

Janice Cave

European Public Health Alliance

# Mission

To promote and protect the health of all people living in Europe and advocate greater participation of citizens in health related policy making at the European level

# Activities

- Advocacy
- Information
- Network
- Update
- Partnerships

# Issues

- Public Health
- Health promotion
- Clean air
- Sustainable rural and urban development
- Physical activity
- Cardiovascular disease

Website

[www.ephra.org](http://www.ephra.org)

# Public Health programme

- Improving health status
- Reduce premature deaths
- Health promotion
- Injury prevention
- Integration

# Cycling

- Reduces anxiety and stress
- Good for the lungs and stamina
- Strengthens heart
- Improves muscles
- Reduces pollution and congestion
- IS FUN!

# Preventing accidents

- Environment
- Drivers
- Cyclists



# Deterrents

- Fear of accidents
- Traffic
- Attitudes
- Theft
- Effort
- Climate

# Risks

15 times more likely to be hurt than car drivers

Accident rate nine times greater than for car drivers

# Risks

Six times more likely to be involved in injury accident than cars over same distance but only 3.6 times more likely to be involved in fatal accident.

# Making it safer

- Safe cycle networks
- Slower speeds
- Improved driver behaviour
- Training
- Helmets

# Training

- Untrained children have more accidents
- Improvements last some time
- Fewer accidents, more riding
- Two years benefit

The future...

Safe and healthy cycling for all