



Communication and Advertising - Health&Safety&Promotion&Cycle tourism

MINISTRY OF TRANSPORT

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CENTRUM DOPRAVNÍHO VÝZKUMU

TRANSPORT RESEARCH CENTRE

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Content

1. Context: History of the cycling policy

2. Background of campaigns

3. Theme of campaigns

4. Cycling - Health programs

1. Context: National Cycling Strategy

National Cycling Strategy adopted through Governmental resolution n. 678

Interministerial cooperation: MoT, MoE, MoH, MoA, MoRD, MoEd

Main goals:

- **Create favourable conditions for cycling.**
- **Increase the bicycle use as an alternative means of transport and public awareness on its benefits.**
- **Coordinate activities of regions, municipalities / partners**

Reference: Martinek, Jaroslav, May 2005. National strategy for the development of bicycle transport in the Czech Republic - Objectives, reality, prospectives, ISBN: 80-86502-24-4

1. Context: National Cycling Strategy

Priorities National Cycling Strategy

PRIORITY 1: Development of cycling as an equal means of transport

PRIORITY 2: Development of cycling to strengthen tourism

PRIORITY 3: Development of cycling to help protecting the environment and health

PRIORITY 4: Coordination with other fields and organisations

Reference: Martinek, Jaroslav, May 2005. National strategy for the development of bicycle transport in the Czech Republic - Objectives, reality, prospectives, ISBN: 80-86502-24-4

1. Context: National Cycling Strategy

The Methodology - 21 PILLARS FOR CYCLING

1. Public involvement
2. Cycling in larger context
3. Financing
4. Safety of cyclists
5. Planning and designing of cycle infrastructure
6. Bicycle parking infrastructure
7. GIS for cycling

Reference: Martinek, Jaroslav, May 2007. *21 pillars for construction of cycling infrastructure*. ISBN 978-80-86502-60-1).

1. Context: National Cycling Strategy

The Methodology - 21 PILLARS FOR CYCLING

8. Cycling intermodality
9. Statistic data and monitoring
10. Cycle tourism
11. Program Greenways
12. Cycle routes and signage
13. Mountain-biking
14. Abandoned rail-tracks for cycling

Reference: Martinek, Jaroslav, May 2007. *21 pillars for construction of cycling infrastructure*. ISBN 978-80-86502-60-1).

1. Context: National Cycling Strategy

The Methodology - 21 PILLARS FOR CYCLING

15. Cycling and recreation
16. Promotion of cycling and healthy lifestyle
17. Cycling and health
18. International examples, research
19. Human factor on local / regional / national level
20. References and guidelines
21. Partnerships and coordination

Reference: Martinek, Jaroslav, May 2007. *21 pillars for construction of cycling infrastructure*. ISBN 978-80-86502-60-1).

2. Background of campaigns

Construction plans



Olomouc region – database of problematic stretches for cycling (target: car-free or low car traffic)



Czech Republic – overview of 30 large cycling projects prepared for EU Structural Funds (ROP)

2. Background of campaigns

Statistic data

849 km of car-free cycle paths

214 km of routes suitable for commuting by bicycle to work, schools etc.

178 municipalities registered in the database

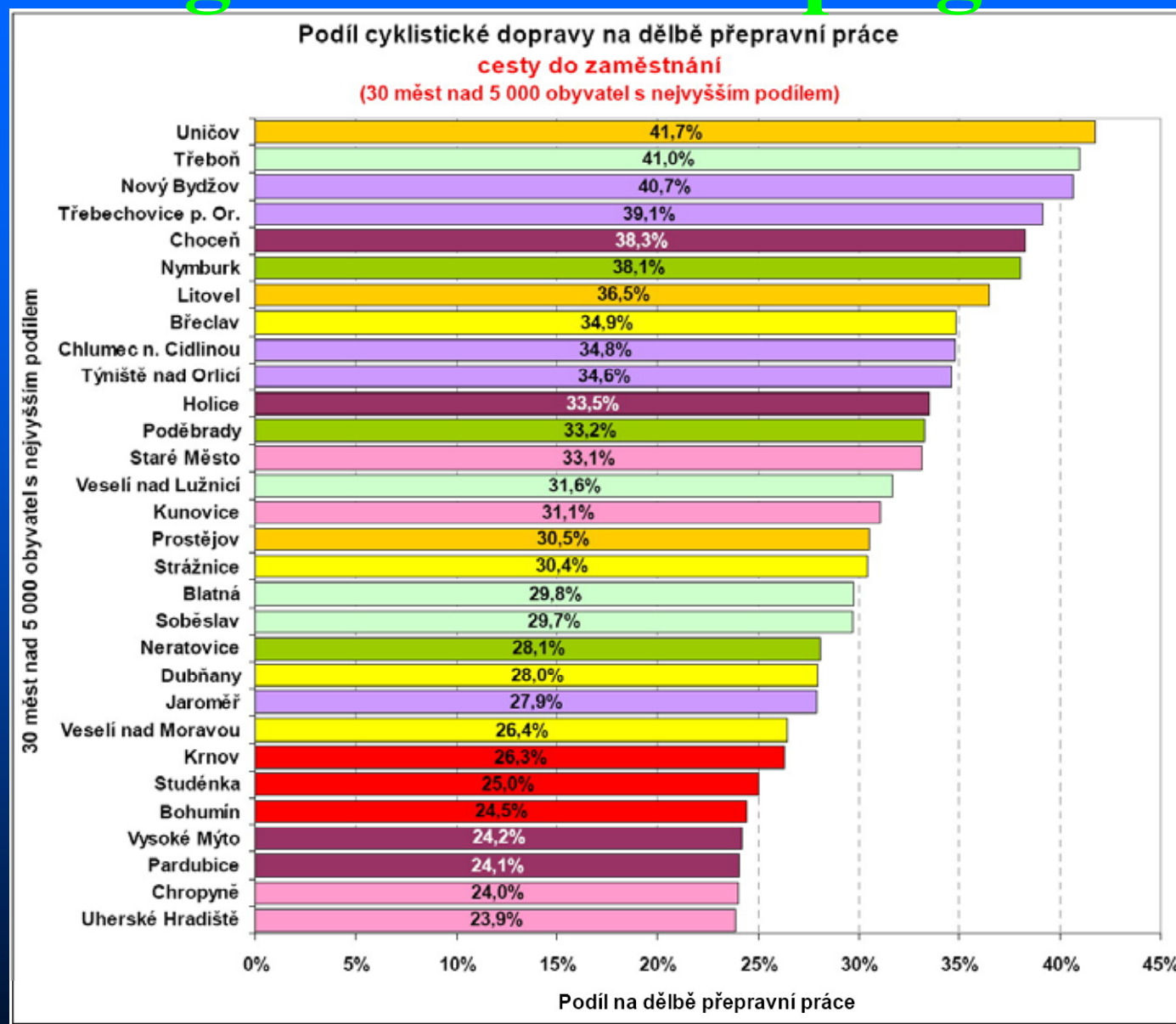
web site <http://www.ts-web.info/Cycle21/>

Reference: Čárský, Jiří, 2007. *Distribution Rate of Traffic Modes by Commuting to Job and School*. ISBN 978-80-227-2648-1.

2. Background of campaigns

Statistic data

Cycling shares in the modal split (commuting to work)



Reference: Čárský, Jiří, 2007. *Distribution Rate of Traffic Modes by Commuting to Job and School*. ISBN 978-80-227-2648-1.

2. Background of campaigns

Cycling in larger context

A. Cycling and sustainable transport

B. **Cycling, mobility and healthy habits**

C. Cycling and global approach in strategic planning



A. Car traffic is heavier



B. Publicity spots prefer cars

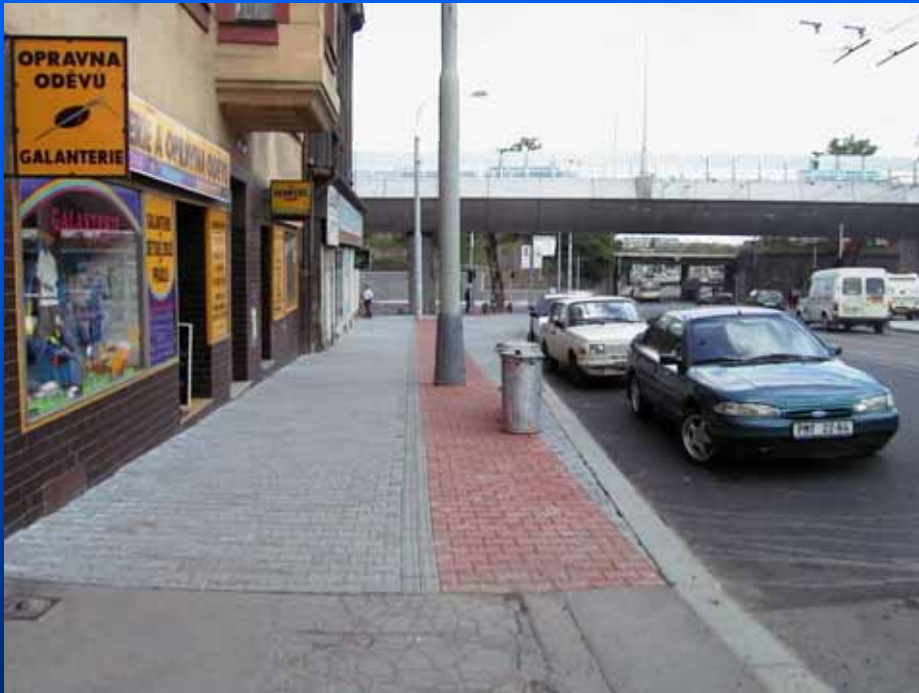


C. Integral part - cycling

2. Background of campaigns

Health & Safety & Promotion???

How cyclepaths are constructed? – some mistakes



Will you want to go on the red cyclepath?



The end of cyclepath?!

NECESSITY TO IMPROVE THE QUALITY !!!

2. Background of campaigns

Cross – Sectoral

Ministry of Transport – National Transport Infrastructure Fund (cycle paths)

Ministry of Health – National Health Program

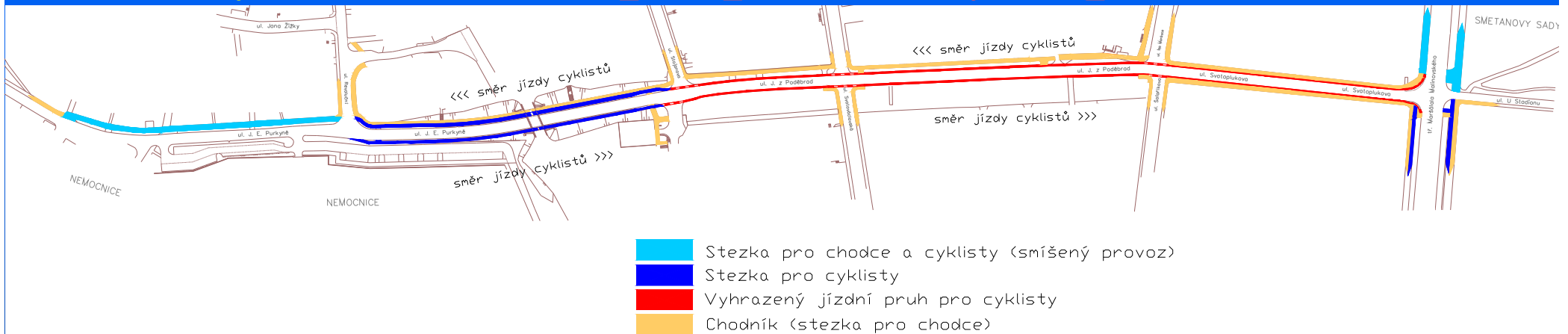
Ministry of the Environment – environmental education

Ministry of Education, Sport and Physical Culture – programs of Safe routes to schools

Ministry for Regional Development – programs enhancing tourism, revitalisation of communities, rural areas (e.g. restplaces for cyclists)

3. Theme of campaigns

Safety & Come to prepare a cyclepath with us



Example of safety cycle route in the city Uherske Hradiste

3. Theme of campaigns

sSafety & Health & Promotion



Safe routes to schools;
manual of the Ministry of Environment

Safe municipality – BESIP project

3. Theme of campaigns

Cycle tourism & recreation & Health



3. Theme of campaigns

Cycling and promotion & Health



In 2007 – the 6th European mobility week (16. –22. Sept) and „European car-free day“ (22nd Sept.).

Both events serve as promotion campaigns for environment-friendly means of transport, reasonable car use in urban areas and healthy habits of citizens.

In 2007 both events focused on climate change, 1429 cities involved with 200 milion people. In the Czech Republic - 75 cities.

3. Theme of campaigns

Cycling and Health

National Health Program

Long-term public health enhancement program: „Health for all in the 21st century“

National Cycling Strategy helps to:

Objective 11 of the program: healthy life-style

Measure 11.1.3 – increase the level of physical activity of inhabitants

4. Cycling - Health programs

Why – 50% of death causes cover cardio-vascular diseases (CVD) in CR

Education towards responsibility for personal health – not consumers of healthcare and passive „victims“

Move means to be alive, the life is movement, a healthy body is the first precondition

Benefits of cycling – risks of CVD decreases (better blood circulation / pressure, weight balance, regulation of cholesterol, increase of immunity, better muscle work / contractions in harmony, reduction of muscle – joint pain

4. Cycling - Health programs

Pilot region: Olomouc - „Discover the Olomouc region by bicycle“

Objective: to improve lifestyle of inhabitants through physical activity in natural environment

Target groups: young people, adults, elderly

Greater cities: Olomouc, Přerov, Hranice

Micro-regions: programs along cycle routes

Bicycle trips: facilities, new cycle paths and existing networks

4. Cycling - Health programs

Pilot region: Olomouc - „Discover the Olomouc region by bicycle“

A. Work in schools on weekdays: program of disease prevention, education of safe cycling and competitions by bicycle



4. Cycling - Health programs

Pilot region: Olomouc - „Discover the Olomouc region by bicycle“

B. Saturday rides: mayors from micro-regions, officials, citizens, service-providers



4. Cycling - Health programs

Pilot region: Olomouc - „Discover the Olomouc region by bicycle“

C. Health tests: measurements of cholesterol, blood pressure, BMI, triglycerides, glycemia



4. Cycling - Health programs

Pilot region: Olomouc - „Discover the Olomouc region by bicycle“

D. Commuting by bicycle to work: CDV and RHC
„Healthy day starts by healthy morning“



4. Cycling - Health programs

Pilot region: Olomouc - „Discover the Olomouc region by bicycle“

E. By bicycle with helmet: CDV and RHC



Fall without helmet
3200 Euro



Fall with helmet
100 Euro

4. Cycling - Health programs

Crystal heart – conference of MH

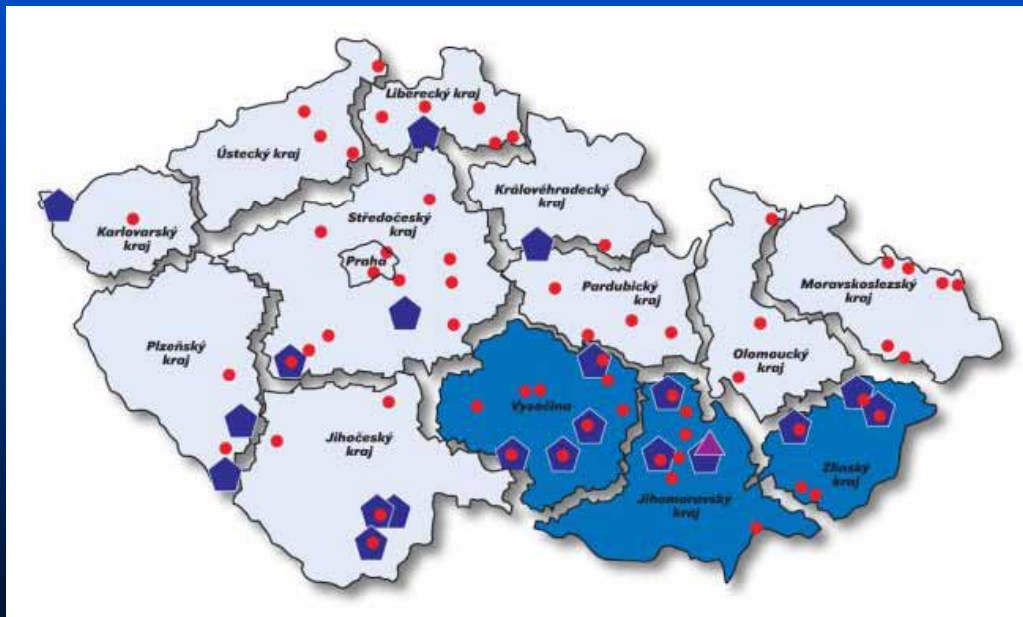


Annually in June

4. Cycling - Health programs

National Healthy Network

Healthy Cities of the Czech Republic (HCCZ) is a national association of active cities, towns and regions in the Czech Republic that are implementing the WHO Healthy Cities Project, an international initiative under the auspices of the **World Health Organization (WHO)**.



Sustainable transport



HEALTHY CITIES, TOWNS, REGIONS
CZECH REPUBLIC



- Campaigns** and awareness raising activities supporting ecological transport
- European mobility week & Car free day
- Traffic calming** in cities, traffic safety
- Public transport development**, reducing passenger car transport
- Barrier free transport**
- Accessible & Affordable transport
- Cycling & walking

EVENT:
16 - 22.9,
European mobility week

FURTHER INFORMATION:
<http://www.healthycities.cz>

4. Cycling - Health programs

Other programs – „It is your choice“

A. In spa towns: regeneration program

B. Programs of Regional Health Centres: days of Health, Eco-days, National days without injuries



References

[udrzitelna-doprava.cz](http://www.udrzitelna-doprava.cz)[http://www.](http://www.udrzitelna-doprava.cz)

Info on sustainable transport

<http://www.cyklostrategie.cz>

Info on the National Cycling Strategy

**Thank you very much for your
attention**

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