

# Active Travel - Behaviour Change Messaging Research and Survey Outcomes

Northern Corridor, North East Glasgow, Scotland

June - August 2019

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## EXECUTIVE SUMMARY

This report summarizes findings on effective messaging that could be used to promote behaviour change to increase active travel in the Northern Corridor, North East of Glasgow, Scotland. These findings come from research carried out June - August, 2019 of the most common forms of messaging used for these ends, and carrying out community consultation to discern which areas of messaging would be most effective in the Northern Corridor locality.

The results of this report are the conclusions that the most effective forms of messaging to promote behaviour change towards adopting active forms of travel centre around: **mental and physical health, environmental wellbeing and safety.**

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## RESEARCH SYNTHESIS

The following are the areas of messaging used to greatest effect and most widely from the research; they represent key areas of concern/benefit in regards to active or non-active travel:

- Physical health
- Mental health
- Congestion and traffic
- Impact on local businesses
- Saving money
- Community wellbeing
- Environmental impact
- Safety on the roads: for non-commuters, eg. local youth
- Independence of movement for youth

## COMMUNITY SURVEY

These key areas were formed into a community survey that was carried out between July - August 2019 in various locales in the Northern Corridor in which the public were asked which of these areas were most important to them. These surveys would thus establish which categories of messaging would most effectively lead to behaviour change in the Northern Corridor context.

Survey #1 Outcomes.

MESSAGING AREAS	YOUTH	ADULT W/ CAR	ADULT w/out CAR	TOTAL VOTES
Mental Health	1	5	2	8
Physical Health	3	6	3	12
Environment	4	4	3	11
Safety on our Roads	2	2	5	9
Community Wellbeing	2	2	2	6
Saving My Money	0	1	1	2
Impact on Local Businesses	0	1	2	3
Independence for Youth	3	0	2	5
Financially Accessible Transit	0	0	2	2
Traffic and Congestion	0	0	3	3

## **SURVEY FINDINGS**

The findings of these surveys reveal that **mental and physical health, environmental wellbeing and safety** are the most commonly valued areas and thus the forms of messaging that will likely prove most effective to promote behavior change towards active travel in the Northern Corridor.

## **RECOMMENDATIONS**

Based on this research and surveys it is recommended that any group seeking to catalyse behaviour change towards active travel in the Northern Corridor should focus on these four areas of: **mental and physical health, environmental wellbeing and safety**. Messaging should be visual as well as word-based, and delivered ideally in face-to-face context as well as online using social media platforms.

This Report has been handed over to a graphic designer who will now take its findings to guide the development of messaging accordingly.

# APPENDICES

## 1/ Blank Community Survey for messaging testing: print-out.

### HOW WE TRAVEL AFFECTS OUR COMMUNITIES!

Help us understand what is most important to people here in the Northern Corridor.  
What matters most to YOU?

WHAT MATTERS MOST TO YOU?	YOUTH	ADULT w/ CAR	ADULT w/out CAR	TOTAL
Mental Health				
Physical Health				
Environment				
Safety on our Roads				
Community Wellbeing				
Saving My Money				
Impact on Local Businesses				
Independence for Youth				
Financially Accessible Transit				
Traffic and Congestion				

## 2/ Filled in Community Survey paper version.

	YOUTH	ADULT WITH CAR	ADULT NO CAR	
MENTAL HEALTH	x	x x x x x	x x	
PHYSICAL HEALTH	x x x	x x x x x x	x x x	
ENVIRONMENT	+ x x x	x x x x	x x x	
SAFETY ON OUR ROADS	x x	x x	x x x x x	
COMMUNITY WELL BEING	x x	x x	x x	
SAVING MY \$ E		x	x	
IMPACT ON LOCAL BUSINESSES		x	x x	
INDEPENDENCE FOR YOUTH	x x x		x x	
ACCESSIBLE TRANSIT E			x x	
TRAFFIC AND CONGESTION			x x x	

### 3/ Surveys - Computerized.

<b>Easterhouse, July 13th</b>					
<b>MESSAGING AREAS</b>	<b>YOUTH</b>	<b>ADULT W/ CAR</b>	<b>ADULT w/out CAR</b>	<b>TOTAL VOTES</b>	
<b>Mental Health</b>		1	5	2	8
<b>Physical Health</b>		3	6	3	12
<b>Environment</b>		4	4	3	11
<b>Safety on our Roads</b>		2	2	5	9
Community Wellbeing		2	2	2	6
Saving My Money		0	1	1	2
Impact on Local Businesses		0	1	2	3
Independence for Youth		3	0	2	5
Financially Accessible Transit		0	0	2	2
Traffic and Congestion		0	0	3	3

<b>Steps, August 1st</b>					
<b>MESSAGING AREAS</b>	<b>YOUTH</b>	<b>ADULT W/ CAR</b>	<b>ADULT w/out CAR</b>	<b>TOTAL VOTES</b>	
<b>Mental Health</b>		5	5		10
Physical Health		3	1		4
<b>Environment</b>		3	6		9
<b>Safety on our Roads</b>		3	6		9
Community Wellbeing			1		1
Saving My Money		1			1
Impact on Local Businesses			1		1
Independence for Youth		2			2
Financially Accessible Transit					0
<b>Traffic and Congestion</b>		1	5		6

<b>Moodiesburn, August 6th, 2019</b>					
<b>MESSAGING AREAS</b>	<b>YOUTH</b>	<b>ADULT W/ CAR</b>	<b>ADULT w/out CAR</b>	<b>TOTAL VOTES</b>	
<b>Mental Health</b>		1	2	1	4
<b>Physical Health</b>		1	1	1	3
<b>Environment</b>		1	1	1	3
<b>Safety on our Roads</b>			1	1	2
Community Wellbeing			1		1
Saving My Money			1		1
Impact on Local Businesses				1	1
Independence for Youth				1	1
Financially Accessible Transit					0
Traffic and Congestion			1		1