



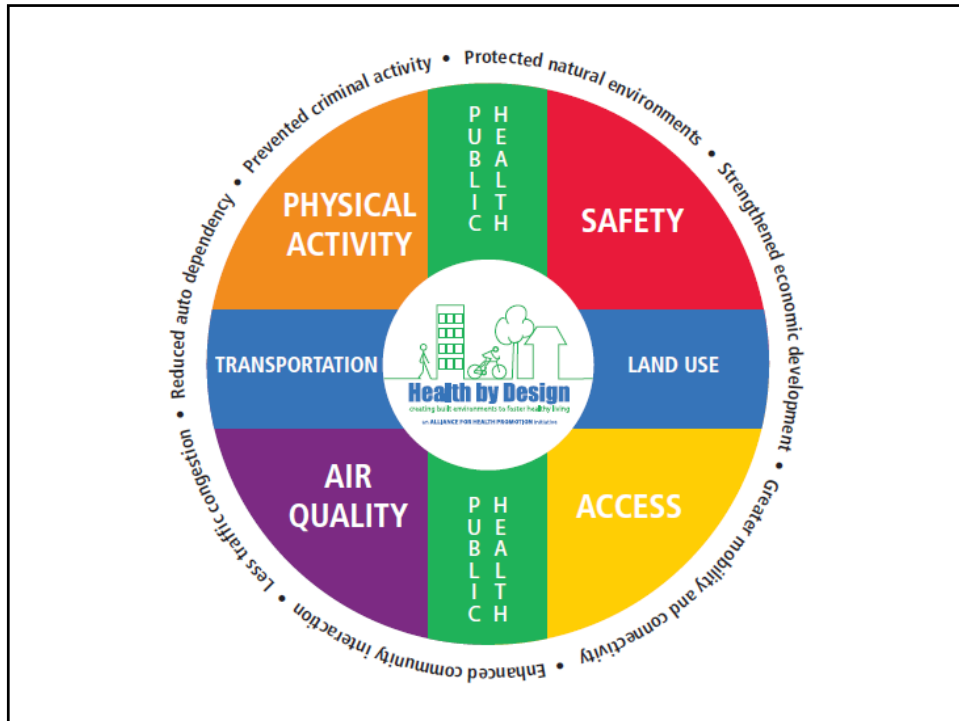
Promoting and Incentivizing Active Transportation for the Worksite Setting



Health by Design

Health by Design is a coalition of diverse partners working to ensure that communities throughout Indiana have neighborhoods, public spaces and transportation infrastructure that promote physical activity and healthy living.





Active Living Initiatives



- Education & Training
- Assessment & Planning
- Strategic & Innovative Partnerships
- Action & Implementation

ACTIVE LIVING

A way of life that integrates physical activity into daily routines.

- Walkable
- Bikeable
- Transit-oriented
- Universally accessible
- Streets are places
- All settings provide safe & easy opportunities for being active



Building Active Communities

- Safe
- Accessible
- Connected
- Inviting



The Benefits of Active Living



The Benefits of Active Living

- Healthier residents
- Safer communities
- Cleaner environments
- Greater access to jobs, shopping and services
- Independence and mobility for all
- Enhanced social and civic engagement
- Strengthened economies



WHO'S INTERESTED?

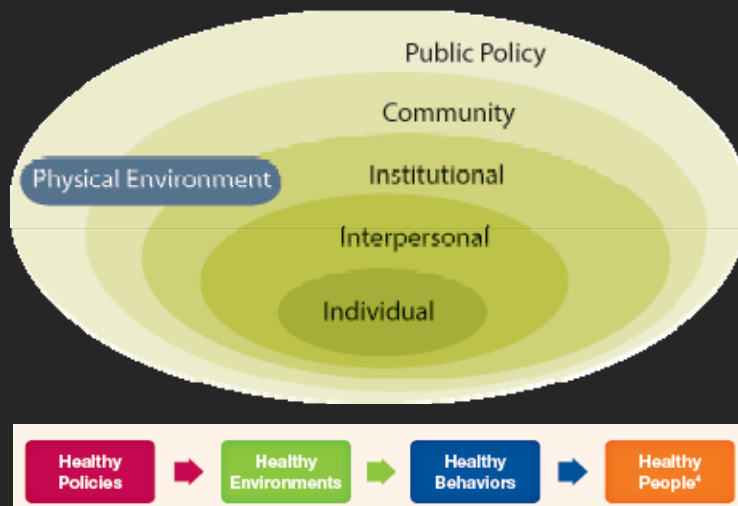
- Chambers of Commerce
- Economic development organizations & businesses
- AARP
- REALTOR® associations
- YMCAs
- American Planning Association
- Environmental organizations
- Local health coalitions/orgs
- Bicycle and pedestrian advocacy groups



*"One number may determine
how healthy you are and how
long you live. It isn't your
weight, cholesterol count, or
any of those numbers that
doctors look at.
It's your address."*

Policy Link

Making the Healthy Choice the Easy Choice



PLACE MATTERS!

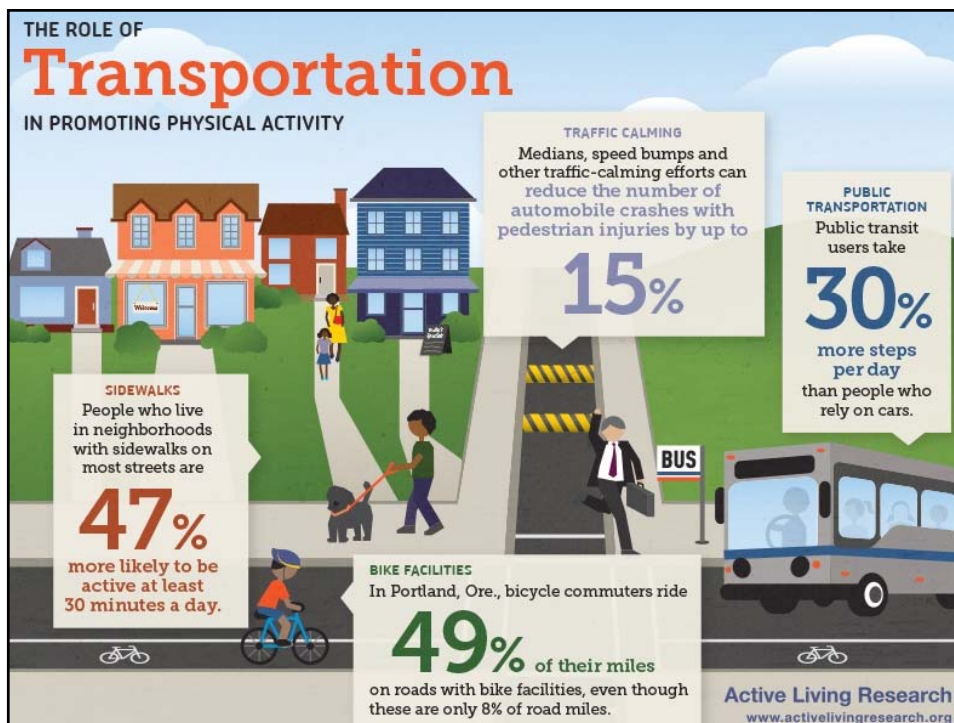


"The choices we make
are driven by the
choices we have..."

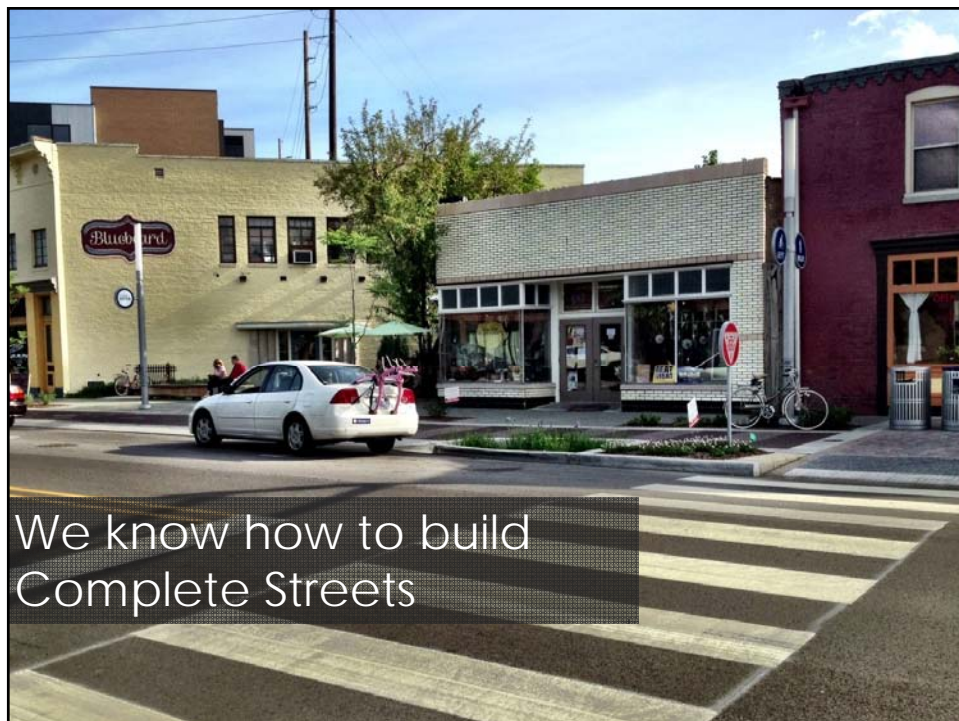
2009 Trailnet Healthy, Active & Vibrant Community Toolkit



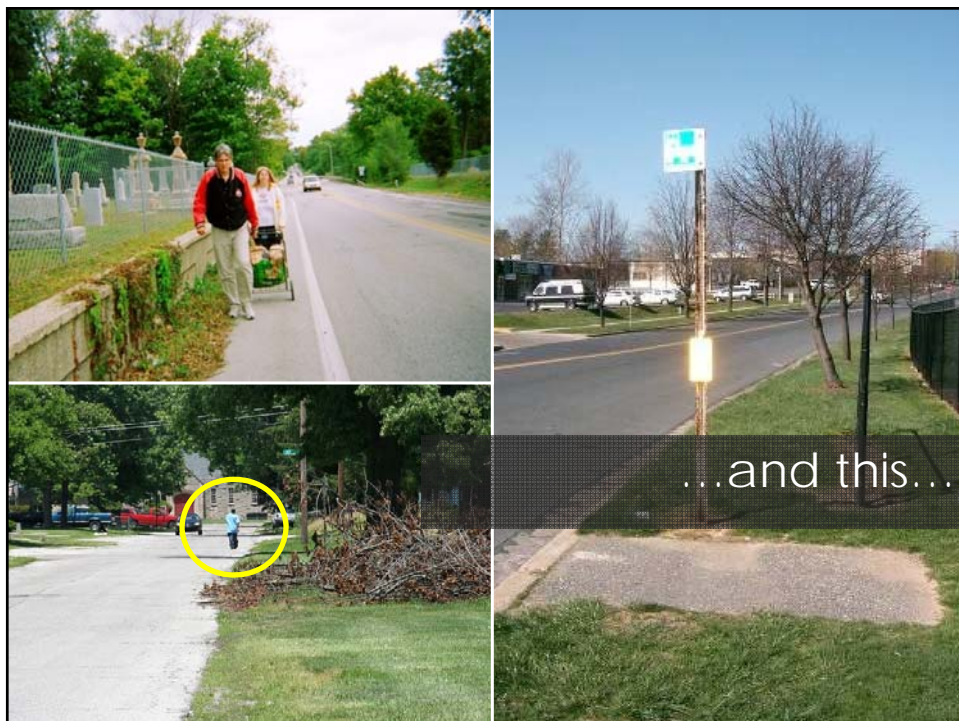
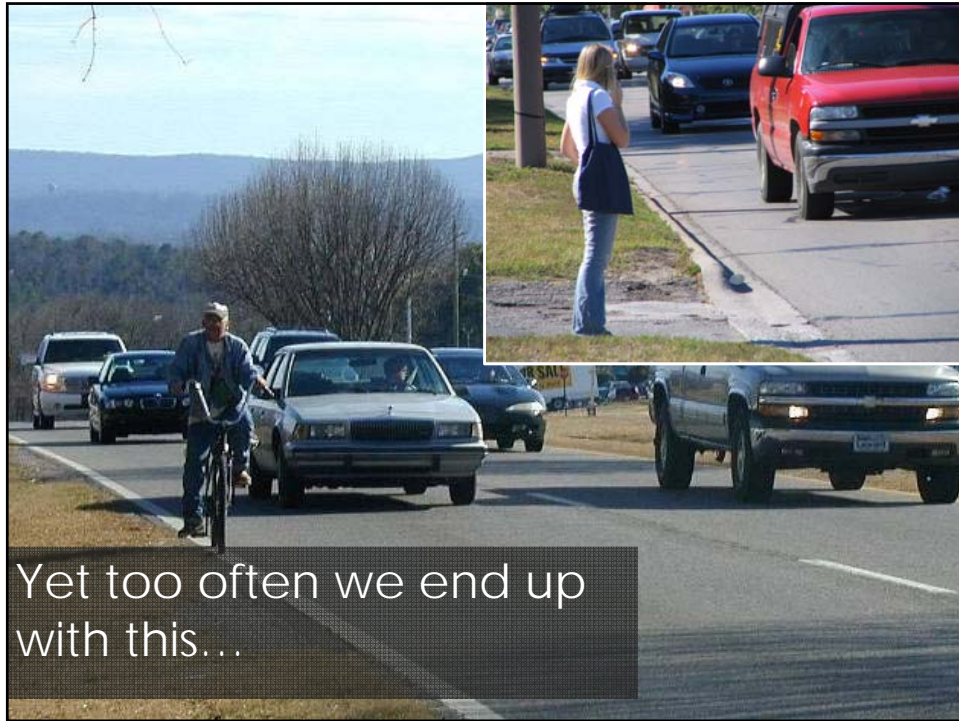
Transportation Options

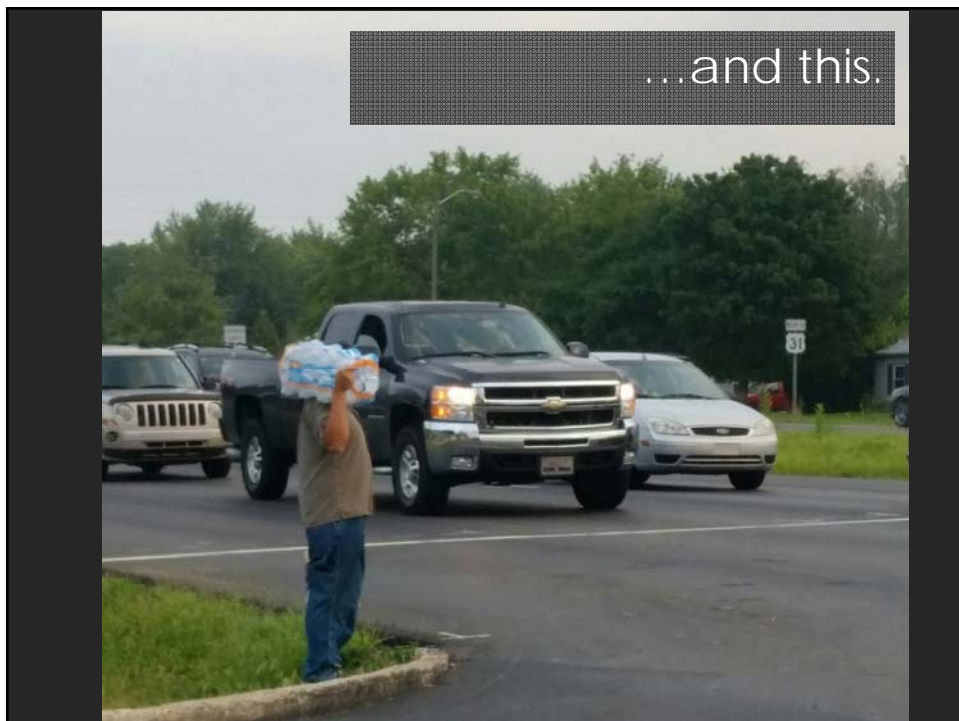
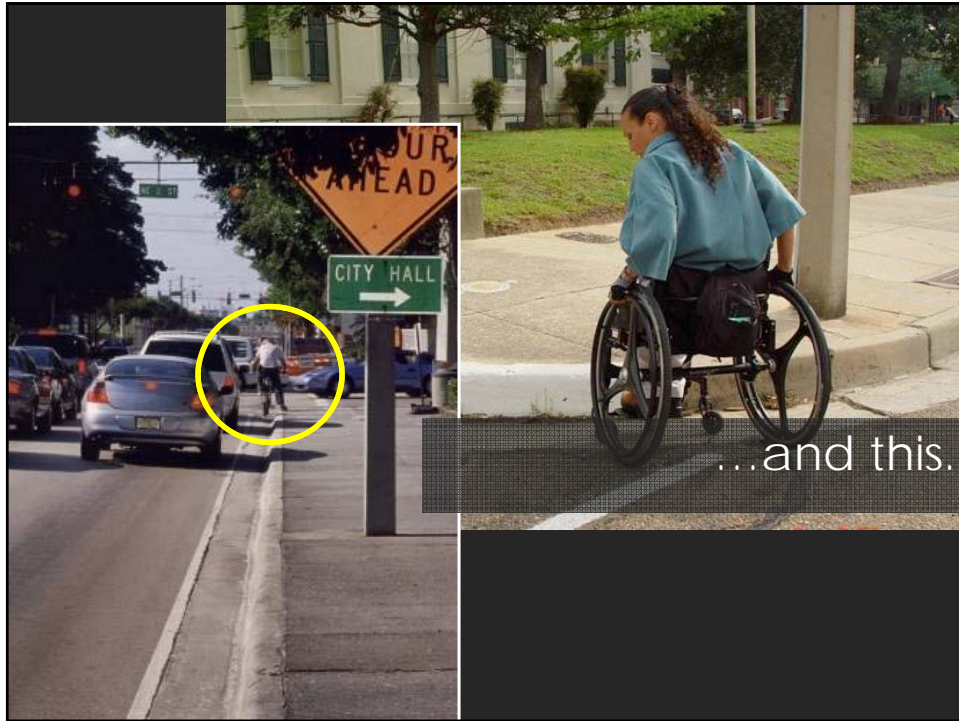


INTENTION



We know how to build
Complete Streets

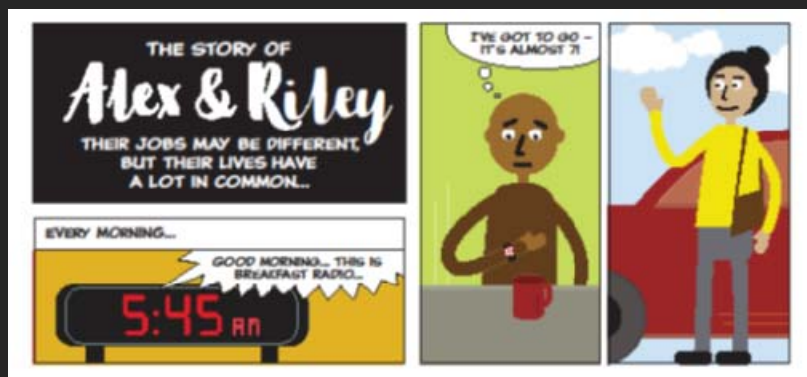




Streets where this seem logical...



Alex and Riley



Alex and Riley



Alex and Riley



Alex and Riley



Alex and Riley



Wellness Incentives in the Workplace

- Wellness Program Financial Incentives are common
 - Yet, the evidence of the effectiveness of these incentives is still not well understood by research.



Wellness Incentives in the Workplace

- Research does shows us that:
 - Having an up-front award (or account), then making withdrawals for not meeting the wellness goals resulted in greater daily exercise levels.
 - Providing awards for meeting wellness goals seems to have a minimal effect.
 - The manner in which incentives are offered may make a difference.

Framing Financial Incentives to Increase Physical Activity Among Overweight and Obese Adults
(Annals of Internal Medicine, Patel, et. al, 2016)

The Anti-charity Model

- Studies show success in increasing levels of wellness by using an emotional appeal.
 - For example, If you believe in gun control, an automatic donation to the NRA is made if you do not meet your wellness goals.
 - “The threat of losing something you already own is far more motivating than the lure of gaining something you never had” -CEO Jordan Goldberg, stickK.com.

Hate to Lose Money? Channel that emotion to help you be healthier (STAT, Patrick Skerrett, February 15, 2016)

Long-term Change with Incentives

- Link financial rewards to deep-seated goals/beliefs as a tactic.
 - An Indiana employer that believes in sustainable environmental design has initiated a bicycle commuting wellness benefit.



Christopher Burke Engineering Bike Commuting Program Benefits

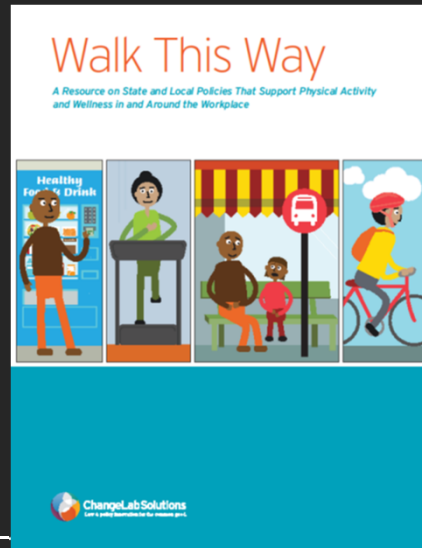
- Participants log their bike commuter miles weekly
- Pay employees \$.75 per mile for bike commuting
- On-site locker shower facilities
- Fleet bikes available and fleet cars available
- Annual bike giveaway and quarterly bike gear giveaways
- Local bike shop discounts
- Bike storage and tools in office
- Monthly bike breakfasts



Christopher Burke Engineering Bike Commuting Program Results

- Since 2006
 - 150 employees participated
 - Over 300,000 miles commuted by bike
 - Eliminated 618,000 pounds of carbon
 - \$70,000 in gas money saved
 - Reduction in participant medical costs
 - Increased employee morale and camaraderie
 - 800 average miles commuted company wide per week
 - 38 average miles ridden per week, per participant

Walk This Way Resource Guide



Walk This Way Resource Guide

- Provides ideas on policy implementation for worksite wellness at the community level and in worksites.



Your Charge

- Increase your Active Living behaviors
 - See your worksite through an Active Living lens
 - Take action
 - Be an ambassador
 - Engage and recruit others
 - Act in your areas of influence
 - Commit time and resources
 - Be INTENTIONAL
-

QUESTIONS?

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