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ACTIVE LINCOLNSHIRE 'STRIDE AND RIDE' WALKING AND CYCLING CAMPAIGN

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CAMPAIGN GOAL & STRATEGY

- **Aim:** to motivate people across Lincolnshire to walk and cycle more, especially those currently engaging in very little physical activity or living in deprived areas
- **Objective:** complement the existing Lets Move Lincolnshire brand to encourage these activities, particularly on the East Coast
- **Strategies:** From our scoping and behavioural insights we have developed 4 strategies to achieve the campaign aim
 - *Giving mind and body a boost*
 - *Adapting habits and defaults*
 - *Inspiring exploration and new challenges*
 - *Focusing on the family*

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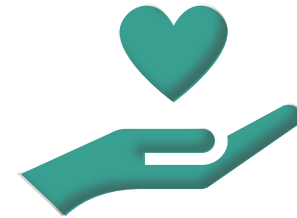
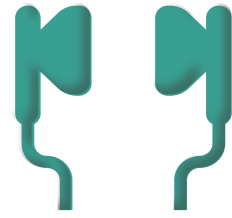
GIVING MIND AND BODY A BOOST



INSIGHTS & BEHAVIOURAL SCIENCE

- Older adults are often **risk-averse** and are **fearful** that physical activity could do more harm than good – walking and cycling need to be framed as beneficial for their health despite their perceptions (increasing **psychological capability**)
- Young people are **motivated to walk to de-stress** and escape modern life, and parents similarly use physical activity to have ‘me-time’ away from the family – engagement could be boosted through presenting walking and cycling as an **opportunity to switch-off** alone (increasing **reflective motivation**)
- Some older adults and people with health conditions feel that walking and cycling aren't for them because their participation **isn't the norm**– they need to see people like them taking part and using walking and cycling to connect with others socially (increasing **social opportunity**)

THE STRATEGY



- Walking to promote '**me-time**' away from the stress and hustle of everyday life
- **Correcting misconceptions** that older adults should be 'taking it easy' to protect themselves and their health
- **Reducing isolation** by encouraging people to walk and cycle together
- Framing walking and cycling as **self-care** – time to yourself to listen to a favourite podcast or help with mood regulation

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ADAPTING HABITS AND DEFAULTS



INSIGHTS & BEHAVIOURAL SCIENCE

- People are facilitated to change their habits if they are **linked to their normal routine** – for example if someone has dedicated time to speak to a family member on the phone, taking the call while walking is more effective than trying to build a walk into their day at another time (activating **habit bundling**)
- People have a tendency to **think their current activity level is sufficient** – they need a **nudge** to break away from **default** ('go to') behaviours to make positive changes to increase walking and cycling (increasing **psychological capability**)
- People sometimes struggle to walk and cycle more because they're busy or lack specialist equipment – these activities need to be presented as **convenient and easily adaptable** to people's daily routines to encourage uptake (increasing **physical opportunity** and **reflective motivation**)

THE STRATEGY



- Building walking and cycling into people's **existing routines** so it's less of a 'leap' for less active community members – for example taking their calls while walking, taking a longer route home from work or getting off the bus a stop earlier
- Showing other **people like them** taking part (salience), so it's normalised (social norms) and **less alienating**
- **Recognising limits** to time and money by suggesting walking as a **cost-effective** way to hang out with friends or combining the walk with other chores you need to tick off to save time

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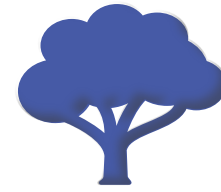
INSPIRING EXPLORATION AND NEW CHALLENGES



INSIGHTS & BEHAVIOURAL SCIENCE

- Older adults as well as children and young people are often motivated to engage in physical activity for the chance to **try new things** – walking and cycling should be framed as a **chance for adventure** (increasing **reflective motivation**)
- People need to know more about **where they can walk or cycle locally**, and **how they can access facilities** like bike storage (increasing **psychological capability** and **physical opportunity**)
- People don't always want activity guidance to be focused on **weight loss and physical outcomes** as these may feel unattainable or discrepant with their values – they need to be **inspired** to walk and cycle through the **lens of fun, exploration and convenience** (increasing **reflective motivation** and **psychological capability**)
- People need support to set achievable goals so that they gain a **sense of achievement** from walking and cycling (increasing **psychological capability**)

THE STRATEGY



- Displaying the beautiful Lincolnshire countryside available to them and encouraging a healthy dose of **'fear of missing out'** (FOMO)
- Encouraging people to be brave and **set goals** related to their personal **ability**
- A walking and cycling **'bingo' resource** to encourage people to try new things at their own pace and select those they are best able to do – perhaps **incentivised** with an active reward

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FOCUSING ON THE FAMILY



INSIGHTS & BEHAVIOURAL SCIENCE

- People are more likely to enjoy walking and cycling **with others**, particularly friends and family – framing these activities as a social activity can help to motivate people to engage in them (increasing **reflective motivation and social opportunity**)
- For older adults, walking with others **can improve confidence** and allows them to **make memories** with the family (increasing **psychological capability**)
- For parents, walking and cycling with children supports **healthy development**, helps **fit exercise into a busy schedule** and provides **low-cost fun** for the family (increasing **physical opportunity**)
- Older adults can be motivated to be more active by presenting walking as an opportunity to **build strength to 'keep up'** with the younger family (activating **loss aversion** response- not wanting to 'miss out')

THE STRATEGY



- Framing walking for older adults as an **opportunity to spend time with the family** and **keep their fitness up** to continue playing with children and grandchildren
- Framing walking and cycling **for parents** as an opportunity to **set a healthy example** for the family and help their children develop **independence, road safety and physical literacy**
- **Bringing people together** and making **memories in nature**

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