Promoting Active Mobility
– a key role for healthy cities

Zoë HERITAGE
WHO French Healthy City Network

www.villes-sante.com
86 healthy cities in France

1,300 healthy cities in 29 countries (650 million pop)
Context

Aim: To support French city councils to get people more active everyday

- Why is physical activity/ active mobility important?
- Importance of a *health in all policies’ approach vs classical approach*

Support: Ministry of Health, Paris
Access to bikes

Meeting zones 20Km/hr

Intermodal transport
-bus, walking, trams, trains, bikes, ...

Nantes

Nancy
Supporting pedestrians
School walking buses

Signposting

Timed maps

Grenoble

Chalon sur Soane

Lyon
Learning points

- Attractive materials - city politicians lack time!

- Not Physical Activity in title

- Health in all policies requires information about existing statutory plans/policies
  - be explicit on other municipality services involvement

- Leads on to new activities: French cities using the WHO Health Economic Assessment Tool