



# Recruiting participants for a cohort study on the health impacts of an urban form intervention: Lessons learned.

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# INTERACT

## OBJECTIVES

**To measure** the impact of changes to the urban form on physical activity, social participation, well-being & related inequalities.

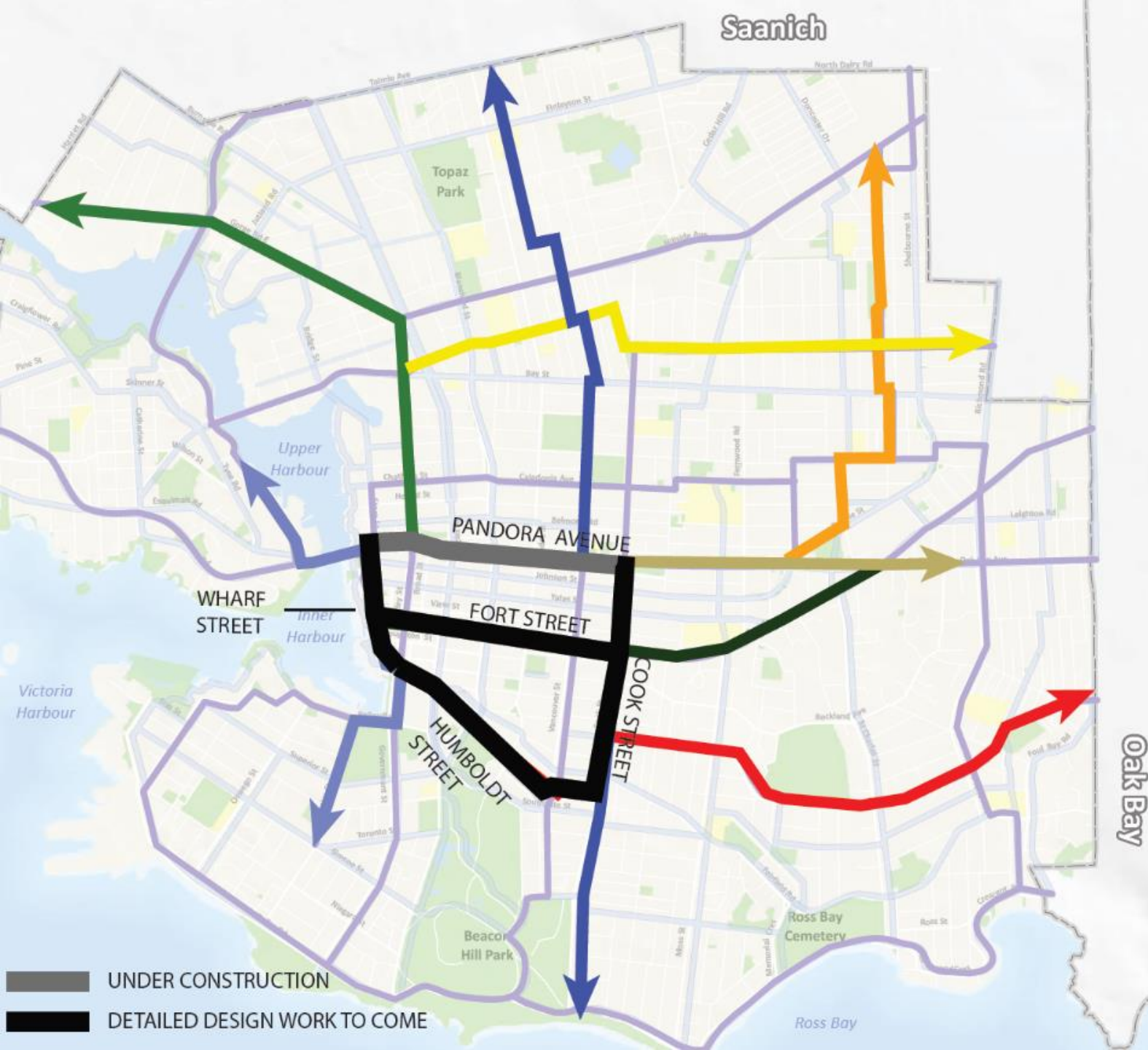
**To create** and refine tools that will be used for intersectoral urban form and intervention research.

# Victoria's Vision

A group of cyclists is riding across a bridge in Victoria, British Columbia. The bridge has a metal railing and a paved surface. In the background, there are houses and trees on a hillside. The sky is clear and blue.

Gil Penalosa, Founder and  
President of 8 to 80:

*“We have the opportunity to get people of all ages and abilities riding bikes as a normal part of everyday life. Victoria is an ideal biking city—it’s compact, mild, and truly beautiful. And a bikeable city brings multiple benefits, including improving the physical and mental health, having a cleaner environment, stronger economic development and enhanced mobility for all.”*



## Goals – “Biketoria”

### Comfortable

- Safe for All Ages & Abilities

### Complete

- Minimum grid

### Convenient

- Connect all major destinations

May 2016 Victoria City Council approved an All Ages and Abilities bicycling network.

Construction began Fall 2016

# Intervention: All Ages and Abilities Bike Network Victoria, BC



Photo: Ray Straatsma

## Pandora Protected Bike Lane

- May 7, 2017
- Beginning of the AAA Network

## Baseline Data Collection

## Pilot for the other INTERACT sites

HEY VICTORIA,  
YOU'RE ON TO SOMETHING.



LET'S **INTERACT**  
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# PARTICIPANT RECRUITMENT



Began April 30, 2017

**Population:** “Bike at least once a month in the City of Victoria”

**Goal:** at least 250 participants

**Data Collection:** Began May 19, 2017

# The Ask

1

Health Survey – 20 minutes

2

VERITAS Survey – 30 minutes

3

Sensedoc accelerometer – All day for 10 consecutive Days

4

Ethica app – 30 days – No behaviour change



A silhouette of a person standing next to a bicycle on a beach at sunset. The person is on the left, and the bicycle is on the right. The sun is low on the horizon, creating a warm, orange glow. The background shows the ocean and a cloudy sky.

JOIN THE RIDE!

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# #LETSINTERACT



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# RECRUITMENT TOOLS & TACTICS

Lollipops, Cards, & Posters

Tables – Festivals, Bike Valets, MEC

Bike to Work Events - Spring & Fall

Stoplight Marketing

1 Newspaper ad

1 Talk, 3 Radio Interviews

Snowball Marketing & Social Capital

Draw Prize





# Stoplight Marketing

**SWEET  
RIDE?**



**HELP US UNCOVER HOW VICTORIA'S  
NEW BIKE NETWORK COULD SHAPE  
THE HEALTH AND WELLBEING OF ITS  
CITIZENS FOR GENERATIONS TO  
COME.**

**LEARN HOW TO PARTICIPATE AT  
[WWW.TEAMINTERACT.CA/VICTORIA](http://WWW.TEAMINTERACT.CA/VICTORIA)**

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DESIGNING A DREAM  
CITY IS EASY;  
REBUILDING A LIVING  
ONE TAKES  
IMAGINATION.

JANE JACOBS

## DATA CHECK

Target  
Recruitment

Facebook Ads  
Neighbourhoods  
Younger People  
Casual Cyclists

Free Lemonade & Freezies



# Pop-Up Stations

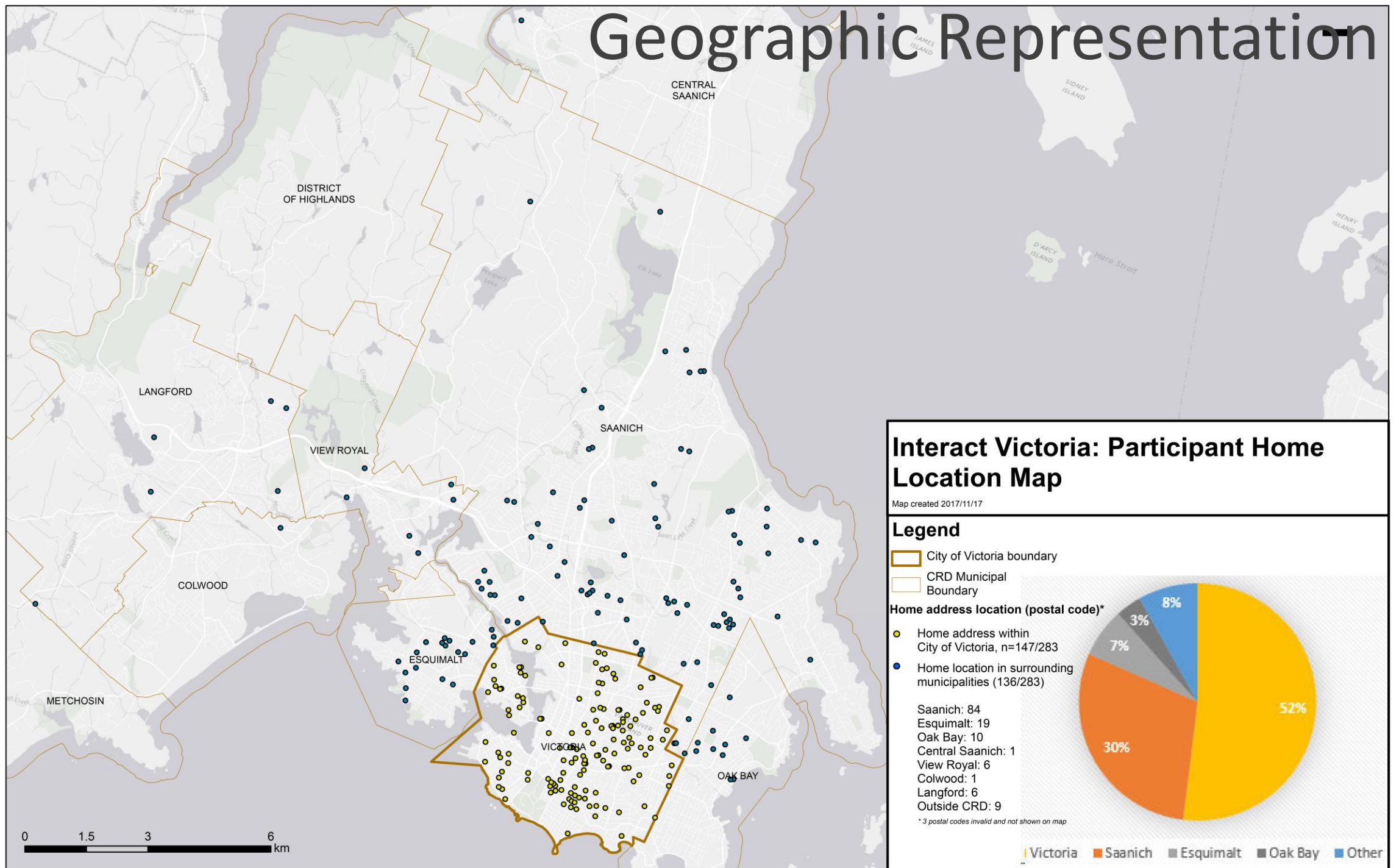
*Longer conversations*

*Casual or Occasional Cyclists*

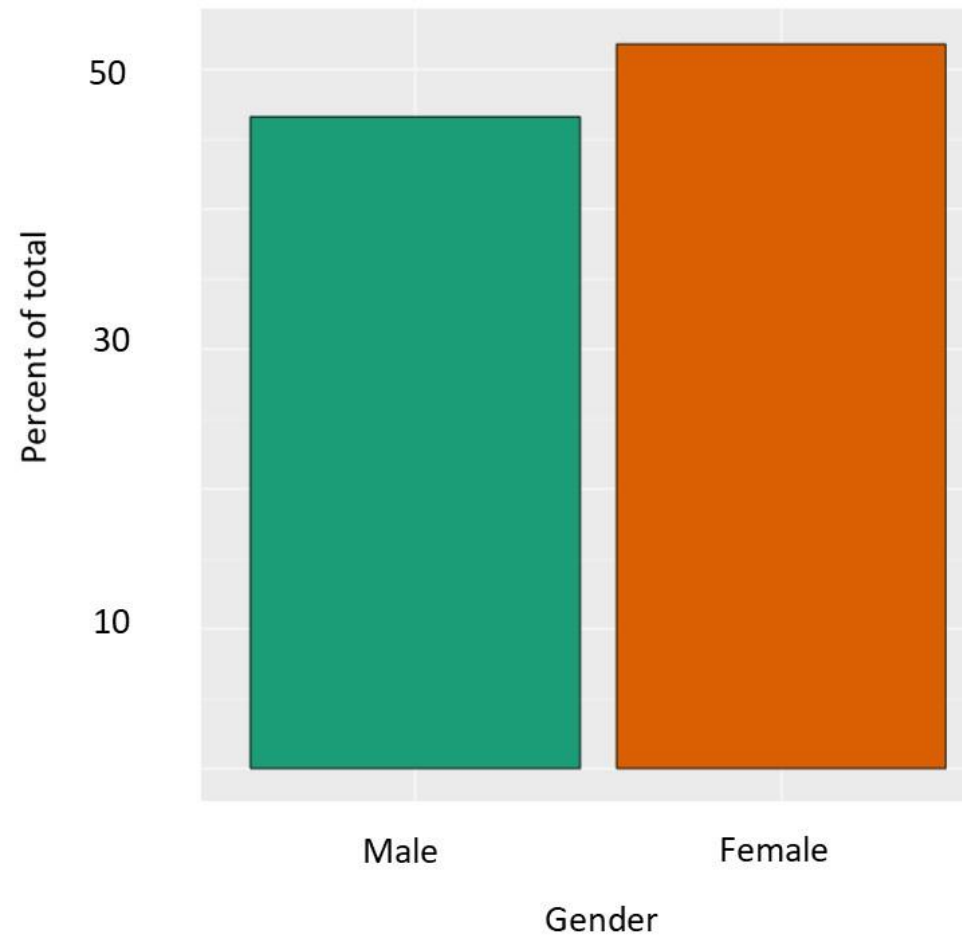
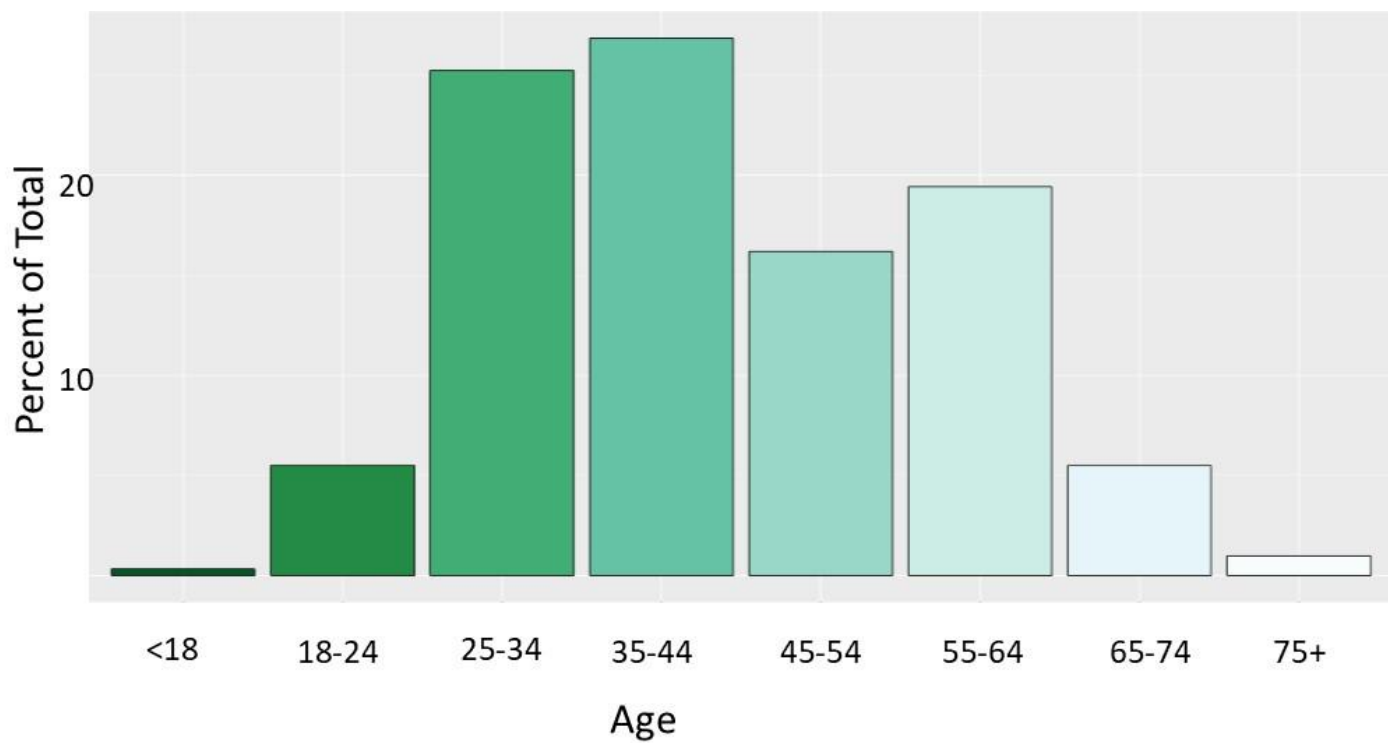
Lemonade on Multi-Use Trail

Coffee at Crystal Pool Recreation Centre

# Geographic Representation



# DEMOGRAPHICS







## **Victoria Success:**

**310 Registered**

**283 Completed Health Survey**

**155 Wore Sensedocs**

**157 Downloaded the Ethica app**

**167 Completed VERITAS**

# Next Steps in Victoria

- 2018 Qualitative Study –  
One-on-one Interviews  
Inviting a random sample of participants who live in Victoria to participate in one-on-one interviews
- 2019 Next Phase in  
Quantitative Data Collection



## Fine Tuning for our Next INTERACT sites

- More automation
- Tweak communications – expectations for participants
- FAQ pages to assist participants
- Focus on effective recruitment strategies

*Over 150 participants recruited to date in Vancouver...Montreal up next.*