

Behaviour Change and difficult choices

Paul Martin
Chief Executive
London Borough of Sutton

March 31, 2010

Is this something new?

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“Your Country Needs You”



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“Clunk Click even on the shortest trip!”



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**Would you be more careful if
it was you that got pregnant?**

For advice and answers to questions on birth control, contact The Family Planning Association of Victoria
or your local doctor.

The Family Planning Association of Victoria, 259 Church Street, Richmond 3121, Telephone: 429 1177

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No wonder smokers cough.



**The tar and discharge that collects in the lungs
of an average smoker.**

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Smarter Travel Sutton

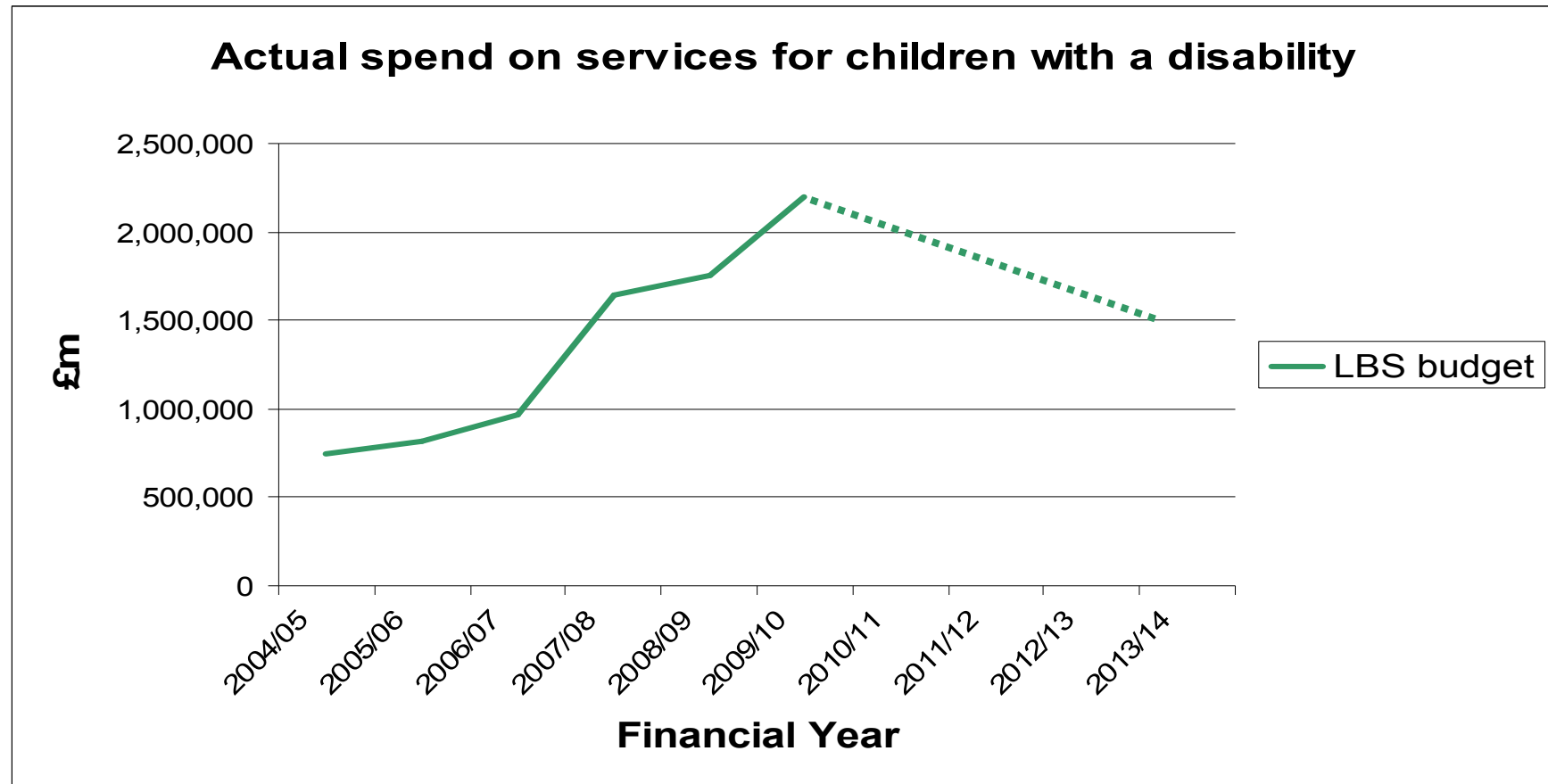


- 3-year partnership with Transport for London, delivered in conjunction with local stakeholders and launched Sept 2006
- £5 million pilot aimed at reducing residents' car trips
- Project combined social marketing techniques with travel planning measures, offering residents information and advice to make their own travel choices
- Although focused on transport, the behaviour change linked to other benefits including health, personal finances and the environment
- Achieved 75% increase in cycling, 6% point reduction in car use with more than 4 out of 5 residents reporting this was a service they valued
- More information can be found at www.smartertravelsutton.org

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The future we need to create



The challenge

- Clarity of purpose
- Trust
- Understanding of social marketing techniques
- Authenticity, empathy and emotional intelligence

Thank you

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