

# CYCLING BEHAVIOUR CHANGE PROGRAM MAPPING TOOL

Use this program mapping tool to create a behaviour change cycling program from scratch, or to build on your existing cycling skills training program by seeing if some of your program elements map onto our steps. This will help to showcase what you are already doing that counts as a behaviour change strategy, while also identifying gaps you can address to improve your program to better accelerate behaviour change and increase cycling. Please note, this only contains a selection of the relevant evidence for each step. Please review our Behaviour change report for additional information.

<b>STEPS</b> Work through each step to help articulate behaviour change approaches in your own program	<b>EVIDENCE</b> Here are <i>some</i> examples of evidence supporting the approach.  For more information read our report at <a href="http://torontocycling.org">torontocycling.org</a>	<b>CONTEXT</b> Do you have a hunch or some information about the local context for the program and how it might factor into the program design? Use this column to write out what you think might matter.	<b>PROGRAM ELEMENT</b> Scope a program element for this step by thinking about the evidence and context of your program.
<b>COMMUNITY-BASED PARTNERSHIPS</b> to provide ongoing social support through modeling, local hubs and periodic events. If you are targeting a geographic area that has evidence of latent demand, you should establish partnerships only after you have fully defined your target population.	<ul style="list-style-type: none"> <li>• <i>Cycling visibility, particularly in one's own "social" group displays potential to increase its "normality" and popularity. People who live in households with other cyclists, had co-workers who cycled or saw adults cycling in their community were more likely to cycle.</i></li> </ul>		<p><i>Are there organizations that have missions or values that align with your program? What organizations are working with your target population or are important within the community you are working in?</i></p>

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<b>1. SEGMENT TARGET POPULATION</b>	<ul style="list-style-type: none"> <li>• <i>Targeting allows you to tailor your program to a specific group's barriers to cycling.</i></li> <li>• <i>Groups undergoing a "life-transition" are more likely to change their behaviour. Eg. Recently moved to a new city</i></li> <li>• <i>Behaviour change is more likely to be successful when you focus on those who are "interested, but concerned", rather than those who have never considered the behaviour.</i></li> </ul>		<i>Who is the target group and why did you choose them?</i>

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<b>2. REMOVE BARRIERS TO THE BEHAVIOUR</b>	<ul style="list-style-type: none"> <li>• <i>Fear is constructed by the prevalence and contents of cycle and road safety training courses, which often focus excessively on cycling's risks. For many, this fear constitutes a significant emotional barrier to cycling.</i></li> <li>• <i>Parents' attitudes, perceptions and misperceptions of cycle safety and suitability of cycle facilities acts as a significant barrier to cycling uptake by younger populations.</i></li> <li>• <i>There are consistent gender patterns for cycling that imply that women are less likely to cycle when there is little protective cycling infrastructure available.</i></li> <li>• <i>An individuals' attitudes &amp; perceptions of cycling can act as a deep-rooted barrier to cycling. For example: stereotypes or the "image of cycling" can often be negative among those who do not cycle.</i></li> </ul>	<p><i>What kinds of barriers do you think matter to your target population?</i></p>	<p><i>In what ways could your program address common barriers, and barriers specific to your context?</i></p>

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<b>3. IMPLEMENT COMMITMENT STRATEGIES</b>	<ul style="list-style-type: none"> <li>• <i>Public or social commitments are more successful at encouraging people to change their behaviour. This could be having participants declare their commitment to friends, family or on social media.</i></li> <li>• <i>If your program is targeting new or novice cyclists consider using a loose “give it a try” approach to keep it light, fun and so that they perceive it is possible to accomplish.</i></li> <li>• <i>“foot in the door strategy” which involves a very minimal commitment, that is followed up later with a larger commitment later on, is a good strategy for new or novice cyclists.</i></li> <li>• <i>Participant intake into a program, or a program launch event is an ideal time to use commitment strategies in a social way as a group if these events take place in groups.</i></li> </ul>		<p><i><b>What</b> kind of commitment (small or large) makes sense for your target population? <b>How</b> will the commitment be made by participants in the program (socially, signing a pledge or a social contract with another participant). <b>When</b> will participants make a commitment - Only at the beginning of the program, or will they make an additional one in the middle or at the end?</i></p>

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<b>4. SUSTAIN THE BEHAVIOUR CHANGE</b>	<ul style="list-style-type: none"> <li>• <i>Year-round and recurring events provide compelling visual imagery and constant reminders of cycling as a regular activity. Consider highlighting annual or regular events outside of your program, or linking your participants to these events during the program itself.</i></li> <li>• <i>Incorporate fun, useful and reusable prompts as a means of reinforcement and reminder. Prompts may include tote bags, water bottles and notepads (Cooper, 2007). Additionally, prompts coming from within a community, such as action posters and lawn signs, will reinforce community commitment to behaviour change.</i></li> </ul>	<i>What do you think might be important to your target population in enabling continued cycling in the community?</i>	<i>What cycling events already happen in your target populations' community or city?</i>