



Cycling promotion and the world of a child

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How important is promotion?



Indicators of a cycling culture



Other indicators





Other indicators





Other indicators



LOSE YOUR
-LICENCE-
AND YOU'RE
Screwed.



MEANWHILE
- OUTSIDE -
OF
Australia.



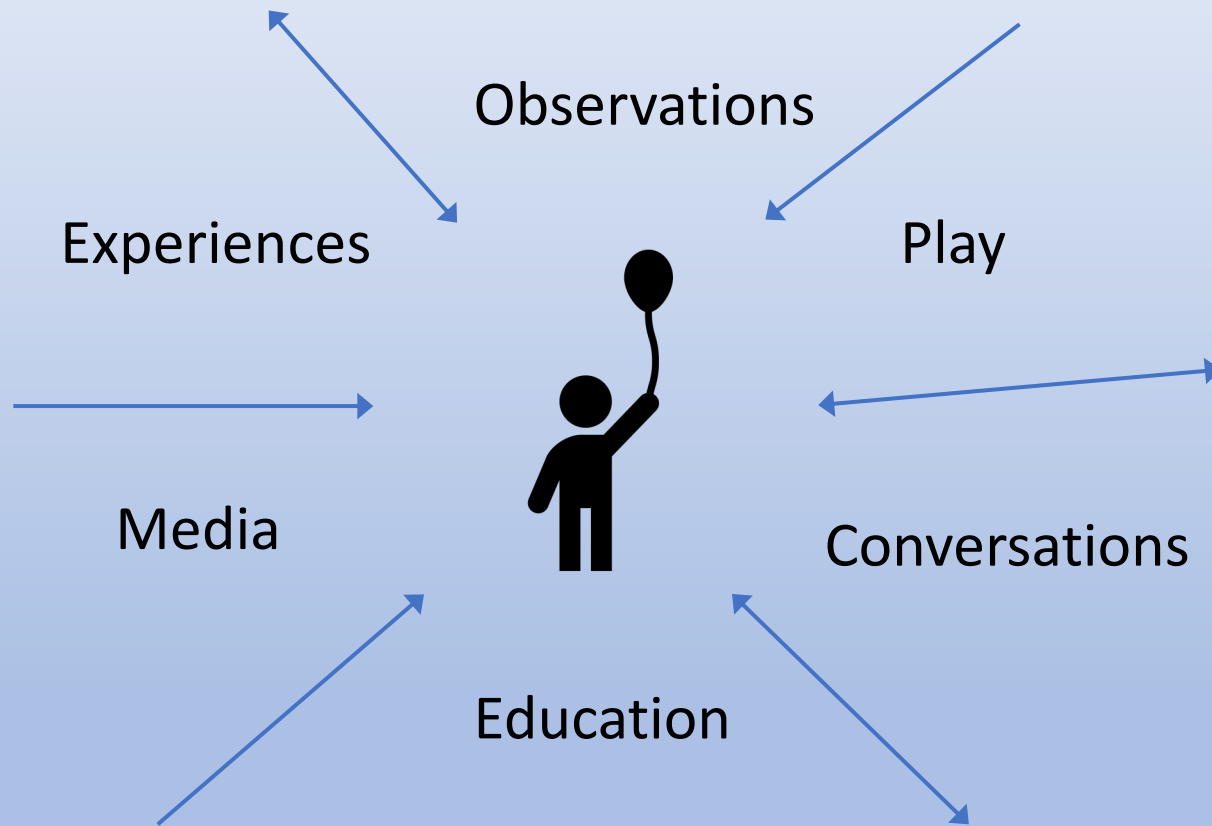
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Jill's joyful ride



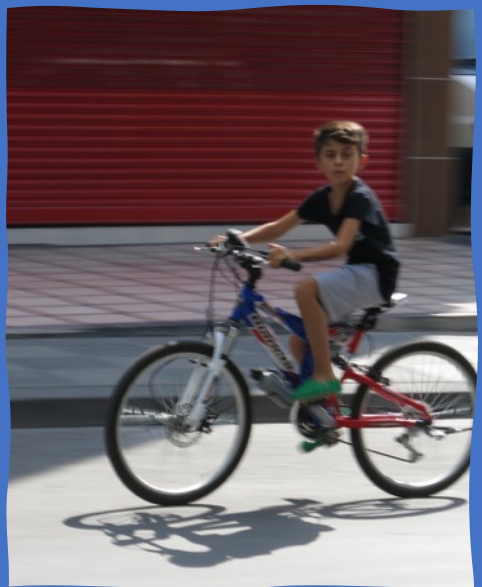
‘Cycling behaviour therapy’ with Jacqui!

Think back to your childhood....



Think of any cycling-related message:

- How did you receive it?
- What was the message?
- Did it raise any thoughts?
- How did it make you feel?



Experiences



Observations

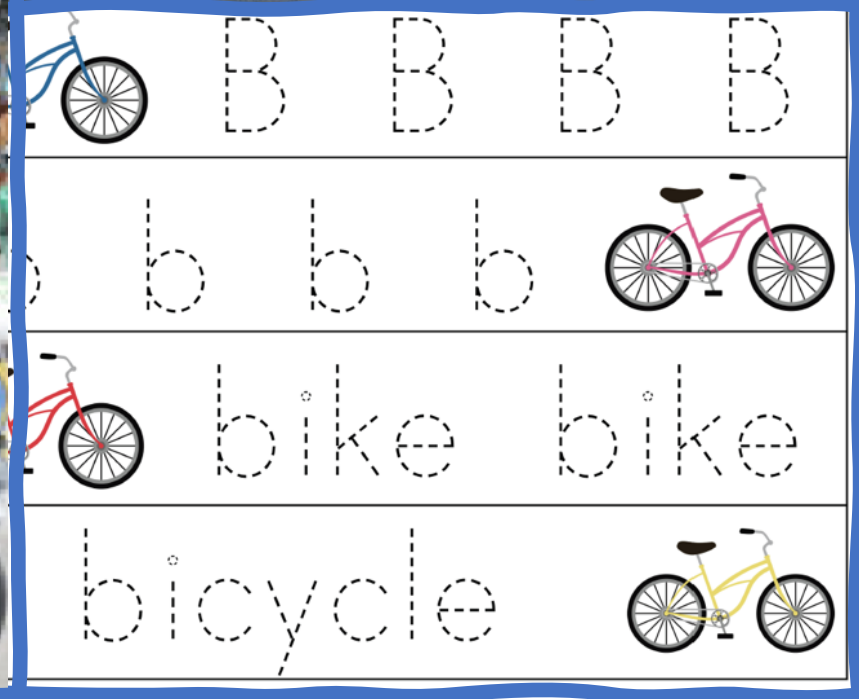




Play



Education

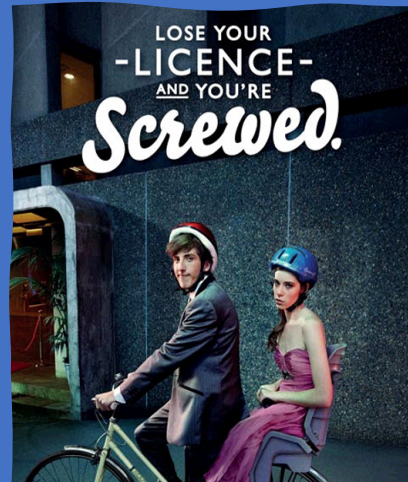
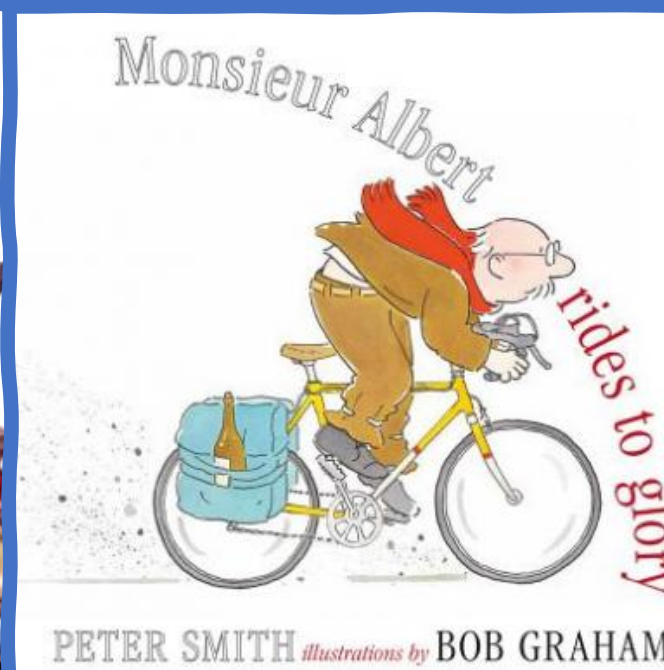
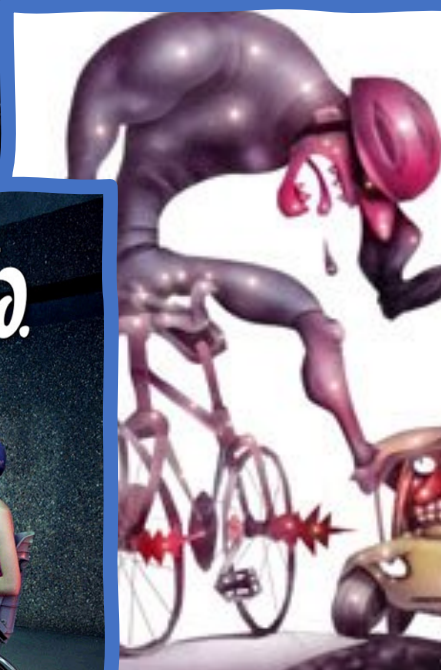


ACADEMY AWARD® WINNER BEST ORIGINAL SCREENPLAY 197

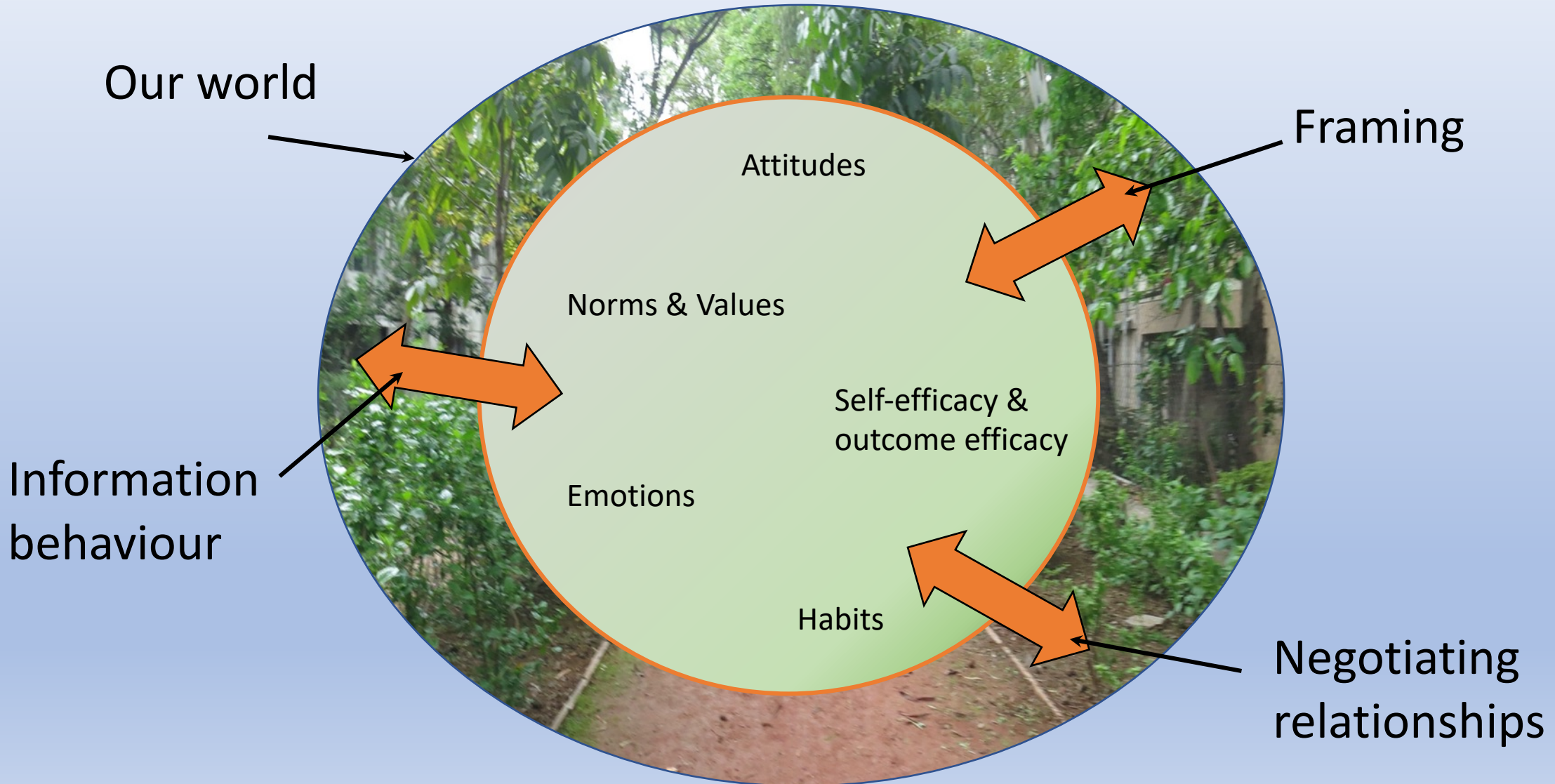


Media

Roads are for cars, not Lycra louts



So what makes us move the way we do?



Travel behaviour- One crazy confusing ride!

Many attributes and issues

Involves skills, protocols
and navigation

Requires preparation

Pervasive presence

Everyday occurrence

Confronted with
different situations

Occurs in public

Can be emotional

Involves co-operation

Add children to the mix for extra complexity

Impressionable learners

Complex decision-
making environment

Safety concerns

Need for play & friendship

Need for independence

Need for activity

Set up habits and skills
for life

Cultivate community
minded caring citizens

Good for the future –
equity and environment

Thank you

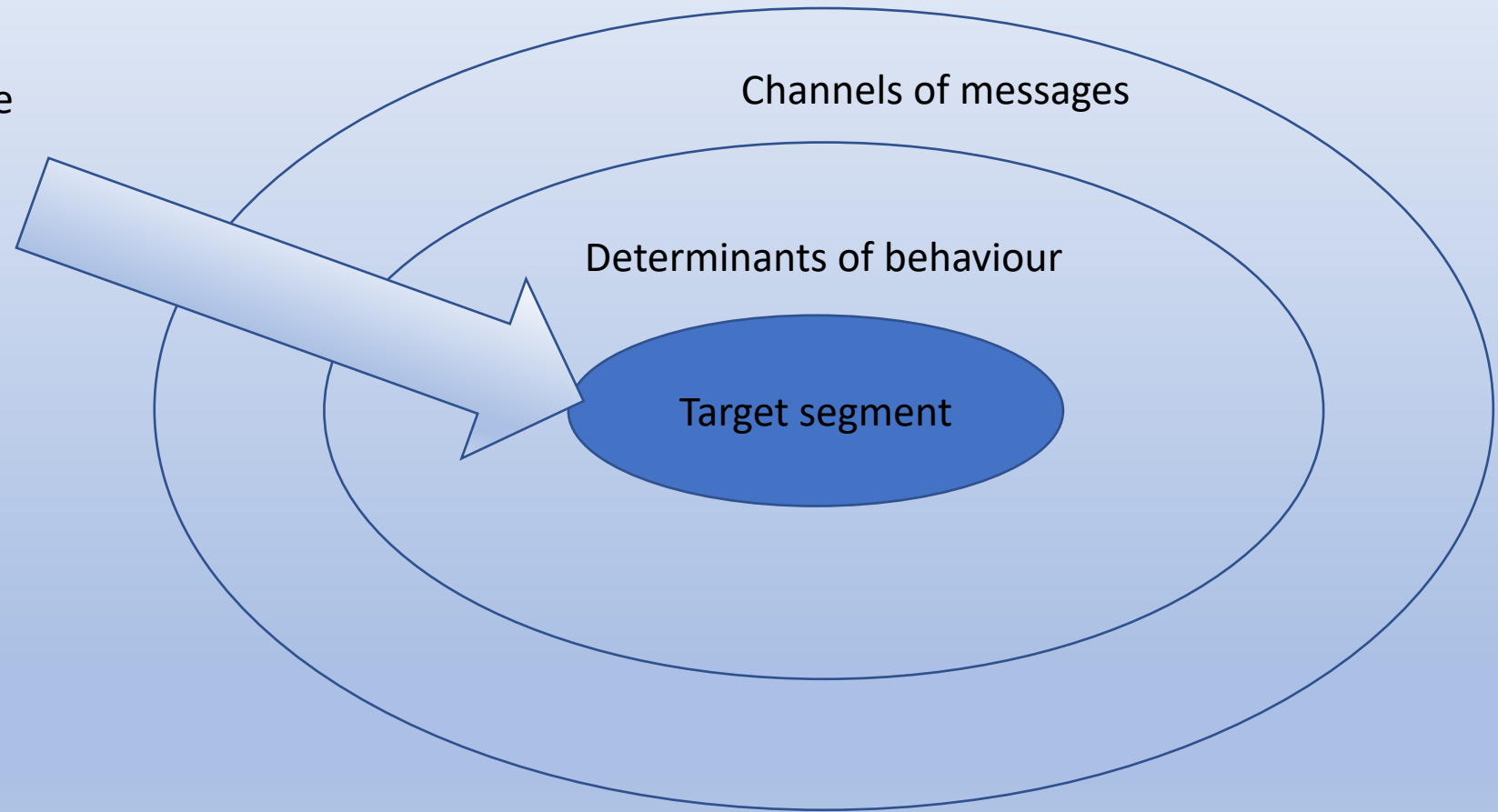




Now for your ideas!

Choose your own advocacy story

Messages from initiative



Some potential initiatives

- Children's **books**
- **Integration of cycling competency** into schools and when obtaining a driver's license
- A lesson plan to learn about the **confusion, compassion & competencies of sharing the road** targeting year 10 pdhpe students
- **Gamify cycling experiences** for teenagers – interactive cycling route maps to schools (add stories, pictures, kms etc.)
- **Spotto** sustainable transport
- **On your way in May** – month of making a transport commitment
- Events that allow parents to **try new forms of family bikes**
- **Allowances for bikes** for those that choose to cycle to school
- **Art exhibitions** celebrating cycling with participation from children
- **Shared zone's** for suburban streets without footpaths
- **Collaborations with, and workshops and guidelines for media producers** that target children
- Better regulation around **unhealthy advertising** beyond junk food

You don't need fully designed initiatives,
just any pieces of the puzzle ...

Education Media Conversation Experience Observation Play Other

TARGET SEGMENT

- Children or carers?
- Gender/culture/age
- Activity (school trips, short trips etc)
- Previous cycling
- Socio-economic background
- Location

MESSAGE

Framing

Negotiating
relationships

Information
behaviour

BEHAVIOURAL DETERMINANTS

- Norms & Values
- Self/Outcome efficacy
- Emotions
- Attitude
- Habit

Barriers to making initiatives effective,
accepted and possible?

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