

## To Be and Stay Mobile!



Riding the bus makes mobile!

### Short Summary

Adults and especially senior citizens should understand the relation between health and mobility (walking, riding the bicycle) and act accordingly.

### Problem Description

Too many people fulfill their mobility needs by using the car. They do this even for short distances where walking and bicycling are appropriate and for journeys where public transport offers good services. As a consequence, they do not move enough in everyday life. This behavior, especially in combination with an unhealthy diet, leads to a variety of illnesses.

### Description of the Campaign / Measures

The interesting and adventuresome course "Riding the bus makes mobile" for senior citizens is offered by the VCL once a year in cooperation with the senior citizens association LSB and the Liechtenstein Bus Services LBA, supported by the bus operator PostAuto Schweiz and the Liechtenstein chamber of medical doctors. The course in October 2005 was fully booked with 25 participants. The second course took place in September 2006.

The VCL leads through the course.

In part one, Susanne Ott of the LBA explains the bus network, schedules and services. The second part takes place in the bus. Minimizing stress situations and safety aspects are the major topics. During the ride, Peter Saler of PostAuto demonstrates the great forces during a full stop and the associated safety risks, especially for elderly people not being seated; often critical shortly before coming to a stand still at the bus stop and shortly after starting the trip again.

In the third part, Dr. Alexandra Marxer speaks as the representative of the Liechtenstein chamber of medical doctors. In her lecture “Fit and Healthy through Everyday Mobility” she explains well the relation between health and mobility by ones own force.

### Who is the Driving Force Behind it? Who is the Beneficiary? Who and How Many are Involved?

The VCL Verkehrs-Club Liechtenstein (Association for Transport and Environment) initiated the project together with the senior citizens services KBA and the Liechtenstein Bus Services LBA. The Liechtensteiner Seniorenbund LSB is the new partner instead of the KBA.

The bus operator PostAuto Schweiz and the Liechtenstein chamber of medical doctors supports the project actively as partners.

It is the goal of the project to minimize fears – especially of senior citizens – when using our bus system and to make people aware of the relation between health and mobility by ones own force.

### Main Slogan/Statement

To be and stay mobile!

Riding the bus makes mobile!

The invitation was a colorful flyer and was broadly disseminated.

### Results/Potentials

Adults and especially senior citizens understand the relation between health and mobility by ones own force. They behave accordingly and master an increasing number of everyday journeys by walking, bicycling and using public transport. They feel save in doing so. And they stay independent mobile to an older age.

### Opportunities and Barriers - Factors of Influence and Criteria of Success and Possible Barriers

Rationally most people will understand the relation between health and mobility by ones own force. But many will not change their mobility behavior and will not change the preference in choosing the car as means of transport.

The authorities are requested to improve public transport and take good care of the accessibility of the bus stops – especially important for elderly and disabled people.

### Steps of Implementation

In talks between VCL and KBA it became clear that they had the desire for a course addressing the safety aspects for senior citizens using the Liechtenstein Bus services. The main topic for the VCL within ViaNova was the awareness of the dependence of the personal health from the choice of the means of transport for the daily journeys.

KBA, LBA and VCL developed the course together, adapted to the specific needs in Liechtenstein. In doing so, the VCL could use the knowledge already made in Switzerland.

### Time of Implementation

The first course took place on 18 October 2005 in Vaduz, the second on 26 September 2006 in Schaan.

We intend to offer the course on a yearly schedule together with our project partners.

### Other Examples

The Swiss association Rundum)Mobil, Thun developed the course "To be & stay mobile" with different modules. The modules are: Mobile with Public transport, Mobility and Health, Safe in the saddle, Car driving today. Regionally these modules are offered in varying combinations and by different organizations.

We could win further insight into the subject at the congress "Mobility and Age" on 17/18 March 2005 in Thun.

### Cost/Benefits

The printing costs of about CHF 600 for the invitation in the form of a colorful flyer are the only external costs for the course.

The costs for the working hours and the bus ride were carried by the individual project partners.

### Link and/or Article for More Information

<http://www.vcl.li/>

<http://www.rundum-mobil.ch/>

<http://www.bfmag.ch/>

<http://www.lba.li/>

<http://www.seniorenbund.li/>