

Programming with bicycles: supporting the health of marginalized and general populations



Paul Young, health promoter
South Riverdale Community Health Centre

Introductions

Benefits and barriers

Interventions

Some resources

- Road to Health - Toronto Public Health,
- Toronto Centre for Active Transportation
- Share the Road cycling coalition



Background

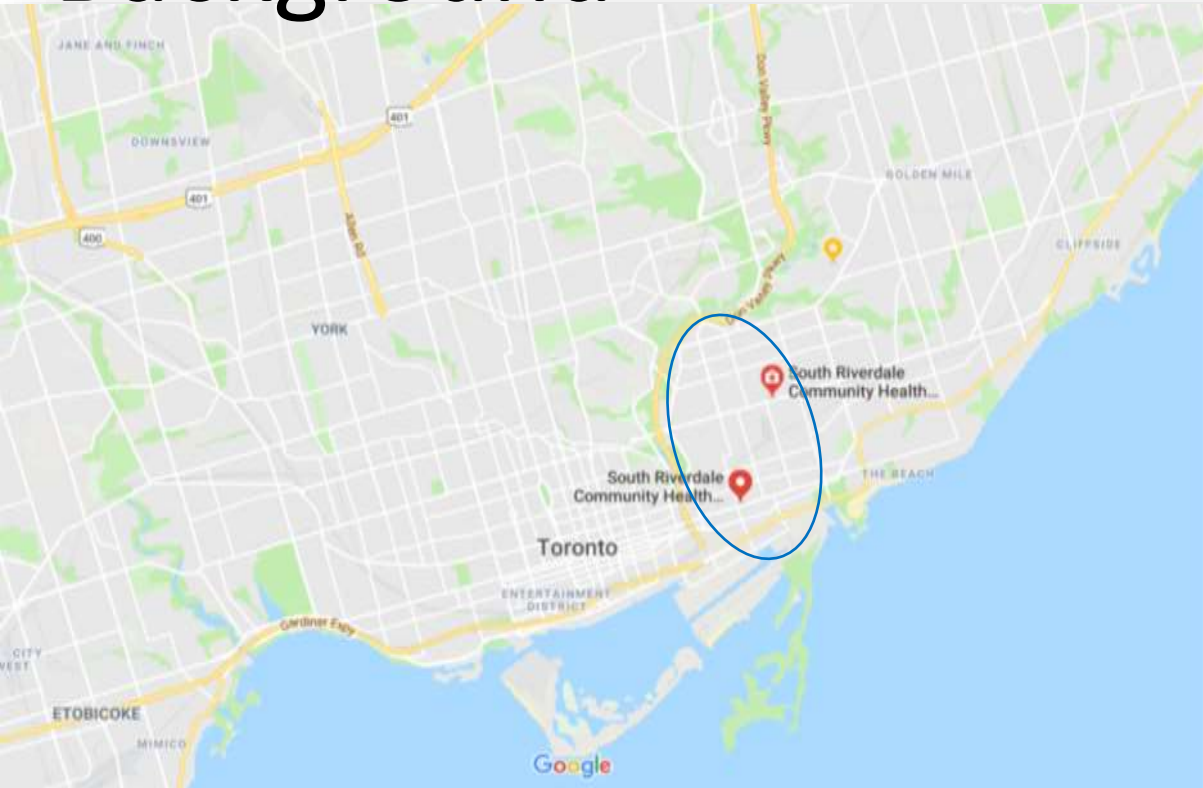


Objectives for this presentation

- Share the evolution of bicycle-related programs at SRCHC
- Share emerging evidence of health benefits (beyond physical activity)
- Share challenges: e.g., evaluation, funding, connecting to other services

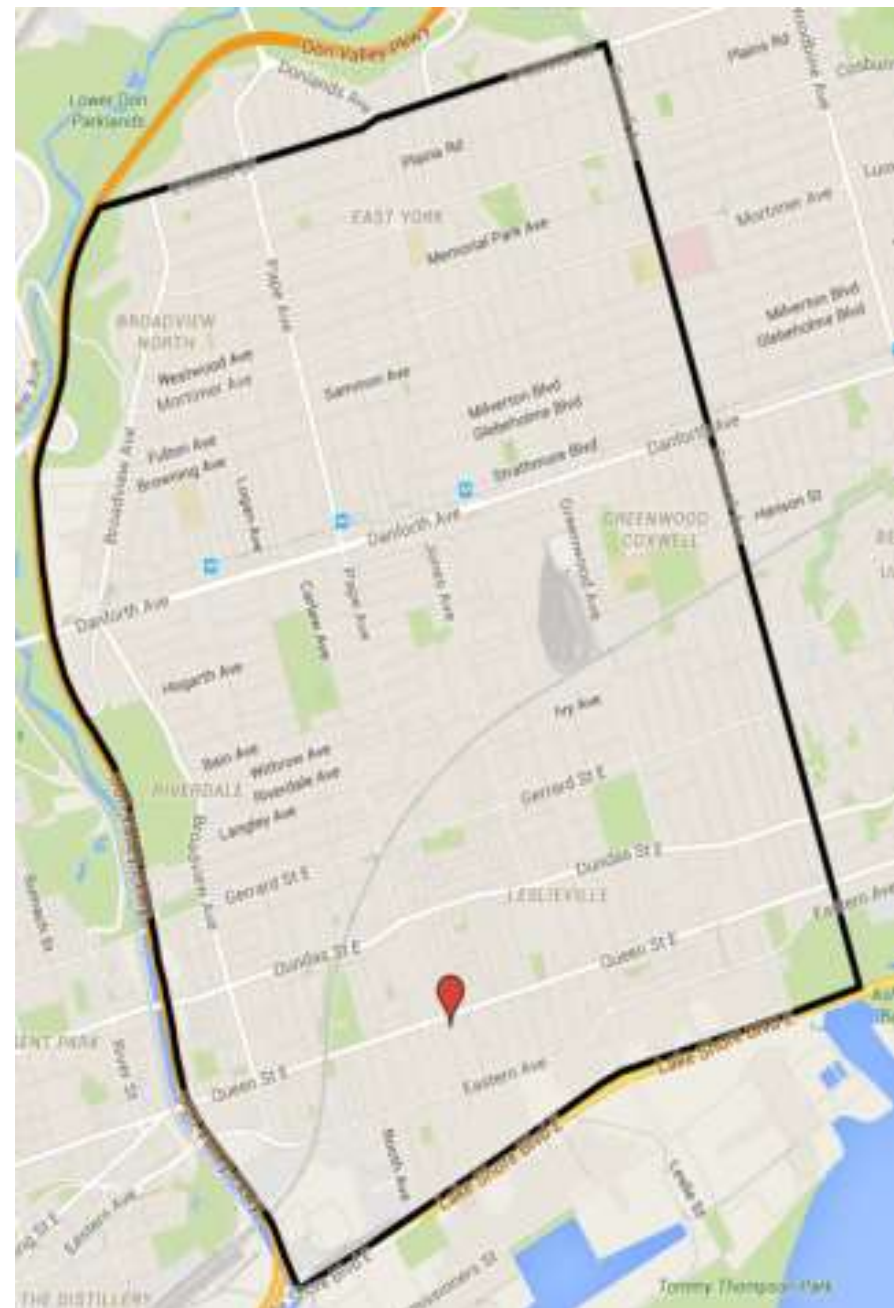


Background



SRCHC Context

- Catchment 130,000 (2011 Census)
- Pockets of low income, social housing and new Canadians
- 77% clients live in poverty



SRCHC Catchment

SRCHC programming with bicycles



Foundations

- A** SRCHC Strategic Directions supporting the development of community initiatives
- B** Mapping bicycle programs to the Ottawa Charter for Health Promotion
World Health Organization



CHARTER	SRCHC BIKE PROGRAM
Enable, Mediate, Advocate	Support for cycling/walking
Building Healthy Public Policy	Complete streets
Create supportive environments	Support walk/bike/learn/repair
Strengthening community actions	Community organizing
Develop personal skills	Advocacy, repair, mentor
Re-orient health services	Keep people healthy





1999

1. Advocacy with community

Air Quality Meeting 1998
Dundas EAST group formed 1999



Bike Repair Drop-in Started
2004

2. Bicycle Repair Drop-in



SRCHC Bicycle User Group started 2004

3. Cycling Supports at SRCHC

SRCHC Bike Shed constructed



4. Bicycle Share (Bike Host)

SHAI initiative starts includes bicycle share (Bike Host) 2015/16/17/18

2018

Speed limit reduced from 50 to 40 Km/hr. 2002

Dundas E. bike lanes installed 2004

Ward 30 Bike Summit at SRCHC: Ward30Bikes formed 2012

Dundas E. bike lanes 10 anniv. Celebration 2014

Bike Repair satellites in Eastview, Pape Cosburn & Thorncliff Park 2015/16/17/18

SRCHC Bike Fleet 2016/17

1. Advocacy with community



Advocacy for improved cycling and walking conditions

Example: Dundas Bicycle Lanes

- Origin: improving local air quality.
- Focus shifted from industry to transportation.
- Bicycle lane was recommended for a major east-west route – Dundas St East.
- An advocacy group was formed. Four years later the lanes were installed.

SRCHC Role:

- Community organizing, facilitation
- Expertise: identify health impacts/education
- liaise with media, City staff & elected representatives.
- Volunteer support

Outcomes:

- Advocacy group formed (now Ward30Bikes)
- Dundas East Bike Lanes replaced two car lanes
- Reduced motor vehicle speeds, improved pedestrian safety
- SRCHC won an AOHC Healthy Community Award in 2004



1. Advocacy with community

Dundas Bike Lane: Working with community advocates over 4 year period

Dundas St E. Before



Dundas St E. after 4 years advocating for bike lanes



Group continues to meet as Ward30Bikes
Safety walks with councillor



Outcomes: Fall Counts

2003 (pre bike lane): 7 riders/hr.

2008 25 riders/hr

2014: 300+ riders/hr
(1000% increase)

1. Advocacy with community

Advocacy for pedestrian safety improvements

Example: Advocating with caregivers and City Councillor to remove two car lanes to improve safety at school crossing.



AFTER pedestrian safety improvements at Pape Jr. Public School

SRCHC Role:

Host meetings, research & advocate for improvements, liaise with City staff & community

Outcomes:

- Shorter pedestrian crossing distance
- Traffic calmed with two curb extensions
- Improved pedestrian safety

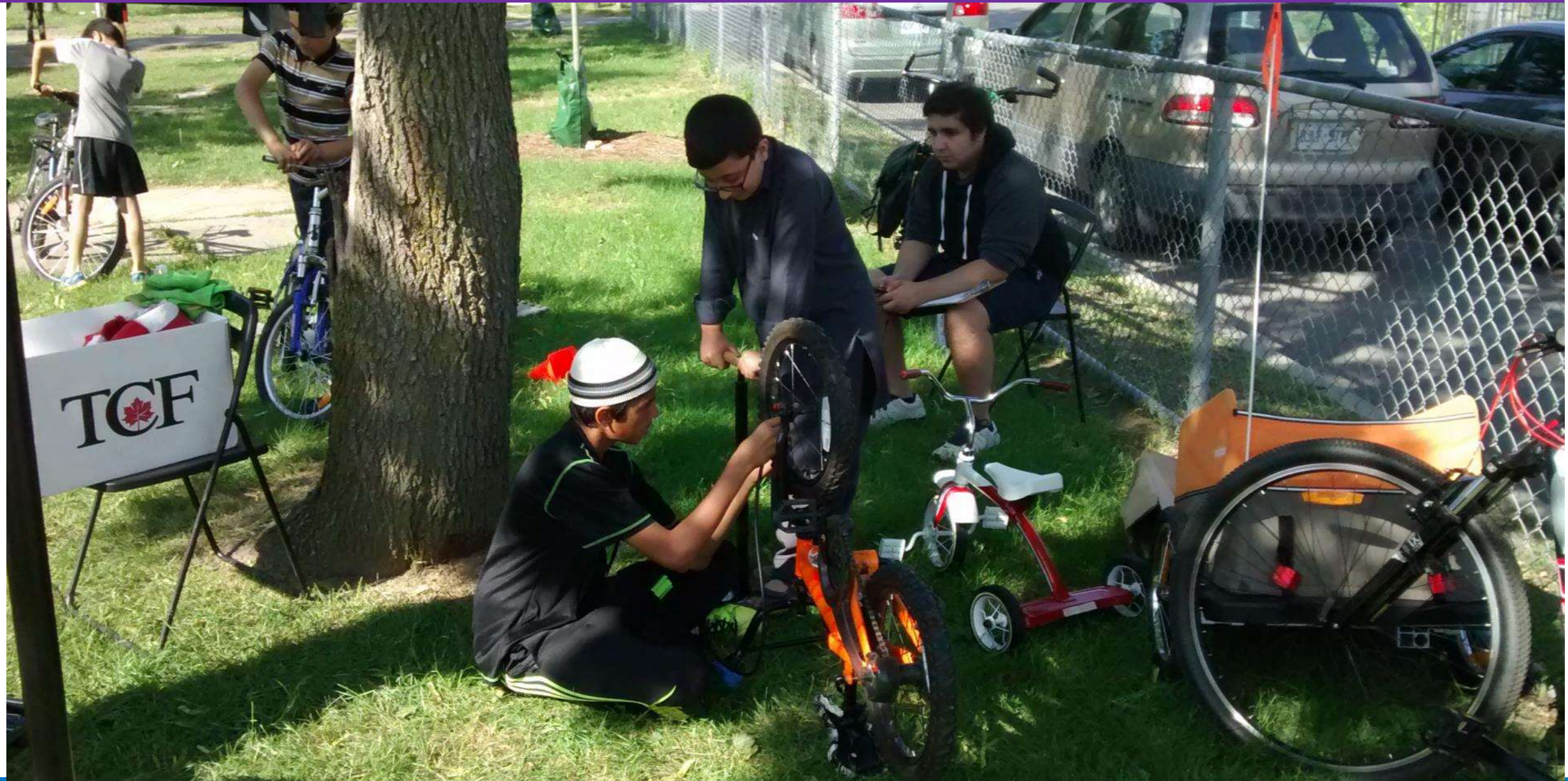
1. Advocacy with community

Working with Ward30Bikes
volunteers & elected
representatives

Community Health Week event -
“thanks for riding your bike”
Celebrate 10 years of the bike lane



2. Bicycle Repair Drop-in



2. Bicycle Repair Drop-in

Description:

- Weekly drop-in
- Promotes self-sufficiency, mobility, independence, and safe riding (maps, lights)
- Access to expertise and tools

The program serves:

- Newcomer communities
- Individuals & families on low income
- Harm reduction clients
- Youth & children



2. Bicycle Repair Drop-in

Our Role

- Facilitate **people helping people**
- Coordinate volunteers
- Funding (staff), space, tools and some minimal repair expertise
- Snacks, music, seating to promote social inclusion
- Connect to other SRCHC programs
- Evaluation



2. Bicycle Repair Drop-in



Outcomes

41
sessions
per year

180
clients
per year

73%
youth and
children

27%
adults

Bike Repair
cost savings
per client per visit:
\$24.00
(average)

3. Cycling Supports at SRCHC

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Part of “Greening SRCHC”



Adapted from: University Health Network

3. Cycling Supports at SRCHC

Background:

After a focus group, secure bicycle parking was identified as a way to support more staff cycling

Ongoing Quality Improvement

- Lunch and learns (safety, maintenance)
- 3 bikes available that staff can sign out for short trips - for home visits and to attend programs near by

Outcomes:

- Storage shed for 10 bicycles
- Award for “bicycle friendly business” by the City of Toronto in 2011

Ridership up from 4/100
to about 15/120 (300%)



Secure bike storage shed



3. Cycling Supports at SRCHC



4. Bicycle Share – Bike Host



4. Bicycle Share – Bike Host

Background

“Bike Host” one component of project to support health for newcomers health

Project goals

- Facilitate access to bicycles for interested newcomers
- Behaviors / attitude shift towards cycling for recreation and for transportation
- Reduce social isolation
- Canadian volunteer experience
- Regular group rides and events

Our Role: SRCHC partnered with Culture Link settlement services

- Obtained 39 bicycles, helmets & locks
- Assist with outreach in newcomer communities – recruited volunteer mentors and participants from newcomer communities
- Assist with registration and events
- Assist with evaluation



4. Bicycle Share – Bike Host

Partners



Funders



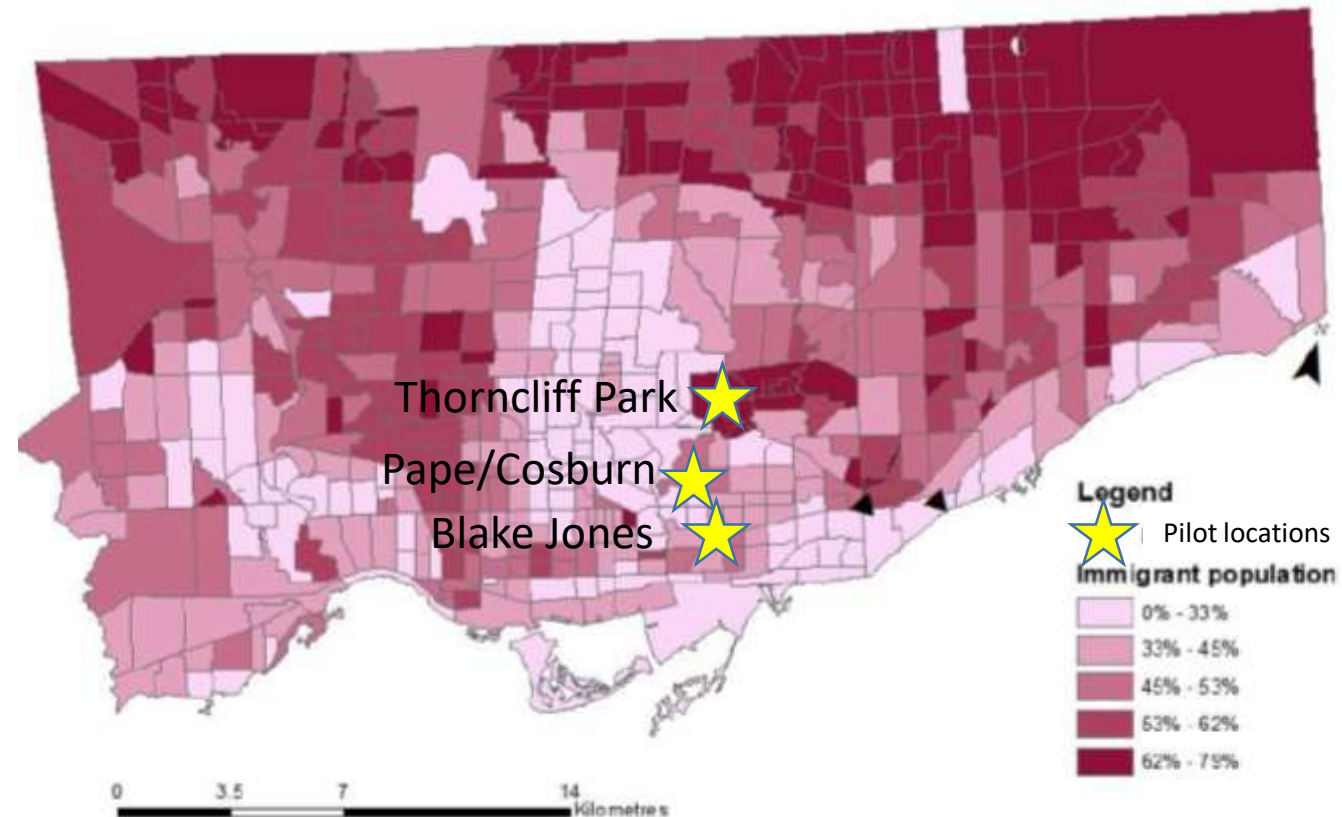
Assessing Community Readiness:

We should direct cycling interventions to:

- The people most likely to take up cycling
- Where cycling is possible on trails, lanes or streets with slow traffic

The recommended neighbourhoods have higher:

- Population density
- Percentage of newcomers
- Cycling supportive infrastructure/geography
- Potential partner agencies nearby



SRCHC Engaging participants



A program for newcomers. Learn to save time, save money and enjoy Toronto more... by bike! Start your Bike Host journey with us this summer!

- Be matched with a mentor and meet people
 - Gain meaningful Canadian experience
 - Enjoy fun activities with the whole family
 - Gain confidence riding in traffic
- Having a bike is not necessary!



PROGRAM ORIENTATION & LAUNCH
for residents of Pape Cosburn & Thorncliffe Park
THURSDAY JUNE 4, 6:00-8:30PM
Thorncliffe Neighbourhood Office
18 Thorncliffe Park Dr. (behind Food Basics)
Light meal provided. Pre-registration is necessary.

To register contact Victor Gomes at
416-686-6266 x206 | vgomes@culturelink.ca
<http://www.culturelink.ca/bike-host>



You can join Bike Host if you are a newcomer to Canada, 18 years or older, can commit to 30 volunteer hours, speak English (LINC 4 or above), and pass a group interview.



Peer outreach team



Orientation: matching mentors to mentees

Outcomes: Qualitative

Program
participants
reported:

Freedom



Comfort &
Knowledge



Discovery



Belonging



Qualitative data, quotes and photos: Yvonne Verlinden, Cycling and Social Inclusion: Adding Bikes to the Newcomer Settlement Experience,
2017 Bike Summit Presentation

Quantitative data: University of Toronto's "Toronto Cycling Think and Do Tank" and CultureLink Settlement Services

4. Bicycle Share – Bike Host

Outcomes: Quantitative

from exit survey of 37 Bike Host participants²

TOP 3 BENEFITS

Fun



Exercise



Meeting
New People



70% of respondents saved money

by switching to the bicycle for everyday trips

Significantly higher # of trips by bike

– went from 7% to 31%

(recreation, shopping, and work/school)

Met 4.1 new people on average

both in the program and in their
communities because of their bicycle



1. Yvonne Verlinden, Bikes and Belonging: A Photographic Exploration of the Bike Host Program in Toronto, 2017

2. University of Toronto's "Toronto Cycling Think and Do Tank" [Bike Host 2016 Report](#) (Trudy Ledsham, Emma Heffernan) and CultureLink Settlement Services

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86%

Improved their cycling skills
and knowledge

89%

Were more likely to allow
their children to bike to school
as a result of the program

81%

Improved their health and
well-being as well as their
knowledge of Toronto

70%

Gained English language
experience and experience
working with others in Canada

1. Yvonne Verlinden, Bikes and Belonging: A Photographic Exploration of the Bike Host Program in Toronto, 2017

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4. Bicycle Share – Bike Host



“It would be difficult to imagine another program with so many positive outcomes”.

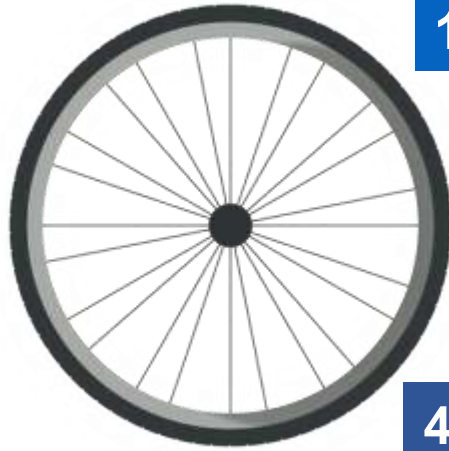
—Ledsham and Heffernan,
Toronto Think and Do Tank, Bike Host 2016 Evaluation Report

**“You feel free. I can go when I want to go.
If I have any job or anything, small job, like buy some groceries, go to the mosque, visit a friend, I can use the bike.
I don’t have to wait for the TTC bus, which is sometimes late, sometimes don’t come.”**

Images: Yvonne Verlinden, *Bikes and Belonging: A Photographic Exploration of the Bike Host Program in Toronto*, 2017

Summary

15 year evolution of supporting health with bicycles



1. Advocacy & Community Organizing

2. Bicycle Repair Drop-in

3. Cycling Supports at SRCHC

4. Bicycle Share – Bike Host


Objectives for this presentation

- Share: Emerging evidence of health benefits
- Share: Challenges: e.g., evaluation, funding, connecting to other services
- Discussion

Into the future

- Social prescriptions
- More programming with groups/initiatives
- Exploring other advocacy opportunities



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Social Prescribing in CHCs

Submitted by Anonymous (not verified) on Monday, June 4, 2018 - 18:57.
Tags: [Health Promotion](#)

 **COMMUNITY**
Prescription: Community - Social Prescribing in CHCs

Social prescribing is a new spin on an old idea - that people are healthier when they are connected with social resources and supports in their communities.

In the United Kingdom, social prescribing has taken off by providing a structured way to address the determinants of health.

LATEST BLOG POSTS

- Spotlight on Healthier Community Builders: Quest CHC celebrates partners
- Social Prescribing in CHCs
- Community Matters: Celebrating 30 years of excellence at County Road CHC
- Health Equity Heroes: Pierrette Vezina cherishes her role with Wabano volunteers and the sweet success of an Indigenous-run social enterprise
- Health Equity Heroes: Windsor Essex CHC health promoter receives lifetime achievement

Discussion

Questions about the programs?

Similar experiences/programming?

- What community initiatives do you run that involve advocacy, peers?
- How would you evaluate or measure impact?
- What health indicators would *you* use?
- What do you do with the data?

THANK YOU! Paul Young

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