example of how organisations can promote physical activity and change workplace culture. However, further research should

Abstract

citation ID: ckac094.029

O4-5 A gamification-based intervention to encourage active travel
Marc Harris1
1Research and Evidence, Intelligent Health, Cardiff, United Kingdom
Corresponding author: marc.harris@intelligenthealth.co.uk

Background

There are enormous economic, human, and environmental costs of inactivity, climate change, air pollution and congestion and active travel can help reduce and prevent these. In England, however, only 26% of all trips are made by walking and only 2% are made by cycling. Walking and cycling contribute just 4% of total distance travelled. ‘Beat the Street’ is a community-wide intervention which aims to increase active travel by turning an area into a 6-week game. Residents earn points and prizes by walking and cycling and tapping a smartcard on RFID readers called ‘Beat Boxes’ placed on lampposts at half-mile intervals. To-date, over 1 million people have taken part in the intervention, however, the impact of the program on adult active travel is yet to be explored.

Methods

In Autumn 2019, Beat the Street was delivered throughout the London Borough of Hounslow. Prior, and immediately following the intervention, residents were invited to complete a self-report questionnaire (Sport England Active Lives Survey-SF) to assess changes in physical activity. Time-stamp data generated through Beat Box activity provided an objective measure of intervention engagement and a traffic survey camera was used to measure the number of cars travelling along 1 target road between 1-week pre- and 1-week post-intervention. Data were analysed using a series of ANOVAs and McNemar tests.

Results

28,219 people took part in the six-week game, of which 56% were female. Between pre- and post-intervention there was 7% decrease in adults reporting less than 30mins of activity per week and a 13% rise in adults reporting 150+ mins (n = 346, p > 0.01). Beat box data ascertained that 25% of total taps at all Beat Boxes were made between 08:00-08:59am and a further 28% were made between 3:00-3:59pm, typical travel to school/work periods. Further, traffic camera data showed that between the week before and week following Beat the Street, 1199 and 705 fewer cars and 130 and 36 fewer vans were observed travelling along Cambridge Road between 07:00-09:30am and 2:00-4:30pm, respectively.

Conclusions

Abstract citation ID: ckac094.030

O4-6 Citizen involvement and Active Living - a research project in the middle of Odense
Danielle Nørager Johansen1,2, Jens Troelsen1, Thomas Kaarsted2, Anne Kathrine Overgaard2
1Department of Sports Science and Clinical Biomechanics, University of Southern Denmark, Odense, Denmark
2Citizen Science network, University of Southern Denmark, Odense, Denmark
Corresponding author: djohansen@health.sdu.dk

Background

Physical inactivity and its consequences is a growing problem. Health enhancing physical activity (HEPA) behavior has previously been linked to the characteristics of the physical surroundings. Active Living (AL) is, in that connection, an international concept developed to integrate HEPA into everyday life.

The city of Odense located on Funen in Denmark has undergone major urban developments throughout the past 10 years - and will continue to do so prospectively. This has resulted in a possibility to create an AL area to be used by various target groups (employees and students at the university, patients and relative at the hospital, athletes participating in sporting activities in different associations etc.). Therefore, the University of Southern Denmark (SDU) is involved in a project aiming at creating a 80-hectare AL area with various activity possibilities for the everyday users.

Methods

Citizen Science (CS) has been the bearing principle from the beginning of the project. Rather than developing such an area ‘behind the desk’, the guiding question throughout the process has been: According to the citizens, what should such area contain of? This has been initiated through expert workshops, student modules in relation to the Sports and Health education at SDU, arranging events together with local
media, organizing the Danish Championship in cycle cross, organizing a school festival etc.

**Results**
Using the CS approach, the project has received more than 1,000 inputs and ideas from citizens, associations, students etc. The proposals have formed the basis for the results in a combined PhD project, focusing on AL and principles of landscape architecture. Drawings from this PhD will be presented and principles of Citizen Science will be discussed at the conference.

The next project step is to raise external funding to realize the potential of the area.

**Conclusion**
At this time, the project is still at its initial stage trying to raise funding to initiate and carry out the collected ideas. However, this project is a great example on how a CS approach in developing an urban area by integrating various sectors, hopefully, can improve the final product in terms of usability and sustainability.

**Keywords:** Citizen Science, Active Living, Citizen involvement, Health Enhancing Physical Activity