

Stakeholder Engagement for Peel Region’s Community Based Social Marketing for Active Transportation Behaviour Change Pilot Project Fall 2014

Active Transportation is walking or cycling to destinations

Community-based social marketing ‘is based upon research in the social sciences that demonstrates that behavior change is most effectively achieved through initiatives delivered at the community level which focus on removing barriers to an activity while simultaneously enhancing the activities benefits.’ Doug McKenzie-Mohr **

Peel Region is undertaking a Pilot Program using Community Based Social Marketing to achieve transportation behaviour change. Part of the planning process for the program is stakeholder consultations in two areas:

- 1) Suggestions for populations/communities who may be **potential participants** in an active transportation program *and*
- 2) Identification of groups with connections in these potential populations who may be open to being **community partners** for the pilot project

Community Based Social Marketing for Active Transportation Behaviour Change Process

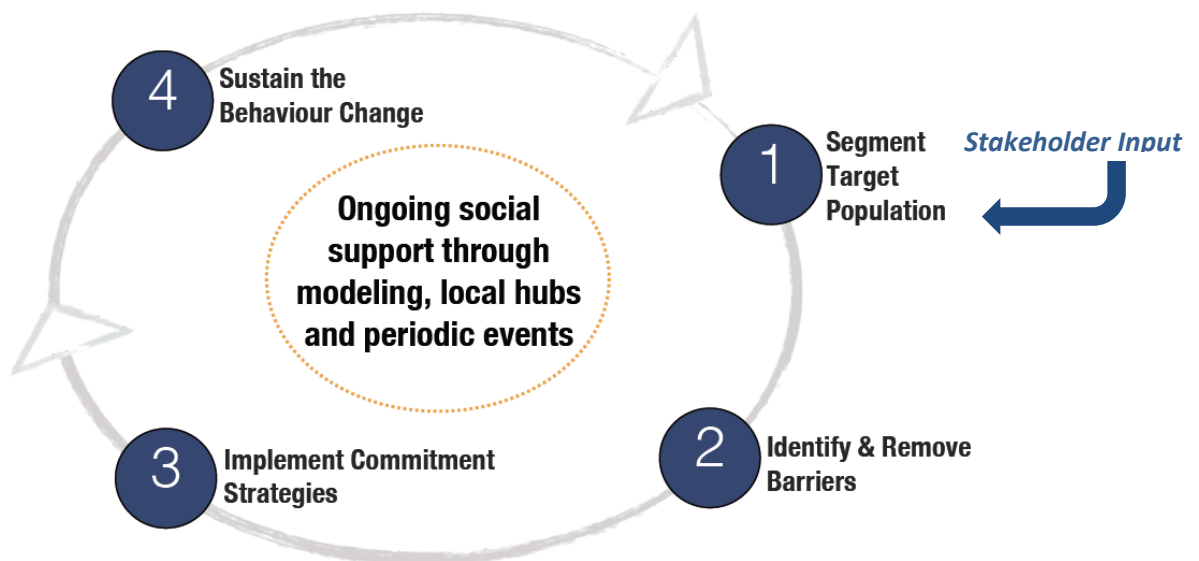


Figure: Cohlemeyer, 2012

**Most Community Based Social Marketing Programs for behaviour change are focused on behaviours such as smoking cessation, weight loss, curbside recycling or energy conservation. Travel behaviour is among the most complex behaviours to influence because of the wide variety of factors involved in both the decision and actual behaviour.