

Cyclize your campus –Getting more active-the benefits of, barriers to & behaviour

change
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Health risk of inactivity

- Physical inactivity carries the same health risk as **smoking, high cholesterol** and **high blood pressure** (Bauman 1998)

but yet

- Over ½ the Irish population is inactive
- Higher social classes more active
- Men remain active (SLAN 2008)

Physical inactivity



- Heart disease
- Stroke
- Type 2 diabetes
- Some cancers
- Financial

Physical activity

Physical activity is **all movements** in everyday life, including work, recreation, exercise, and sporting activities

(WHO 1997)





National guidelines on physical activity

- Get Ireland active 2009- HSE & DOH



Physical activity

How much?	at least 30 mins
How often?	Five days /per week
How hard?	Moderate intensity – Increase in breathing & heart rate, can talk
Accumulate?	10 minutes or more

More health gains?

- Vigorous intensity: 20 mins 3 days a week
- Can combine moderate & vigorous intensity
- Makes you huff & puff- conversation is difficult



Other recommendations

To maintain a healthy weight	Moderate activity – 60 minutes per day
Overweight	60 mins -75 mins to lose weight
Muscle strengthening activities	2-3 times per week

Benefits of physical activity

Reduces risk of cardiovascular disease;

- Heart disease by : 50%
- Stroke by : 27%
- Blood pressure: Long & short term benefits
- Cholesterol: HDL LDL
- Type 2 diabetes: 33%-50%

Some cancers –colon cancer 40% -50%

Other benefits

- Muscles & bones
- Relaxation
- Stress
- Sleeping patterns





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Why cyclize your campus?

- Potential reach
- Positive health message
- Employees' working hrs, students' day
- Employees' health physical mental social
- Economics

Physical activity

Whose responsibility

- Individual?
- Society?



Barriers to activity

- Lack of time
- Weather
- Lack of interest
- Low self-confidence
- Feeling too tired
- Concerns about personal safety
- Fear of injury
- Lack of support
- Poor access to facilities



Barriers to cycling

- Personal safety
- Appearance
- Clothing
- Transporting equipment & belongings
- Weather
- Not feeling fit enough
- Lack of confidence
- Cycle routes

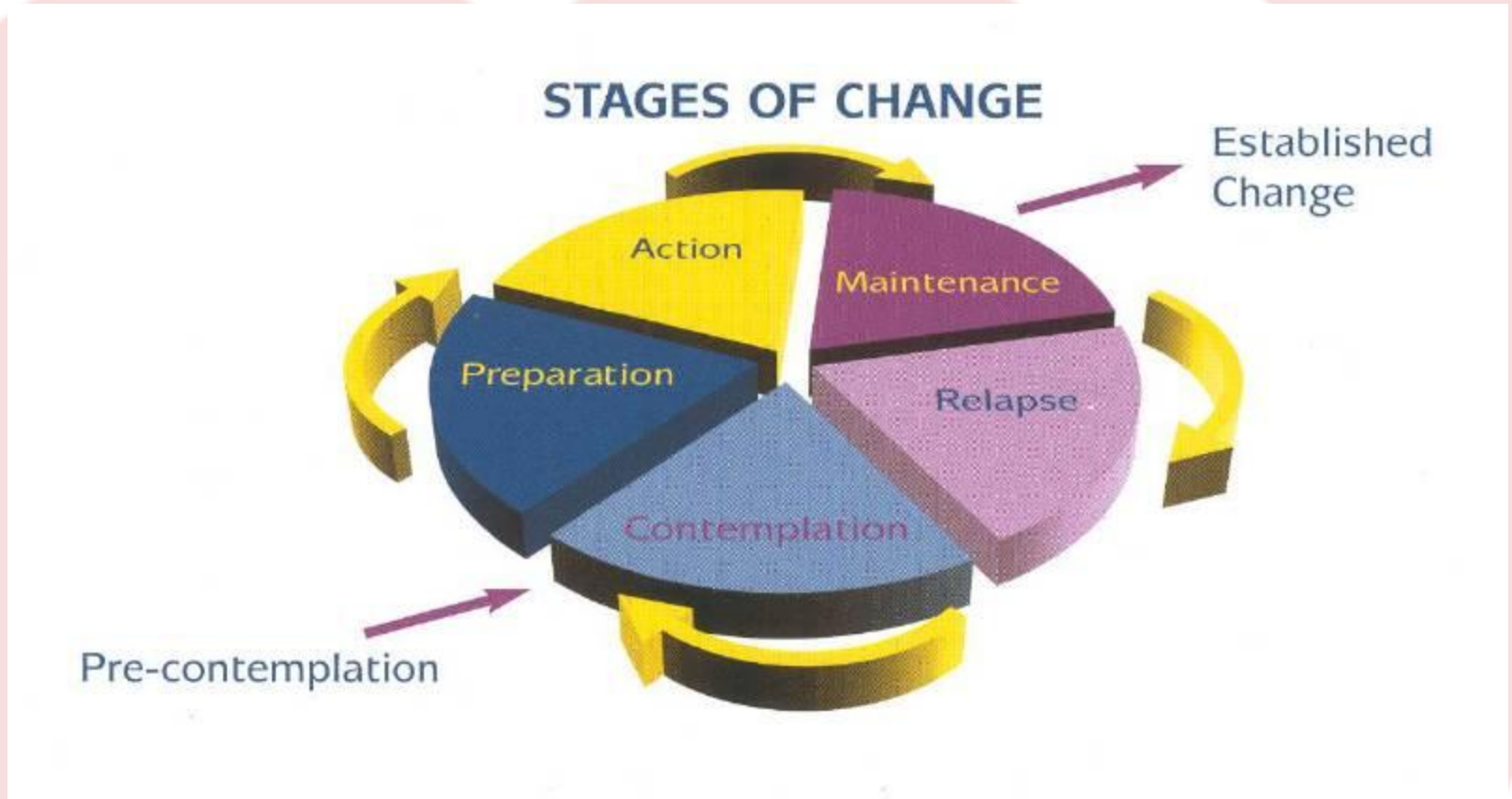


Readiness to get active?

- Physical readiness
- **Psychological readiness**- bigger barrier



Behavior Change is complex





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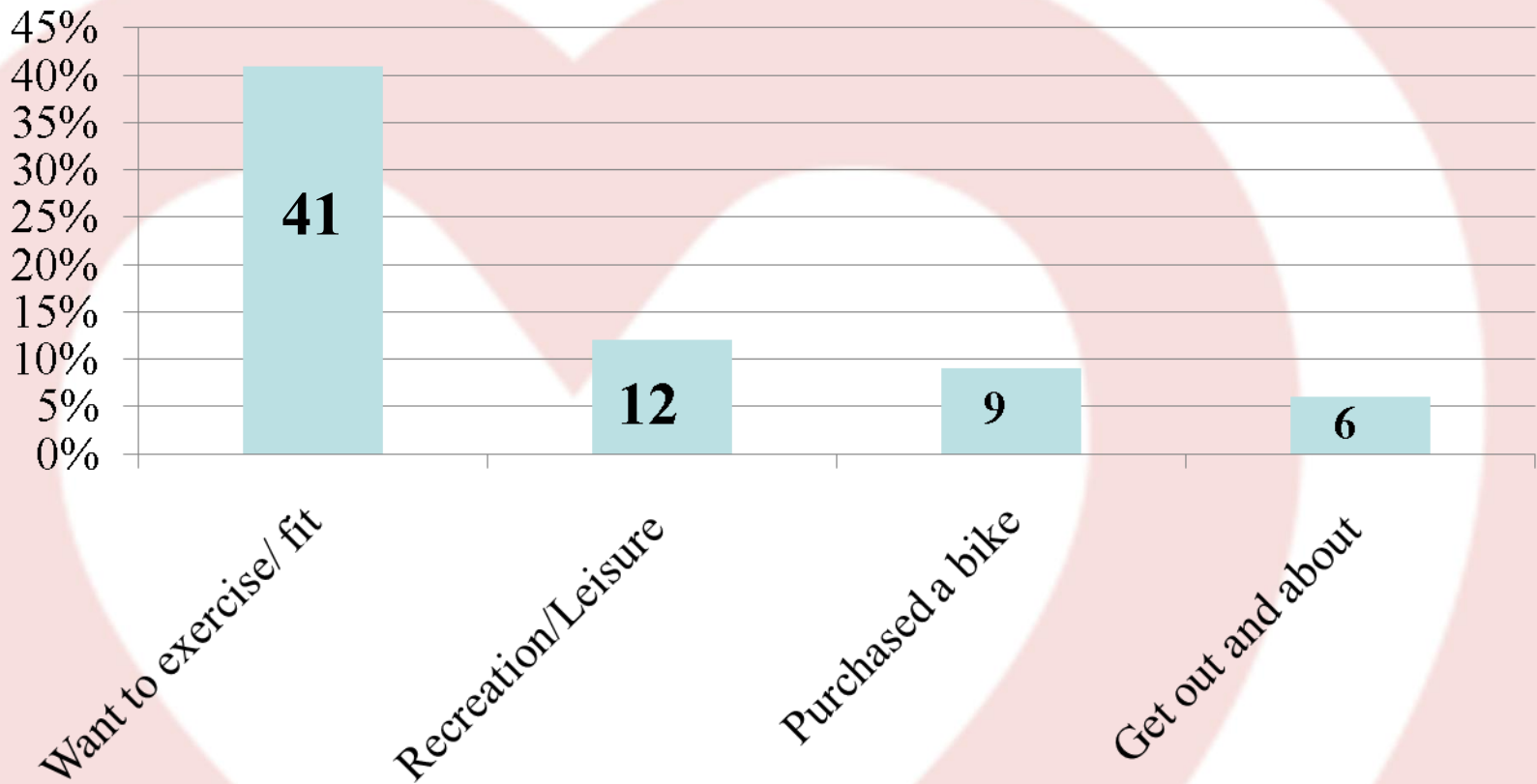
Not thinking about activity

- Not thinking about cycling within the next 6 months
- Create Awareness & provide information
- Posters (high traffic)
- Emphasise positive benefits
- Emails, bulletin boards, intranet, newsletters
- Environmental benefits

Thinking about activity

- Thinking about cycling in the next six months
- Create Awareness & provide information
- Information on cycling routes nearby, bike shops etc
- Set short realistic goals
- Benefits of cycling

Contemplators' survey- Australia



Preparation

- Preparing to cycle in the next month

- Encourage participation
- Sign up to workplace programmes
- Cycle with friend/buddy
- Have a cycling challenge over 4-5 weeks – different levels of activity

Factors affecting motivation cycle/ not cycle

Negative

- Cycling is dangerous
- Great effort required
- Helmets
- Limited secure storage
- Cycle-lanes

Positive

- Motivation to be fitter/healthier
- Social interaction, enjoyment,
- Desire to use less fuel/cut costs
- Low cost of cycling
- Environmental reasons

Action

- Cycling for less than 6 months

- Organise team challenges
- Regular correspondence

Maintenance

- Cycling frequently for at least six months

- Organise team challenges
- Change the culture of your organisation
- Develop policies to support activity



Keep staff/students motivated

- Promote a positive culture and environment
- Incentives (t-shirts, vouchers, flexitime,, newsletter recognition)
- Education around cycling benefits
- Regular emails
- Buddy system- employees supporting each other
- Workshops
- Community bike events

To conclude

- Integrating physical activity into people's daily routines is more cost effective and more likely to be sustained than structured exercise programmes.

