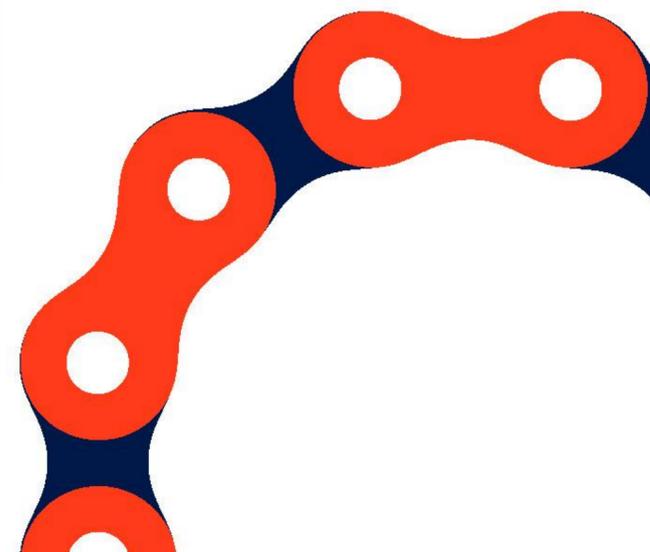


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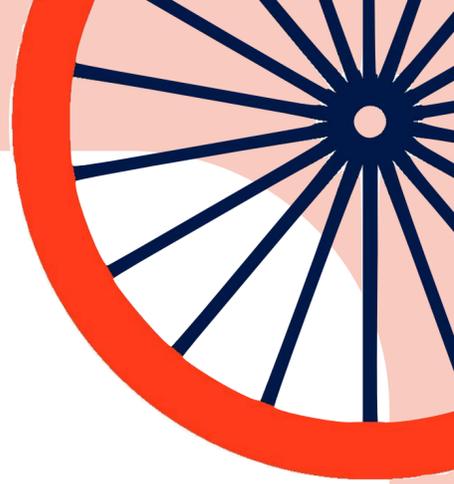
CycleOn: Safe cycling until you turn 100

Healthy aging by stimulating elderly residents
to keep on cycling



Urgency

- The number of seniors who are seriously injured in bicycle crashes has increased by 50% since 2000
- The distances that elderly people cycle are longer. Part of this increased bicycle use is attributed to e-bikes.
- Research shows that elderly people stop cycling altogether after a serious accident.
- Continuing cycling is important for health, self-reliance and social engagement.
- Older cyclists are unaware of the dangers, and do not intend to adjust their behaviour.



Minister van Nieuwenhuizen wants to keep seniors on bikes, but **safer!**

But how? Because ... recent years show that:

- The interest in bicycle training is falling
- New programme based on research and Pilots (2015-2018)

Main conclusions from the research:

- Not aware of their own safety concerns
- Elderly are not that interested in bicycle-safety programmes
- But are interested in themes that touch them: such as **self-reliance, loneliness & health**



“Do not get off, but keep on pedaling”

“CycleOn”

- An initiative of the Ministry of Infrastructure and Water Management
- With the cooperation of Provinces, transport regions and municipalities
- With national partners such as Beter Oud, BOVAG, Fietsersbond, the ministry of Health, Welfare and Sport, Veilig Verkeer Nederland, Veiligheid NL and many others

Together we move forward



**CycleOn in
your city**

Read more about CycleOn, and how you can contribute to safe cycling until you turn 100.

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CycleOn: Safe cycling until you turn 100

The goal of CycleOn:

Creating awareness and behavioural change of the elderly cyclist

How?

- A new approach that activates the target group
- An appealing local interpretation; close to home
- CycleOn events that are woven into existing activities, such as a gym class or a bike ride. So not just extra work for the professional!
- A digital platform full of practical resources, knowledge and support (ready-to-use conversation cards, which facilitate the conversation about cycling more easily, either individually or in a group)

Digital platform
www.doortrappen.nl





National Programme Office



Quartermaster



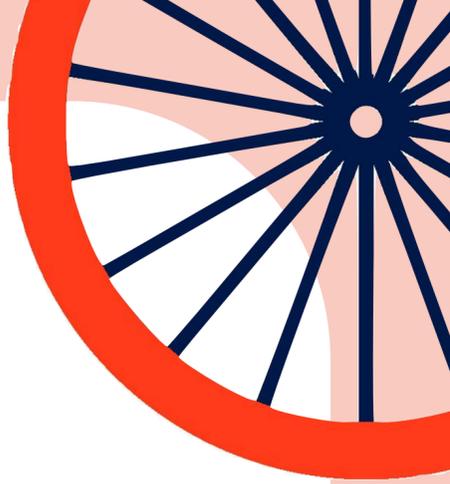
Coordinator



Local partner



Cyclist

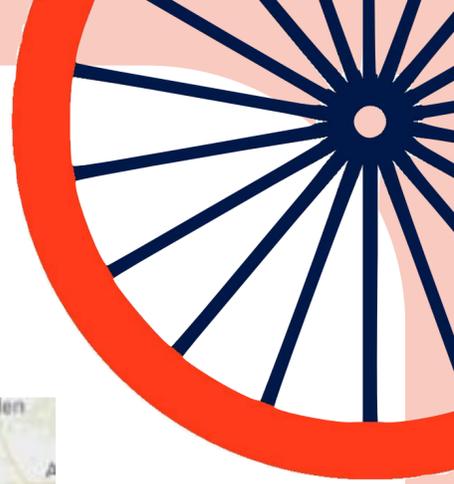


Results (november 2020)

“CycleOn” now active in 10 (of the 12) provinces, more than 130 municipalities and the Amsterdam transport region.

Goals for next year (2021):

- All provinces and 50% of the Dutch municipalities participate;
- Provide measures and communication tools for all steps in the customer journey of Carla
- Enforcing the joint approach of road safety, health and well-being, sports, etcetera.



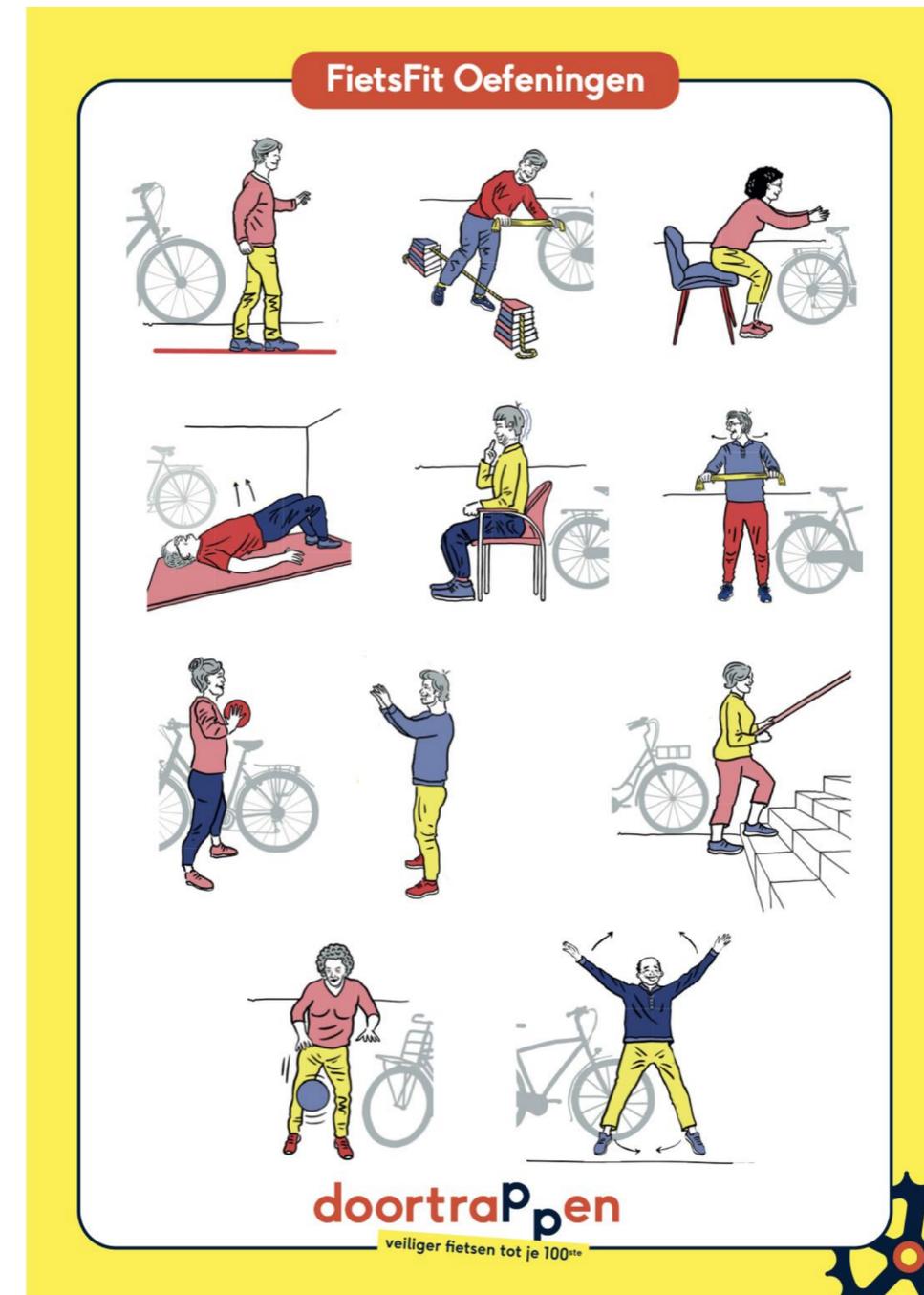
Main take-aways of the programme

- 1. Cycling is fun!** The CycleOn program is based around a positive approach. All CycleOn activities are focused on having fun in an inviting environment.
- 2. Gather the early adopters.** By connecting enthusiastic people from different disciplines (sports, healthcare, policy advisors), CycleOn has created a group of frontrunners who also play an exemplary role, encouraging others to take part in the CycleOn program.
- 3. Small steps.** CycleOn started with a small group of frontrunners who were eager to make a change. Now, 10 out of 12 provinces have implemented CycleOn in their policy.

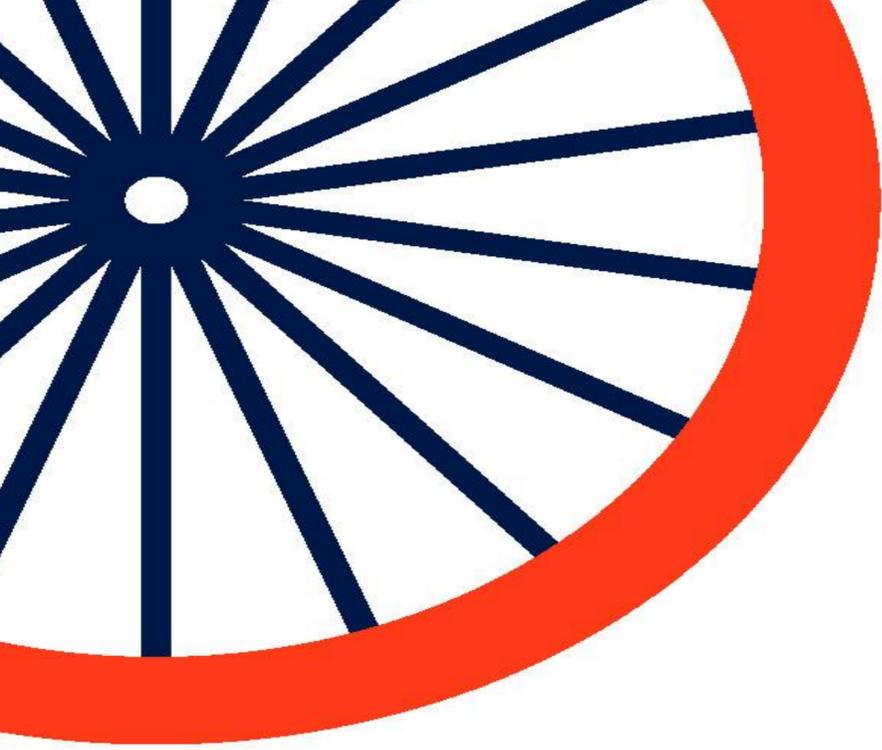


Cycling during a pandemic

- During the first lockdown (March-June), staying at home temporarily was the main message.
- Instead of activities outside, more attention was given to online tools, such as information about 'keep fit for cycling' exercises people could do at home, preparing them for cycling again after the lockdown.
- After this first period, going outside to get some exercise and fresh air was encouraged, but only individual or in small groups.







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Thank you!

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