Mobility management for families: What helps parents to continue cycling after the birth of their child?

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The project is funded by the Federal Ministry of Transport and Digital Infrastructure using resources for the implementation of the National Cycling Plan 2020.
1. About the project

2. Obstacles and needs
   What mobility needs do parents with a baby have in general and with regard to cycling in particular?

3. Cycling support for families
   Improvements in infrastructure
   Information and marketing
   - services for parents
   - services for midwives

4. What helps families?
   Results from the post-intervention evaluation
Main questions

• What makes cycling so unattractive during this period?
• Which needs regarding mobility do parents with a baby have in general and when using a bicycle in particular?
• What possibilities are there for making it easier for young parents to get around by bike and to enable mobility without a car?
1. ABOUT THE PROJECT

BACKGROUND

Project area, practical part: Heidelberg, Rhein-Neckar district and Neckar-Odenwald district

- 2015: Basic research
- 2016: Survey of pregnant women and parents
- 2017: Interventions
- 2018: Evaluation and presentation

Doctors/midwives
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2. OBSTACLES AND NEEDS
SURVEY OF PREGNANT WOMEN AND PARENTS

Online survey (07-09/2016)
• Whole of Germany
• 650 completed questionnaires (\(\frac{2}{3}\) parents)

Focus groups
• Nearly 50 participants
• In cooperation with hospitals

Who took part?
• Women (80% of respondents)
• People who like to cycle a lot
• Just 4% from rural areas
→ data are not representative, but nonetheless relevant

Source: Verkehr mit Köpfchen
What comes into your mind when you read “Cycling during pregnancy” and “Cycling with a baby”?

- Fear
- Dangerous
- Problem
- Difficult
- Safety?!
- Fun

Source: Verkehr mit Köpfchen
2. Obstacles and Needs

What has kept you from cycling with your baby?

- I am afraid of having an accident / 53%
- I think my baby is still too small to be taken by bike / 47%
- The network of bike paths is not very good where I live (no direct or safe paths) / 36%
- I cannot safely park the trailer or cargo bike (lack of parking options) / 38%
What has to change in order for you to cycle with your baby?

- **Improved cycling infrastructure / 34%**
- **Secure parking options in both private and public spaces / 20%**
- **I need equipment to take my baby by bike / 8%**
- **My baby must be bigger and able to sit upright properly / 8%**
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Support for cycling for families with a baby is not the same as just support for cycling
Improvements that make it more attractive to be in public spaces (improved air quality, noise reduction, traffic calming)
Development of greater accessibility (lowering kerbs, widening metal barriers across paths).
3. CYCLING SUPPORT FOR FAMILIES WITH A BABY
INFORMATION & MARKETING

Magazine for parents, website, social media

Now:
www.fahrrad-und-familie.de
From August 2018:
www.radfahren-mit-baby.de

@rad_mit_baby

“Anyone brave enough to take their child by car can also take them by bicycle.”

- Flyer and brochure

Cycling during a normal pregnancy is plainly and simply possible. It is gentle on the joints and pelvic floor.

There is no minimum age limit for cycling with a baby.

Source: Verkehr mit Köpfchen
Three typical ways of taking a baby with you on a bicycle

- Trailer
- Cargobike
- Child seat

Source: Verkehr mit Köpfchen
Outcomes from evaluation

People feel better informed than they were before reading the brochure or flyer.

The brochure helps me to learn and understand how to cycle with a baby.

The flyer focuses on the most important information, which is good for getting initial information about the topic.

Source: Verkehr mit Köpfchen
3. CYCLING SUPPORT FOR FAMILIES WITH A BABY INFORMATION

Outcomes from evaluation

How would you rate the flyer? n = 35
- very good: 14%
- good: 63%
- satisfactory: 5%
- adequate: 6%
- poor: 3%
- I cannot judge: 3%
- did not answer: 6%

How would you rate the brochure? n = 49
- very good: 16%
- good: 76%
- satisfactory: 2%
- poor: 4%
- did not answer: 2%

Source: Verkehr mit Köpfchen
Objective

- Show the different ways of transporting a baby with a bicycle
- Reduce fears
- Make it possible to have a casual conversation about the topic

Trying out is definitely recommended!

Source: Verkehr mit Köpfchen
Feedback from evaluation

• Most participants felt better informed after the demonstration days
• The demonstration days helped people to understand how to take a baby with them when riding a bicycle
• 10 out of 20 participants decided to buy a trailer, cargo bike or child seat thanks to the demonstration days
3. CYCLING SUPPORT FOR FAMILIES WITH A BABY SERVICES FOR PARENTS: DEMONSTRATION DAYS

Feedback from evaluation

How would you rate the demonstration days?

- Very good: 55%
- Good: 30%
- Did not answer: 15%
- N = 20

It was great to get the opportunity to try different trailers!

Source: Verkehr mit Köpfchen
3. CYCLING SUPPORT FOR FAMILIES WITH A BABY
SERVICES FOR PARENTS: TRAILER RENTAL

Objective and implementation:

• Parents can find out how their daily lives can be managed using a bicycle trailer
• Several days per trailer rental
• Cooperation with local bicycle stores
• From free rental up to 25€/24h
• Online booking
• Until the end of October 2017

Source: Verkehr mit Köpfchen
3. CYCLING SUPPORT FOR FAMILIES WITH A BABY SERVICES FOR PARENTS: TRAILER RENTAL

Outcomes and experiences

• Takes a lot of time to communicate about the trailer rental
• Helps families to find out whether daily life can be managed with a trailer
• Webtool is helpful for the registration process
• Too few people took part in the evaluation and so the results of it are not useful

Source: Verkehr mit Köpfchen
Workshops for midwives

Midwives are pleased to have more information about this topic so that they can answer the questions asked by parents with a baby.

- Workshops conducted throughout Germany
- Free guide for midwives
Our experience and feedback from the midwives

- A lot of new input
- Small groups and familiar atmosphere was great for active exchange and honest conversations; many questions
- Seeing and testing different ways of cycling with a baby is really good
3. CYCLING SUPPORT FOR FAMILIES WITH A BABY
THREE TOPICS

- Information and marketing (knowledge transfer)
- Infrastructure (recommendations for policy makers and municipal administrations)
- Services for parents (reduce fears and obstacles to purchase)
3. CYCLING SUPPORT FOR FAMILIES WITH A BABY
THREE TOPICS

- **Information and marketing** (knowledge transfer)
- **Infrastructure** (recommendations for policy makers and municipal administration)
- **Service offers for parents** (reduce fear of contact and obstacle of purchase)

Cycling with a baby is safe and fun!
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4. WHAT HELPS FAMILIES? RESULTS FROM THE EVALUATION

Outcomes from evaluation

Which activities did you participate in? n = 85, multiple answers possible

- Only advice: 3
- I took part in the demonstrations days: 20
- I rented a trailer for several days: 1
- I read the brochure: 49
- I read the flyer: 35
- I read information on the website www.fahrrad-und-familie.de: 16
- I heard about the activities, but I did not participate: 11
- I did not hear about the activities and did not participate: 14

Very good response rate (20 out of 50)

Source: Verkehr mit Köpfchen
4. WHAT HELPS FAMILIES?
RESULTS FROM THE EVALUATION

Outcomes from evaluation: The most helpful intervention was ...
4. **What helps families?**

**What we need to do...**

Network of different fields

- midwives
- paediatricians
- health insurance
- police
- gynecologists
- admin. staff
- people in transport research
- commissioner for cycle traffic
- people in bicycle trade

Implementing mobility management for families

Source: Verkehr mit Köpfchen
THANK YOU!

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