

Donostia / San Sebastián

Walking to university and for medical reasons

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Donostia / San Sebastián City council

SWITCH Final Conference

“Embracing Active Travel for Health”

Thursday, 14 April 2016

Swissôtel, Hillmannplatz 20

Bremen, Germany

Index

- Main elements in campaign
- Target groups in Donostia
- Work Plan
- Initial results



SWITCH. Main Elements of Campaign



- Personalised Travel Planning
- ICT applications
- People in a period of life change
- Health arguments

SWITCH campaign in Donostia. Workplan



- People who recently moved.

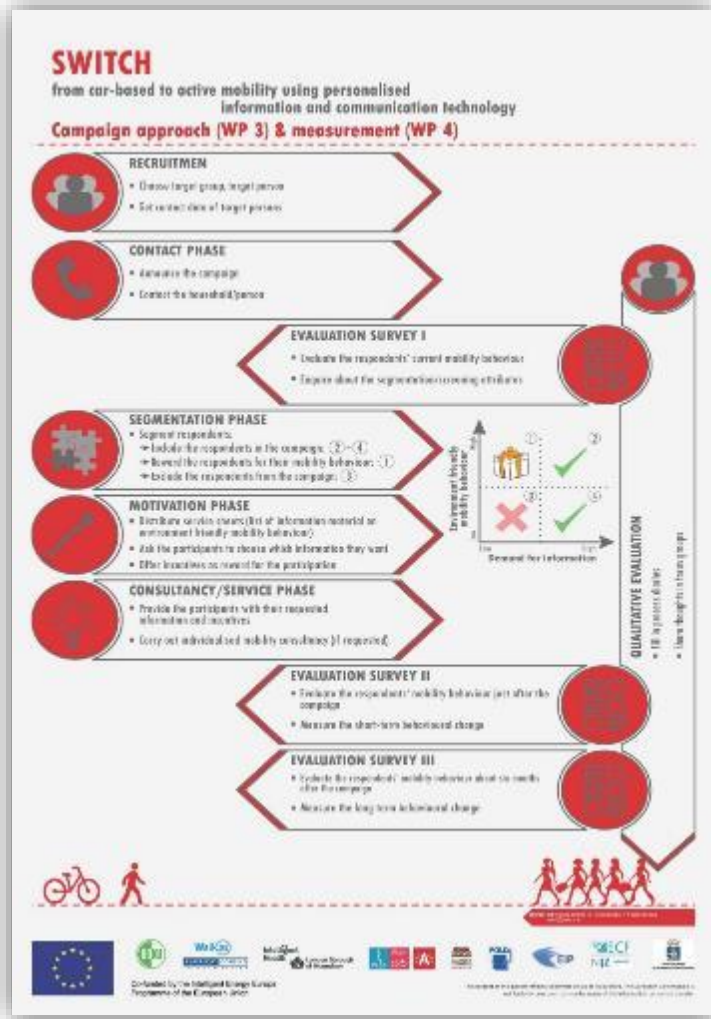


- People who have recently changed their educational or professional status.



- People who receive medical advice to increase their physical activities.

SWITCH campaign in Donostia. Workplan



COMMON CAMPAIGN

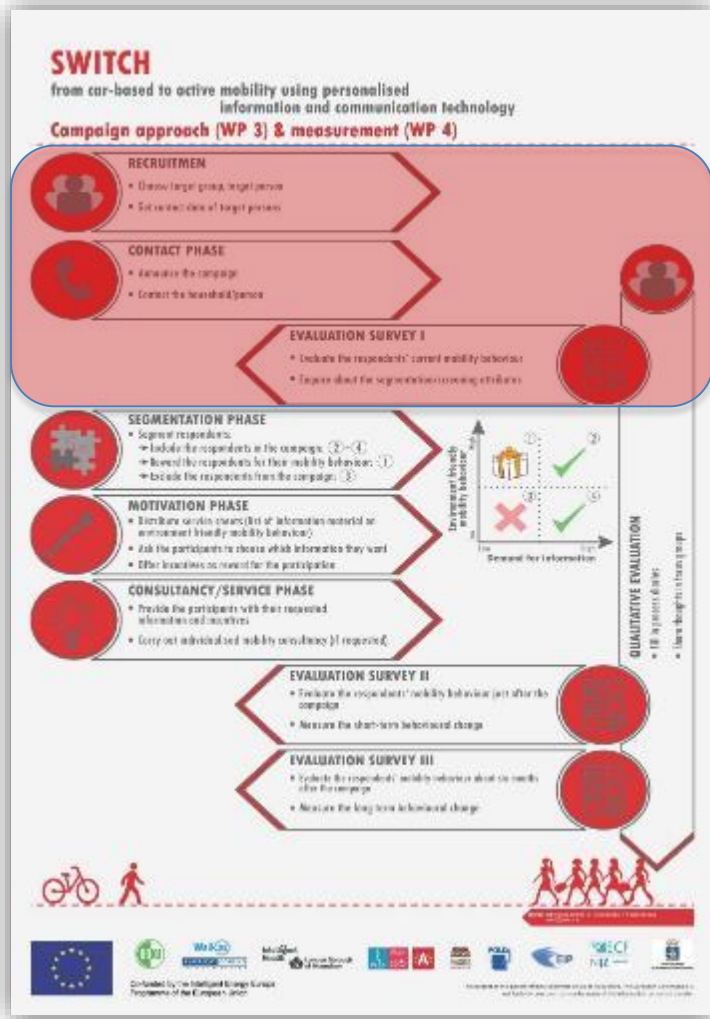
Approach based in three stages:

- Identification & Recruitment
- Raise awareness & Motivation towards behaviour change
- Mobility changing habits monitoring.

SWITCH campaign in Donostia. Workplan

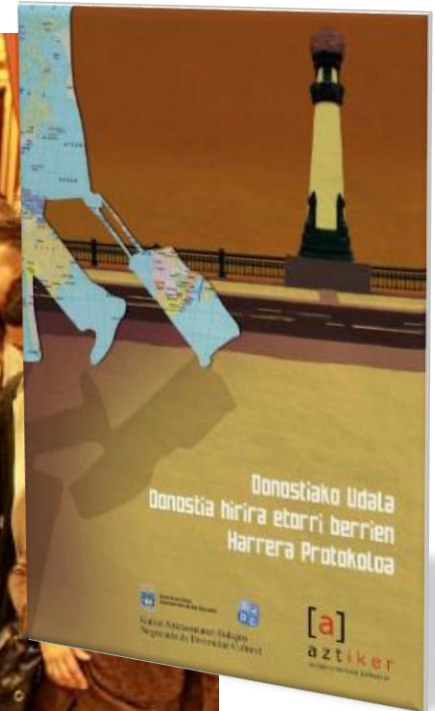
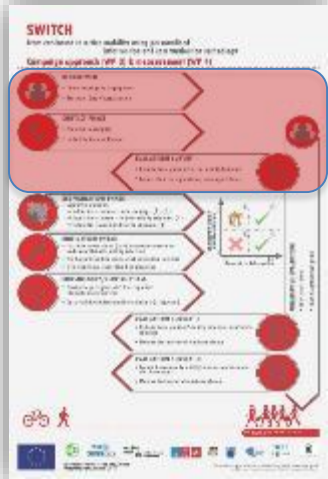
Identification & Recruitment:

- Target group selection & contact data gathering
- Participants contact & campaign communication
- Baseline survey



SWITCH campaign in Donostia. Workplan

Identification & Recruitment

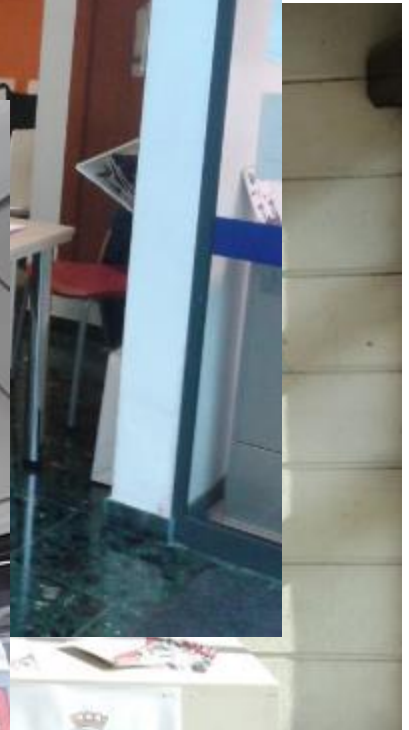
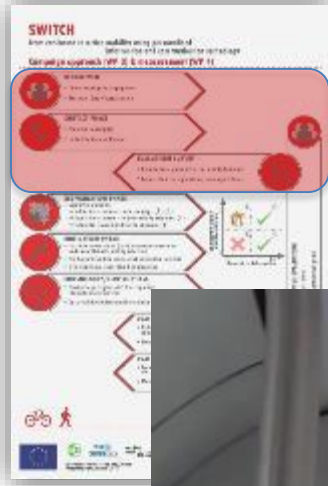


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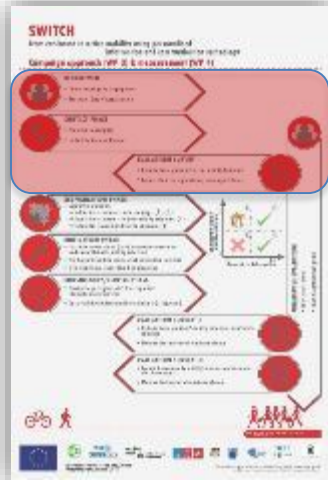


EUSKO TAJERLARITZA GOBIERNO VASCO JERTSONA HELBURU
"COMPROMISO CON LAS PERSONAS"

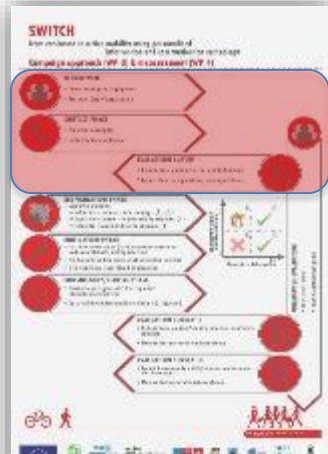
SWITCH campaign in Donostia. Workplan



SWITCH campaign in Donostia. Workplan



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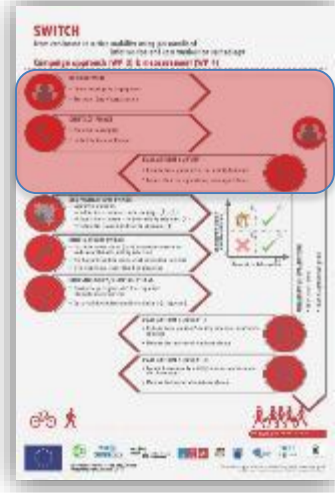


Co-funded by the Intelligent Energy Europe
Programme of the European Union


Switch
Embracing Active Travel for Health

SWITCH campaign in Donostia. Workplan

Identification & Recruitment: Baseline Survey



Embracing Active Travel For Health

Konpromisoaren aurretiko inkesta (Abiapuntua)

*Obligatorio

1. Mugikortasuneko jokabide orokorra

Asteko bidaia guztiak kontuan hartuta

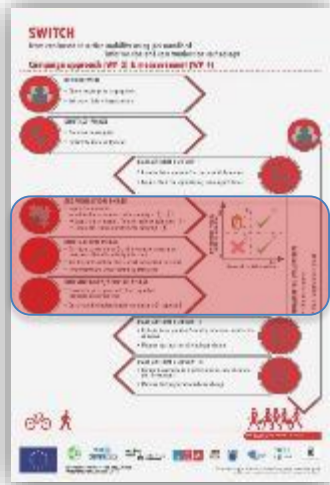
Q4 – Batez beste, astean zenbat egunetan joaten zara lantokira/ikastetxera ondorengo garraiobide hauek erabiliz? *

(Mesedez, marka itzazu laukiak beheko taulan.)

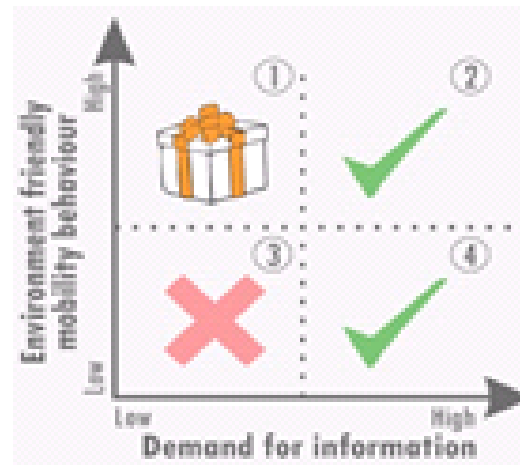
	Inoiz	Astean 1 egun	Astean 2 egun	Astean 3 egun	Astean 4 egun	Astean 5 egun edo gehiago
Oinez	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bizikletaz	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Garraio Publikoan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Autoz/Motoz gidaritzat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Autoz/Motoz bidaiaritzat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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SWITCH campaign in Donostia. Workplan



- **Raise awareness and motivation towards behaviour change:**
- **Segmentation. Participants selection**



Raise awareness and motivation towards behaviour change:



SWITCH campaign in Donostia. Workplan



- Raise awareness and motivation towards behaviour change:



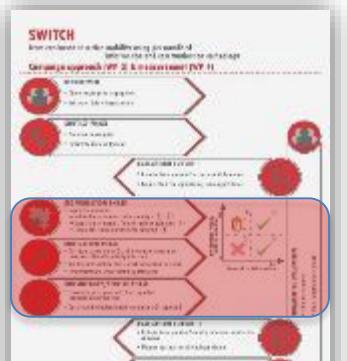
SWITCH campaign in Donostia. Workplan



- Raise awareness and motivation towards behaviour change:



SWITCH campaign in Donostia. Workplan



ITC TECHNOLOGIES
Raise awareness and motivation
towards behaviour change

Switch
¡Elige el trayecto activo por salud!

Gracias al uso de dispositivos para smartphones como la app gratuita **Moves** puedes medir tu actividad física. Con **Moves** puedes registrar tus trayectos diarios y el transporte utilizado. Además, obtienes información sobre los pasos que has dado durante tu trayecto e incluso las calorías que has quemado. ¿Te sorprendes cuánto te muevas?

Por nuestra parte y como contribución al proyecto Switch, únicamente se pedimos que nos proporciones la información que requiere **Moves**, mediante la app de nuestro proyecto **Switch**. Con la app **Switch** puedes subir la información de **Moves**, a su vez, a través de la app **Switch** puedes registrar información sobre la movilidad de nuestra ciudad y a su vez, registrar y visualizar nuestros programas.

1. Descarga e instalación de las aplicaciones:
 - Moves App:** <https://play.google.com/store/apps/details?id=com.movesapp>
(se implementa desde Market, App Store y Google Play Store)
 - SWITCH App:** <https://play.google.com/store/apps/details?id=com.switchapp>
(se implementa desde Market, App Store y Google Play Store)
2. Descarga **Moves** para registrar la actividad física diaria con **Moves App** durante aproximadamente una semana.
3. Sube el botón de subir información en la **SWITCH App**.

SWITCH App conecta con **Moves App**
La información se transfirió en **formato automático**



SWITCH campaign in Donostia. Workplan



- Mobility habits monitoring

Donostia Utiak
Ayuntamiento de San Sebastián

Embracing Active Travel For Health

Fitxa aktiboa entregatu osteko Inkesta

*Obligatorio

1. Lantokira/ikastetxera egindako bidaietako jokabidea (enplegatuentzat eta ikasleentzat soilik).

Q1.- Oro har, astean zenbat egunetan joaten zara lantokira/ikastetxera?
(Mesedez, marka ezazu egun kopurua.)

☐ 0 egun
☐ 1 egun
☐ 2 egun
☐ 3 egun
☐ 4 egun
☐ 5 egun
☐ 6 egun
☐ 7 egun
☐ Ez da aplikagarria (ez ezazu erantzun 2. galderatik 4.era.)



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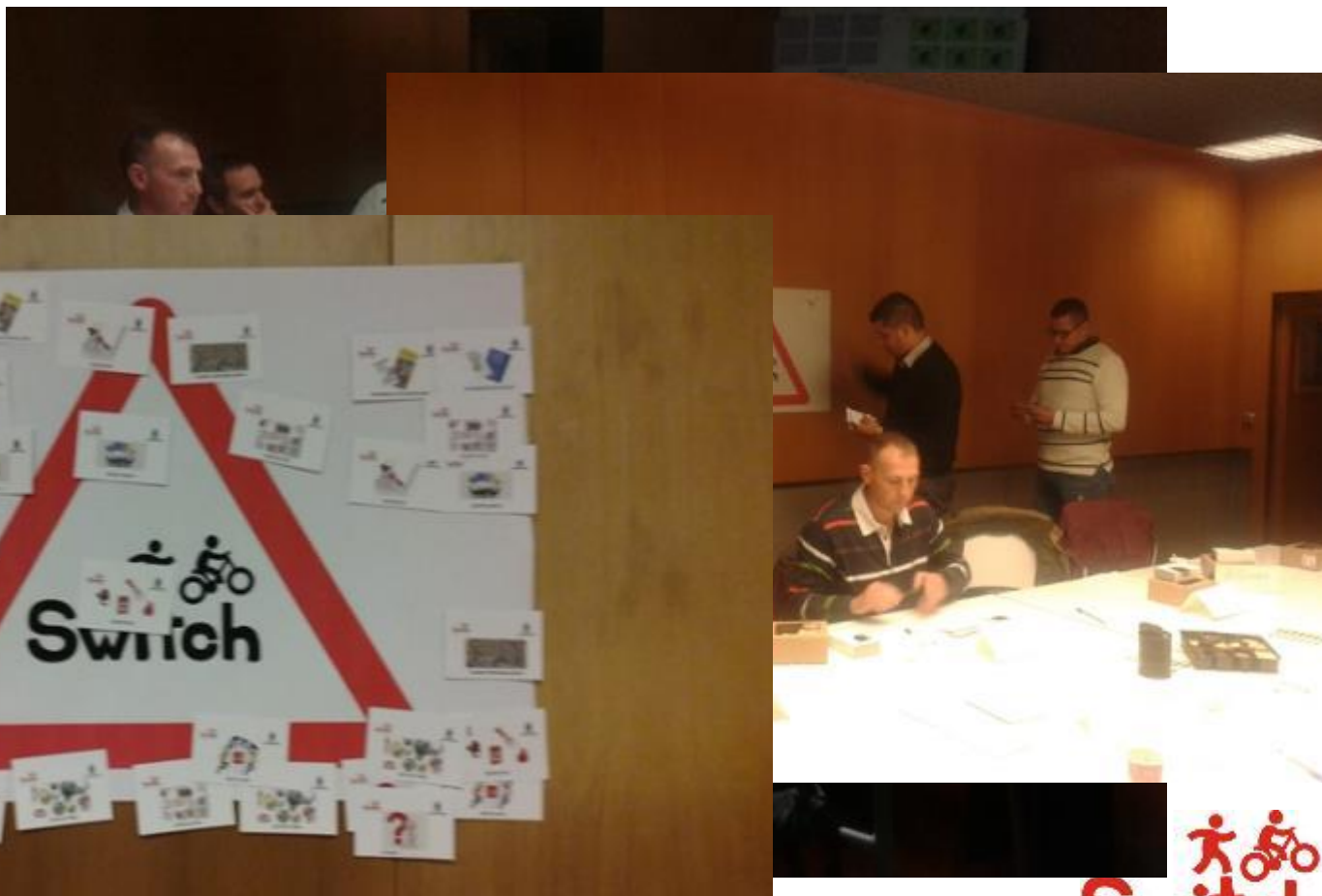
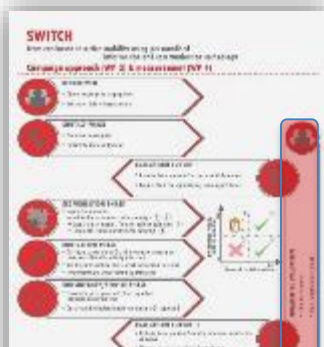
SWITCH campaign in Donostia. Workplan

FINAL RAFFLE



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Process evaluation. Qualitative evaluation



SWITCH campaign in Donostia. Workplan

CAMPAÑA DSS	Oct - Mar '15	Abr '15	May '15	Jun '15	Jul '15	Ago '15	Sept '15	Oct '15	Nov '15	Dic '15	Ene '16	Feb '16	Mar '16	Abr '16	May '16	Jun '16
CONTACTO A.L.																
DISEÑO CAMPAÑA																
CAPTACIÓN																
CONTACTO																
1ª ENCUESTA																
SEGMENTACIÓN																
MOTIVACIÓN																
ASESORAMIENTO																
2da. ENCUESTA																
3ª ENCUESTA																
SORTEO FINAL																
FOCUS GROUP																

SWITCH campaign in Donostia. Results

- Contacted people: **3135**
- Baseline survey completed people: **534**
- 1st after engagement survey completed people: **492 (-7,8%)**
- 2nd after engagement survey completed people: **473 (-3,8%)**
- ICT asked people: **78**
- PTP asked people: **49**



SWITCH campaign in Donostia. Results

- 45% people increased their pedestrian travels.
- 36% people increased their cycling travels.
- **30% people reduced their car travels.**
- 75% people declare to feel better informed.
- 90% people declare to feel more motivated to reduce their private car travels and use more active modes.



Thank you!

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