

IMPACT: Safe Active Transportation

Goal: To promote safe active transportation and prevent injuries and deaths among pedestrians and cyclists in the Winnipeg Health Region

Inputs	Outputs		Outcomes		
	Activities	Participation	Short	Medium	Long
<p>What we invest</p> <ul style="list-style-type: none"> Injury Prevention Team Internal Partners (Physical Activity Promotion, Injury Prevention Champions, Healthy Built Environment) External Partners (Manitoba Government, MPI, NGOs, City of Winnipeg, Business, Universities, Community Centres and Agencies, etc.) WRHA and PPH Supports (PHILs, Surveillance, Communication, Legal, HR, etc.) Program Funding 	<p>What we do</p> <p>Injury Surveillance and Data</p> <ul style="list-style-type: none"> Develop user-friendly summary of Winnipeg Report road safety chapter. Explore Vital Statistics coding of road users deaths (proportion of unspecified deaths) Monitor and communicate the burden and characteristics of cyclist and pedestrian serious injury and death. Explore additional surveillance sources (EDIS, EMS and CHIRPP). Use existing and original research to determine bike helmet use rates Advocate for City of Winnipeg to collect and publish mode share data <p>Leadership and Collaboration</p> <ul style="list-style-type: none"> Collaborate with regional and provincial partners on safe active transportation strategies, policies and programs Work with key partners to promote safer pedestrian, cyclist and drivers' behaviours. Lead Bike Together Winnipeg, a community coalition of cycling partners, to promote cycling and safe cycling behaviours in low income neighbourhoods.. Collaborate with internal PPH programs to explore and implement safe active transportation strategies. <p>Communication</p> <ul style="list-style-type: none"> Promote current safe active transportation guidelines to individuals, community partners and professionals. Promote cycling and pedestrian key messages to identified target audiences. Work with regional and provincial agencies to implement strategic public awareness campaigns <p>Strengthening Capacity</p> <ul style="list-style-type: none"> Continue to train health professionals on helmet fit and helmet legislation. Advocate for trained cycling champions in community areas Work with community partners to strengthen capacity for cycling education and promotion in Winnipeg. <p>Policy and Advocacy</p> <ul style="list-style-type: none"> Advocate for programs and policies that address disparities in active transportation. Advocate for safe active transportation policies (speed, infrastructure, cycling passing distance, etc). <p>Health Equity Promotion</p> <ul style="list-style-type: none"> Advocate for programs and policies to address disparities in accessible and safe active transportation. Advocate for free bike helmets for low-income families. Lead Bike Together Winnipeg, a community coalition of cycling partners, to provide bikes, helmets and locks and to promote cycling and safe cycling behaviours in low income neighbourhoods. Provide free bike helmets to low income families through public health nurses and Families First Home Visitors. <p>Applied Injury Prevention Research</p> <ul style="list-style-type: none"> Complete and disseminate CHIR funded research examining the effectiveness of bike helmet legislation. Develop appropriate and meaningful program evaluations for all major projects (e.g. Bike Together Winnipeg, cycling education in schools) and use the findings to improve program effectiveness and reach. 	<p>Who we reach</p> <p>Our 'priority populations':</p> <ul style="list-style-type: none"> Cyclists of all ages Parents/ caregivers Lower income populations Newcomers Schools/ Daycares Pediatricians/ Primary Care Public Health Providers Policy Makers External Partners Professionals 	<p>Learning - Awareness, Knowledge, Attitude</p> <p>Increase community partner knowledge about effective cycling education and training strategies.</p> <p>Increase in rate of low-income children owning bikes, using bike helmets and demonstrating bike safety behaviours.</p> <p>Increase in rate of cyclists of all ages wearing a helmet, correctly.</p>	<p>Action- Behaviours, Practice, Policies</p> <p>Increase public and professional knowledge about safe active transportation behaviours and use of new infrastructure.</p> <p>Safe active transportation best practices are integrated into municipal and provincial planning.</p> <p>Public Health is a partner in provincial and municipal active transportation planning</p>	<p>Conditions- Social, Economic, Environmental</p> <p>Reduction in active transportation injuries and deaths.</p> <p>Bike helmet use is a social norm.</p> <p>All neighbourhoods have accessible and safe walking routes.</p> <p>Winnipeg has safe cycling routes throughout the city.</p> <p>Increase in active transportation in all ages and communities.</p>