



Stages of Behaviour Change

Audience, Market Segmentation(s) & Actions

Arthur Orsini *Healthy Transportation Lead*

Employee Wellness, Vancouver Coastal Health

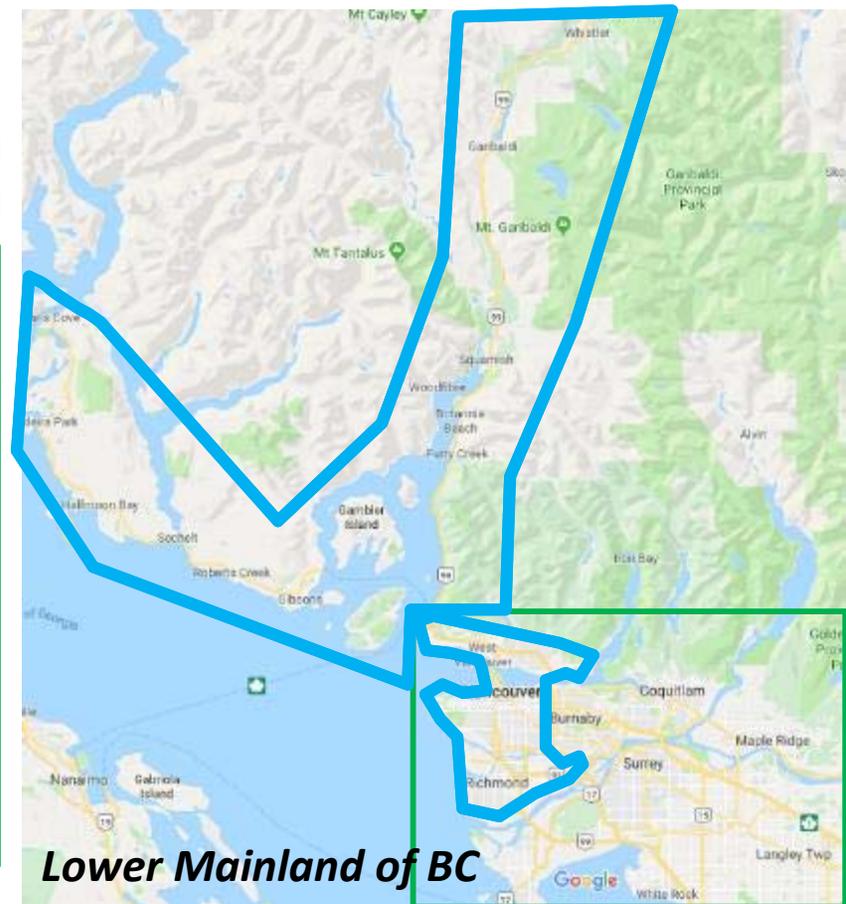
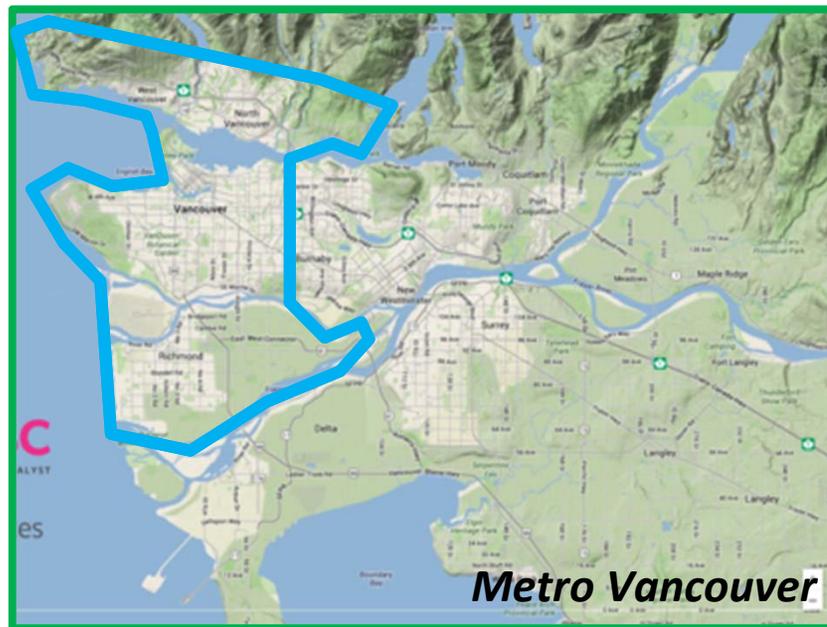
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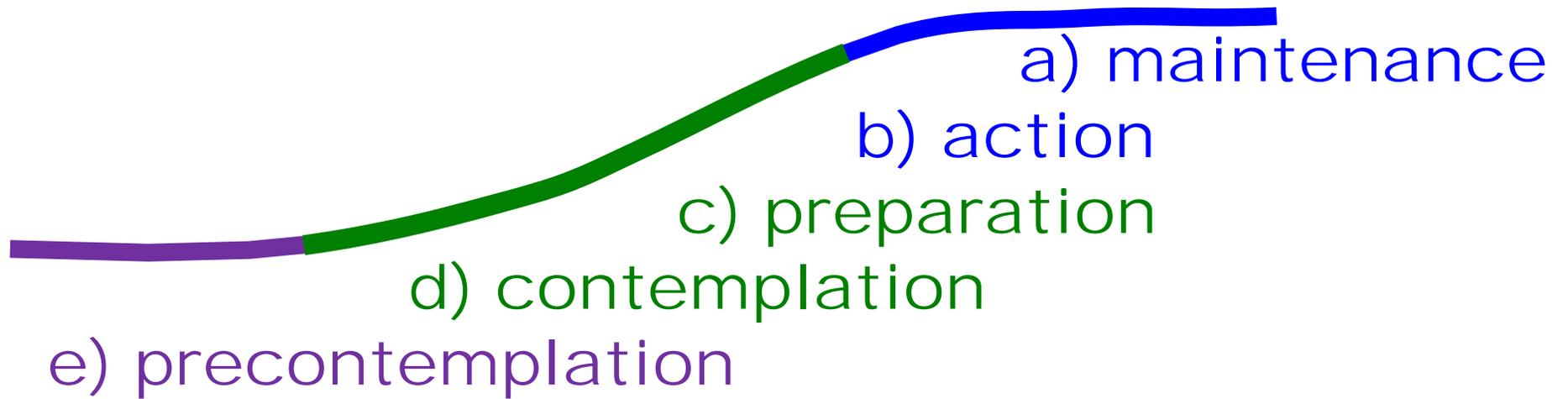


Portland, Oregon
August, 25-28

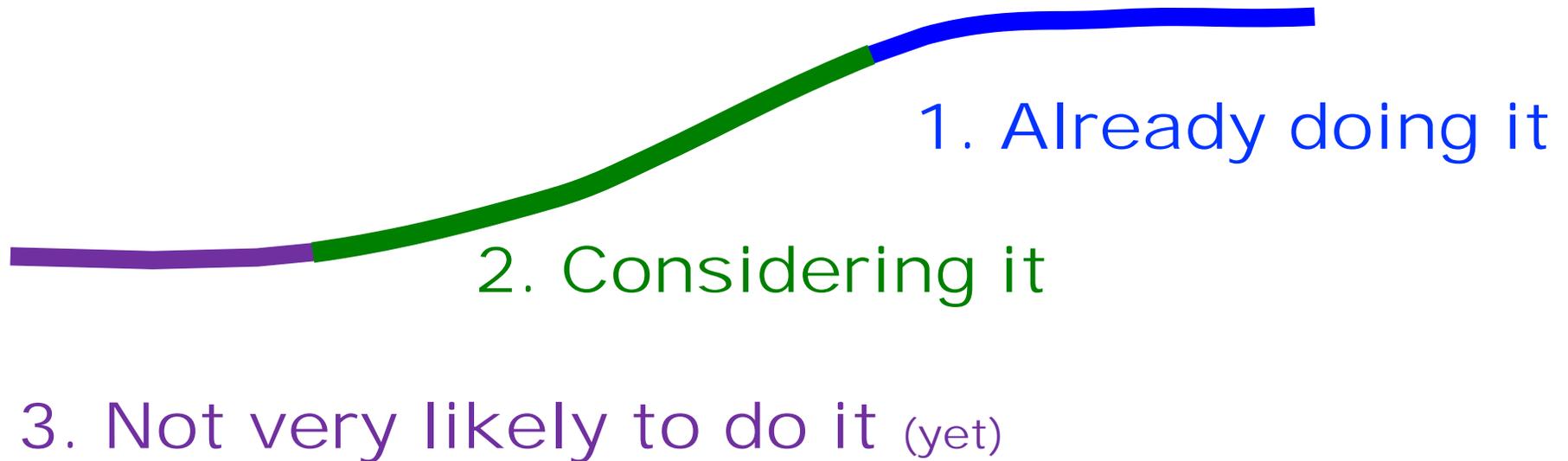
Healthy Transportation



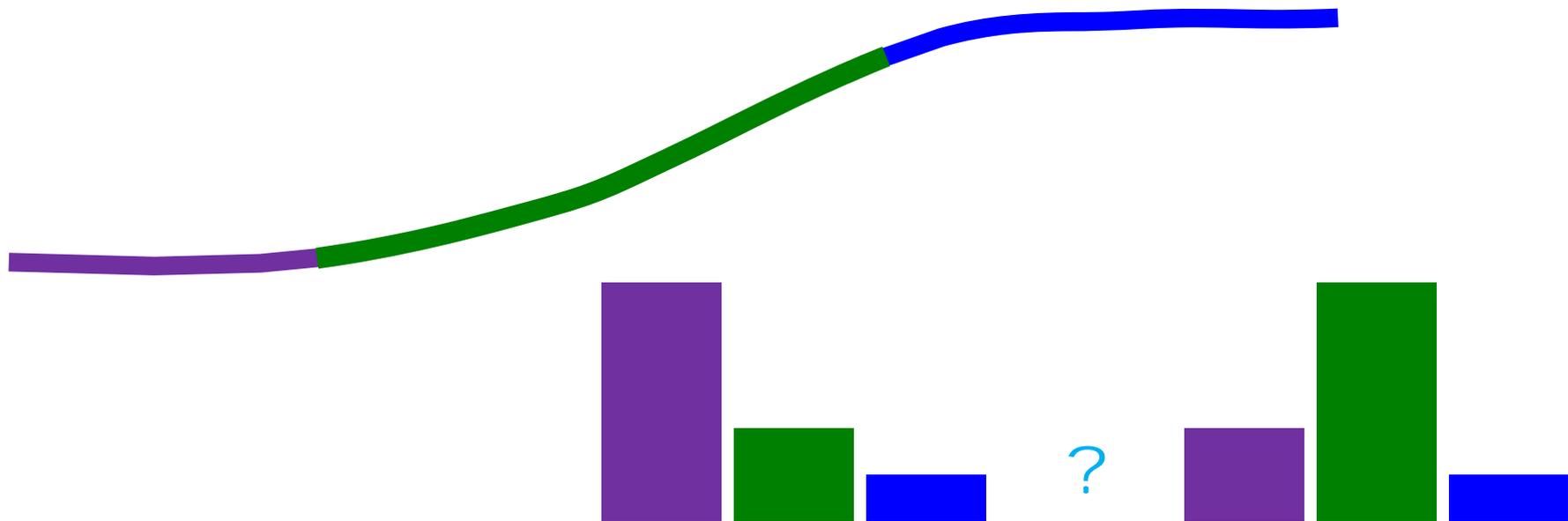
Transtheoretical Model of Behaviour Change



Segmenting Target Audiences



How might it inform your approaches?



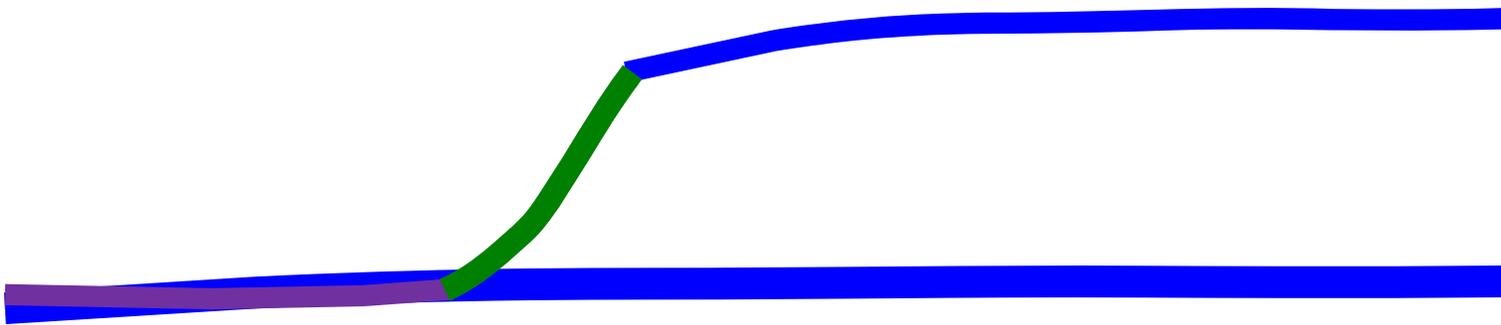
VCH Umbrella

- ↑ capture results better
- ↑ different approach to similar issues
- ↑ variations on communication strategies



Be on the lookout for Catalysts

...new people, technologies, facilities as Accelerating Forces



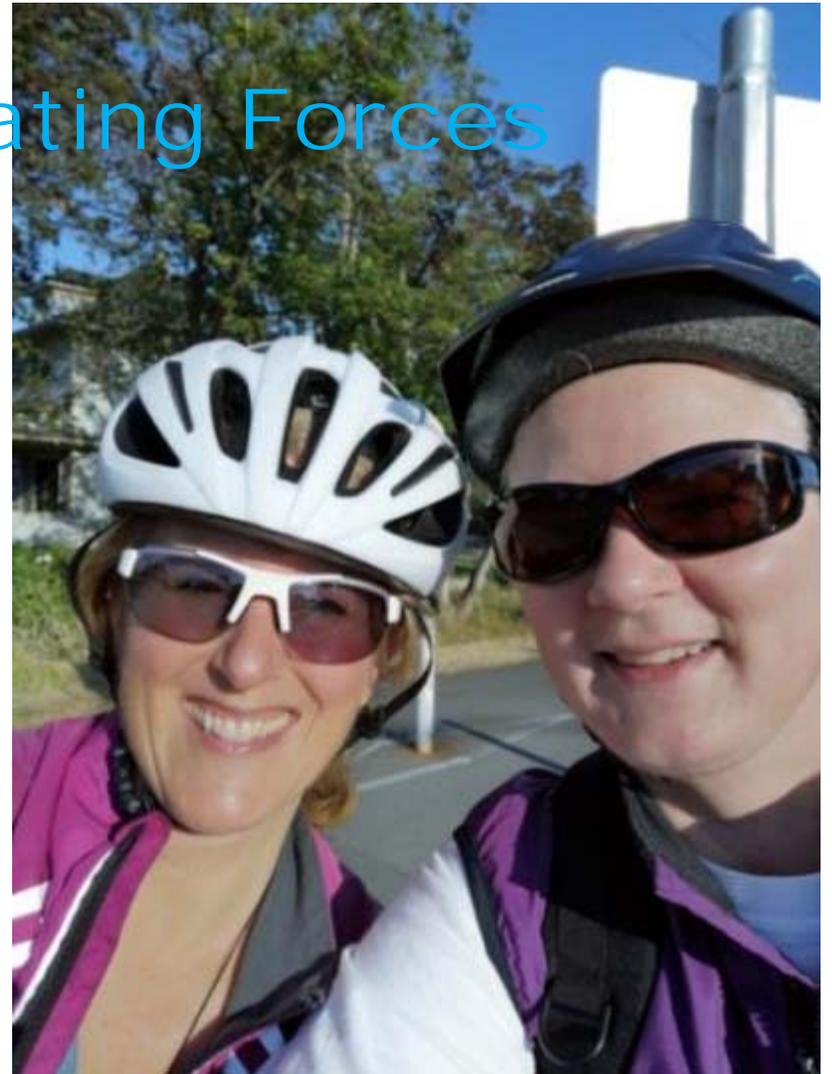
child & youth engagement



Advocates as Accelerating Forces

1) Bike Buddies

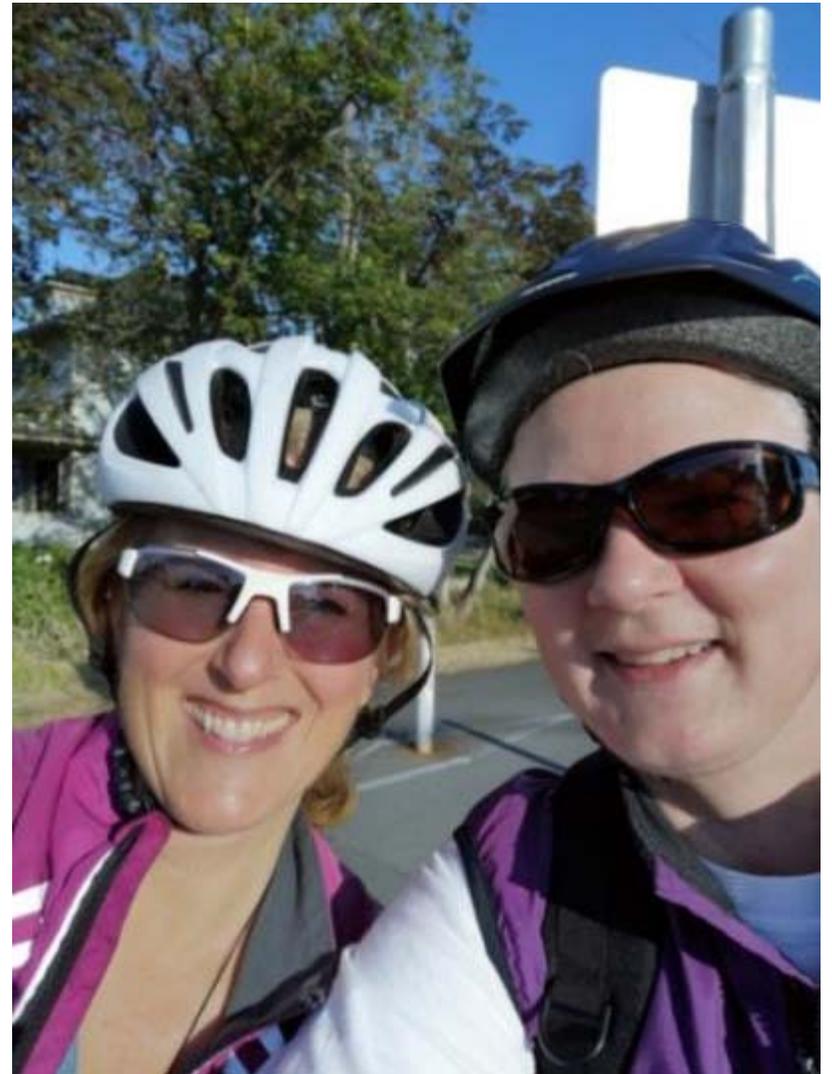
*“Here is a picture of me and my Bike Buddy Janis on our inaugural ride yesterday! **I don't think I would have been brave enough to try without her support and now I am looking forward to commuting to work by bicycle more often!**”*



Which RH ParticipACTION cycling events are you signing up for?

- *Bike Buddy - I'm already a cycling commuter*
- *Bike Buddy - I'm interested in starting to cycle to work*
- *logging my bike trips for the Challenge*
- *Ride the Road cycling safety course*
- *Other:*

Please indicate your 'end time' from work on the best days for you to bike home during the last two weeks of June.



2) WeWalk campaign



We Walk
campaign - summer 2017

Vancouver
CoastalHealth

LGH - *We Are the North Shore*

To & From work is only uphill half the time :-]



Thank You for Walking to Work.



Obviously, they should walk to work!



Segmenting Target Audiences

1. Please select the statement that best applies to your commute to Lion's Gate Hospital:

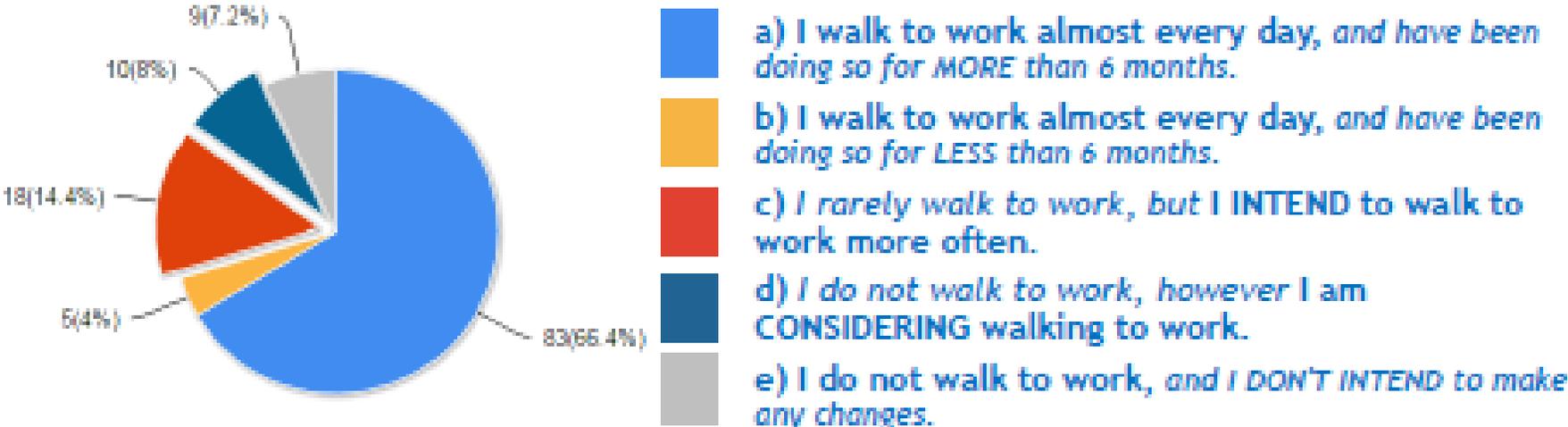
- a) **I walk to work almost every day, and have been doing so for more than 6 months**
[Maintenance]
- b) **I walk to work almost every day, and have been doing so for less than 6 months**
[Action]
- c) **I rarely walk to work, but I intend to walk to work more often**
[Preparation]
- d) **I do not walk to work, however I am considering it. I am not sure how to make the change** [Contemplation]
- e) **I do not walk to work, and I don't intend to make any changes**
[Precontemplation]

clear action, qualifier

1. Please select the statement that best applies to your commute to Lion's Gate Hospital:

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[Maintenance]
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- c) **I rarely walk to work**, but I intend to walk to work more often
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- d) **I do not walk to work**, however I am considering it. I am not sure how to make the change [Contemplation]
- e) **I do not walk to work**, and I don't intend to make any changes
[Precontemplation]

How does it inform your approach?



Segment #3 “Not very likely to do it”

Email subject line: same as initial survey

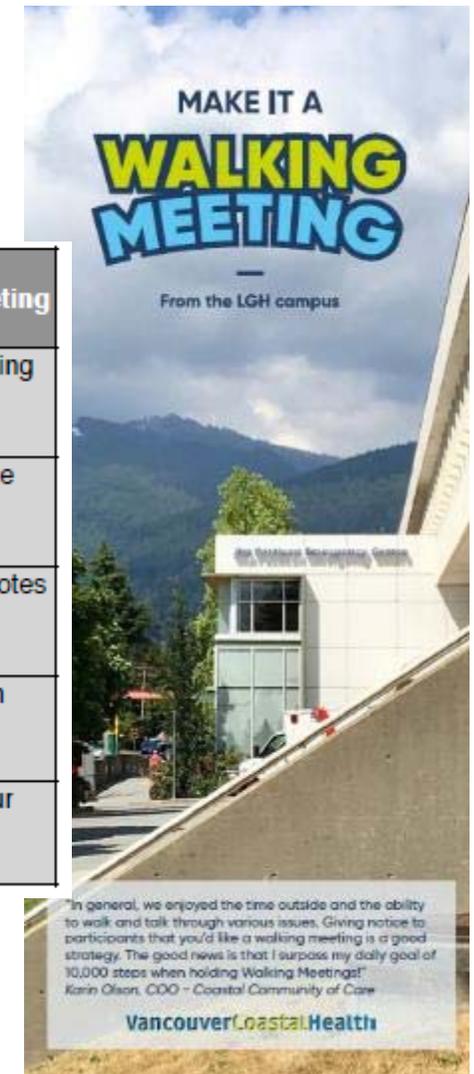
- ***thank you for completing survey***
- ***based on your response; not at present (confirm their response)***
- ***keep an eye out for We Walk (the upcoming campaign)***
- ***Invitation for short walks during workday: Walking Meetings***

i.e. without judgement, gently leave the door open.

Inclusivity... & Segment #3



<i>possibly a</i> Walking Meeting	Walking Meeting	Sitting Meeting
urgent business 	status update 	team meeting
reflection 	2 or 3 people 	4+ people
focus on details 	very few notes 	extensive notes
< 15 min 	15 - 45 min 	> 45 min
sunny 	cloud/drizzle 	downpour



Segment #1 "Already doing it"

Email subject line: Chocolate Bars for LGH - WeWalk

- ***thank you for completing survey***
- ***you are among the over 70% who walk (confirm their response)***
- ***FREE Chocolate – "I'd love to hear how you overcame barriers and made walking to work part of your routine"***
- ***Next steps...WeWalk Info Table & Crowd-Sourced map***

i.e. without commitment, invite them to share their enthusiasm

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Thank You for Walking to Work.

LGH - W

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We Walk

Climb e

LGH - We Are the North Shore



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To & From work is only uphill half the time :-]



Thank You for Walking to Work.



We Walk

campaign - autumn 2017

Vancouver
CoastalHealth

Becy 30 min walk from LGH campus
The 30 min walk gives me exercise & time to reflect on my day and put work behind me so that when I get home, I can get on with the next part of my day.

Andres 20+ min walk from LGH campus
It's good exercise and time to do walking meditation.

Ann 30 min walk from LGH campus
I get time to enjoy my neighbourhood, check out the city views and mountain views before heading into the hospital.

Cathy 35 min walk from LGH campus
It's the only time off the day that no one is talking to me...just my thoughts.

Anthony 30+ min walk
I walk for the exercise and to keep fit. I enjoy the walk and I meet lots of people along the way.

Wendy 10 min walk from LGH
It just makes sense - even in winter I walk as it wakes me up in the morning.

Rocio 60/35 min walk from LGH
The walk relaxes me. It offers time for listening to music.

Clive 15 min walk from LGH
Walking offers a separation between work and real life. It's built in fitness during the day & I save on car expenses.

Sharon 15/20 min incl coffee line-up
I love walking. It gives me time to think and prepare - I get my professional cap on along the way.

Marie 10+ min walk from LGH campus
I live close enough, I don't need to pay for parking. It's good exercise and gives me time to clear my mind.

James 10/12 min walk from LGH
It's a nice way to start the day and I don't have to worry about parking.

Germaine 20 min walk from LGH
It's easier than transit (which takes longer) and it's nice esp. in summer. But if raining, I still walk.

Stephanie 10 min walk
The cost of parking is too high, I get some fitness...and I'd be ashamed if I drove.

Steve 15 min walk from LGH
It's a nice way to get stress relief without traffic or parking, fresh air, some exercise all before getting home.

Jennifer short walk
It's very close, convenient and good for me - that's why I moved here!

Catherine 20 min walk from LGH
Saves gas and parking (which is hard to find anyway) and it's good exercise.

Please help us Crowd-Source a Real-Time walking map showing the 15-, 30- and 45-min walking range from the LGH campus.
Consider varying your routes and share this map with colleagues to increase your data points. **Submit your map showing 5 routes with a 15- or 20-min walking distance before Thanksgiving and receive a coffee card or VCH Umbrella!**
Please add more information;
- favourite café or bakery,
- best breakfast or lunch,
- beautiful gardens,
- great view.
Your contributions will help us encourage Walking to Work amongst staff living in North Van. For all staff, this could be a helpful tool in planning some physical activity within their day for breaks or a Walking Meeting.
Contact person:

Department/Work Area:

Other contributors to this map:

 coffee card umbrella

city of north vancouver
Send your completed map c/o Fiona Hughes, LGH Corporate Office

LGH - We Are the North Shore



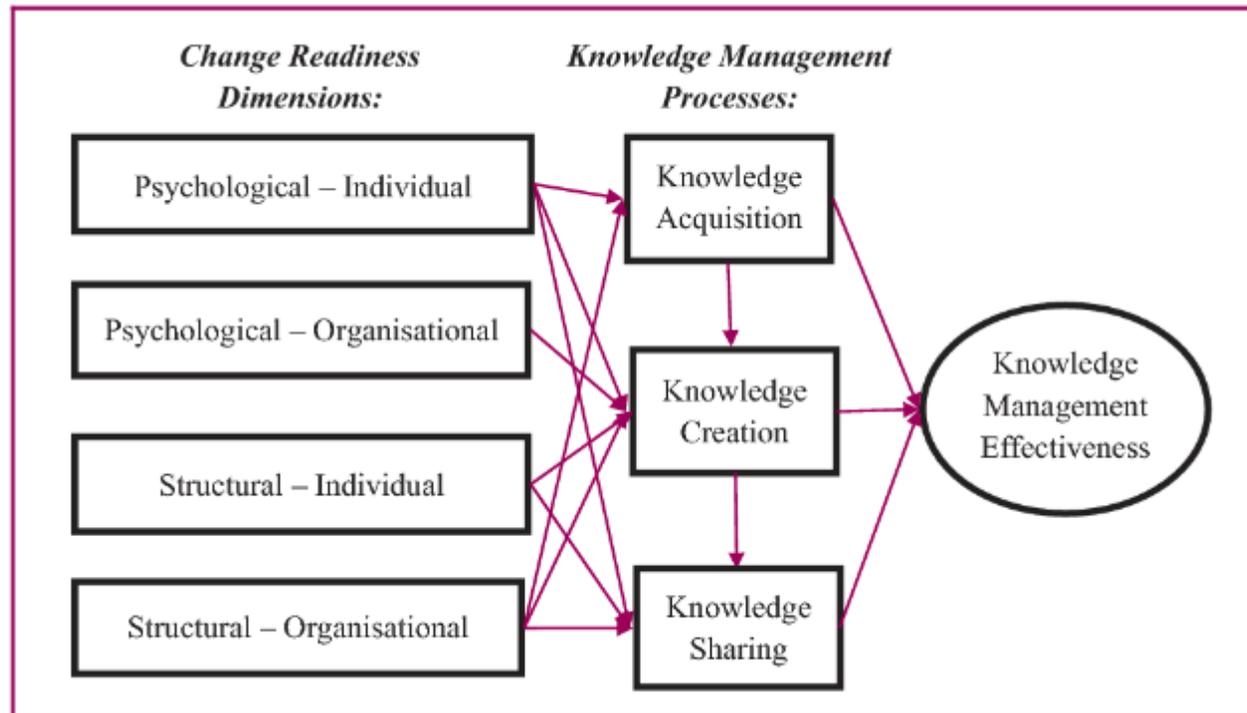
Segment #2 “Considering it”

Email subject line: VCH Umbrella & Walking to LGH

- *thank you for completing survey*
- *a quarter of you expressed an intention to begin walking, or walk more frequently (confirm their response)*
- *We heard from your colleagues, many cite walking to work as the “best part of their day” and some of their stories have formed our LGH Crowd-Sourced map*
- *Next steps... come to the WeWalk Info Table, or email so we might meet for a coffee break chat ... VCH Umbrella...*

i.e. without pressure, friendly support of moving toward their own goal

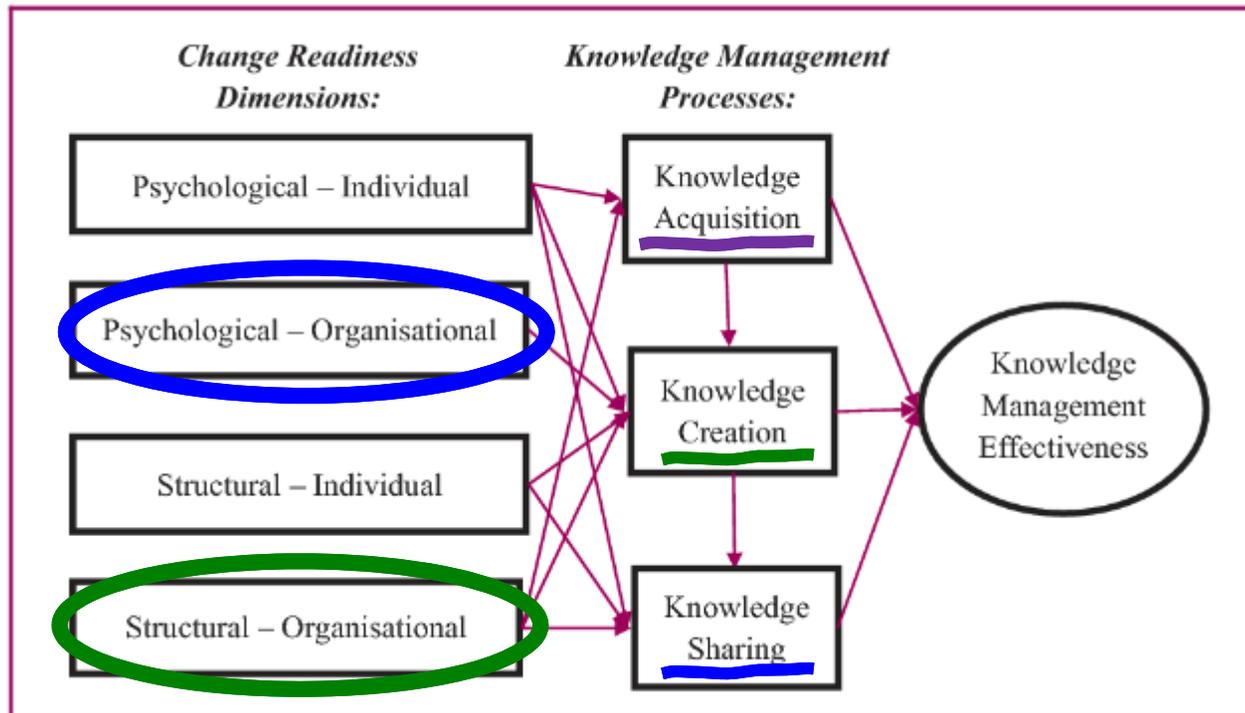
Readiness for Change



Positioning Change Readiness in Knowledge Management Research

[Fariza Rusly](#), [James L. Corner](#), [Peter Y. T. Sun](#) JOURNAL OF KNOWLEDGE MANAGEMENT VOL. 16 NO. 2 2012, pp. 329-355, I

Readiness for Change

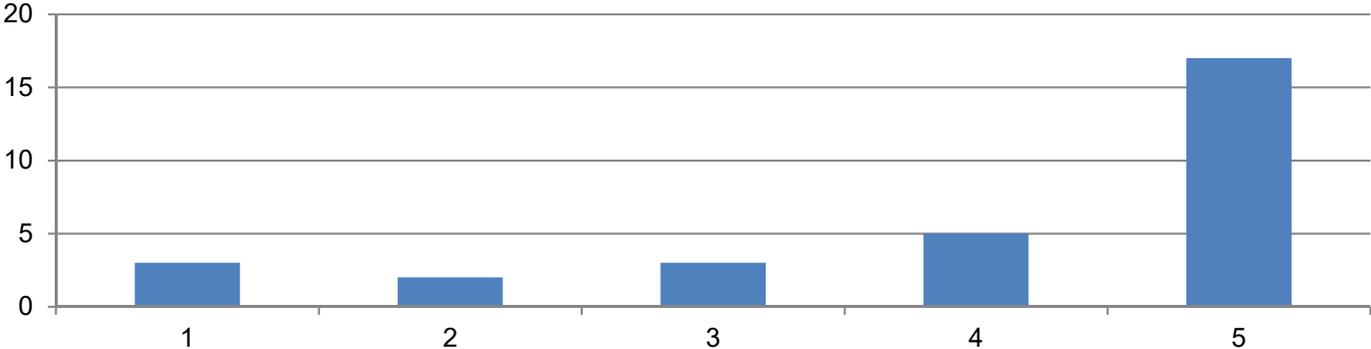


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Follow-up survey – 2019

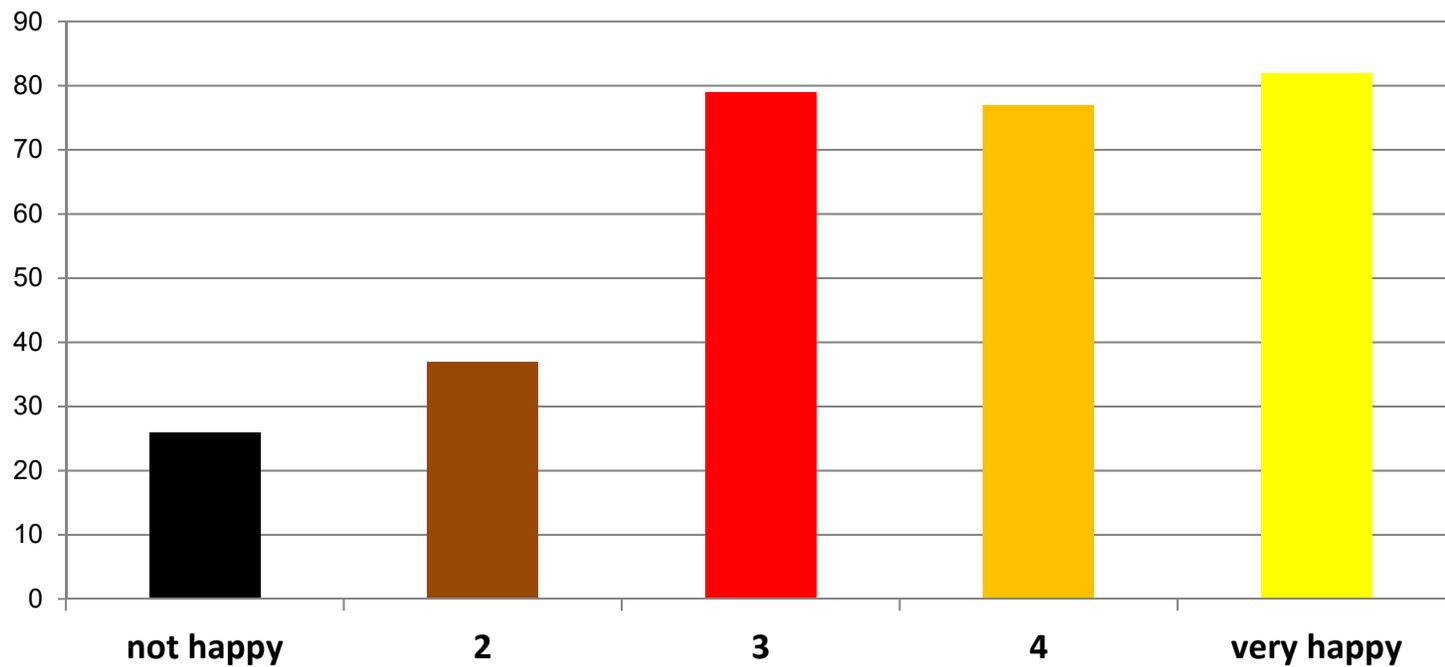
How helpful do you believe the WeWalk campaign was for VCH staff?



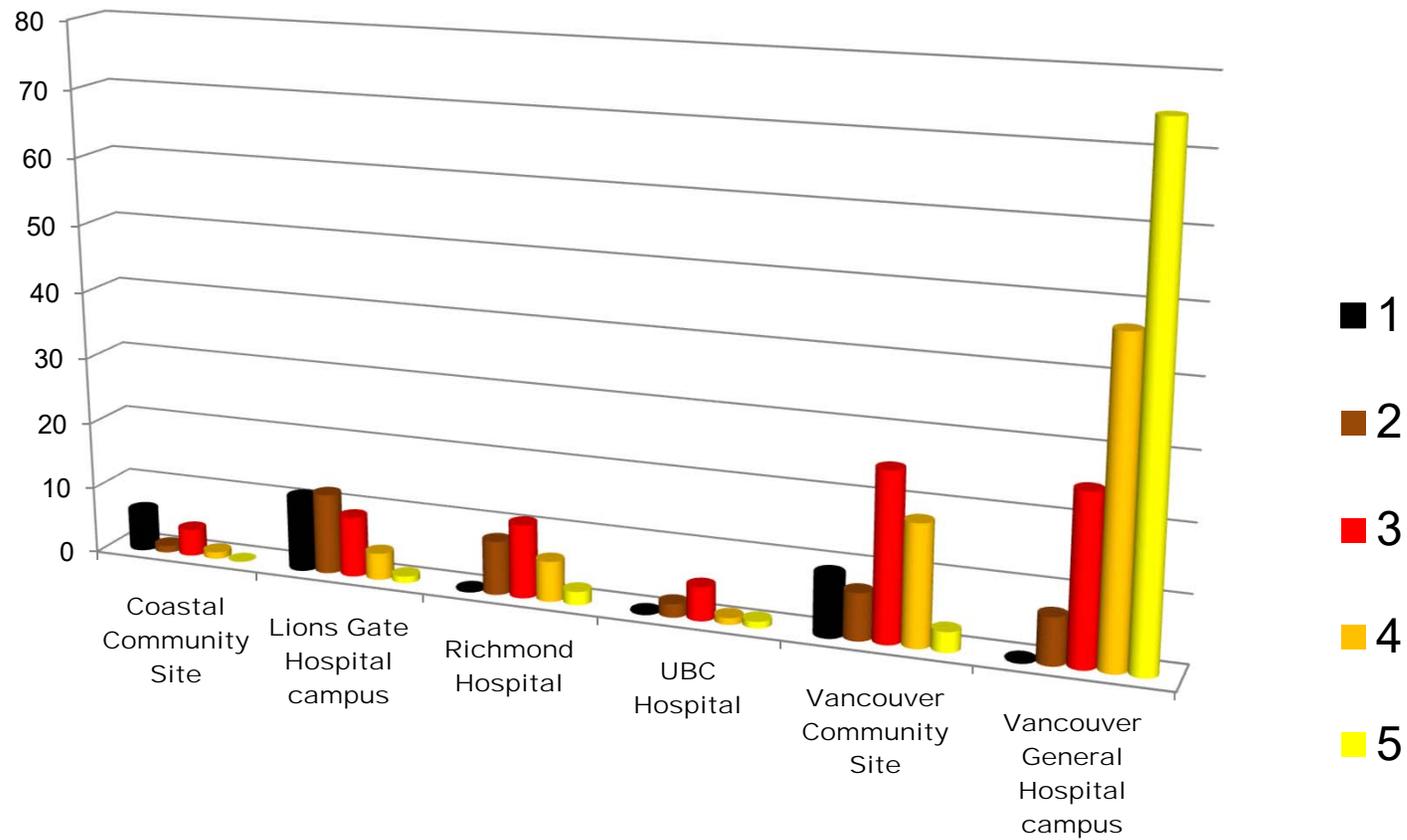
3) Cycling Facilities Inventory



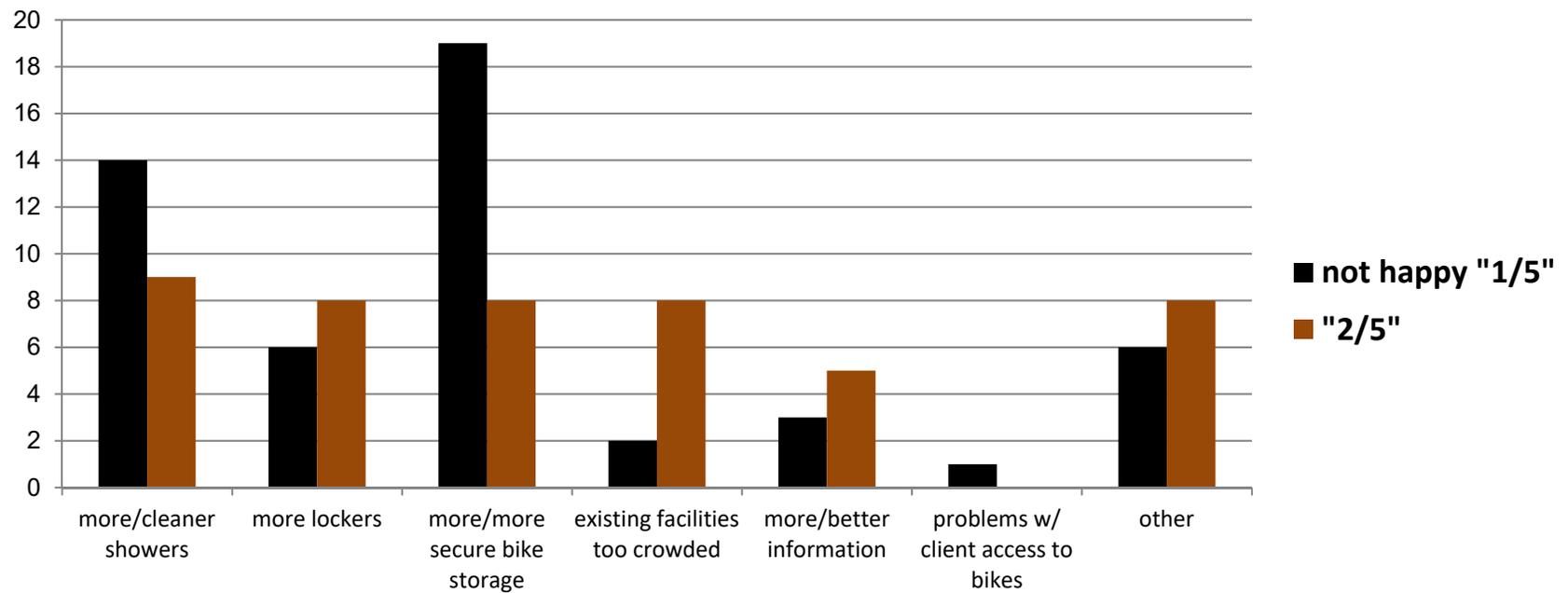
23. In general, how happy are you with the cycling facilities at your VCH site?



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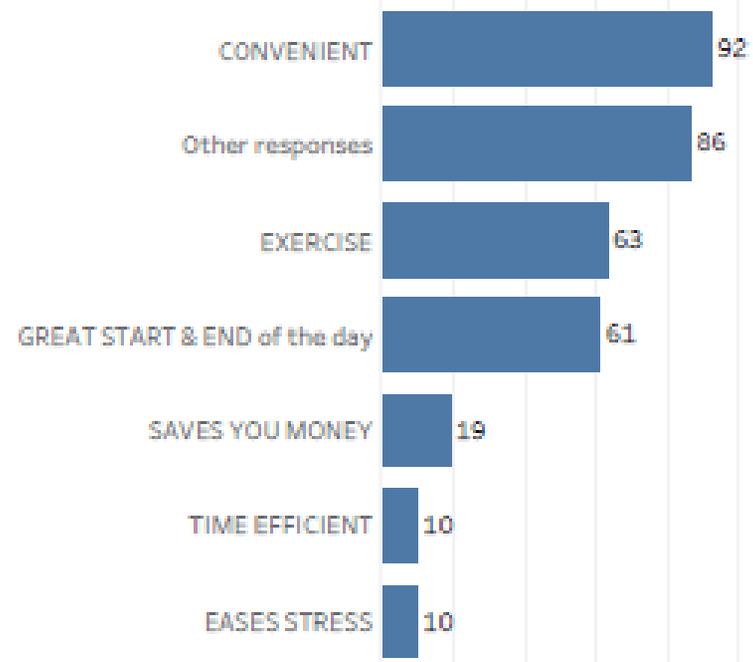
24. Please add a short comment to expand on your choice above.





From the 'unhappy' cyclists

Which theme do you feel would be most successful in reaching out to your colleagues? (multiple choices)



4)

#Ebike2VCH

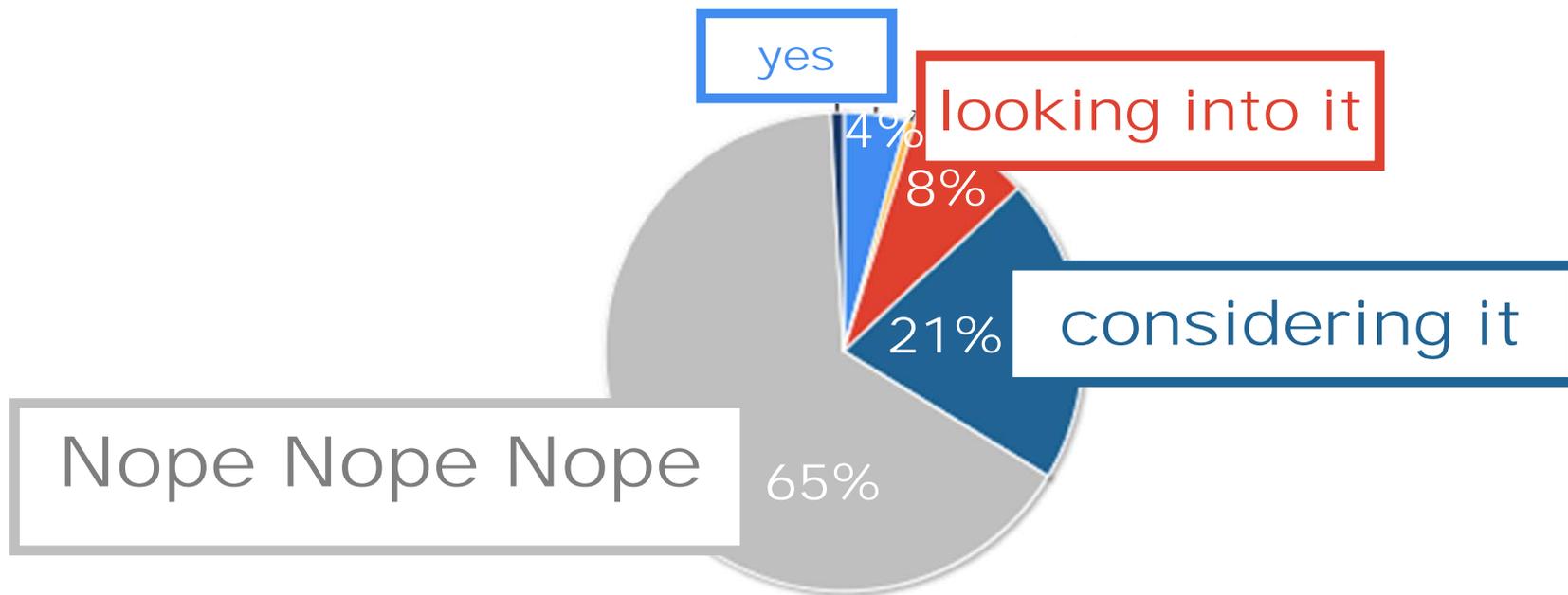
E-Bikes extend your range for bicycle commuting

Better for young parents to arrive at home/work with more energy,
Better enabling staff to continue cycling through to retirement,
Better alternative for frustrated drivers and transit riders.

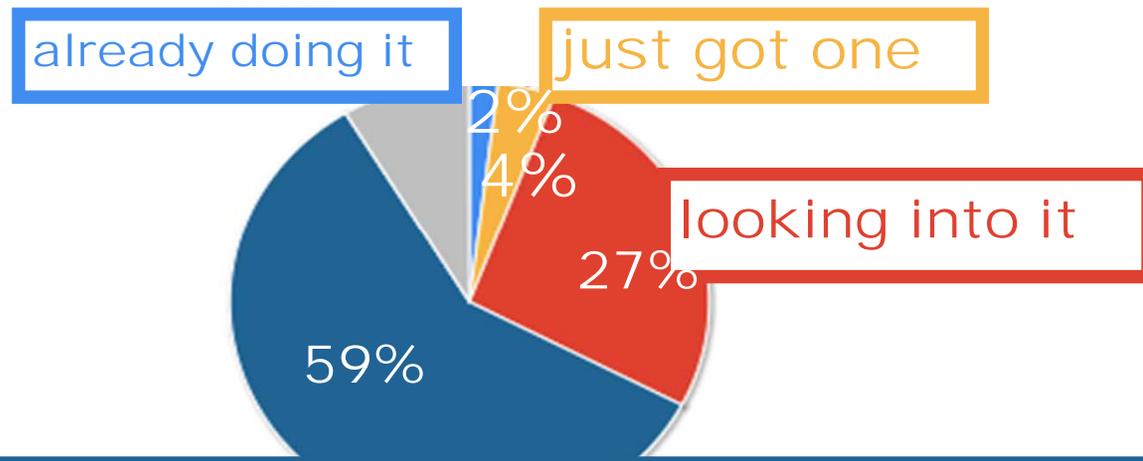


from 2018 the Cycling Facilities Inventory

Do you have an e-bike (electric bike, or an electric assist wheel...)?

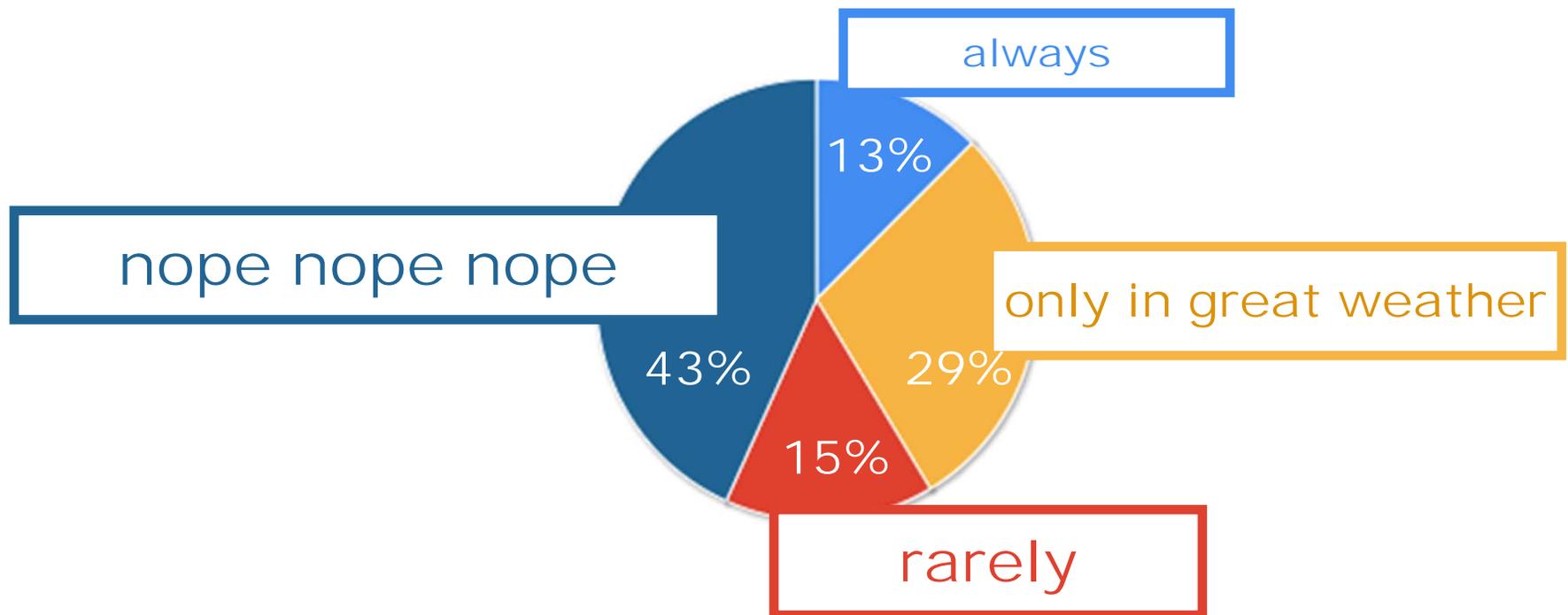


1. How familiar are you with E-Bikes?



wasn't on my radar ...but now that you mention it

2. What was your bicycle commuting like in 2018?



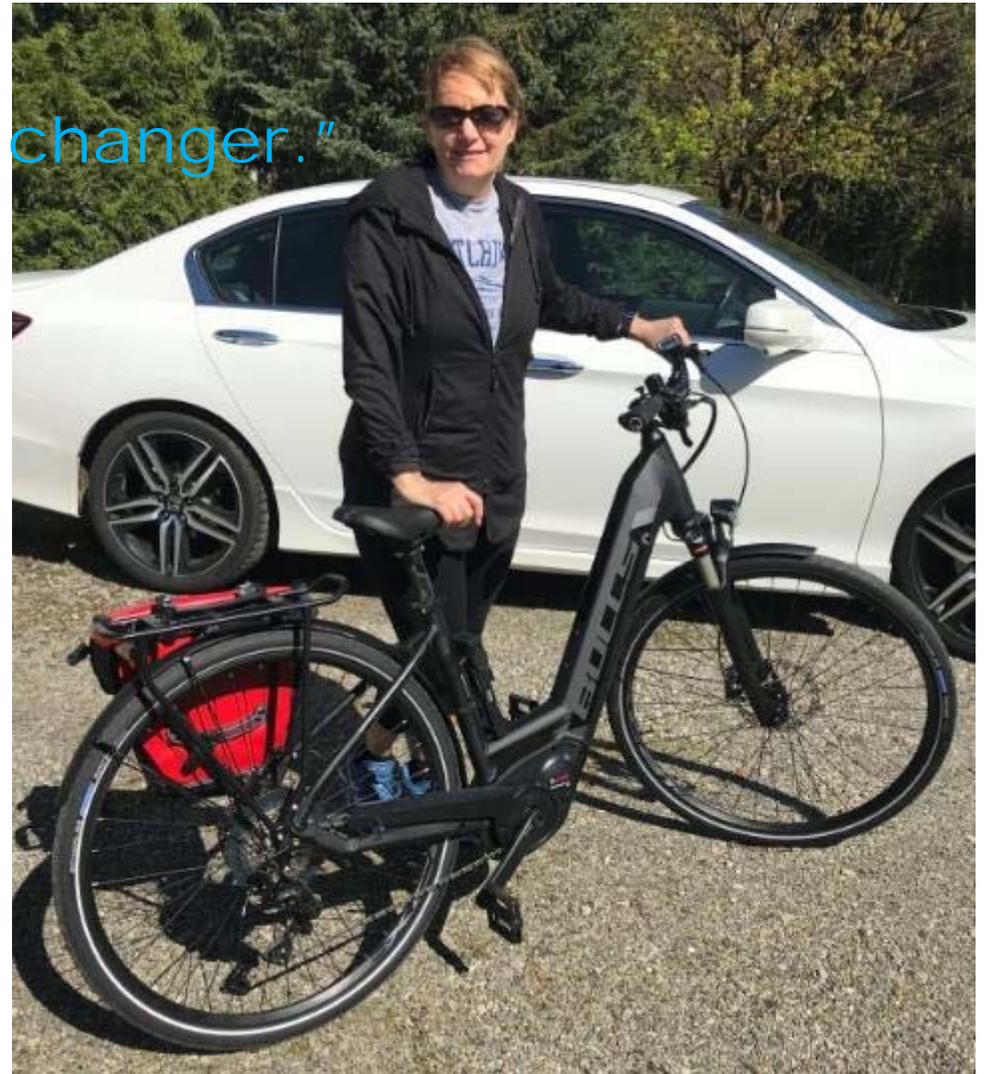
"I just love it. It's a game changer."

Wendy

VCH nurse who started at d) 'considering it'.

**"I'm discovering new parts of the city
on my E-Bike: Steveston last weekend,
Mt Seymour the week before and
Dundarave before that....**

***No, I absolutely wouldn't have driven there"
(traffic and lack of parking)***



“I got this E-bike because I saw a poster at the Diamond Centre. Not only has the E-Bike helped to shorten my travel time from the PNE to VGH, but I – *well, maybe more so my wife* – wanted an active commute that left me with more energy when I got home to help with dinner and our 9-month old.

“Now, my 20 min commute is close to half of what it used to be, and the electric assist means biking in work clothes saves more time from not needing to shower or change.

“Bonus; the E-bike still offers exercise – and the fresh air of an active commute.”

Kevin

VCH physician who started at c) ‘looking into it’.

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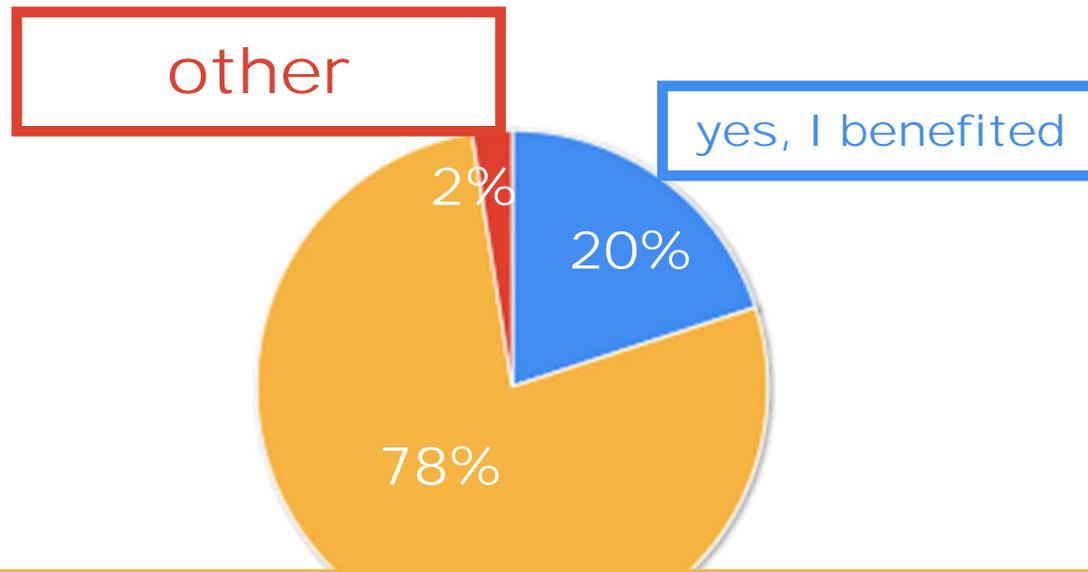
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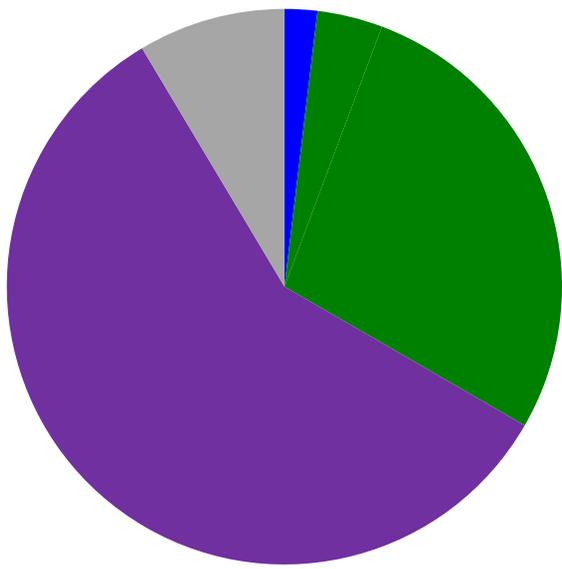
Kevin

VCH physician who started at c) ‘looking into it’.

8. Should VCH allocate the time and resources for a 2020...n?



yes, although I wasn't fully able to benefit, I'd want to participate next year



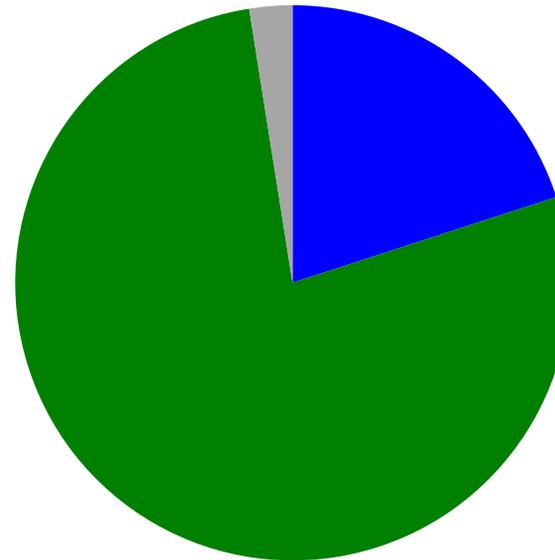
■ I ride an E-Bike to work most days (weather permitting).

■ I recently got an E-bike and I'm planning to use it (weather permitting).

■ I have been researching E-Bikes and I am likely to get one soon.

■ Getting an E-Bike was not on my radar but the opportunity to try one out for a test commute interests me...

■ Other

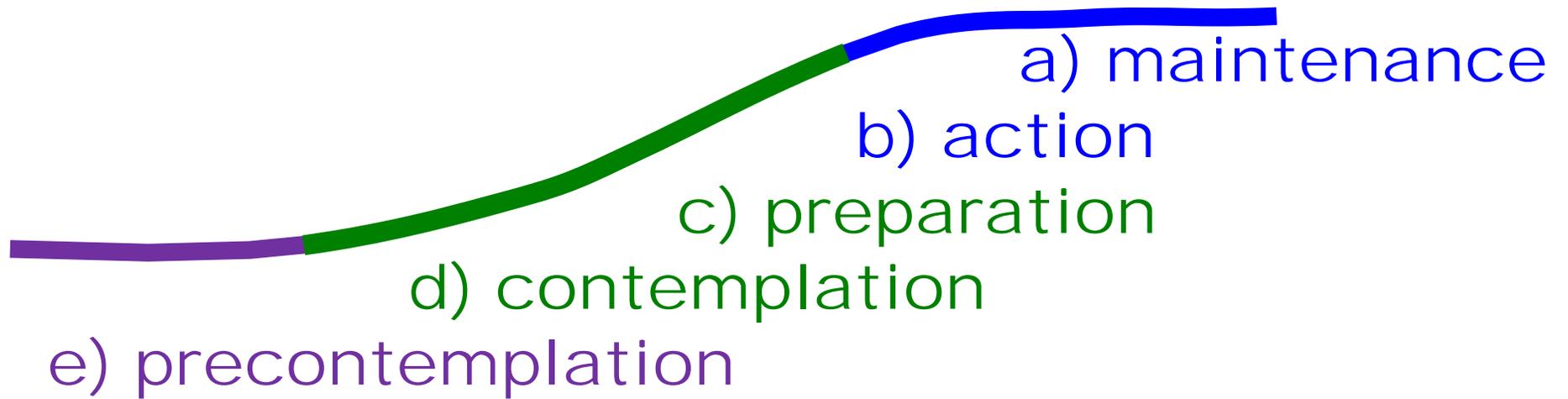


■ yes: I benefitted from it and I think more people would benefit in its second year

■ yes: I wasn't fully able to benefit from it this year but I would want to participate next year

■ Other

Transtheoretical Model of Behaviour Change



Approaching these Audiences





Stages of Behaviour Change

Audiences, Market Segmentation(s) & Actions

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