Healthy Mobility?

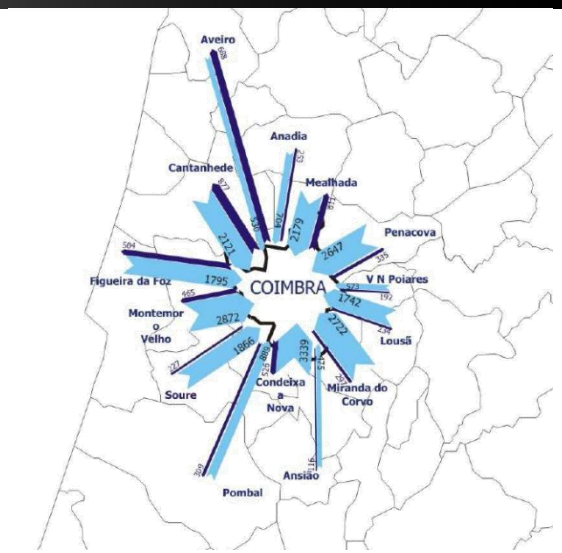
Convincing Health Professionals to Change their Mobility Habits

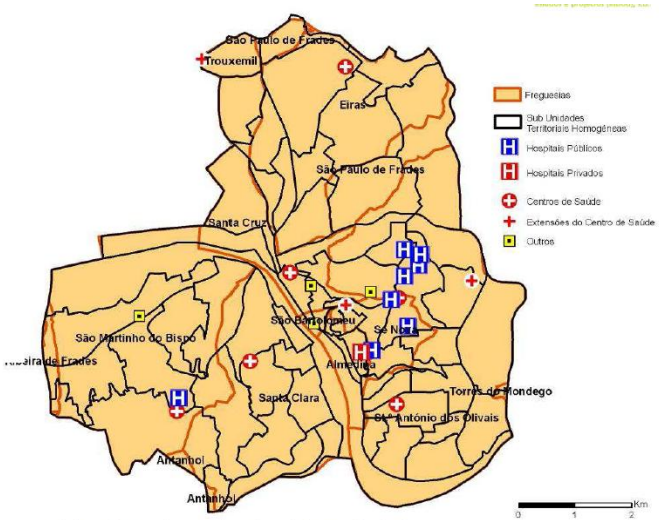
[16 & 17 May 2011 • Toulouse, France]

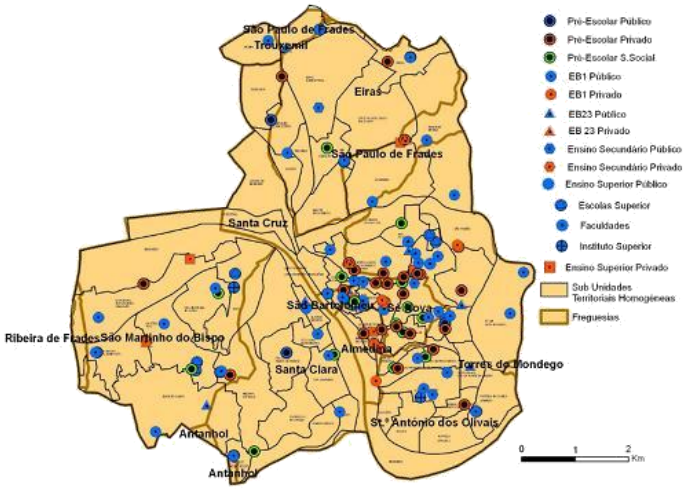
[INTRODUCTION]

Coimbra

- Population of ~150 000;
- Area of 320 Km^2;
- High polarization functions due to services in the health and education sectors.







Mapa Síntese dos Equipamentos Escolares por Tipologias

[SMTUC- URBAN PUBLIC TRANSPORTATION SERVICES OF COIMBRA]

TRANSPORTES URBANOS DE COIMBRA

SMTUC [Urban Transportation Services of Coimbra]

- Municipal Public Transportation Operator [founded in 1908];
- **Main PT Operator in the City of Coimbra**;
- Over 400 employees [300 bus drivers];
- Fleet of over 140 Buses;
- Over **27 million passengers in 2009**;
- Manage the urban public parking facilities;
- Involved in **CIVITAS MODERN** [2008-2012]
  - ✓ 8 Measures;
  - ✓ EU co-financing: 1 milion euros;
  - ✓ 6 Partners

[SITE-BASED TRAVEL PLANS]

TRANSPORTES URBANOS DE COIMBRA

University Hospital – Regional Hospital; generates ~17 000 car trips/day [over 4500 employees];

Oncology Hospital – Regional Oncology Hospital [over 900 employees];

Children's Hospital– Regional Children's Hospital [over 400 employees].

[THE SITES – LOCAL HEALTH CLUSTER]

TRANSPORTES URBANOS DE COIMBRA

[WHY IMPLEMENT THE TRAVEL PLANS?]

TRANSPORTES URBANOS DE COIMBRA

- Generalized use of private car for commuting and accessing sites;
- Rush hour congestion that affects city's overall traffic circulation;
- Undisciplined parking that affects public space and pedestrian mobility;
- Traffic afflicts quality of PT services and other mobility management measures;
- Deterioration of the overall urban environment;
- Lack of more sustainable urban mobility culture [walking, cycling, car pooling …]

[WHY IMPLEMENT THE TRAVEL PLANS?]

TRANSPORTES URBANOS DE COIMBRA

[EMPLOYEE DISTRIBUTION BY PROFESSIONAL GROUPS]

Oncology Hospital: Employees

DIRIGENTE	
Conselho de Administração	4
Administradores Hospitalares	2
Director de Serviços	1
INVESTIGAÇÃO	2
TÉCNICO SUPERIOR	
Médico	141
Técnico Superior (Médico Dentista)	2
Téc. Sup. Saúde	28
Técnico Superior (Serviço Social)	6
Outros Técnicos Superiores - (Reg Geral)	16
Especialista de informática	3
Técnico de informática	4
ENFERMAGEM	247
TÉCNICO	
Técnico de Diag. e Terap.	92
Outros técnicos	
Técnico qualificado	
ASSISTENTE TÉCNICO (Técn Profissional)	16
ASSISTENTE TÉCNICO (ADMINISTRATIVO)	
Coordenador Técnico (Chefe de Secção)	4
Assistente Técnico (Tesoureiro)	1
Assistente Técnico (Administrativo)	102
ASSISTENTE OPERACIONAL (Operário)	2
ASSISTENTE OPERACIONAL (AUXILIAR)	
Assistente Operacional (Aux. Acção Médica)	228
Encarregado Operacional (Encarregado Sector)	5
Assistente Operacional (Outros-Serviç Gerais) - a)	19
Assistente Operacional (Motoristas/Telefonistas)	8
RELIGIOSO	1
TOTAL	934

1%

21%

26%

48%

(456 employees)

[EMPLOYEE DISTRIBUTION BY PROFESSIONAL GROUPS]

University Hospital: Employees

DIRIGENTE	
Conselho de Administração e outros dirigentes	22
TÉCNICO SUPERIOR	
Médico	956
Téc. Sup. Saúde	67
Técnico Superior (Serviço Social)	24
Outros Técnicos Superiores - (Reg Geral)	14
TDT	314
Técnico de informática	14
ENFERMAGEM	247
TÉCNICO	
Técnico de Diag. e Terap.	274
Outros técnicos	5
Técnico qualificado	5
ASSISTENTE TÉCNICO (Técn Profissional)	
ASSISTENTE TÉCNICO (ADMINISTRATIVO)	238
ASSISTENTE OPERACIONAL (Operário)	43
ASSISTENTE OPERACIONAL (AUXILIAR)	
Assistente Operacional (Aux. Acção Médica)	883
Assistente Operacional (Outros-Serviç Gerais) - a)	132
Assistente Operacional (Motoristas/Telefonistas)	19
RELIGIOSO	1
TOTAL	4629

0,5%

30%

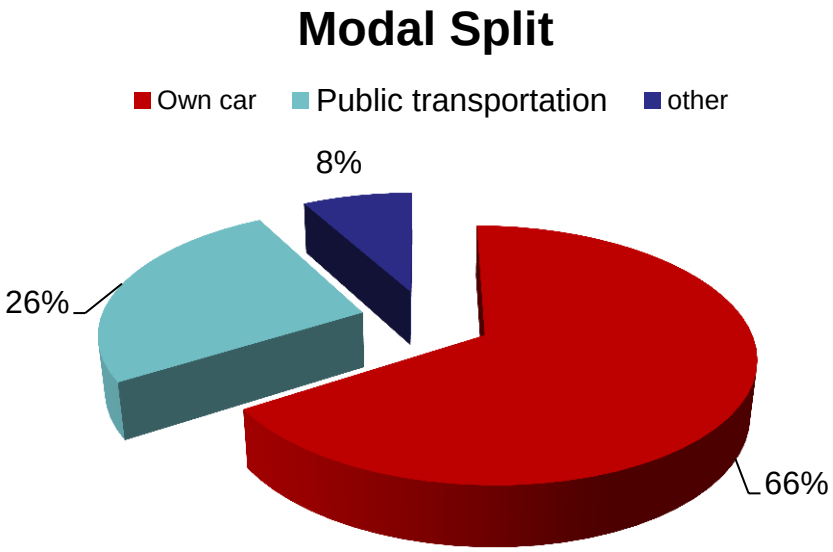
35%

65,5%

(3035 employees)

[THE PROBLEM]

Difficulty in changing the mobility habits of the health professionals, namely the highly specialized professionals (i.e., doctors, nurses, and other high level employees).



[FAILED INITIATIVES]

TRANSPORTES URBANOS DE COIMBRA

- Discount in bus fair (park & ride);
- Special health line (on weekends);
- Special shuttle service (10 minute interval);
- Campaigns (Price of gas, illegal parking, parking & ride options,…);
- (…)

[CONTSRAINTS ON CHANGE]

TRANSPORTES URBANOS DE COIMBRA

- Availability of parking on-site;
- Leniency on the part of local authorities;
- Leniency on the part of the Administrations;
- Prices/Costs are not a problem;
- No one to "champion the cause";
- Enhanced professional and social status (in Coimbra);
- Negative attitude towards public transportation in general.

"You seriously don´t expect me to ride the bus do you?"

(Doctor in IPO)

[LOCAL CHALLENGE]

TRANSPORTES URBANOS DE COIMBRA

We want to develop a series of campaigns which will help us alter the travel behaviour of these employees, namely by using modes of transport other than the individual automobile.

- How have other initiatives been able to mobilize and convince health professionals (e.g., doctors, nurses, and other high level employees) or other similar professionals to change their mobility habits and use alternative modes of transportation?
- What are the key factors in leading highly specialized and high payed professionals with a strong resistance to change (and the power to halt such change) to alter their travel habits?
- How to develop and implement an individualised social marketing campaign directed at these target groups?
- How to integrate social marketing campaigns into Travel Plans?