



Healthy Travel Cardiff

#healthytravelcardiff
#teithiollesolcaerdydd

Supporting healthy travel in Cardiff: communications toolkit for public sector organisations

2019 edition 1

www.keepingcardiffmoving.co.uk/healthytravelcardiff

Contents

1. Background, purpose and key communication themes	3
2. Key events to promote across the partnership.....	7
3. Potential engagement routes and methods.....	5
4. Key messages.....	7
5. Social media	15
6. Branding and 'voice'	17
Acknowledgements	18

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Language	If you would like a Welsh language version of this toolkit please email tom.porter@wales.nhs.uk

1. Background, purpose and key communication themes

Background

Due to urgent health, environmental and congestion issues, Cardiff Public Services Board (PSB) has made high-level commitments as part of its statutory [Well-being Plan](#) to reduce air pollution and reduce the proportion of journeys made by car within the City.

The PSB has also endorsed the findings in the [Moving Forwards: healthy travel for all in Cardiff and the Vale of Glamorgan](#) report published in 2017, which called for an urgent change in the way we get around, to meet these challenges. Cardiff Council published a [transport and clean air green paper](#) in 2018 setting out a wide range of proposals to make transport in the city fit for the future.

To turn these commitments into action, the organisations in the PSB alongside other public sector bodies in Cardiff have worked together to develop a [Healthy Travel Charter](#) setting out a series of actions to increase staff walking, cycling and use of public transport, and promote the switch to electric vehicles where the use of a private car is unavoidable. There are also three city-wide targets relating to staff travel.

The following organisations will be signatories when the Charter launches publicly in April 2019:

- South Wales Police, South Wales Fire and Rescue, Cardiff and Vale UHB, Cardiff Council, HM Prison and Probation Service, Natural Resources Wales, Welsh Government, National Assembly for Wales, Public Health Wales, Sport Wales, HM Revenue & Customs, National Museum Wales, Welsh Ambulance Service NHS Trust, Office of the Future Generations Commissioner

Between the organisations we employ over 33,000 staff, and we are looking to add additional signatories in due course.

The Charter pledges for organisations to use consistent communications messages with staff and the public to promote and support healthy travel, and for organisations to show public leadership in this arena. A communications workshop was held with invited leads in July 2018 to agree the main themes for public and staff messaging, and key events to be highlighted across the partnership. That workshop has helped inform this toolkit.

Audience

Communications leads and representatives from signatory organisations, and any others with an interest in this area.

Purpose

- Enable a consistent approach to communications on this topic to be taken across our organisations by using evidence-based messages
- Reduce duplication of effort and avoid any conflicting or inaccurate messages
- Engage public and staff around issues relating to travel mode, benefits of healthy travel, impacts on the individual, their family and the wider environment
- Raise awareness of what the City and public sector partners are doing to address these issues, and what the individual and their family can do
- Increase uptake of healthier forms of travel

Key communications themes

There are five key communications themes. Key messages and resources for each are given in section 4:

- Air quality issues in Cardiff
- Health benefits to the individual associated with walking, cycling and public transport
- Other benefits associated with walking, cycling and public transport

- Our organisations are committed to working together to support healthier travel among staff and visitors
- Improvements being made to infrastructure and transport networks in Cardiff to support healthy travel

2. Suggested engagement routes and methods

These are some ideas you may wish to use to promote the messages in section 4, below. Of course this isn't exhaustive – please be imaginative, and do consider when an approach could be taken in conjunction with one or more partner organisations at the same time, to maximise the audience. All public-facing media should be available in English and Welsh.

Social media Encourage staff and visitors to share pictures and videos of themselves undertaking a healthy journey (using the hashtag #healthytravelcardiff). Storytelling is also a great way to engage other people, so you could ask people to describe why they walk, cycle or take public transport. Use public social media profiles, as well as any profiles specifically for staff, e.g. Staff Facebook groups. Tie into national/local events (see section 3, below), for example suggesting official social media channels for people to follow if they are interested in keeping up to date. Also consider top tips, suggestions to help people take up active travel or public transport; key messages as part of infographics and/or other imagery; short videos, e.g. involving local communities and schools.

Web Internet and intranet articles

Email Staff email, e.g. health and wellbeing newsletter for staff; internal newsletters with simple information, infographics and tips. Incorporate messages into routine emails to service users, visitors and other regular email correspondence (e.g. email footers – use the Healthy Travel Organisation logo in section 6, and consider other relevant information such as 'our office is near a Nextbike stand')

Award ceremonies Have a specific category to recognise and reward staff who travel sustainably, particularly those who have made a recent modal shift, to encourage others

Routine information for staff and visitors attending appointments or meetings Advice on your website, letters or a standard email attachment sent to people visiting your sites on transport modes. Describe or show on a map how to reach the site by walking, cycling and public transport (train and bus) first, giving car parking information at the end if necessary.

Signage Consider reinforcing messages around healthy and sustainable travel messages at 'points of pain' on your sites, e.g. where traffic often queues for a car park (did you know buses visit this site every 5 minutes?) or at a bus stop ('Hey you! Well done for making Cardiff's air cleaner for everyone by catching the bus'). Consider also whether you give equal prominence to on-site signs showing the way to bus stops, train stations and Nextbike racks, as the car park.

Staff induction and job adverts e.g. 'We are proud to have committed to the Cardiff Healthy Travel Charter, and support and encourage all staff to reach our sites by walking, cycling and public transport'. At induction, give your new staff information on how to reach their new base by sustainable means

Staff travel claim forms Consider messages before or during the process people use to claim travel expenses which reinforce the benefits of active travel and public transport, e.g. 'did you know by swapping the car for the train for one journey you will save x g of CO₂'?

Staff promotional events Run local events to tie into national/local events (see section 2, above) e.g. internal competitions between teams to walk or cycle the furthest in a week, free breakfast for people who travel by public transport, walk or cycle

Radio and press Incorporate messages in interviews on local and national radio, in press releases and or in any paid advertising

Posters Develop simple template posters which can be put up at main staff entrances to your sites showing that your organisation has signed up to the Charter and leaving space to write the best ways to reach the building by walking, cycling and public transport

Smartphone apps Staff apps; public apps, e.g. information on how to reach sites, and supporting service user and staff well-being

3. Key events to promote across the partnership

All organisations have committed to raise awareness of the following core events, and support with local action and messaging to staff and the public.

Action to take

- **From one month ahead:** raise awareness of the events through internal staff channels (e.g. intranet, email newsletters, Facebook groups, staff events) and externally (e.g. Twitter, Facebook, press release). Feel free to use a mixture of messaging from official resources where these exist, and local messages (see next section).
- **On the day of the event:** please share examples of activities you and your staff are involved in, using the hashtags below, and encourage staff to get involved. Please also retweet examples from other public sector partners in Cardiff, to harness the power of our collective social media reach.

Suggested messages to use are given in section 4, below.

A spreadsheet with up-to-date contacts for communications representatives and healthy travel leads for each organisation is available on request.

May 2019: Cardiff Car-Free Day

- Cardiff Car-Free Day
 - Sun 12 May 2019
 - Web: www.letsride.co.uk/events/cardiff
 - Twitter: [@cardiffcouncil](https://twitter.com/cardiffcouncil) [#CarFreeDiff](https://twitter.com/CarFreeDiff) [@letsrideuk](https://twitter.com/letsrideuk) [@welshcycling](https://twitter.com/welshcycling)
 - Description: In 2018, Cardiff Car-Free Day saw the closure on a Sunday in late spring of a large section of the centre of the city to cars, with around 5,000 people attending on bike and 5,000 on foot or by public transport. A number of family-friendly events and stalls were situated in the closed area, along with a large bike ride around a predefined route. Footfall in the city centre increased compared with a normal Saturday, and pollution levels in Westgate Street dropped by two thirds. The event is organised by Cardiff Council (lead: Jo Hazell, Jo.Hazell@cardiff.gov.uk) in conjunction with partners.

June 2019: Bike Week and National Clean Air Day

- Bike Week
 - Sat 8-Sun 16 June 2019
 - Web: bikeweek.org.uk
 - Twitter: [@wearecyclinguk](https://twitter.com/wearecyclinguk) [#bikeweek](https://twitter.com/bikeweek)
 - Description: Bike Week, delivered by Cycling UK, is an annual opportunity to promote cycling and show how cycling can easily be part of everyday life by encouraging 'everyday cycling for everyone'. Bike Week first took place in 1923 and always has been a great opportunity to highlight the social, health and environmental benefits of cycling, with a core aim of getting people to give cycling a go all over the UK.
- National Clean Air Day
 - Thu 20 June 2019
 - Web: www.cleanairday.org.uk
 - Twitter: [@cleanairdayuk](https://twitter.com/cleanairdayuk) [#CleanAirDay](https://twitter.com/CleanAirDay)
 - Description: Air pollution is real and harms the health of millions. But there are lots of simple things we can do to improve air quality and look after our own and other people's health. Clean Air Day is a chance to find out more about air pollution, share information with friends and

colleagues, and help make the air cleaner and healthier for everyone. Over 550 events were held across the UK in 2018, generating around 1,750 broadcast and press items. On the day #cleanairday trended on Twitter for eight hours. Before and after opinion polls indicate that public understanding of key air pollution issues increased over the period of the campaign. And more people started doing things to cut air pollution.

August 2019: Cycle to Work Day

- Cycle to Work Day
 - Thu 15 Aug 2019
 - Web: www.cycletoworkday.org
 - Twitter: [@cycletoworkday](https://twitter.com/cycletoworkday) [#cycletoworkday](https://twitter.com/cycletoworkday)
 - Description: Cycle to Work Day is the UK's biggest cycle commuting event. Every year since 2012 we've seen thousands of enthusiastic riders hit the streets to celebrate everyday cycling. All you need to take part is a bike – new or old – and the desire to ride. You can go solo or be the change your workplace needs and organise an event for you and your colleagues. Whatever you do, however far your ride – have fun!

4. Key messages

Theme 1. Health benefits to the individual associated with walking, cycling and public transport

Facts and figures

- Levels of overweight, obesity and type 2 diabetes have been increasing over the past few years and store up long-term health issues. By supporting people to walk, cycle or take public transport we can help address this
- Over half of adults in Cardiff and Vale are overweight or obese
- Fewer than 1 in 10 teenage girls in Wales meet recommended physical activity levels
- Sedentary (sitting) lifestyles are associated with a 91% increase in type 2 diabetes
- The most common cause of death for children aged 5-14 is being hit by a car
- Around a quarter of adults are classed as being inactive (less than 30 mins of physical activity a week)
- Regularly cycling to work nearly halves the number of sick days per year
- Being outdoors in a natural environment has been shown to reduce stress levels and improve well-being
- Some GP practices in Cardiff will be able to offer free Nextbike (bike hire) membership for patients with certain conditions, to support adults to be healthy

Suggested messages for social media

- Walking, cycling or using public transport can have a positive impact not just on your physical health, but also your mental health and financial health too! #healthytravelcardiff
- Regular walking and cycling has been shown to reduce your risk of cancer, cardiovascular disease, type 2 diabetes, falls, and improves mental well-being #healthytravelcardiff
- Walking to or from the bus or train is a great way of building physical activity into your daily routine #healthytravelcardiff
- Being active first thing on your commute sets you up for the day #healthytravelcardiff
- What are your reasons for walking, cycling or taking public transport to work? Tell us your story #healthytravelstories
- Walk, scoot or cycle to school with your kids on your way to work to get the whole family active together #healthytravelcardiff
- Get walking or hop on a bike and enjoy the great outdoors #healthytravelcardiff

Useful resources and links

- Cardiff and Vale UHB (2017). [Moving Forwards: Healthy travel for all in Cardiff and the Vale of Glamorgan](#)
- [Living Streets](#)
- [Sustrans Cymru](#)
- [Welsh Cycling](#)
- [Cycling UK](#)

Theme 2. Air quality issues in Cardiff

Facts and figures

- The main air pollutants of concern to human health are nitrogen dioxide (NO₂) and particulate matter (PM). Carbon dioxide (CO₂) is a major greenhouse gas which contributes to climate change.
- Air pollution in parts of Cardiff exceeds EU legal limits, increasing the risk to health. Cardiff Council and partner organisations are looking at how levels of pollution can be reduced in the City
- Road transport is responsible for around 80% of the NO₂ measured at the roadside.

- Short-term health effects of air pollution include exacerbating existing heart and lung conditions, such as asthma and bronchitis. Most people will not experience short-term ill-health effects from exposure to the concentrations of air pollution typically measured in Cardiff, but susceptible individuals and population groups may be affected on occasions when air pollution is elevated. More vulnerable population groups include those with existing lung or heart conditions; and children and older people
- Long-term health effects of air pollution include increased rates of lung disease and cardiovascular disease (including heart disease and stroke) and cancer
- Air pollution caused by fine particles (PM_{2.5}) is estimated to cause an equivalent of around 140 deaths each year in Cardiff, with average life expectancy in the UK estimated to be reduced by 7-8 months overall due to air pollution
- There is no known safe level of exposure to particulate matter air pollution, or for short term exposure to NO₂. The effects of exposure increase the longer someone is exposed.
- Healthier individuals are better able to adapt to air pollution exposure, so they are less susceptible to the effects
- Children are four times more likely to have significantly reduced lung function in adulthood if they live in highly polluted areas
- Health problems from air pollution in the UK have been estimated to cost society, businesses and the NHS over £20bn per year
- While electric vehicles do not emit NO₂ or CO₂, they still produce particulate matter pollution

Suggested messages for social media

- By walking, cycling or taking public transport to school or work, you can help improve air quality in Cardiff #healthytravelcardiff
- Walk or take the bike and help keep Cardiff's air clean for current and future generations @futuregencymru #healthytravelcardiff

Useful resources and links

- Royal College of Physicians (2016) [Every breath we take: the lifelong impact of air pollution](#)
- Cardiff Council (2018). [Changing how we move around a growing city](#)
- Cardiff and Vale UHB (2017). [Moving Forwards: Healthy travel for all in Cardiff and the Vale of Glamorgan](#)
- Air Quality Wales airquality.gov.wales shows air quality readings at sites across Wales
- Air Aware Sheffield (@airawaresheff) – useful infographics
- Healthy Air Cymru healthyair.cymru

Theme 3. Other benefits associated with walking, cycling and public transport

Facts and figures

- Reducing traffic speed and volume (for example with 20mph speed limits) makes streets more inviting for walking, cycling and socialising
- People living on roads with less car traffic report higher levels of community cohesion and less social isolation
- There are bikes available which allow people of all ages and abilities to cycle. Pedal Power in Cardiff helps get people with different abilities and needs out in the fresh air
- Switching to walking, cycling and public transport reduces emissions of carbon dioxide (CO₂), a greenhouse gas which contributes to climate change. One quarter of domestic greenhouse gas emissions are due to car transport
- There is a legal duty in Wales to reduce carbon emissions by 80% by 2050

- Flood-related displacement of communities in the UK, associated with climate change, has been found to cause significant and long-lasting mental health issues. Such events will become increasingly common with climate change
- Increased flood events due to global warming will affect our communities and core infrastructure such as hospitals, health centres and transportation networks
- As the proportion of people choosing to walk, cycle or take public transport increases, traffic congestion eases making the roads better for everyone
- Businesses in areas where it is easy to walk and cycle benefit from higher footfall and customer spend, compared with areas dependent on car traffic
- Over half (53%) of households in Cardiff own one or more bikes, and 20% of residents cycle once or more each week (source: Sustrans, BikeLife Cardiff)
- Walking and cycling journey times are more predictable than car journey times, and are usually the same regardless of weather or traffic
- The average cost of gym membership in the UK is £40 per month

Suggested messages for social media

- Building regular physical activity into your week could get you as fit as going to the gym and save you money and time #healthytravelcardiff
- Support and encourage your colleagues to walk or cycle to work and help them stay healthy and stress-free #healthytravelcardiff
- Save money by walking or cycling – it's cheaper than taking the car #healthytravelcardiff
- Lead a team? Active travel increases concentration levels among staff, reduces stress, and reduces sickness rates #healthytravelcardiff
- We all need to do our bit to tackle climate change, for us and our children. Walking or cycling are great ways to reduce your carbon footprint, and will put a smile on your face too! @futuregencymr #healthytravelcardiff

Useful resources and links

- Designed to move: Active Cities (2015) [Active Cities](#)
- [Living Streets](#)
- [UN – Climate Change](#)
- [Sustrans Cymru](#)
- [Cycling UK](#)
- [Welsh Cycling](#)
- [Cardiff Pedal Power](#)
- [BikeLife Cardiff](#)

Theme 4. Our organisations are committed to working together to support healthier travel among staff and visitors

Facts and figures

- Wales has a unique piece of legislation, the [Well-being of Future Generations \(Wales\) Act](#), which requires statutory bodies to consider the impact of what they are doing on the well-being of future, as well as current, generations. Organisations need to think about how they can prevent problems from arising, and work together to solve these. Making our transport more sustainable has been identified as a priority for the Office of the Future Generations Commissioner. Working together in Cardiff to encourage healthy transport is an example of the Act in practice.

- Around 30% of adults working in Cardiff are employed in the public sector, so between us we can make a large and positive impact on travel behaviours in our area
- Most of the largest public sector employers in Cardiff have signed up to the Healthy Travel Charter, demonstrating their commitment to supporting and encouraging walking, cycling, public transport and low emission vehicle use by their employees
- Regular cycling to work has been shown to reduce staff stress levels, increase productivity, and reduce sickness days
- For many people the trigger to take up active travel is starting a new job, moving workplace, or retiring
- Over half of Cardiff residents (57%) travel less than 5km to work, a distance which can be cycled in less than 20 minutes
- In 2018, 6 in 10 commuting journeys made by our organisations were by car. We aim to reduce this to 5 in 10 over the next three years
- 1 in 7 (14%) of our staff currently cycle to or from work, or at work, at least once a week. We aim to increase this to nearly 1 in 4 (23%) over the next three years
- Around 12 million trips are made by bike in Cardiff each year, totalling around 40 million miles! (source: Sustrans, BikeLife Cardiff)
- Cardiff Council offers free adult cycle training for people who haven't cycled for a while, want to boost their confidence in the saddle, or are new to cycling (see link below)
- A helmet is advised when riding a bicycle, to reduce the risk of head injury, particularly when sharing a route with cars or other vehicles. Helmets cost from around £10 and are available in a variety of sizes and styles

Suggested messages for social media

- We support the Cardiff Healthy Travel Charter and are committed to helping our staff travel to work by walking, cycling and taking public transport #healthytravelcardiff
- We take our employees' health seriously. We support our staff to travel by walking, cycling or public transport, to save them money and support their health and well-being #healthytravelcardiff
- Work for [your organisation]? Walk, cycle or take public transport to work? We'd love to see your pics of your journey today! #healthytravelcardiff
- Work for [your organisation]? Do you drive an electric vehicle? If so, we'd love to know what made you make the switch to electric. #healthytravelcardiff
- We're working to improve Cardiff's air quality and reduce our carbon emissions, protecting our environment for future generations @futuregencymru #healthytravelcardiff
- We're helping to create a prosperous, resilient and healthier Wales for the future, by supporting our staff and visitors to travel sustainably to our sites @futuregencymru #healthytravelcardiff

Useful resources and links

- Cardiff Healthy Travel Charter (pending launch)
- Healthy Travel Employer / Healthy Travel Organisation logos (see Section 6, below)
- [Cardiff Council Adult Cycle Training](#) (free)
- [Cycle Training Wales](#)
- [Cycle to Work scheme](#)

Theme 5. Improvements being made to infrastructure and transport networks in Cardiff to support healthy travel

Facts and figures

- Walking

- Improvements are planned throughout Cardiff to make many of our streets more pedestrian-friendly, including extending 20mph zones, and redesigning some of our main roads and junctions
- Retail sales have been found to increase by around 30% where walking and cycling projects have been undertaken
- Cycling
 - Cardiff already has 54 miles of traffic-free cycle path, and 23% of people live within 125m of a cycle route
 - Five major traffic-free cycleways along key routes are being introduced in Cardiff, with the first starting to be built in 2019
 - Improvements are planned throughout Cardiff to make it easier and safer to cycle, including improvements at junctions and extending 20mph zones
 - The Nextbike cycle hire scheme in Cardiff has been a huge success since its launch in spring 2018. Between 5,000-10,000 journeys are made on the bikes each week, with 500 bicycles available and over 50 stands throughout the city centre
 - The Nextbike scheme will be expanded further in 2019, doubling the number of bikes to 1000 and adding further stands. There are also plans to extend the scheme into the Eastern part of the Vale of Glamorgan
 - The UK's National Institute for Health and Care Excellence, NICE, found that off-road cycle routes were good value for money, with every £1 investment in off-road routes returning around £14 in benefits
 - Over half of Cardiff residents (57%) say they would like to ride a bike more, and three quarters (74%) think it would be better if there was more cycling
 - In London studies have found that house prices have increased significantly more than elsewhere in areas where dedicated cycleways have been introduced
- Train and tram – there will be extensive improvements over the next 5 years as part of the Central Metro scheme, including...
 - Many train services in Cardiff and the Valleys will increase in frequency, including 6 trains per hour to Cardiff Bay, 4 trains per hour to Rhymney, Treherbert, Merthyr Tydfil, Aberdare and Bridgend, and 2 trains per hour on the Vale of Glamorgan line
 - New trains will be introduced across the country, with 95% of journeys on new trains by 2023
 - Sunday services will more than double
 - Smart ticketing will be introduced in 2020, similar to London's Oyster card
 - Free travel for under 5s will be extended to under 11s, and under 16s will go free off peak when accompanied by a fee-paying adult
 - There will be 3 new stations in Cardiff by 2023: Crwys Road, Loudon Square and Cardiff Bay. A further station at Gabalfa is planned for 2028
 - Improvements in accessibility and cycling facilities will be made at all stations
- Bus
 - All Cardiff Bus services accept contactless payment, meaning you no don't need change to get on the bus
 - 36 new electric buses will be joining the Cardiff Bus fleet
 - Bus operators in the City often offer discounts for daily or weekly travel, or bundles of tickets
 - Planning permission has been granted for a new bus station in central Cardiff
- Electric vehicles
 - All major car manufacturers are committed to launching new electric vehicles in the next 5 years, with many new models coming in the next 18 months
 - Sales of electric vehicles rose 21% in 2018
 - New public and residential electric vehicle chargers are being installed across Cardiff in 2019

- Electric vehicles aren't new. The first production electric vehicle was built in 1884, over 20 years before the Ford Model T started production in 1908
- The UK government has committed to phasing out fossil-fuelled car sales by 2040, with calls to bring this deadline closer
- Since January 2018, all new London taxis have had to be able to travel at least 30 miles with zero emissions
- House developers in Cardiff are being encouraged to include electric vehicle points for new housing
- It costs around £3.50 to charge an electric vehicle to travel 100 miles, compared with around £15 for a petrol vehicle to travel the same distance
- Electric vehicles emit no NO₂ or CO₂ at the roadside

Suggested messages for social media

- There will be major improvements to walking and cycling routes and public transport in Cardiff over the next five years, helping you get around quickly, safely and cheaply #healthytravelcardiff
- Most locations in central Cardiff are within a 15-20 minute cycle ride, with no sitting in traffic or paying for a parking space. Many journeys can be made on off-road cycle paths or shared routes #healthytravelcardiff
- Around 10,000 journeys are made by Nextbike cycle hire in Cardiff each week. They're a quick and convenient way of getting you to your destination without fuss. Have you had a go yet? #healthytravelcardiff @nextbikeuk
- Plan your next journey in Cardiff by foot, bike or public transport on the Traveline Cymru website or app #healthytravelcardiff @TravelineCymru

Useful resources and links

- [Nextbike](#)
- [Transport for Wales](#)
- [Cardiff Pedal Power](#)
- [Cardiff Bus](#)
- [Cardiff Cycle City](#)
- [Go Ultra Low](#)
- [Keeping Cardiff Moving](#)
- [Traveline Cymru](#)

5. Social media

Suggested messages

Please see Suggested messages for social media under the themes in section 4, above.

Hashtags

Please use the hashtag #healthytravelcardiff (#teithiollesolcaerdydd in Welsh posts) for anything related to active and low carbon travel in Cardiff.

Images

We want to build up a selection of royalty-free pictures of people walking, cycling, taking public transport and using ultra low emission vehicles in Cardiff, for use on social media. If you have any pictures which can be shared please contact tom.porter@wales.nhs.uk

Partner Twitter handles

Cardiff and Vale UHB	@cv_uhb
Cardiff Council	@cardiffcouncil
HM Prison & Probation	@HMPPS
National Assembly for Wales	@AssemblyWales
National Museum Wales	@AmgueddfaCymru
Natural Resources Wales	@NatResWales
Office of the Future Generations Commissioner	@futuregencymru
Public Health Wales	@PublicHealthW
South Wales Fire & Rescue	@SWFireandRescue
South Wales Police	@swpolice
Sport Wales	@sport_wales
Welsh Ambulance	@WelshAmbulance
Welsh Government	@WelshGovernment

Other useful Twitter handles

Cardiff Bus	@cardiffbus
Cardiff Cycle City	@CdffCycleCity
Clean Air Day UK	@cleanairdayuk
Cycle to Work Day	@cycletoworkday
Cycling UK	@wearecyclinguk
Lets Ride UK	@letsrideuk
Living Streets	@livingstreets
New Adventure Travel (NAT)	@nat_group

Nextbike UK	@nextbikeuk
Pedal Power	@PedalPower_diff
Stagecoach Wales	@StagecoachWales
Sustrans Cymru	@SustransCymru
Transport for Wales	@transport_wales
Traveline Cymru	@travelinecymru
Welsh Cycling	@welshcycling

6. Branding and 'voice'

- Keep messages positive – how people can make a positive change to improve their health and wellbeing or that of their family
- Reinforce the large number of people who are already travelling by sustainable means – see facts and figures under Theme 5
- Shouldn't be anti-car, but rather promoting alternatives. Where cars are the best mode of transport, could you join a car club or use an electric vehicle?
- This isn't just about 'active' travel (walking and cycling) – public transport also gets people active and walking or cycling to and from transport stops, and for medium-length journeys public transport is a great option instead of the car. Trying to persuade people to cycle or walk for a journey over a couple of miles will be a non-starter for most people, but becomes more manageable if combined with public transport
- This is about the public sector working together and leading by example on critically important issues for current and future generations
- Try to keep messages consistent; don't brand things 'healthy travel' to make them look better if they don't promote walking, cycling, public transport or ultra-low emission vehicle use
- Please use the 'Healthy Travel Cardiff' logo and variations shown below as you see fit, for written documents, signage and social media. Hi-res versions of the logo will be available on the new [Keeping Cardiff Moving](#) website. Please keep the logo in the correct proportions, avoiding making it look squashed or stretched. For hi-res versions of any of the logos please email tom.porter@wales.nhs.uk

English

Welsh



Healthy Travel
Cardiff



Teithio Llesol
Caerdydd



Healthy Travel
Organisation



Sefydliad
Teithio Llesol



Healthy Travel
Employer



Cyflogwr
Teithio Llesol

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If you have any resources or suggested amendments for this toolkit please email tom.porter@wales.nhs.uk for inclusion in the next update. Thanks.