



Cycling Connecting Communities

Cycling Connecting Communities is an exciting new project which aims to promote cycling in the Liverpool and Fairfield local government areas. Cycling is a fun way to be physically active, whether as recreation or transport to work, shopping or school.

According to NSW Health statistics, only about half of the adult population is sufficiently active to meet health recommendations of 30 minutes of moderate intensity physical activity on most days of the week.

The Cycling Connecting Communities project will discover whether promoting the use of new cycleways in the Fairfield and Liverpool areas will increase physical activity in the community. We will focus on adults, particularly those who do not currently ride bicycles.

To encourage people who are currently not riding, project activities will focus on the different stages that people are at, with the overall aim of eventually increasing the proportion of people riding bikes. Mass media strategies, mainly newspapers, will be used to communicate that cycling is a fun and healthy activity, and a range of resources will also be developed including a new map showing the best cycling paths in Liverpool and Fairfield. A series of general information sessions will also be run with community groups to get people talking and thinking about cycling.

For people who lack skills and confidence when it comes to cycling, a series of free courses will be offered by cycling coaches for a range of different levels. Free social rides are also being run by experienced ride leaders from local bicycle user groups.

The Cycling Connecting Communities project will be evaluated by a pre- and post-project telephone survey of residents in the Liverpool and Fairfield areas, as well as a demographically similar comparison area nearby. Bike counters at strategic locations on major cycle paths will monitor use of these cycle paths.

The project is being run by the Health Promotion Service of Sydney South West Area Health Service. It is funded by the NSW Health Department for three years. Project partners include the Centre for Physical Activity and Health at The University of Sydney, Bicycle NSW, the Roads and Traffic Authority, Deakin University, and Liverpool and Fairfield City Councils.

For more information about the Cycling Connecting Communities project visit cyclingconnectingcommunities.net or contact the Project Officer, Carolyn New, on 9828 6027 or email Carolyn.New@sswahs.nsw.gov.au.