

BIKE THEME SUGGESTIONS

Bike for Charity - Hold a sponsored challenge with proceeds to be donated to a favourite charity.

Casual Dress Day - Ask your employer to approve casual dress on a specified day.

Bike Costume Ball - Everyone biking in to work wears a bike friendly costume. People vote for costumes by donating Loonies to the person wearing their favourite costume. All proceeds are donated to charity.

Bike Safety Day - Bring in speakers from local bike shops or bike groups to talk about the importance of safety gear.

Bike Breakfast - Provide healthier food (yogurt, fresh fruit, and whole-grain bagels) for people who bike to work on a specified day.

Bike Bonanza Day - Ask a local bike shop to donate a prize. Anyone who bikes to work on the specified day will be entered into a draw.



REFERENCES

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Canada

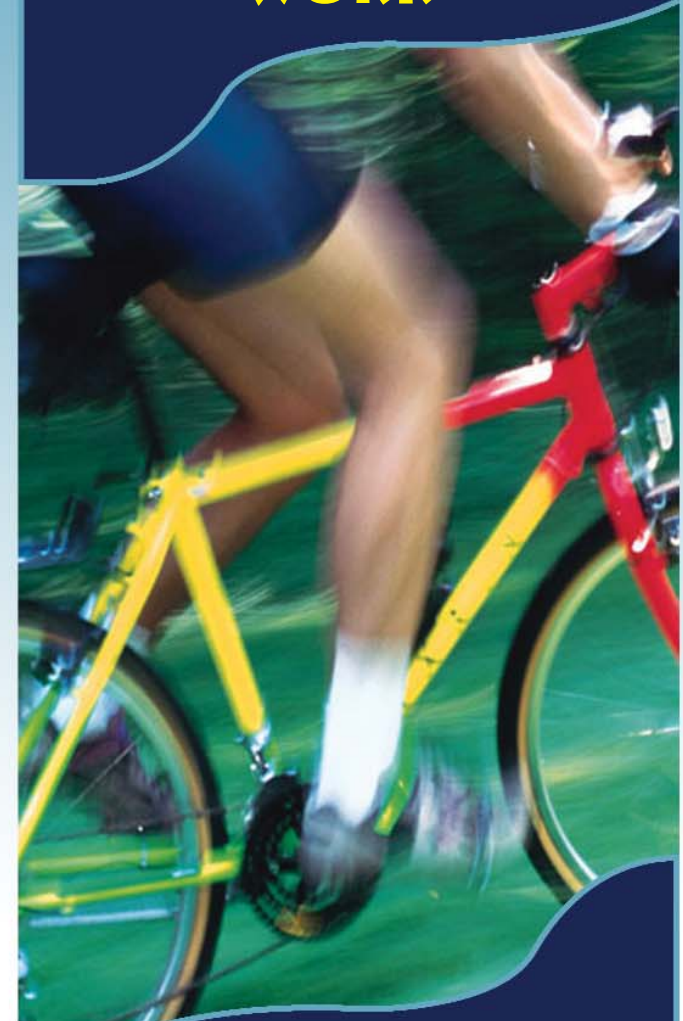


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HOW TO SET UP A COMMUTER CHALLENGE AT WORK



WORKING TOWARD
Wellness
LIVE BETTER • LIVE LONGER

ITEMS YOU MAY NEED

Permission from your employer to use an area in your workplace

Volunteers

Posters (and tape to hang them)

Display table

Brochures (available from your local bike committee)

PLANNING THE EVENT

Decide on a theme. Having a clear goal will help you in achieving overall success.

Before setting up your table display, advertise your event by e-mail. This will give your co-workers a chance to schedule time to stop by and look over your resources. Send an updated e-mail for every day of the event stressing new points about the event. Emphasize that there will be someone there to speak with them and help them through the information. The company intranet is a good place to post your finalized schedule of events. Remember to also post a hard copy schedule of events on a company bulletin board and in the lunch room.

Set your table up in an area in your workplace. You might want to include environmental and health issues as well as information relating to Canada's One Tonne Challenge.

<http://www.climatechange.gc.ca>

Be sure to staff your table at peak hours - when people are arriving at work or leaving for the day.

PLANNING THE EVENT (CONTINUED)

Give your co-workers the option to register by e-mail or by hard copy form. Not everyone in your workplace may have access to e-mail. Create a drop box or central point where registration forms can be deposited.

You might enhance the challenge period by conducting a workshop or inviting guest speakers to talk about bike issues. Suggested topics are bike safety and the effect of active transportation on the climate. You might also invite local bike experts to speak and share their knowledge of bike commuting with your co-workers. Attendance could be enhanced if the workshops were made into lunchtime events.

Have a clear idea for a deadline and time frame for the challenge. Do you want to include all forms of active transportation or just cycling in your challenge? Do you plan to have a draw for a prize or award a prize?



TASKS AND TIMELINE

Arrange for permission to use an area in your workplace. (1-2 months)

Contact local experts to arrange lectures and workshops. (1-2 months)

Contact local organizations to arrange for posters and brochures. (1 month)

Advertise for volunteers. You must allow time for training. Staff members should be prepared and knowledgeable before being assigned their shifts. (2-4 weeks)

Begin advertising your event. (1 week)

Arrange your display. (1 day)

If you've planned a week for the event, set it up the weekend before so that you're able to catch people as they come in to work on Monday morning.

