

Health and transport in a broader perspective

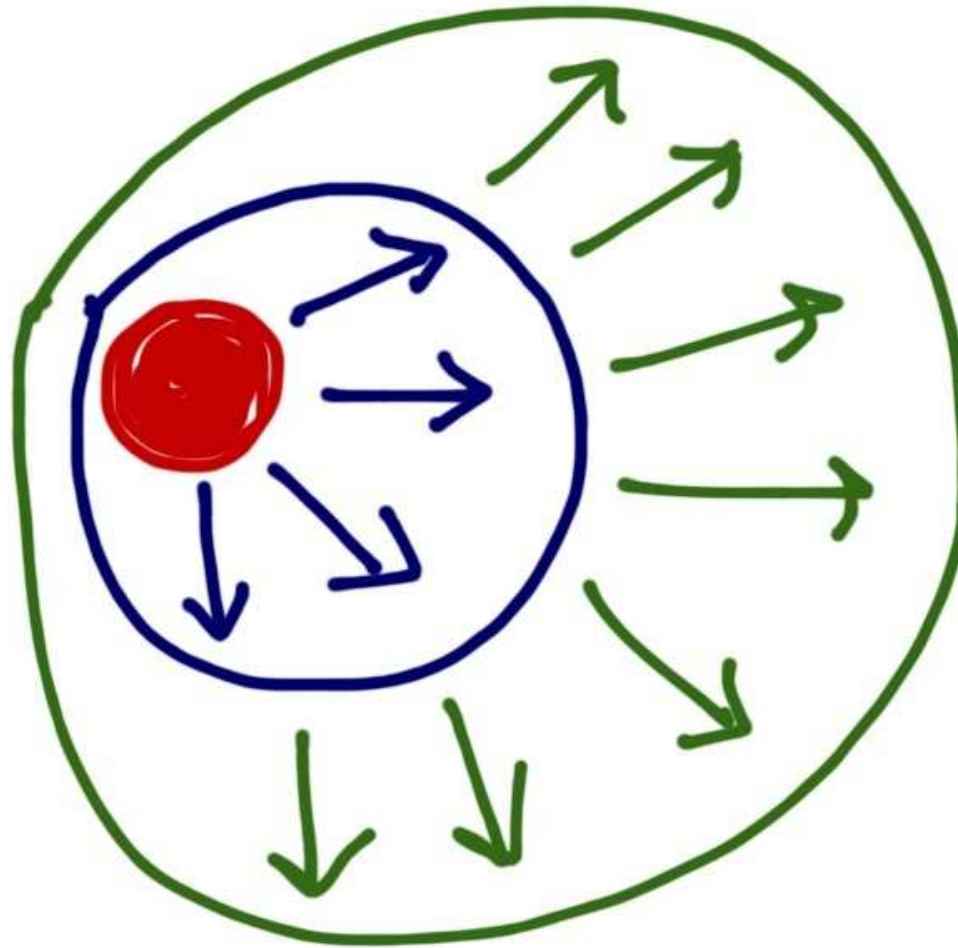


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Graphic summary



The birth of “cities” and “transport”



- Transport should NOT be physical activity
- Cities are organized, fast, clean
- Health = eat your veggies, do exercise/ go to the gym

This was a city...



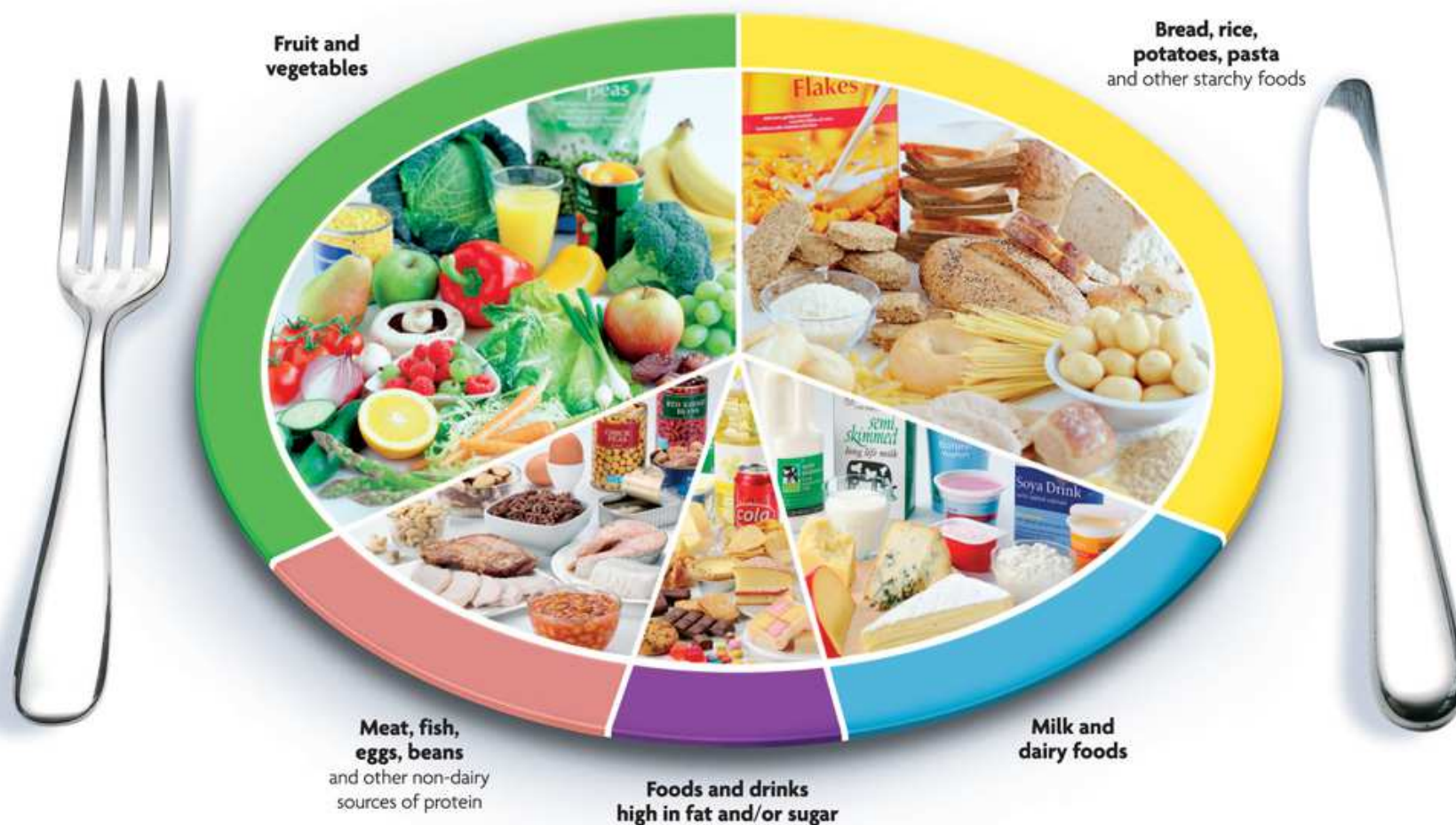
This was health...



This was health...



Use the eatwell plate to help you get the balance right. It shows how much of what you eat should come from each food group.



Health, mobility and sustainability



- Mobility CAN be physical activity (active transport)
- Cities are dynamic, must respond to needs, they are smart and sustainable
- Health = eat well, 30 minutes of exercise per day (150 per week)



**...As long as you
follow all rules**

This is a city, transport, and health

A new approach

- Transport? Access! Coolness instead of health
- Cities? Life! More dimensions than the physical
- Health? Live, you'll get over it eventually
- Stop counting... simplify, relax

This is transport, cities and health

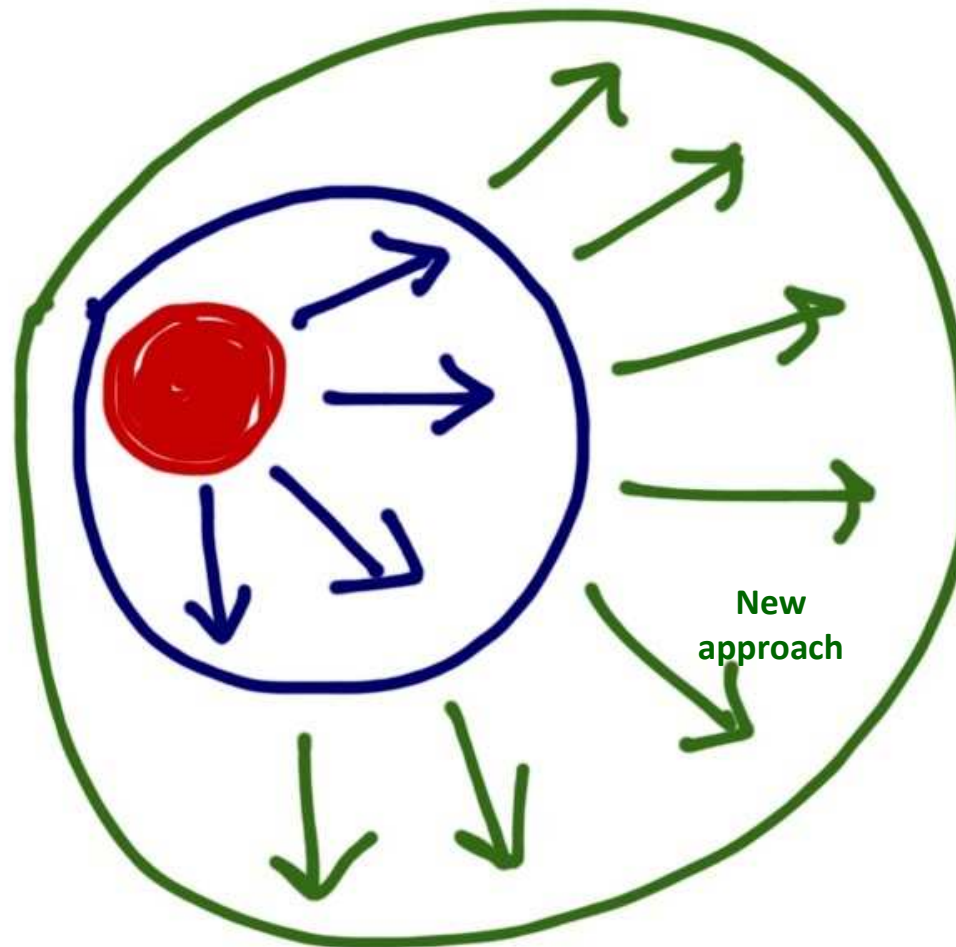


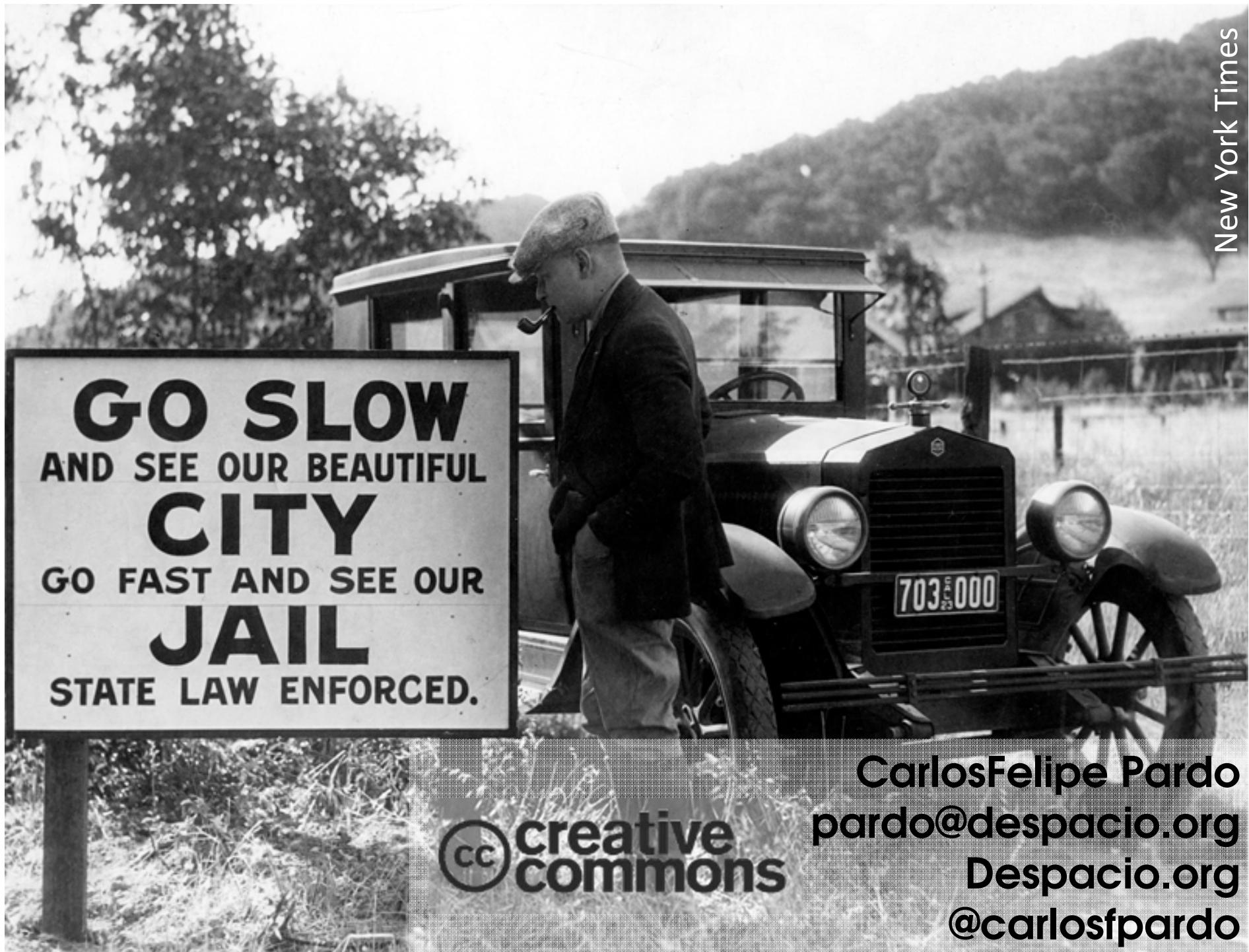
Summary

- **Transport:** from **no activity** to **all about activity** to **coolness**
- **Cities:** from **order** to **dynamic** to **life**
- **Health:** from **veggies** to **minutes** to **who cares**

Which is more healthy?

Graphic summary





 creative commons

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