

# Learnings from a Summer Cycling in Portland

July 28, 2010

Eric France MD, MSPH



**Prevention is to Acute Medical Care  
What  
Bicycling is to Auto Transportation**

# My Summer in Portland: People

- Robert Burchfield
- Mark Lear
- Mia Birk & Co
- Rex Burkholder
- Jennifer Dill
- Lynn Wiegand
- Linda Ginenthal
- Steve Dotterer
- Roger Geller
- Scott Bricker
- Lenny Anderson
- Karen Frost
- Allison Graves
- Mychal Tetteh
- Phil Wu & KP
- Alon Rabb

# My Summer in Portland: Events

- **Sunday Parkways x 2**

- Ride with CCC from New Columbia
- Volunteer Training

- **Policymaker's Ride**

- **Pedalpalooza Ride**

- North Portland Hx Ride

- **Multnomah County Bike Fair**

- **PSU Bike Hub**

- ***Sociology of the Bicycle***

- John Benenate, B.I.K.E.
- Ted Buehler
  - Davis, CA experience
  - The Bike Temple
- Yoga for Cyclists
- Jim Coon, attorney
- Margaux Mennesson, BTA
- Ellee Thalheimer
- Greg Fredette & Jason Turner

# August: Teen Physicals

## SS History

- **13 year old male**
- **Lives with mother, parents are divorced**
- **Shortness of breath with running in gym**
- **Coughs at night & prolonged coughs with upper respiratory infections**
- **Skips breakfast, 1-2 soda pops/day, 1 gatorade day, 1 serving of fruit & 1 serving of vegetable/day, a la carte lunch at school, snacks while watching TV**

# SS History

- **Physical activity averages 10 minutes/day**
- **PE 2 days/week**
- **Rides bus to school- school located at edge of the development – no transit options, recreation center & park 3 miles from home & across busy intersection**
- **Watches television after school- averages 3 hours/day- more in summer**
- **C student, difficulty focusing at school**



# SS Physical Exam

- **Overweight- BMI 96%**
- **Elevated blood pressure**
- **Spirometry obstruction pattern- asthma**
- **Conner's test- inattention & hyperactivity**

# SS Diagnosis & Further Tests

- **Inactive lifestyle**
- **Poor diet**
- **Overweight**
- **High blood Pressure**
- **Asthma**
- **Attention Deficit**
- **Lab ordered: fasting glucose, lipids, ALT**

# SS Treatment Plan

- **Ditch the soda and gatorade- drink non-fat milk with meals and water between meals**
- **Eat more fruits, vegetables, & no added salt**
- **Move more- 60 minutes of moderate to vigorous activity/day- begin with walking, weight lifting & increase gradually**
- **Asthma inhalers- preventive & rescue**
- **Decrease TV time**

# Trends in Child and Adolescent Overweight

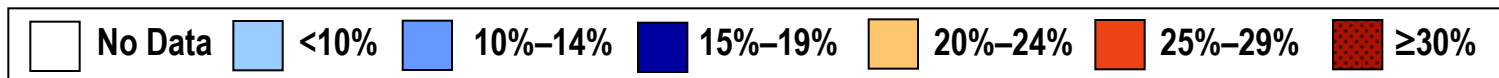
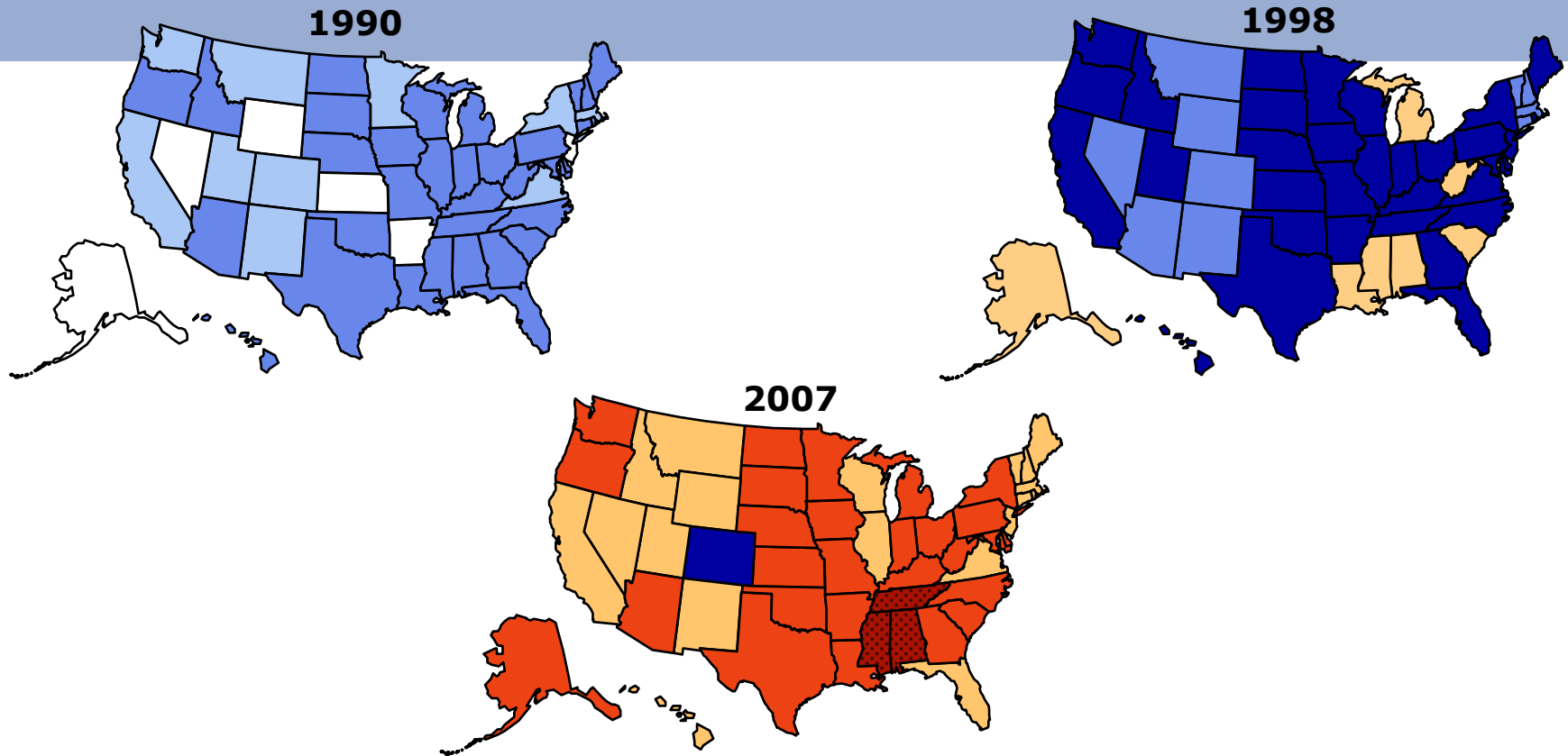


Note: Overweight is defined as BMI  $\geq$  gender- and weight-specific 95th percentile from the 2000 CDC Growth Charts.  
Source: National Health Examination Surveys II (ages 6-11) and III (ages 12-17), National Health and Nutrition Examination Surveys I, II, III and 1999-2004, NCHS, CDC.

# Obesity Trends\* Among U.S. Adults

## BRFSS, 1990, 1998, 2007

(\*BMI  $\geq 30$ , or about 30 lbs. overweight for 5'4" person)



Source: Behavioral Risk Factor Surveillance System, CDC.



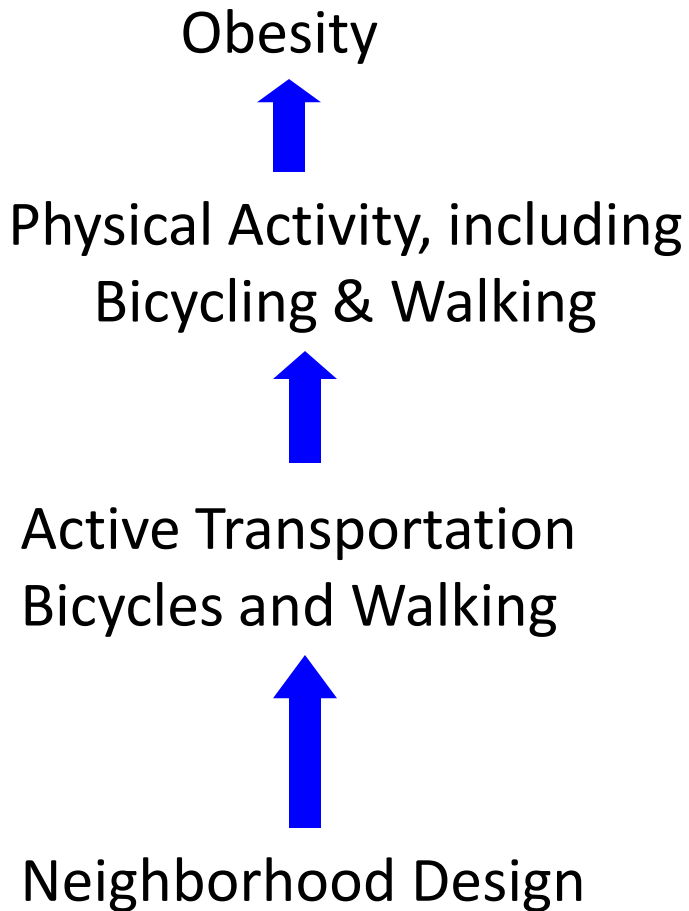
PERMANENT

# Accelerometer National Data

- **42% of children ages 6-11 achieve the recommended 60 min/day of physical activity**
- **8% of adolescents achieve 60 min/day**

**Troiano, Medicine & Science in Sports & Exercise Vol.40,  
2008**

# Obesity Prevention



# Healthy Community Design

- **Establish policies to enable safe transportation for all users including pedestrians, bicyclists, motorist & transit riders of all ages & all abilities**
- **Develop zoning to encourage mixed use, street connectivity & destinations which are accessible by walking or bicycling**
- **Develop transit options & assure accessibility to health clinics, food stores, schools & government buildings**

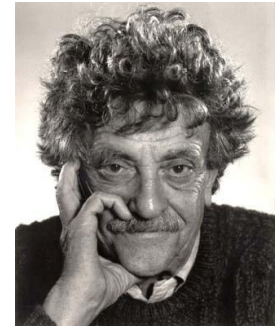
**Endorsed by: Center For Disease Control, Institute of Medicine & American Academy of Pediatrics**

# Pretend to be a Routine Cyclist



“We are what we pretend to be,  
so we must be careful what we  
pretend to be.”

Kurt Vonnegut, *Mother Night*



# Cycling to Work & All Cause Mortality: England

- **9,400 healthy middle aged, white collar, sedentary male civil servants followed for 9 years**
- **CV attack rate of 5.4/1000 Man-Years**
- **“Vigorous” Cycling:**
  - “At least an hour per week in the round trip to work or at least 25 miles a week of other cycling”
    - 3.5% of cohort met this definition
    - 2.6/1000 MY (52% decrease CV events)
    - “Less Cycling” 4.5/1000 MY (p<.03)
    - “...indicating perhaps that any habitual cycling in these middle aged men usually entailed enough effort for benefit.”

# Cycling to Work & All Cause Mortality: Denmark

- **Copenhagen Epidemiologic Study, involving 30,000 adults, followed for 15 years**
- **Baseline questions (1964-1992) on levels of physical activity, including biking to work among 6,900**
- **All-cause mortality hazard ratio, adjusting for age, gender, education level and CV risks (BP, lipids, triglyceride, tobacco, obesity)**
- **28% reduction in all-cause mortality among those who rode to work (average of 3 hours a week)**
  - 25% of cohort rode their bicycle to work

# Cycling to Work & All Cause Mortality: Finland

- **Prospective cohort study of 32,000 middle aged men and women in Finland, random population sample, 20 years median follow-up**
- **Baseline questions (1972-1997) on levels of physical activity, including commuting activity defined as walking or bicycling (High = >30 min while getting to work)**
- **All-cause and CVD mortality hazard ratio, by gender, adjusting for age, education level and CV risks (BP, lipids, tobacco, obesity)**
- **15% decrease AC Mortality; 27% decrease CVD Mortality among women. Larger effect size for women with no PA at work (“desk jobs”). No effect among men.**

# Bicycle Riding and Weight Gain in Women

- **Nurses Health Study: 58,000 premenopausal women followed for 16 years with weight change as primary outcome**
- **Controlled for diet, tobacco, oral contraceptives, antidepressant meds**
- **Women gained 1.25 lbs/year on average, 20.5 lbs over 16 years**
- **Women who increased their physical activity by 30 minutes a day gained 17 lbs (-3.5 lbs); dose response with minutes of activity (more activity, less weight gain)**
- **Only 1.2% of women actually increased bicycling**

# Caution

- **Cohort studies have been wrong**
  - Nurses Health Cohort and Estrogen Replacement
- **Goal: Live your life in a manner that allows you to answer a cohort study survey positively regarding PA!**

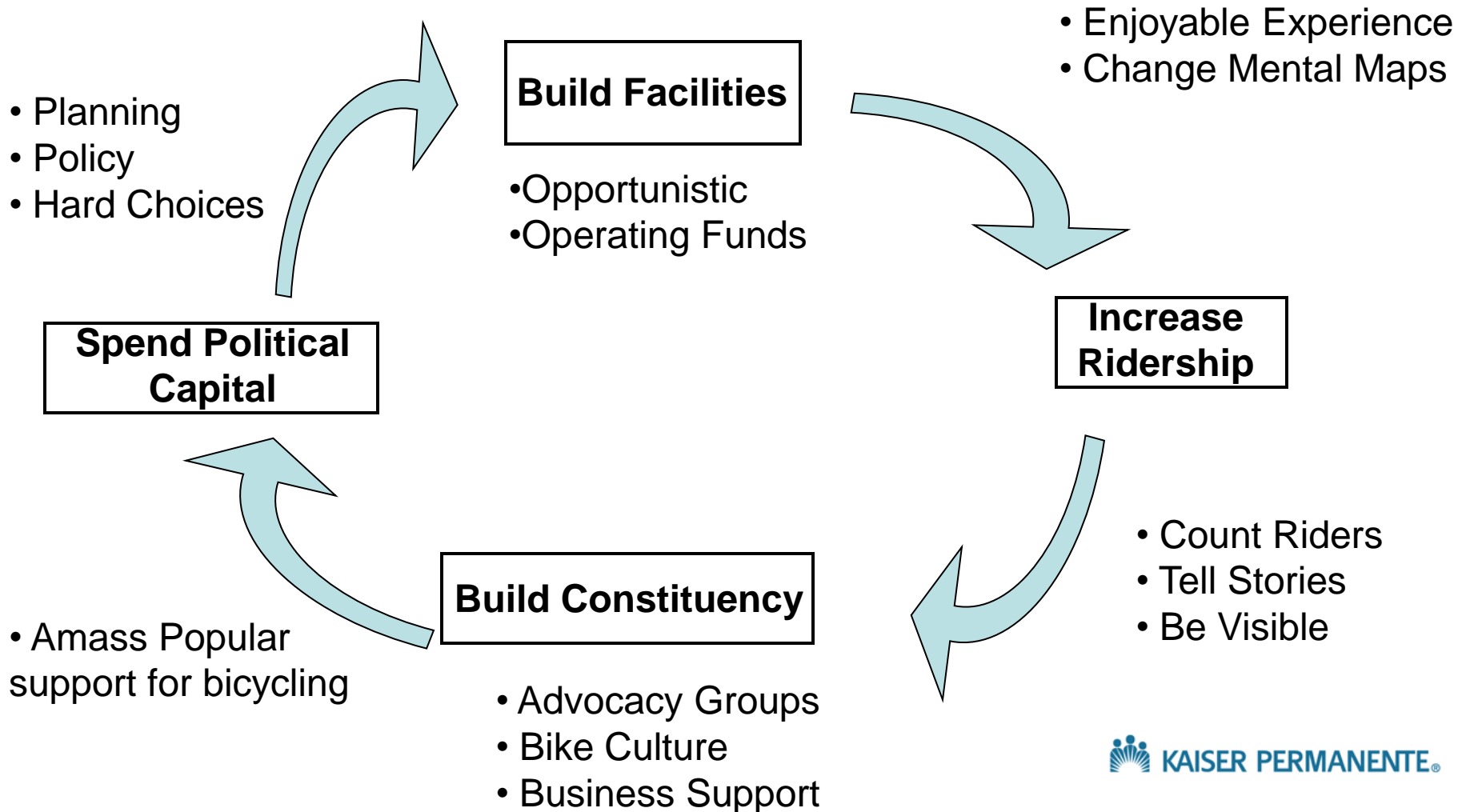
# The Portland Advantage

- **200' Blocks (1840's)**
- **Streetcar development with grid**
- **Maintained neighborhood shopping centers, 1945-2000**
- **Urban Land Use Boundaries**
- **Bicycle Bill**
- **Geography (River, Mountains)**
- **Transportation Pride: Bus Mall, Max Lines**
- **Multnomah County: "Bluest in the USA"**
- **Strong Environmental Movement**
- **Political Leadership; Efficient Beurocracy**

# The Portland Advantage

- **Three Broad Periods:**
  - 1840-1950: Street grids defined
  - 1970's: Foundational Policies and Planning
    - Bicycle Bill, Urban Land Growth, Highways & Transit Decisions
  - 1990-2010: Pedaling Revolution

# Bicycles: A “Pillar of our Transportation System”



# 1:1 Work

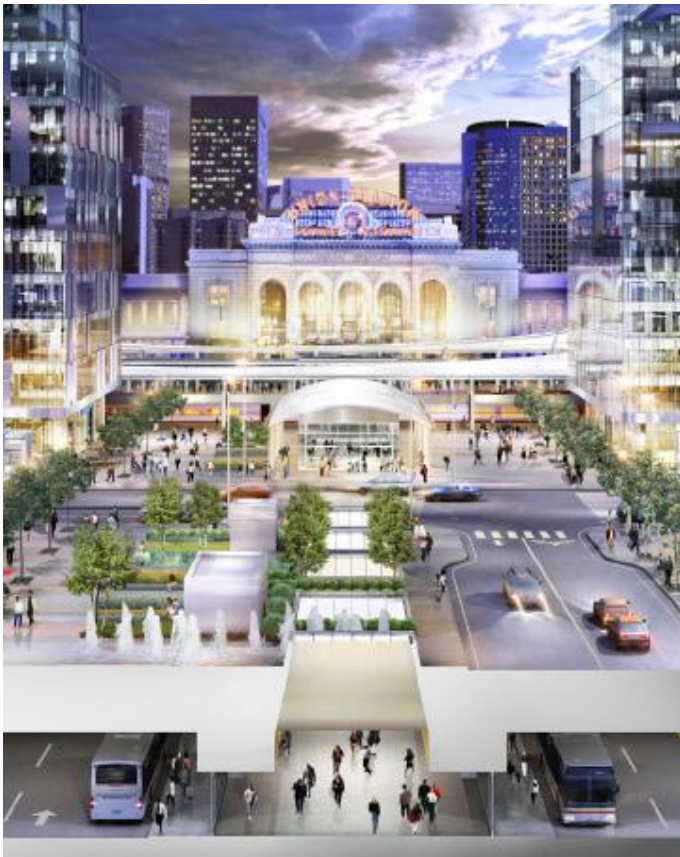
- **“This is Human Scale Work” (Birk)**
- **“It’s a ‘one-person-at-a-time’ thing” (Coon)**
- **“You have to provide what they need – very specific – like helping a smoker to quit (Ginenthal)**
- **“You need an evangelical approach – someone to guide him” (Buehler)**

# Opportunities for Denver

- **Be Visible**
  - Bike Sharing Program in Downtown
  - Cycle Track in Downtown
  - Union Station Redevelopment and Bike Facilities
  - DenverMoves!
- **Incremental Staffing Increase**
  - Efficient, experimenting beurocracy
- **New Zoning Summer 2010**
  - Better Defined Main Street Development
  - New Streetcar on Colfax being considered



# Opportunities for Denver: Union Station



Bike Station with showers and bike parking is being planned for the Union Station redevelopment

# Opportunities for KP Colorado

- **Support KP Employees**
  - Bike Commuter Champions
  - Medical Office Building Facilities
    - Bike Parking and Showers
- **Support Employer Groups**
  - Employers want health plans to keep employees healthy
  - Bike Commute Challenge
  - Worksite Bike Facilities and Bike Education
  - Consulting on Active Transportation

# My Observations

- **Strong, well defined vision**
  - Move from 6.4% bicycle mode share to 25% by 2030
  - Greater than 50% of trips less than 3 miles will be taken by bicycle by 2030
  - [80% of Portland residents live within a quarter mile of a low stress bikeway]
- **Strategy**
  - Increase density of bikeways
  - Emphasize comfortable bike routes
  - Ensure access to common destinations

# Questions on the strategy

- **Do all businesses, city institutions, residents know and support this vision?**
  - Is there a clear communication strategy to align everyone with this vision?
- **Who is the leadership team that oversees executing on the strategy?**
  - The city? The chamber of commerce?
- **“Bike Summit for the 2030 Plan” involving all players**
  - Role of Health Plans, Employer Groups, Schools, Local Foundations?

# Observations: Execution on Strategy

- **Is there an organizing body for all bicycle transit efforts in Portland?**
  - “Bicycle Transit Governance Council”
    - City Departments; Advocacy Groups (both Bike and Health); Residents; Metro; Business; Foundations
  - Three year strategic plan with goals, roles, measures (dashboard), accountabilities

# Support of Business Community

- ***Businesses are to Bike Transportation what Clinical Operations is to Prevention***
  - If business owns and pushes this agenda, the battle is won
  - Show the business community the WIFM, both from increased revenues and from decreased expenses

# Observations: Brand Management

- **What is Portland's Brand regarding active transportation?**
  - Is it being managed? Or is it simply happening? "Be Visible," yes, but what does it look like?
  - Does it support the goal of 25% mode share?
  - My impressions:
    - Young families; more men; tattoos; white
    - NOT spandex, racers
    - NOT all colors and all riders
    - Not sure that it is the 50% who are "interested but concerned"





**W**HAT GIVES PORTLAND THE RIGHT TO CLAIM THE HANDLE OF BIKE CITY, USA? According to Jeff Mapes, author of *Pedaling Revolution: How Cyclists Are Changing American Cities*, Portland has more than earned the distinction. "When it comes to transforming cities into becoming more bike-

friendly, Portland really is the center of the movement," says Mapes, a longtime reporter for Portland newspaper *The Oregonian*. "In the mid- to late 1990s, Portland began building a bike network that includes bike lanes, improved bridge access, ... bike corrals and 30 miles (48 km) of bike boulevards that wind through Portland's neighborhoods. It's been a bottom-up enterprise."

Portland riders engineer hundreds of events throughout the year, from intense competitions to family-friendly rides. And they help produce some fantastic festivals, such as June's Pedalpalooza (more than 200 cycling-related events over a two-week period) and the Providence Bridge Pedal, which gives riders an opportunity to bike car-free over the city's Willamette River bridges. The following pages give just a small taste of the exhilarating cycling culture created by Portland's bike aficionados.

BY DESTON NOKES AND COURTNEY S. RIES • PHOTOGRAPH BY LINCOLN BA

# Bike Brand for City of Portland

- **From Beaverton: “Keep Portland Weird”**
  - Bicycling defined by the fringe?
  - Bicycling defined by the headlines (“Hit and Run”)?
  - *Bicycling Magazine*: Minneapolis #1 City
- **From North Portland:**
  - Gentrification or “out of town”
  - CCC: “Ordinary Bikes for Ordinary People”
- **From Copenhagen: ??**
- **“Community Bicycle” Ad, KP**

# Messaging for Health Care Providers?

**“People who routinely use bikes for short trips do better at maintaining a healthy weight, keeping their heart healthy and have a death rate that is  $\frac{1}{3}$  to  $\frac{1}{2}$  that of the average person. I recommend you become a routine bicyclist, and I’m going to give you some information on where you can find out more about how to do it.”**

# Where do I go for help?

- One easy website to get me started?
  - [www.portlandbybike.org](http://www.portlandbybike.org)
- It should be easy, marketed, well known to all citizens of Portland where I go to get help
- Bike commuter coach, like a health coach?
- Who is challenging me as a cyclist to go out and get one more to join us? Marketing to cyclists, not just to the broad residents, and year round.

# Conclusions

- **When you are not the dominant model (e.g., acute medical care, automotive travel), and there is no crisis or new technologic breakthrough, then you succeed through incremental advances**

# Learnings from the Leaders (KPCO & PDX)

- **You need 15 years and**
  - A vision that is sound;
  - Leadership support;
  - Resources to begin to build;
  - Effective people to do the work;
  - Data to with which to tell your story;
  - Visibly happy customers;
  - Businesses that are driving the goal;
  - Customers that support your effort...
- **Then you will build a successful transformation!**

***Thank you all for your support!***

Eric France MD, MSPH  
Chief, Population & Prevention Services  
Kaiser Permanente Colorado  
[eric.k.france@kp.org](mailto:eric.k.france@kp.org)

