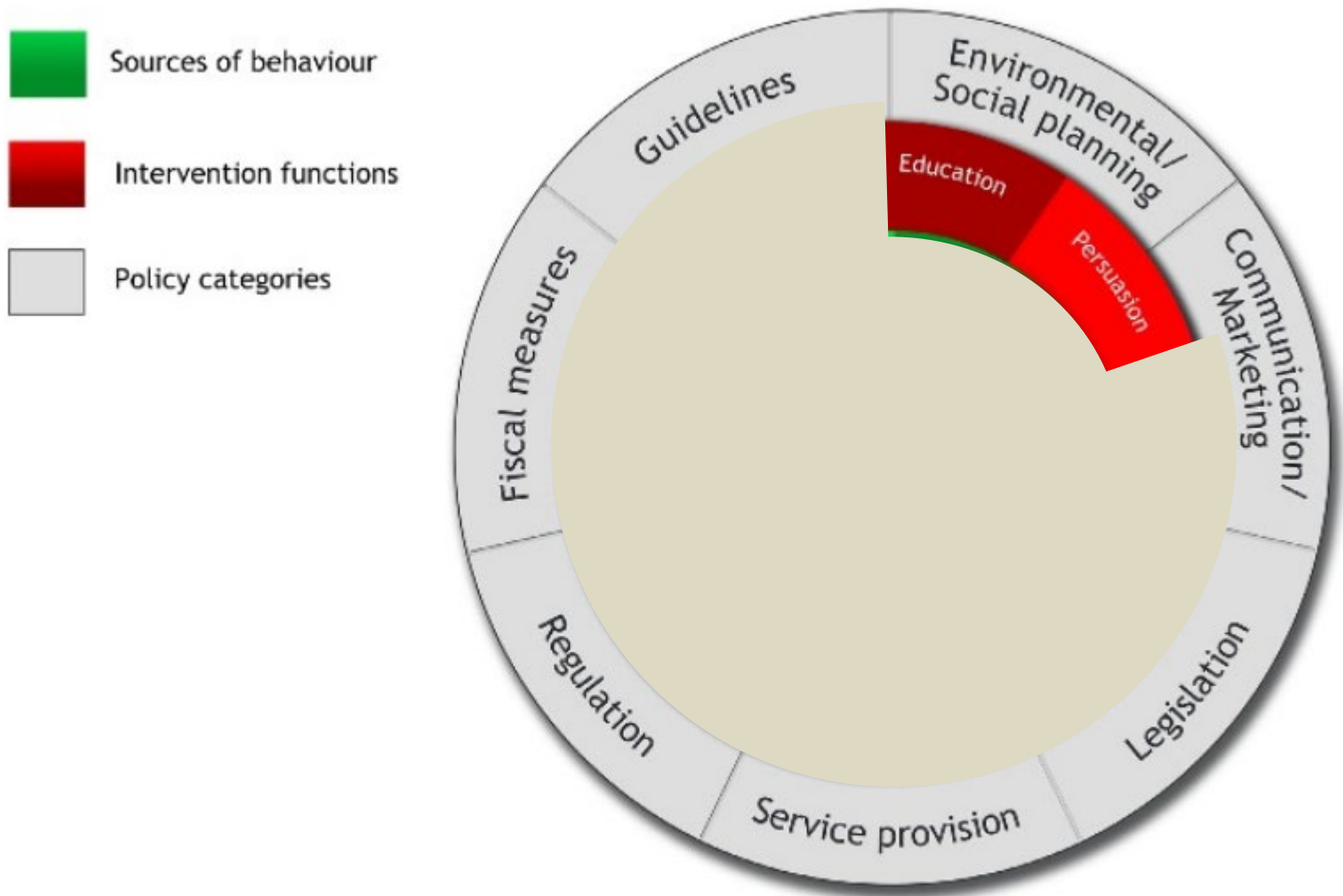


Figure 2 The Behaviour Change Wheel.

Michie et al (2011)

<https://implementationscience.biomedcentral.com/track/pdf/10.1186/1748-5908-6-42>

Communication as a key tool in behaviour change

Behaviour change

Communication and messaging

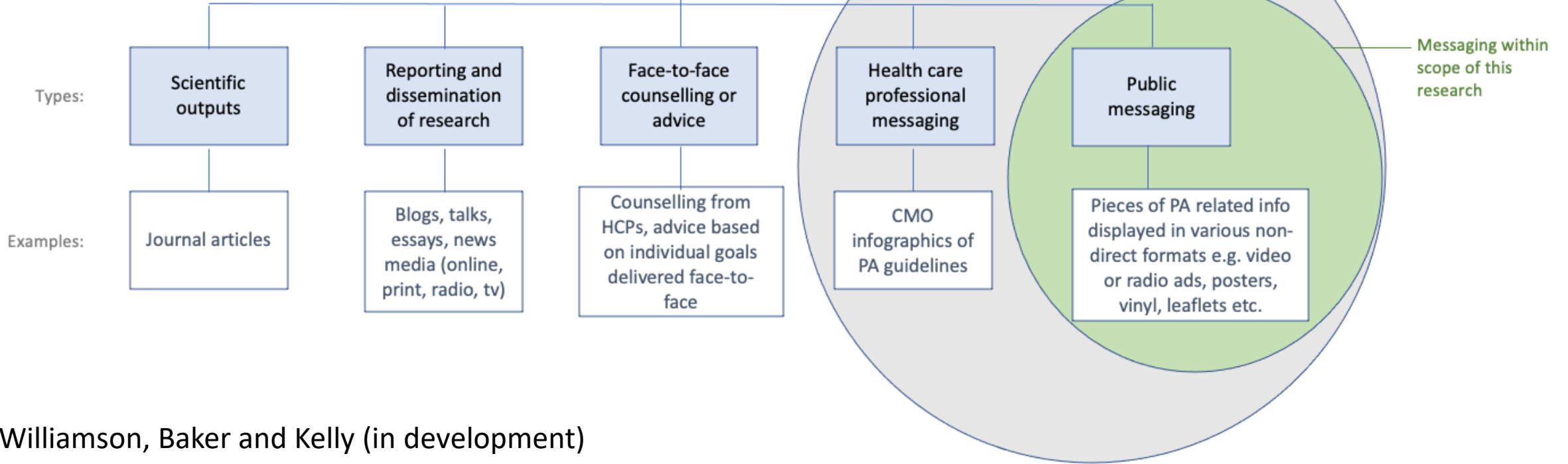
Education

Persuasion

Michie's intervention functions

Incentivisation	Coercion	Restriction	Education	Persuasion	Training	Modelling	Environmental restructuring	Enablement
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Communication

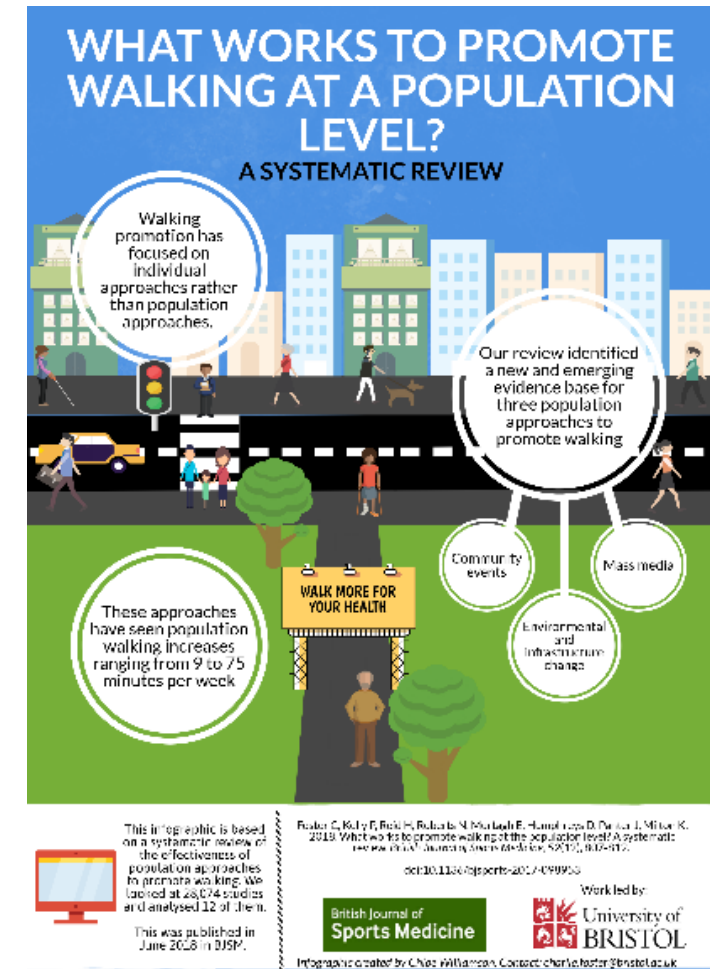


Williamson, Baker and Kelly (in development)

What works to promote walking at the population level? A systematic review

Charlie Foster,¹ Paul Kelly,² Hamish A B Reid,³ Nia Roberts,⁴ Elaine M Murtagh,⁵ David K Humphreys,⁶ Jenna Panter,⁷ Karen Milton⁸

“We found mass media, community initiatives and environmental change approaches increased walking (range from 9 to 75 min/week).”



<https://bjsm.bmj.com/content/52/12/807.abstract>



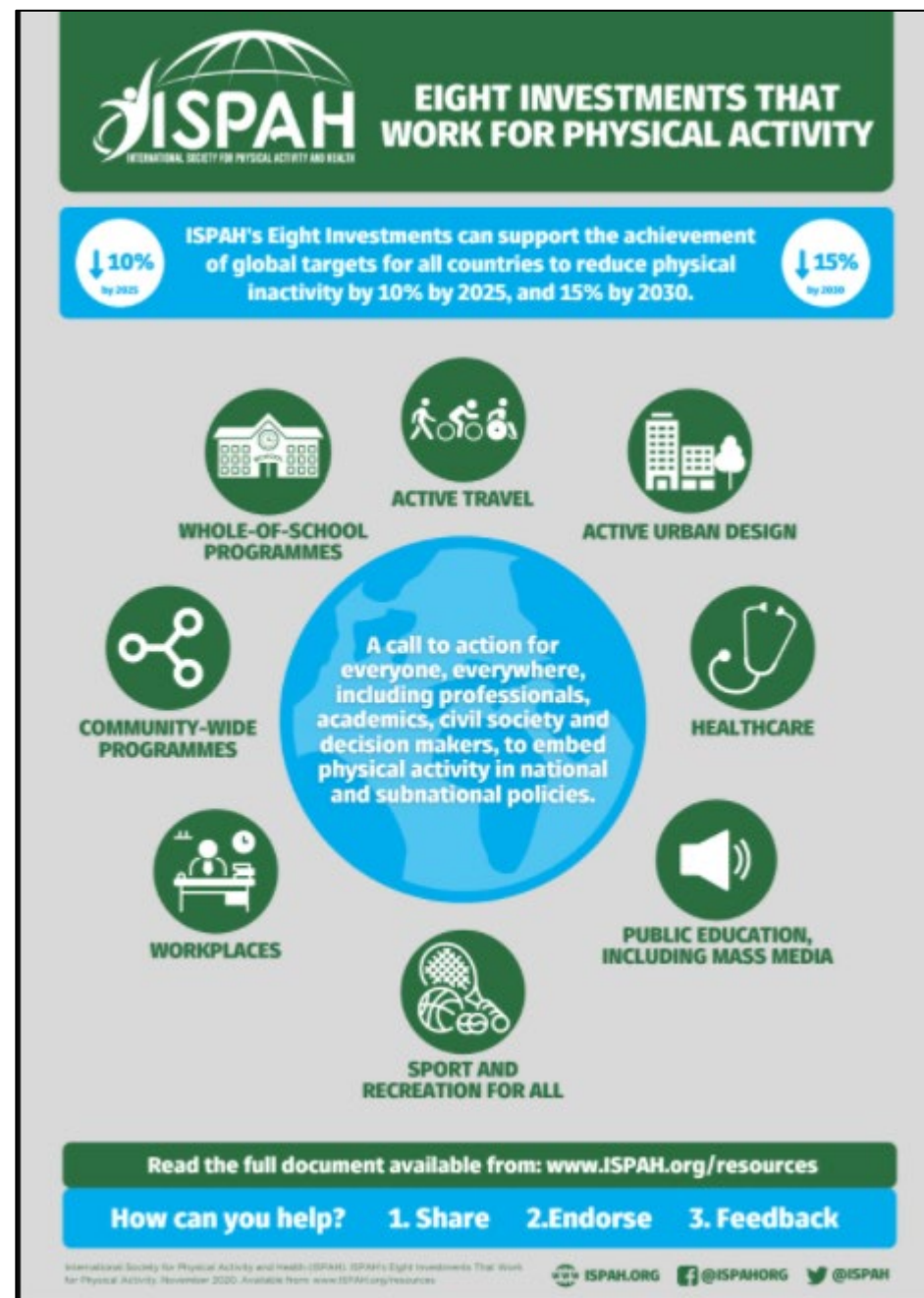
The 8 Best Investments

“To support countries, states, cities, towns and villages ready to respond, ISPAH outlines eight investments that work for physical activity, which are supported by good evidence of effectiveness and have worldwide applicability”

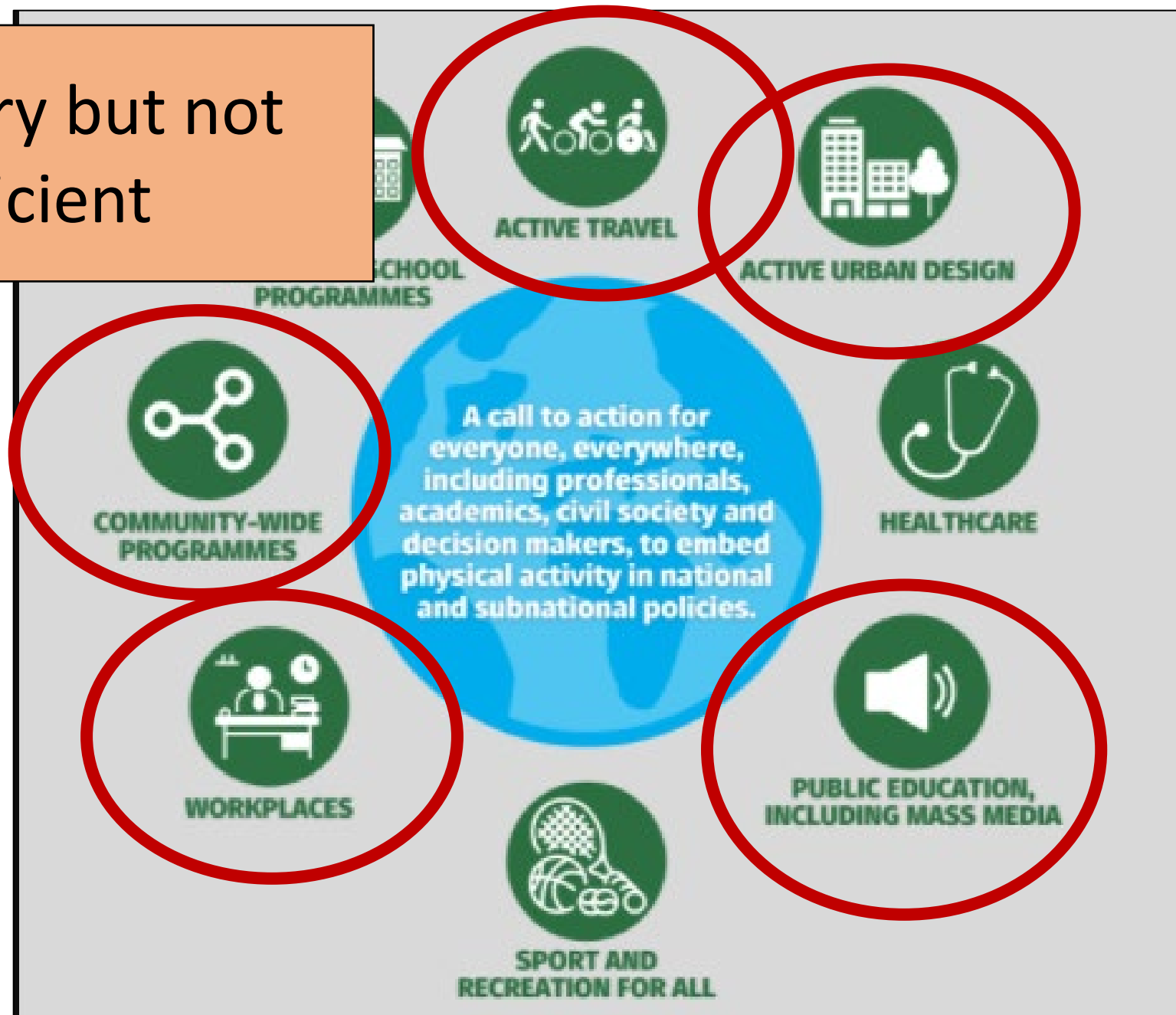
<https://www.ispah.org/resources/key-resources/8-investments/>

Infographic

<https://www.ispah.org/resources/key-resources/8-investments/>



Necessary but not sufficient



RESEARCH

Open Access

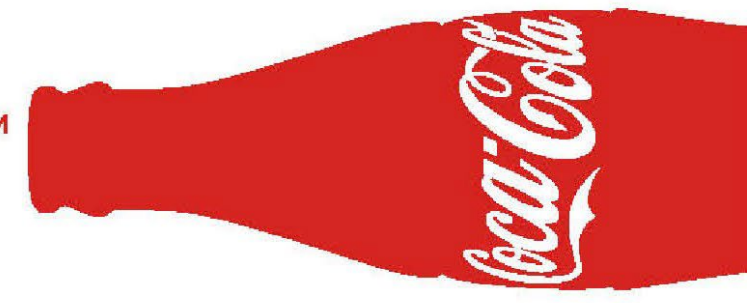
Systematic review and meta-analysis of reduction in all-cause mortality from walking and cycling and shape of dose response relationship

Paul Kelly^{1,2*}, Sonja Kahlmeier³, Thomas Götschi³, Nicola Orsini⁴, Justin Richards⁵, Nia Roberts⁶, Peter Scarborough¹ and Charlie Foster¹

***HOW WOULD BIG BUSINESS COMMUNICATE AND
MESSAGE WALKING?***



open happiness™





open happiness





Wouldn't it be great if everyone
decided to create a little happiness by
walking together

***HOW WOULD BIG BUSINESS PROMOTE
WALKING?***

Communication


Opportunity

Price/cost



OPEN ACCESS

Beyond cycle lanes and large-scale infrastructure: a scoping review of initiatives that groups and organisations can implement to promote cycling for the Cycle Nation Project

Paul Kelly ¹, Chloë Williamson,¹ Graham Baker,¹ Adrian Davis,^{1,2} Sarah Broadfield,³ Allison Coles,³ Hayley Connell,⁴ Greig Logan,^{4,5} Jill P Pell,⁴ Cindy M Gray,⁴ Jason MR Gill,^{4,5} On behalf of the Cycle Nation Project

British Journal of
Sports Medicine

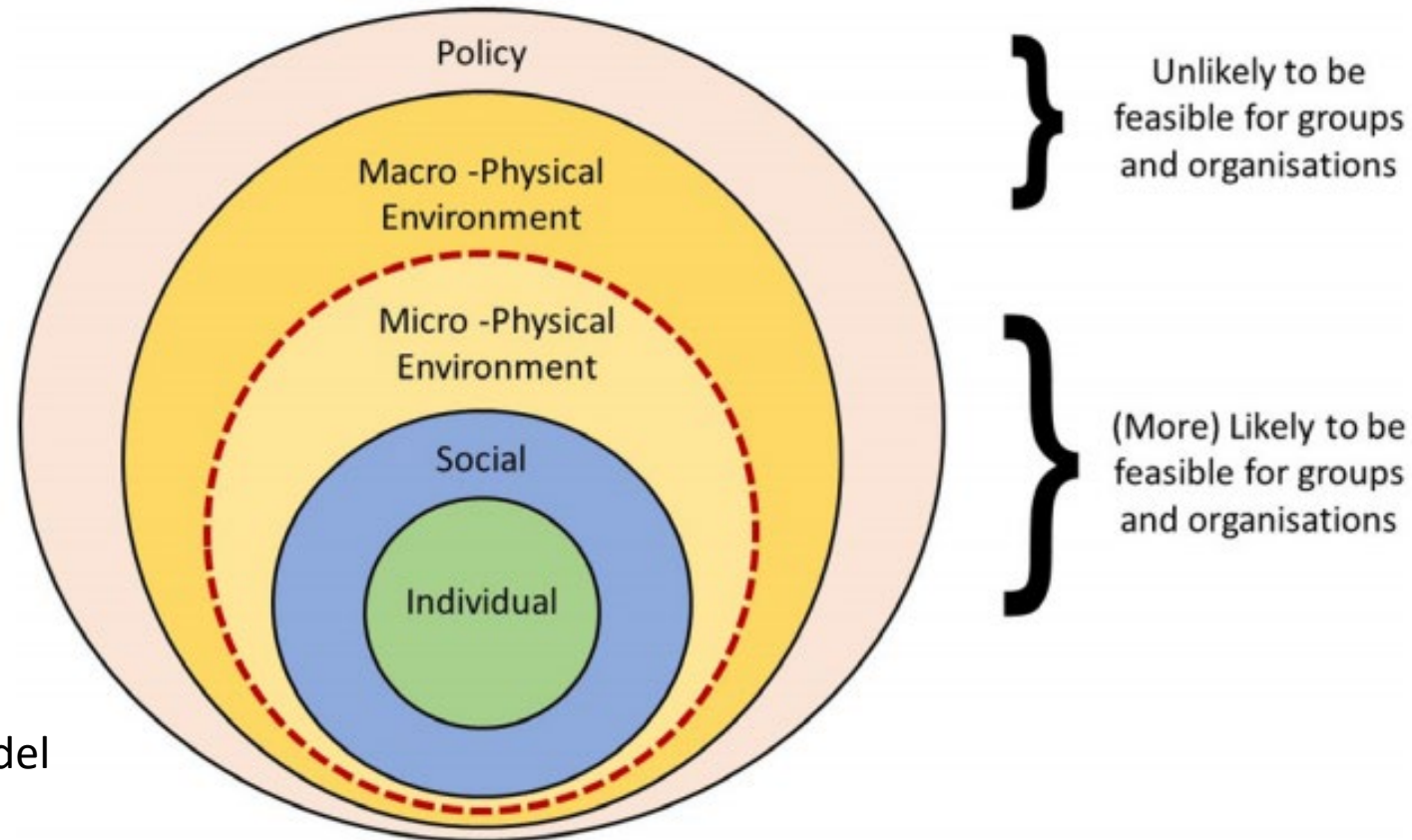
<https://bjsm.bmj.com/content/early/2020/03/26/bjsports-2019-101447>



**Cycle Nation
Project**

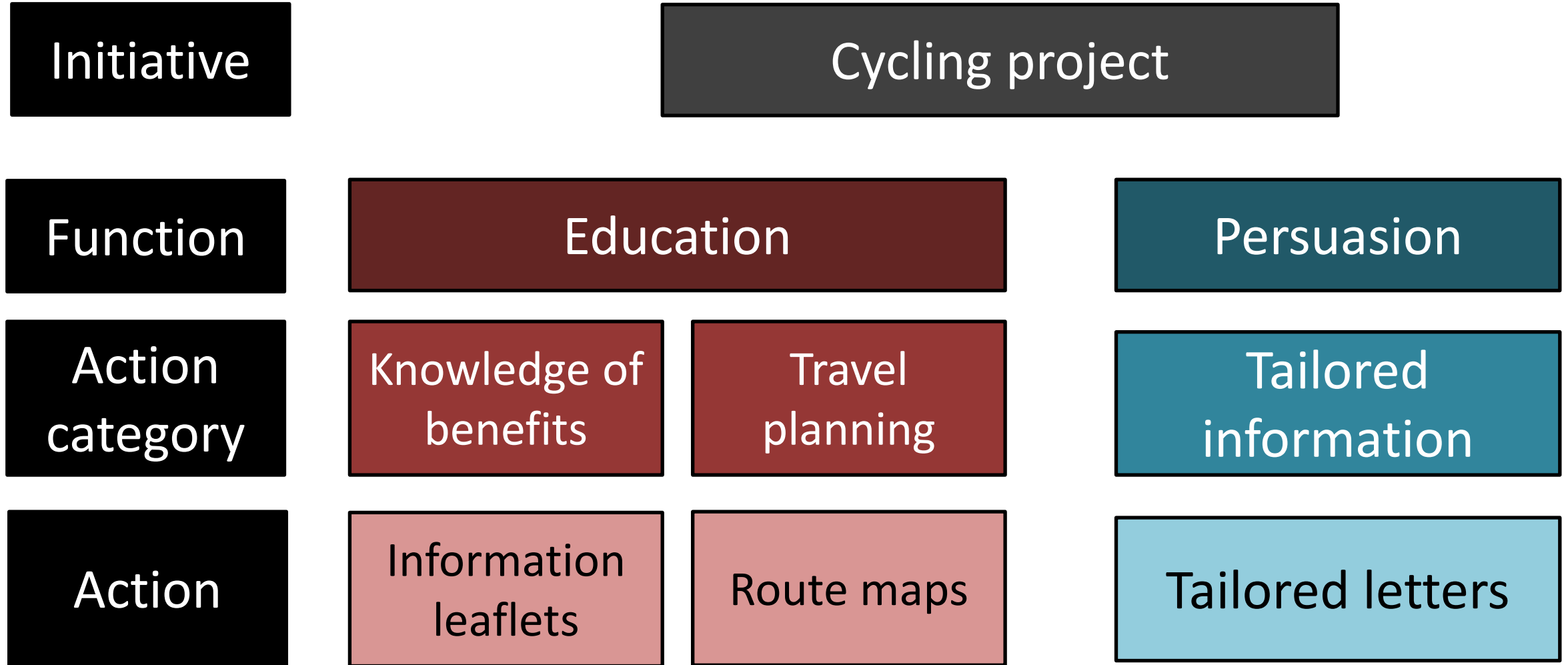
Aim:

To provide a broad menu of techniques and strategies, which could be used to inform the design of future interventions to promote cycling at levels below the macro-built environment.



Adapted from Ecological model
(Sallis, 1998)

Initiatives, functions and actions



The map

93 Action types
across the 9
intervention
functions

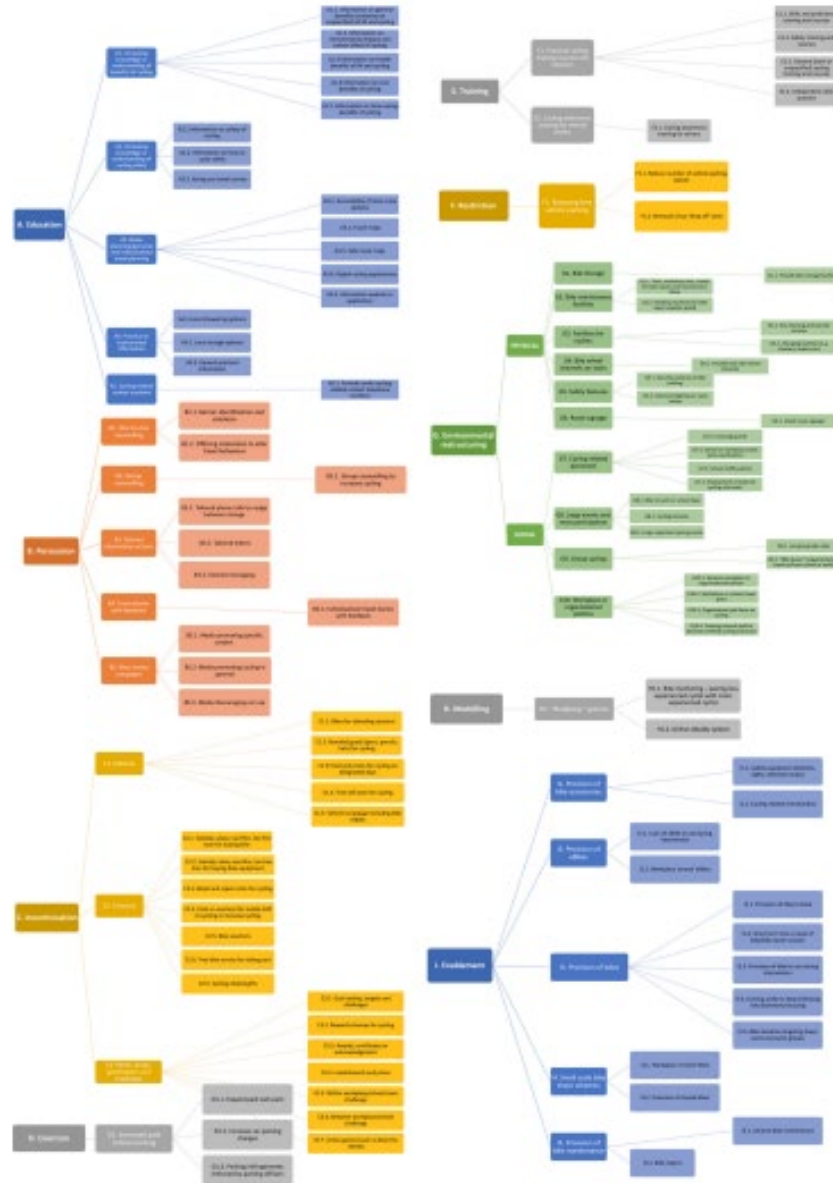
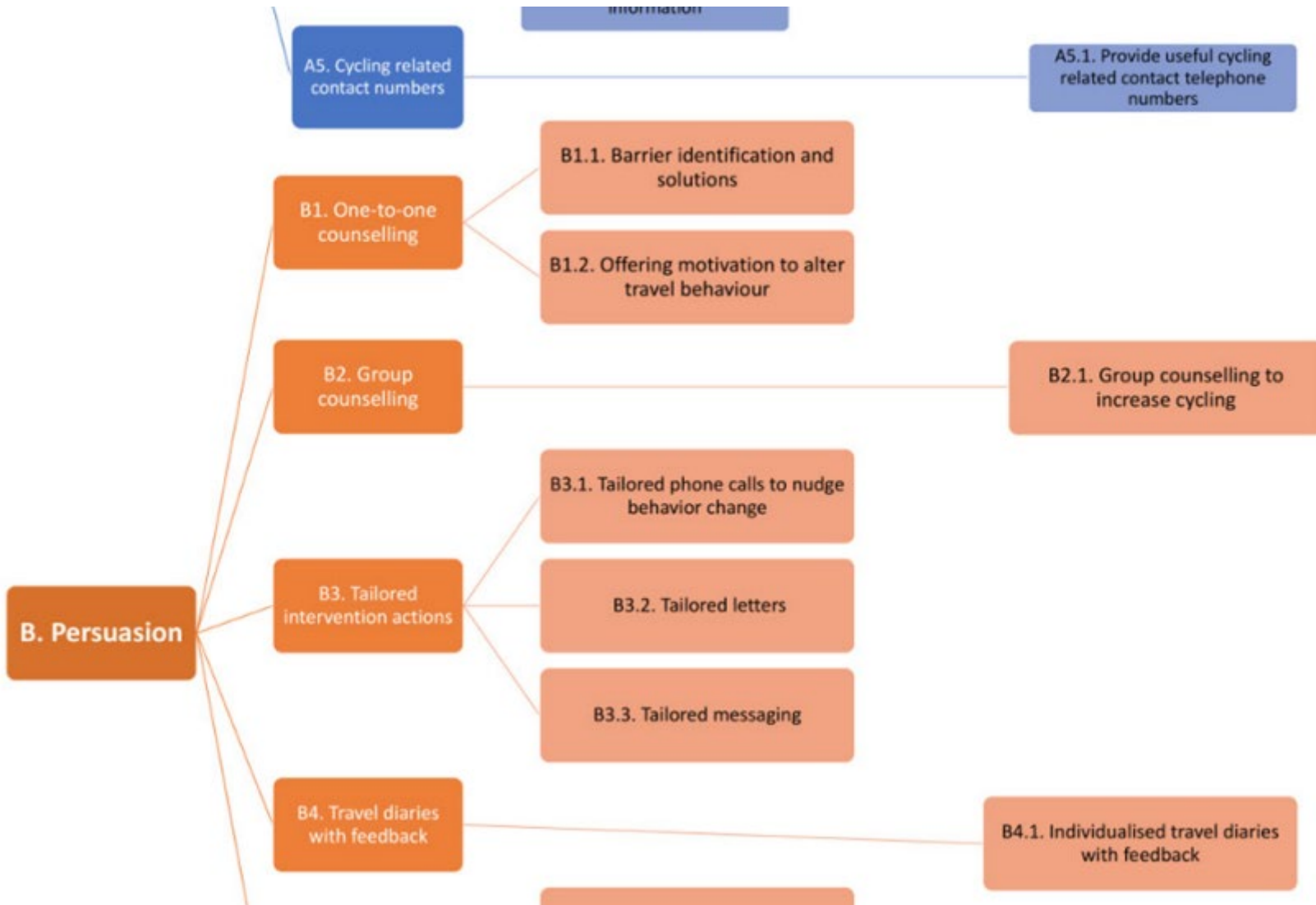


Figure 3 Map of cycling promotion functions, action categories and action types.



HOW CAN WE COMMUNICATE BETTER?

***WHAT INFORMATION SHOULD WE
COMMUNICATE?***



Action today for all our tomorrows

Attitudes to active travel among people aged 50-70 in the UK: a review of the literature

Davies, Cavill, Corner, Cope

(Aug 2021)

<https://ageing-better.org.uk/publications/active-travel-and-mid-life>

Environment

There were virtually no references to the environmental benefits of cycling and walking within this review data.

It appears that enjoying the outdoor environment is much more of a motivator for 50-70 year-olds than protecting the environment.

<https://ageing-better.org.uk/publications/active-travel-and-mid-life>

There were few or no references to ‘saving the planet’ or ‘reducing carbon’, and more to enjoying being outside and enjoying the local environment.

This includes being part of the local community – meeting and bumping into people – as much as green space or nature”

← **Tweet**

↻ Cllr Lesley Macinnes Retweeted



Sustrans ✓

@sustrans



New survey finds that 67% of young people are worried about how [#airpollution](#) will affect their health. It is more important than ever that we shift everyday trips from private cars to [#walking](#), [#cycling](#) and public transport. [airqualitynews.com/2021/06/01/chi...](https://www.airqualitynews.com/2021/06/01/chi...)

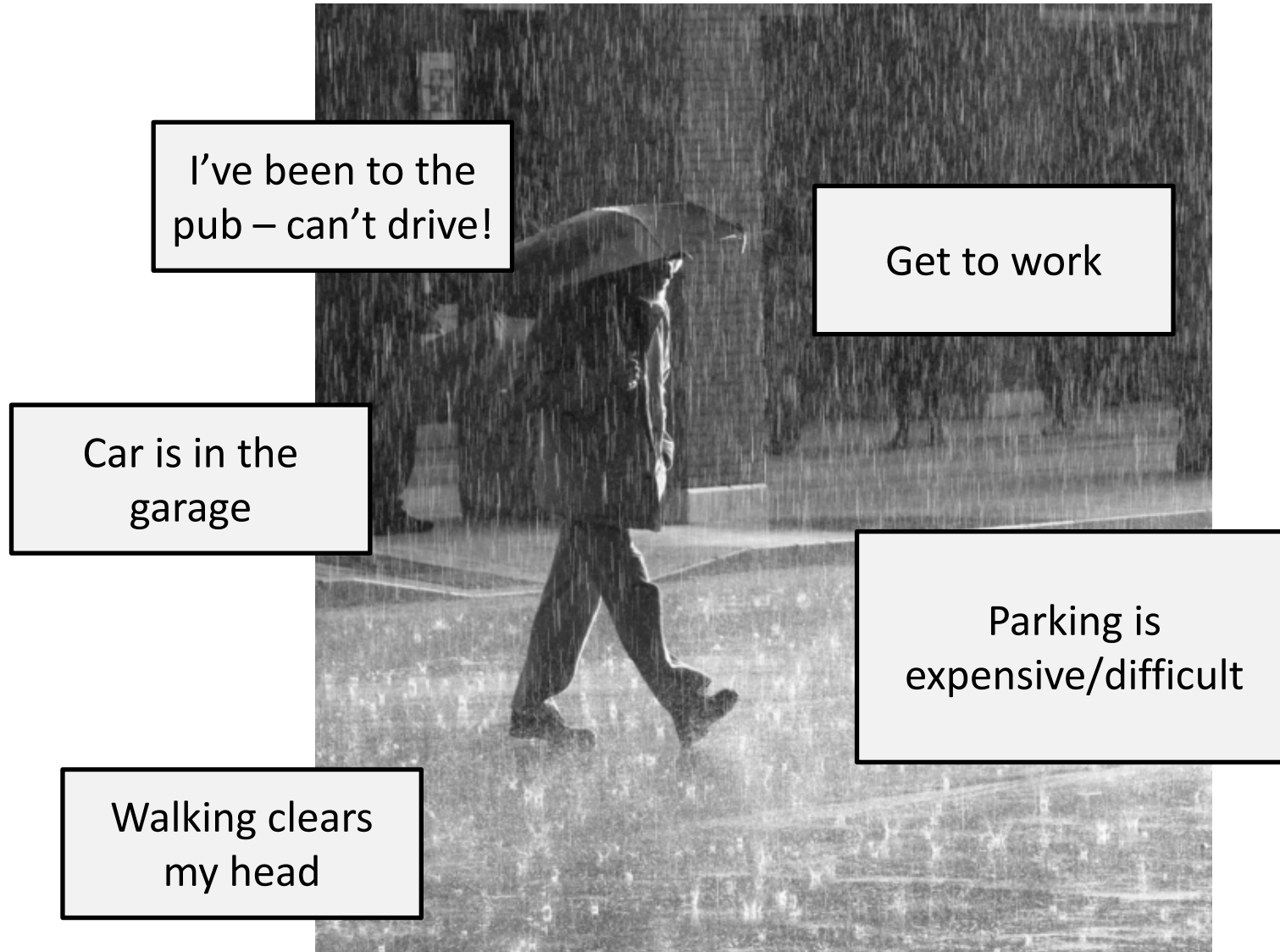


👤 AirQualityNews.com and Global Action Plan

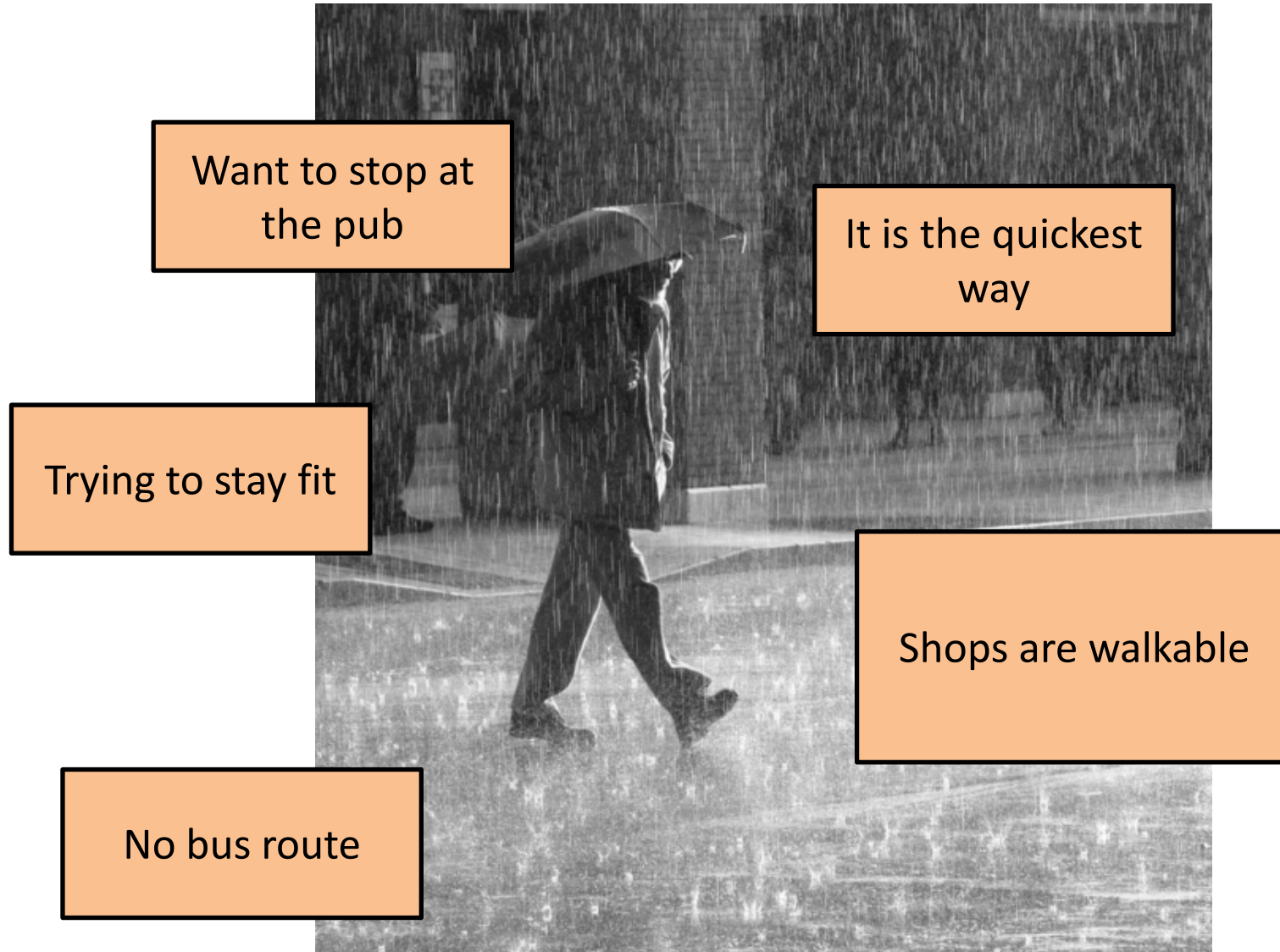
<https://twitter.com/sustrans/status/1399762057810022400>

LINEAR CAUSE AND EFFECT?

Do we understand peoples' motives for walking?



Do we understand peoples' motives for walking?



What is your message?



What do people value?

Messaging of physical activity

Dr Chloë Williamson

University of Edinburgh

twitter: @Chlobobs_ | email: chloe.williamson@ed.ac.uk

With thanks to Dr Graham Baker



REVIEW

Open Access

Get the message? A scoping review of physical activity messaging



Chloë Williamson*, Graham Baker, Nanette Mutrie, Ailsa Niven and Paul Kelly

Abstract

Background: Understanding how to create and deliver effective physical activity (PA) messages for and to various population subgroups may play a role in increasing population PA levels. This scoping review aimed to provide an overview of what is known about PA messaging and highlight key research gaps.

Methods: We followed a 5-stage protocol proposed by Arksey & O'Malley and the Preferred Reporting Items For Systematic Reviews and Meta-Analyses (PRISMA) extension for scoping reviews checklist. *Stage 1:* research questions were identified. *Stage 2:* we identified relevant studies by searching electronic databases, contacting existing networks and hand searching reference lists. *Stage 3:* studies were screened in Covidence™ software. *Stage 4:* study data were extracted and charted. *Stage 5:* findings from included studies were collated, summarised and reported in two ways: (1) a descriptive numerical analysis providing insight into extent, nature and distribution of the included studies, and (2) a narrative summary summarizing the evidence reviewed organised by messaging concepts and by population subgroup.

Results: A total of 9529 references were imported into Covidence™ for screening. Of these, 123 studies were included in final analysis. We found that PA messaging evidence is complex and multidimensional in nature, with numerous concepts to consider when creating or evaluating messages. The extent to which these different PA messaging concepts have been researched is variable. Where research has accumulated and evidence is consistent,

specifically relating to social and mental health, (2) message content should be tailored or targeted to intended recipient(s), and (3) when developing messages, formative research, psychological theory and/or social marketing principles should be used.

improving population PA levels. However, it is a complex and multidimensional concept and greater understanding is still needed. We present a synthesis of the existing evidence, highlighting key areas where evidence has accumulated and where gaps lie, as well as recommendations for PA messaging to different population subgroups.

Keywords: Exercise, Public health, Guidelines, Communication, Dissemination

Collated and summarized evidence from 123 studies on physical activity messaging

Headline finding 1

Messages should:

- be **positively framed**
- highlight **short term outcomes**
- specifically relating to **mental and social health**

REVIEW

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Abstract

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Results: A total of 9525 references were imported into Covidence™ for screening. Of these, 123 studies were included in final analysis. We found that PA messaging evidence is complex and multidimensional in nature, with numerous concepts to consider when creating or evaluating messages. The extent to which these different PA messaging concepts have been researched is variable. Where research has accumulated and evidence is consistent,

specifically relating to social and mental health, (2) message content should be tailored or targeted to intended recipient(s), and (3) when developing messages, formative research, psychological theory and/or social marketing principles should be used.

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Keywords: Exercise, Public health, Guidelines, Communication, Dissemination

Headline findings 2

- Messages should be **tailored** or **targeted** to intended recipient(s)

Headline findings 3

- When developing messages, **formative research, psychological theory and/or social marketing principles** should be used



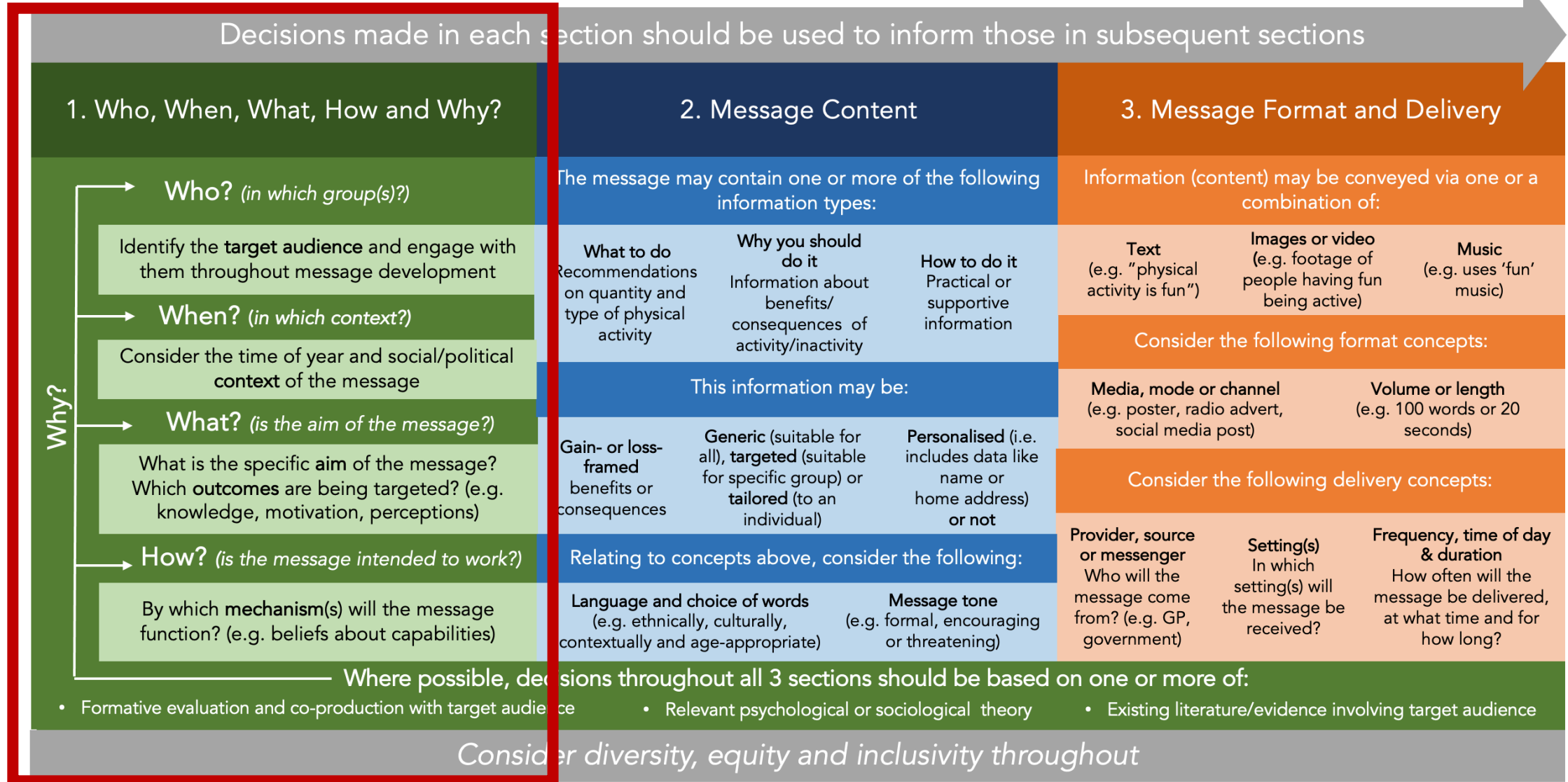
Physical activity is cool and fun

Physical activity makes you feel good

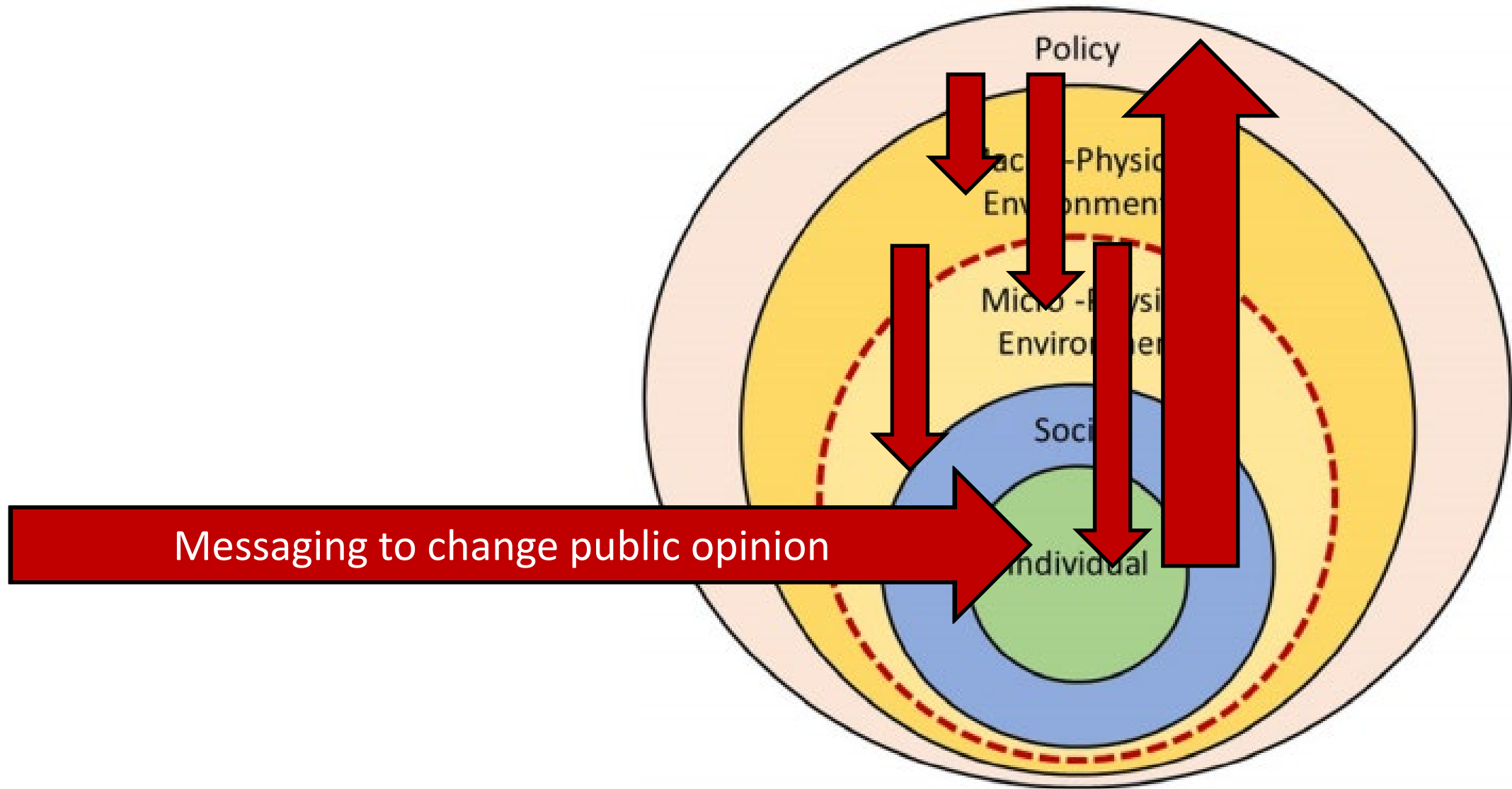
Physical activity is an opportunity to connect with others

<https://twitter.com/chlobobs/status/1250758695627247616>

The PAMF (Physical Activity Messaging Framework)



WHAT ARE WE TRYING TO ACHIEVE?



Adapted from Ecological model
(Sallis, 1998)



OPEN ACCESS

Maximising the impact of global and national physical activity guidelines: the critical role of communication strategies

Karen Milton ,¹ Adrian E Bauman,² Guy Faulkner,³ Gerard Hastings,⁴ William Bellew,² Chloë Williamson ,⁵ Paul Kelly ⁵

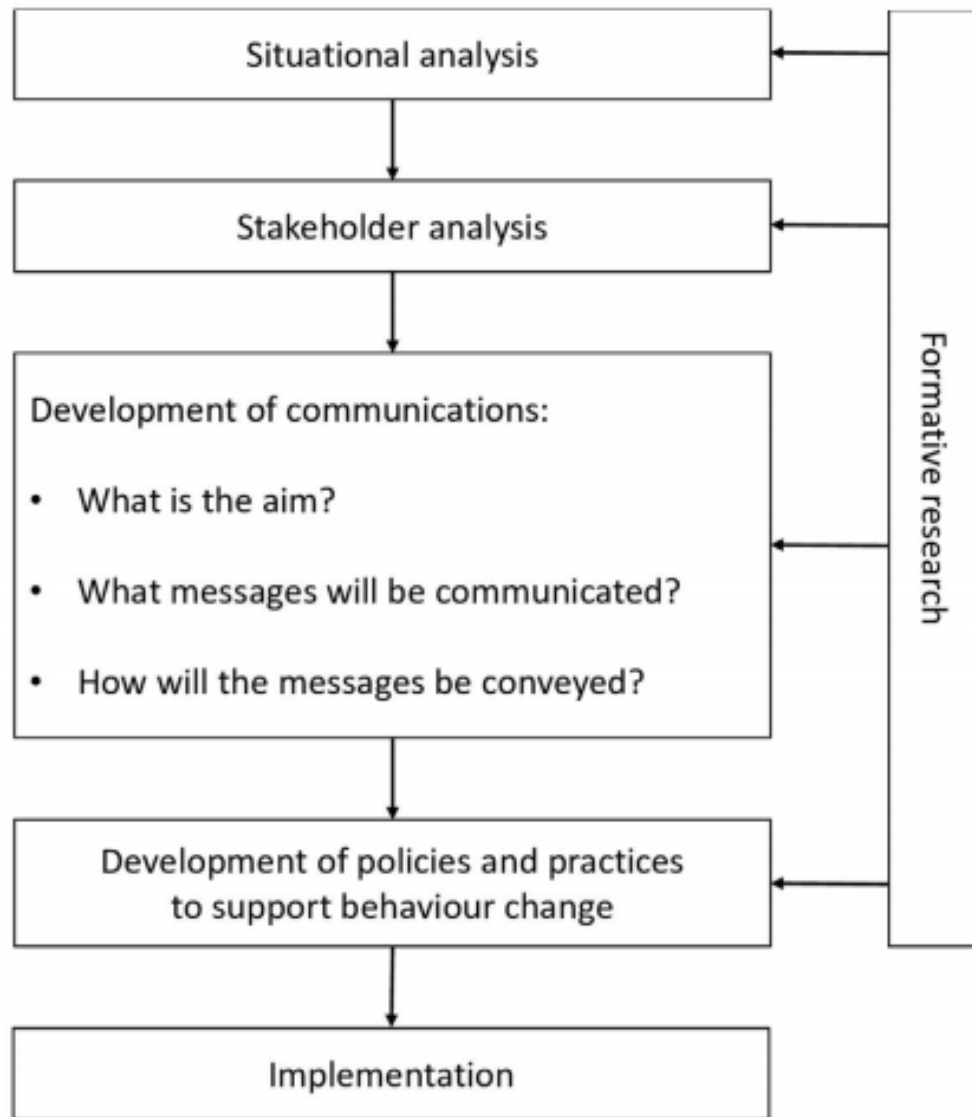


Figure 1 A planning framework for physical activity communication, adapted from Hastings.⁹



Maximising the impact of global and national physical activity guidelines: the critical role of communication strategies

Karen Milton ,¹ Adrian E Bauman,² Guy Faulkner,³ Gerard Hastings,⁴ William Bellew,² Chloë Williamson ,⁵ Paul Kelly ⁵

<https://bjsm.bmj.com/content/bjsports/54/24/1463.full.pdf>



Table 1 Communication aims and key audiences

	1	2	3	4	5	6	7
Target of communications	Policy-makers within the health sector	Policy-makers outside the health sector	Key stakeholders	General public	Specific population subgroups	Health professionals	Non-health professionals
Purpose of communication	Advocacy	Advocacy	Advocacy	Education	Education	Education	Education
Aim of guideline communication	Encourage national adoption of the WHO physical activity guidelines and/or national guidelines Encourage integration of physical activity into all relevant health policies Encourage scaled-up and coordinated actions.	Increase recognition of the role of physical activity in contributing to a broad range of diverse yet related agendas Increase cross-sectoral engagement in policies and actions in sectors outside of health that promote physical activity (ie, use a 'health in all	Increase awareness of the role that a range of stakeholders can play in gaining wider recognition and greater support for the physical activity agenda Engage a wide group of stakeholders in advocating for physical activity guidelines and the	Increase awareness and knowledge of the physical activity guidelines Increase awareness and knowledge of how to achieve the physical activity guidelines Reduce (real and perceived) barriers to being physically active Influence attitudes,	Increase awareness and knowledge of the physical activity guidelines Increase awareness and knowledge of how to achieve the physical activity guidelines, tailored to each subgroup's circumstances (eg, persons with disabilities) or cultural	Increase awareness and knowledge of the physical activity guidelines Increase knowledge, skills and confidence in promoting physical activity Encourage integration of physical activity promotion into routine practice.	Increase awareness and knowledge of the physical activity guidelines Increase knowledge, skills and confidence in promoting physical activity, solely and as part of multidisciplinary or multisector collaborations Encourage integration

Review



Maximising the impact of global and national physical activity guidelines: the critical role of communication strategies

Karen Milton ¹, Adrian E Bauman,² Guy Faulkner,³ Gerard Hastings,⁴ William Bellew,² Chloë Williamson ⁵, Paul Kelly ⁵

<https://bjsm.bmj.com/content/bjsports/54/24/1463.full.pdf>

In summary

Communication and messaging a necessary part of a “systems” approach

Core component of behaviour change but also impacting policy

Physical activity researchers starting to look at this more

And develop frameworks and guidance that will aid practice

Physical Activity for Health Research Centre (PAHRC)

Please get in touch if you have any questions!



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Feb 2022

