Nudges for active travel to school

Footpath decals to promote walking routes

A 'nudge' is a small change that can be made in a setting that influences people's behaviour.

CHANGE
TO WALKING

Behavioural insights

Certainty Bias | An option that minimises risk, will often be desirable. People go out of their way to avoid losses, and thus a safe option can be particularly compelling.

Surprise | People get more pleasure out of a surprise gain than an expected gain. Surprise can be used interest.

Nudges in practice

› Fun and interesting footpath decals mark out 15-minute walking routes to school in locations where there are many students living close to the route.

› Identifiable routes give families confidence that these are popular routes for children to walk to school.

Change to Walking approach

1. MAP HOME LOCATIONS
Map student home locations (using de-identified address data provided to council). Identify routes based on an estimate of the number and proximity of students.

2. MAP ROUTES
Map potential routes, desk-top assessment using Google Earth.

3. COUNCIL REVIEW
Potential routes walked, reviewed and audited by council. With more time it would have been good to test the routes with the school community.

4. DESIGN DECALS
Footpath decals designed with a strong visual identity and variety of positive walking messages.

5. DESIGN MAPS
Walking routes maps designed and sent to families at the start of the program with suggestions for planning a walk to school.

Making it work

1. MAKE IT EASY
Start with 15-minute walk distances. Look for park and walk locations at the start of each route.

2. AUDIT YOUR ROUTES
Work with a council officer to run a safety audit of the preferred walk?

3. MORE DECALS THE BETTER!
Place one at every decision point along the route. A decal in near sight gives walkers confidence.

4. TALK TO THE NEIGHBOURS
Place decals in shared public spaces or between house boundaries. Avoid placing them in front of driveways and letterboxes. If you're unsure, talk with the resident first. Consider a letterbox drop to explain why the decals are being placed in the area.