



PUBLIC HEALTH TALKS TRANSPORTATION

TOPLINE MESSAGES

- Providing more options for getting around helps to keep roads safe and in good shape. It lets people take public transit, walk or bike, reducing traffic and decreasing roadway wear and tear. More options make it easier, more convenient and more affordable for everyone to get around – drivers, cyclists and pedestrians.
- At every level, we need to be serious about how limited transportation dollars get spent. America needs major infrastructure investment in the coming years. We're expected to do a lot with little. However, this also provides us with an opportunity to be creative and think in new ways about how we design our transportation systems going forward.
- Giving people options for getting around is really an investment in community health. Trails for runners, bike lanes for commuters and sidewalks for a stroll to the store all provide opportunities to incorporate exercise into everyday life, combating obesity while cutting air pollution. And a healthy community saves money – it makes good business sense to consider issues like obesity, diabetes, safety and air quality when we make transportation decisions.

RECOGNIZING TRANSPORTATION CONCERNS

- People love their cars but hate traffic. By offering options, we can improve the transportation experience for drivers, riders, cyclists and pedestrians.
- Cars need to keep moving, roads and sidewalks need to be in good shape, people need to get around.
- Less traffic means fewer headaches for drivers, fewer road and car repairs and, in the long term, more money for other important transportation projects. It means less day-to-day upkeep and more improvement projects.
- Automobiles are a huge driver of transportation policy – but we all know they're a demanding and costly mode of transportation, hard on the road as well as the environment. Incorporating the needs of public transit, pedestrians and cyclists into planning eases the pressure on streets and highways.

THE PUBLIC HEALTH CONNECTION

- Choices that reduce congestion and keep roads in good shape can keep people in good shape, too! Well-maintained sidewalks, biking and walking trails get more people outside and active.



- Smart transportation planning can get a big boost in public and official support by tapping into the growing call for strategies that reduce the obesity rate and increase opportunities to incorporate physical activity into our daily lives.
- More choices about getting around means less traffic congestion, less air pollution and a healthier environment.

MAKE IT LOCAL

- *Even when specific transportation, cost or health data is not available, talk about the benefits of the investment in general terms that resonate with transportation audiences – some combination of the below as appropriate based on the specific investment:*
 - *[Specific transportation investment] is really an investment in community health. It will make our community healthier, which isn't just good policy today – it will reduce health care costs tomorrow.*
 - *[Specific transportation investment] will give people more options to get around and lighten the pressure on household budgets.*
 - *[Specific transportation investment] would ease pressure on our streets and highways, which means fewer headaches and safer conditions for drivers on the road.*
 - *[Specific transportation investment] will make driving, riding, biking and walking all more convenient.*
- *As possible, develop and lead with specific data points that are uniquely resonant to transportation audiences that support projects important for public health.*
 - *Impact on road use and congestion, access to jobs, school, retail, etc.*
 - *Estimated/modeled impact on traffic safety, reduced collisions, motor vehicle injuries/fatalities, pedestrian/cyclist injuries/fatalities, etc.*
 - **NATIONAL EXAMPLE:** In 2009, there were 33,963 traffic fatalities in the United States, according to the National Highway Traffic Safety Administration (NHTSA). (Source: <http://www.apha.org/NR/rdonlyres/OECFA0F5-1C85-4323-A051-903513BE3B30/0/AttheIntersectionPHandTransportationNewCover.pdf>)
 - *Cost savings associated with the project in terms of reduced road repair.*
 - *Economic benefits associated with improved health outcomes thanks to the project – such as reduced lost work days thanks to improved air quality, reduced asthma attacks, etc; or estimated health benefits of increased transportation options that incorporate physical activity, etc.*
 - NATIONAL EXAMPLE:** Reduced opportunities for physical activity, which contribute to rising obesity, overweight and type 2 diabetes, cost our nation an estimated \$177 billion per year. (Source: <http://www.apha.org/NR/rdonlyres/C2D5FBCB-206C-4F02-B692-42903F5CBE86/0/HIATranFACTshtfinalrevised510.pdf>)