

Behaviour Change Interventions

Education



What?

Education is defined by increasing knowledge and understanding.

It is the most frequently utilised intervention type for active travel – though in isolation, its usefulness is limited (Kelly et al., 2020).

The education intervention can be effective as behaviour change is often hindered by a lack of knowledge or awareness. It works particularly well when individuals already have goals and intentions around traveling more actively or becoming more active.

It's important to think about consistency of the messages, who they are targeted at, who is delivering them, and therefore how they will be received by different audiences.



Examples

- Tailored route planning with individuals, to show best routes to their work, school, local town centre etc.
- [Local radio station providing information](#) on way to travel actively and sustainably across the city and the benefits of travelling actively
- Information played on Plasma TV's at local GP surgery with a GP endorsing walking and cycling initiatives and the benefits to specific health conditions
- Signage in a local community highlighting a local walk, how long it will take, what people should expect and who the route is suitable for
- Producing a local quieter routes map, to highlight lesser known options
- Installing 'Share with Care' signs at busy areas of shared use paths

Why?

“The station and bus advertising promoting walking and cycling have proved their effectiveness in recent survey results, showing a significant increase in walking and cycling and reduction of driving in particular to and from our railway stations.”

Lindsay Haddow, Policy Planning Manager, Midlothian Council, SCSP Case Study

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