



CHD-MS. ACTIVE ACCESS ACTIVITIES IN POMURJE, SLOVENIA

Walking and cycling to and at work and to the shops

A promotion campaign for cycling and walking to work and to shopping centres based on environment and health impacts will be developed. E.g. carry out the campaign "by bike to work" or have health promotion days in companies and shopping areas based on everyday physical activities - replacing short car trips with walking and cycling in companies. A map for short trips walking in the city centre with affiliation on the shops and important institutions will be developed and disseminated in the city news Soboške Novine. Through individual meetings and media campaigns shop owners in two shopping malls will be encouraged to join the project with a joint coupon for those who walk or cycle to the shops. On the other hand people will be encouraged by showing the benefit if they use walking or cycling to the markets. At the end a large event with media coverage will be held to promote the concept and gain new participating members. This activity will occur only in the towns of Murska Sobota and Gornja Radgona.

Walking and cycling to school

For families and children two campaigns to walk and cycle to school will be designed and used. Already, the Traffic Snake Game that has been introduced in two primary schools and two kindergartens in Murska Sobota and Gornja Radgona. It involved parents, children and teachers. The second campaign is the implementation of walking buses which will be run in two ways: children at schools will design their safe way to school with their grandparents and then in groups walk to the school; and secondly the classical walking bus for parents and younger children. Both campaigns have strong support from the police in Murska Sobota and the Association for Traffic Safety and Education.

Individual approaches and motivation workshops will be introduced at schools to encourage staff to promote both modes of transport and for parents to change their mode of travel. A large emphasis will be made on encouraging the staff to be a "role model" for the children and their parents. CHD-MS will work with the local media to gain media coverage of this.

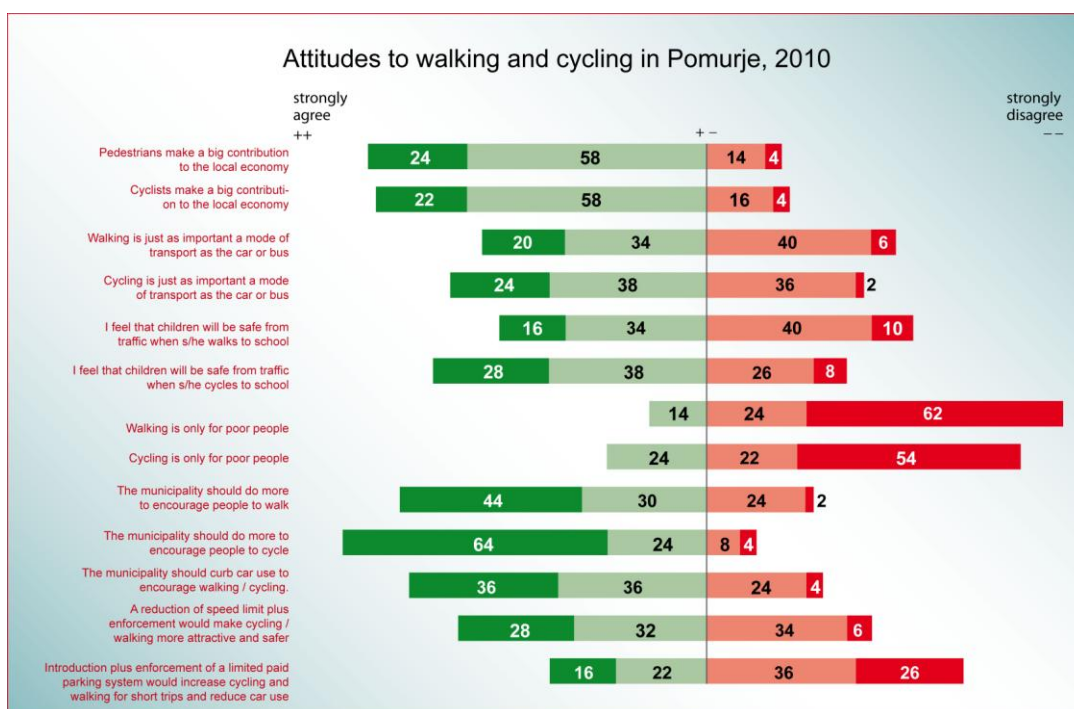
Walking and cycling for recreation

Tourist information centres in Gornja Radgona and Murska Sobota have all the information about the recreational and cultural events in the two cities. CHD-MS will contact the organisers of the most suitable events with regard to including promotion of active recreation for the whole family. Weekend events for young parents with children and their grandparents will be promoted alongside a bike ride to cultural heritage sites in the region.

BASELINE SITUATION

The baseline situation in Pomurje was ascertained through a survey, the key findings of which were:

- Cycling and walking are seen as fun and quite safe modes of transport although the safety of children could be increased. An increase of safety for cyclists would encourage people to cycle
- High car speed is a major obstacle for active modes
- Infrastructure is assessed as being good. Shortcuts for pedestrians are seldom
- Maintenance of sidewalks in winter could be improved (clearing of snow and gritting)
- Politicians and decision makers already use pro-active modes but still could do better.
- Authorities and police officers as role models for walking and cycling are often seen in Murska Sobota – the highest among all partner's cities/areas.
- The acceptance of a paid parking system by the inhabitants needs to be increased if this measure was to be considered.



STAKEHOLDERS INVOLVED

The following stakeholders have been involved in Active Access, in Pomurje, to date:

Stakeholder	Role
Investment and Traffic department in Murska Sobota	Support and Implementation of activities in Murska Sobota
Traffic Dept Municipality M. Sobota	Support and Implementation of activities in Murska Sobota
Head of the District, Police officer	Implementation of Traffic snake game, walking bus and other activities for children in Murska Sobota
Mayor of Gornja Radgona	Support of AA concept plan in Gornja Radgona
Primary School Gornja Radgona	Implementation of traffic snake game in Gornja Radgona
Primary School 1 Murska Sobota	Implementation of traffic snake game in Murska Sobota
Development agency PORA Gornja Radgona	Support of AA concept plan in Gornja Radgona
Kindergarten Ringa Raja Murska Sobota	Implementation of traffic snake game in Murska Sobota
Kindergarten kocljeva 1 and 2 Gornja Radgona	Implementation of traffic snake game in Gornja Radgona

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