

OBESITY FACTS: ANCHORAGE BIKE TO WORK DAY

WHAT'S THE LINK BETWEEN OBESITY AND BICYCLING?

- National physical activity guidelines recommend adults be active at least 150 minutes a week for health benefits, including maintaining a healthy weight and preventing obesity.¹
- An individual bicycling 25 minute to work and 25 home, three days a week, would meet the recommended level of physical activity.

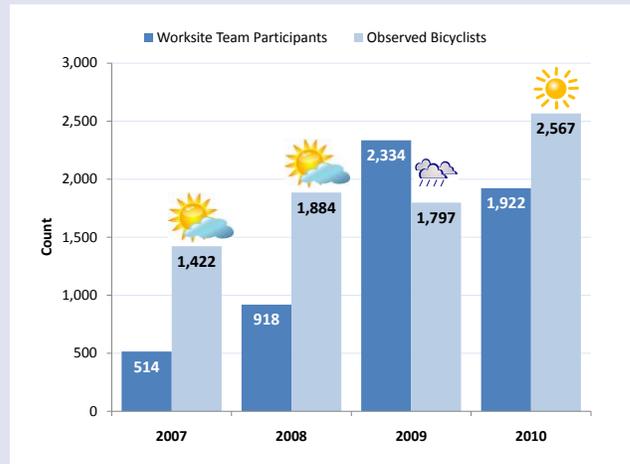
STRATEGIES TO INCREASE BICYCLING ²

- To increase ridership, experts recommend addressing the 4Es, education, encouragement, enforcement and engineering.²
- Bike to Work Day emphasizes encouragement strategies to increase ridership by:
 - Providing incentives (t-shirts, prizes) to riders and registered worksite teams.
 - Creating a worksite team competition where employers support employee participation
 - Generating a fun atmosphere for bicyclists along common bike commuter routes.

SUPPORTIVE BICYCLING INFRASTRUCTURE CAN BE EFFECTIVE IN INCREASING FREQUENCY OF CYCLING FOR UTILITARIAN PURPOSES SUCH AS COMMUTING TO WORK AND SCHOOL AND BICYCLING FOR GROCERIES OR OTHER ERRANDS. ³
EXAMPLES INCLUDE: ^{2,3}

- bike lanes
- shared-use paths
- bike routes on existing and new roads
- bike boulevards
- safe road crossings
- secure and convenient bicycle parking in the vicinity of workplaces, retail, or other public spaces

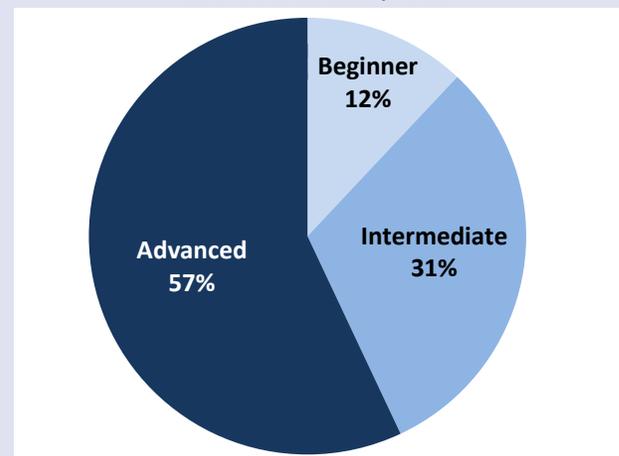
NUMBER OF WORKSITE PARTICIPANTS AND OBSERVED BICYCLIST ON BIKE TO WORK DAY, 2007-2010



Source: Bike to Work Day Registration and Observation

- Bike to Work Day has seen an increase in riders over time with a slight decrease in 2009 primarily due to 0.21 inches of rainfall.
- Worksite team participants are employees who signed up with their employer's Bike to Work Day team.

SELF REPORTED ABILITY OF BICYCLIST, BIKE TO WORK DAY, 2010



Source: Bike to Work Day Survey

- Bike to Work Day inspired beginner (12%) and intermediate (31%) bicyclists to commute.
- One-way bicycle commute time averaged 30 minutes, providing most round-trip riders with 40% of the recommended weekly amount of physical activity.
- Bike to Work Day participation in 2010 reduced motor vehicles miles traveled by 10,055.

STRATEGIES TO SUPPORT BICYCLING

What Can Alaskan Schools, Worksites & Communities Do?^{2,3}

- Create a local Safe Routes to School program to increase walking and bicycling to school.
- Offer bicycle **education** opportunities at school, work and within the community.
- Design fun **encouragement** strategies to generate excitement and interest, such as special events, mileage clubs, contests, and Bike to Work Day.
- Implement **enforcement** strategies that deter dangerous driving and riding behaviors.
- Advocate for transportation **engineering** that designs balanced roadway environments built to accommodate the needs of all modes of transportation, including foot, bicycle, transit, and motor vehicle.

What Can Health Care Providers Do?

- Ensure accurate hospital reporting of bicycle and pedestrian related trauma to the Alaska Trauma Registry.⁴
- Provide medical and prevention expertise to community coalitions and local decision makers about the impact of bicycle, safety, and transportation policies.
- Encourage all patients to get the recommended amounts of physical activity: 60 minutes every day for children and youth and 150 minutes a week for adults.¹

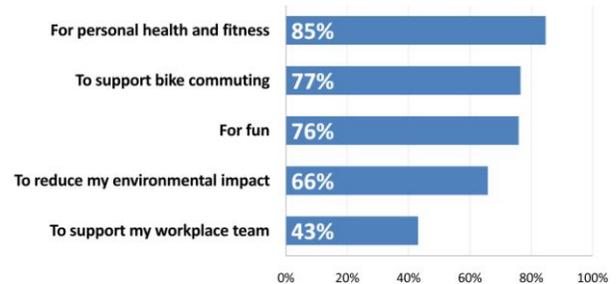
What Can Individuals Do?

- Participate in community coalitions³ and volunteer to assist organizations, agencies and NGOs that:
 - Offer bicycle safety education clinics
 - Design and promote bicycle encouragement opportunities
 - Collaborate with local law enforcement agencies to increase safety
 - Support the design, implementation, operation and maintenance of physical infrastructure to improve bicycling routes.
- Bicycle safely, wear a helmet, dress in bright colors, and bicycle commute and ride more often.

References

1. Department of Health and Human Services and US Department of Agriculture. *2008 Physical Activity Guidelines for Americans, 2010. 1st ed*, Washington, DC: US Government Printing Office; 2008."
2. Safe Routes to School Guide: Introduction to Safe Routes to School: the Health, Safety and Transportation Nexus. Available at www.saferoutesinfo.org/guide/ Accessed 3/2011. F Khan L, Sobush K, Keener D, et al. Recommended community strategies and measures to prevent obesity in the United States. MMWR. 2009; 58:RR-7. US 2.
3. Department of Health & Social Services, Division of Public Health, Alaska Trauma Registry. Available at: www.hss.state.ak.us/dph/ipems/injury_prevention/trauma.htm Accessed 3/2011.
4. Bicycle Commuters of Anchorage at Work Available at: www.bicycleanchorage.org/ Accessed 3/2011.

PRIMARY REASON FOR PARTICIPATION IN BIKE TO WORK DAY, 2010



*Respondents could select all that applied

Source: Bike to Work Day survey

Although the primary reason for Bike to Work Day participation was personal health and fitness (85%), many other reasons given may reflect effective encouragement strategies.

- 43% reported participating to support their worksite team.
- 45 of the 558 unique comments praised specific encouragement strategies: the Bicycle Bacon Station on the trail⁵ and the t-shirts.
- More than 200 comments complimented the efforts of the event organizers and the event itself.



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<http://www.hss.state.ak.us/dph/chronic/obesity>

