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InterMob: Preliminary results of a 24-month intervention to reduce car use among regular car users

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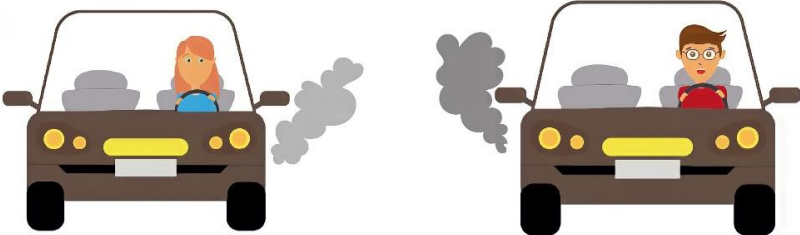


InterMob: Preliminary results of a 24-month intervention to reduce car use among regular car users

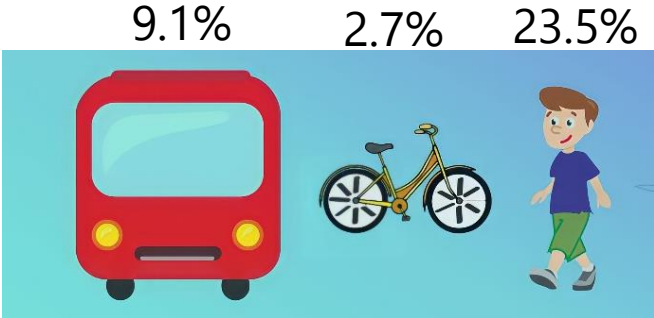
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Context

In France...



63% of trips are made by **car**



37% of trips are made using **Active and Sustainable Mobility (ASM)**

Vs.



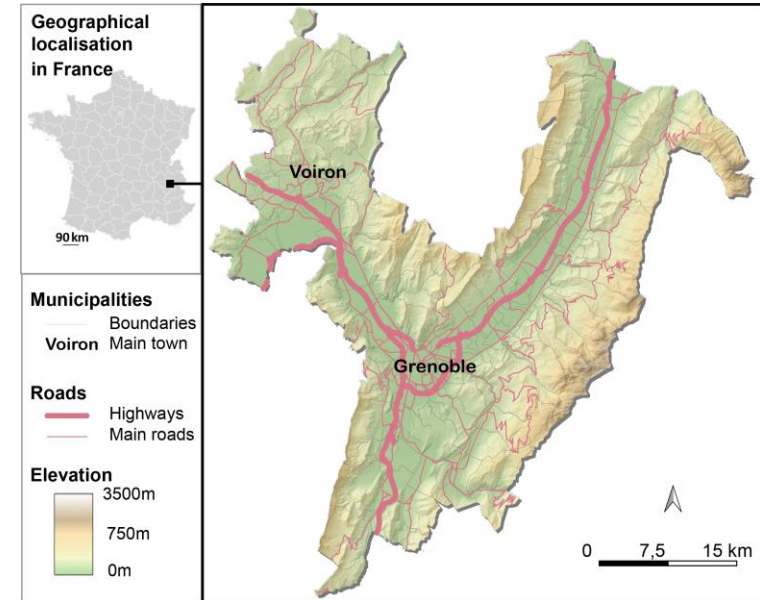
Context

InterMob:

- **Interdisciplinary team** (psychology + geography + epidemiology + economics)
- **24-month randomised controlled trial**
- **Assessment:** sensors + online surveys
- **6 months** of theory and evidence-based **behaviour change intervention**

InterMob's objectives:

1. Testing the **effectiveness** of a theoretically and empirically based intervention
2. Identifying the **mechanisms of change**
3. Identify the **moderators of change**



Methods



Recruitment

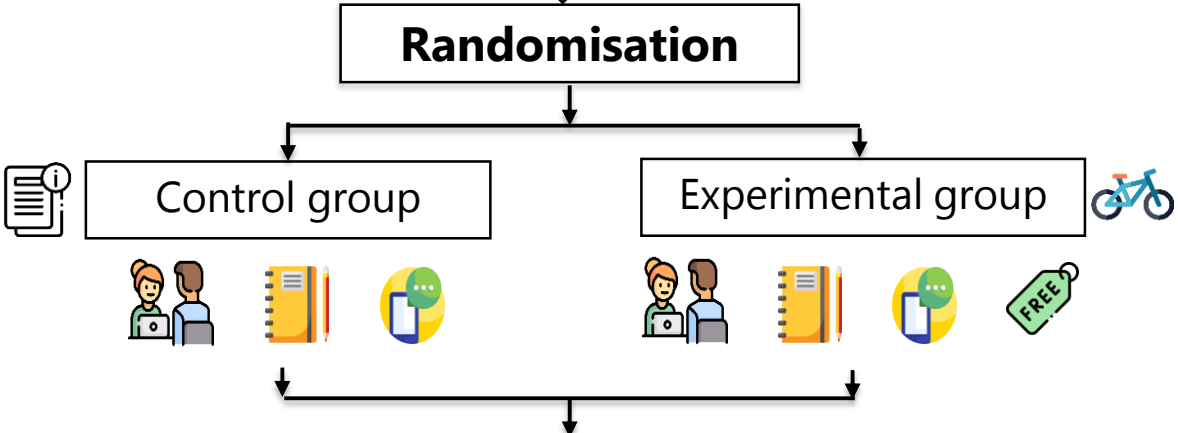
Target: 300 people,
"waves" of 17 people/month

Inclusion in the study

Telephone interview
Eligibility questionnaire

Regular drivers (3 days a week or more)
Over **18s**
Working and living in **Grenoble, Grésivaudan or Voironnais**
Motivational stage: contemplation, preparation and action

Random allocation



Start of the study

Informed consent and start of study
(6-month of intervention and 24 months of follow-up)

InterMob's intervention

Experimental group:    

- **6-months free PT + Bike**
- **2 appointments :**
 - Motivation for change, mobility advice, action plan
 - Assessing and adapting objectives
- **Goals Notebook**
- **SMS → goal setting + self-monitoring**

Habits

Self-efficacy

Action Planning

Active control group:   

- **2 appointments :**
 - Consequences of air pollution and car use
 - Assessing air pollution
- **Air pollution Notebook**
- **SMS → monitor air pollution**

Knowledge

Attitudes

STUDY PROTOCOL

Open Access

InterMob: a 24-month randomised controlled trial comparing the effectiveness of an intervention including behavioural change techniques and free transport versus an intervention including air pollution awareness-raising on car use reduction among regular car users living in Grenoble, France

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InterMob's assessment

Intervention 6 months

(control and experimental groups)



24-month study

S0+
↓
1st appointment

S1
↓
2nd appointment



Sensedoc
(accelerometer and GPS)



MicroPem
(pollution sensor)



Logbook and questionnaires
(daily mobility and associated factors)

Preliminary findings: Who are the participants?

Sociodemographically

N = 144 people



60% women



39% men







- 48.15 years old
- 85% university degree
- Working full-time (or >50%)




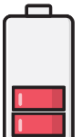




- 60% living in individual houses (38% flats)
- 3 people in the household
- Having 2 cars
- Average net salary per month
- Having a classic bike at home
- Not having an electric bike
- Not having a transport pass

Preliminary findings: Who are the participants?

Psychologically

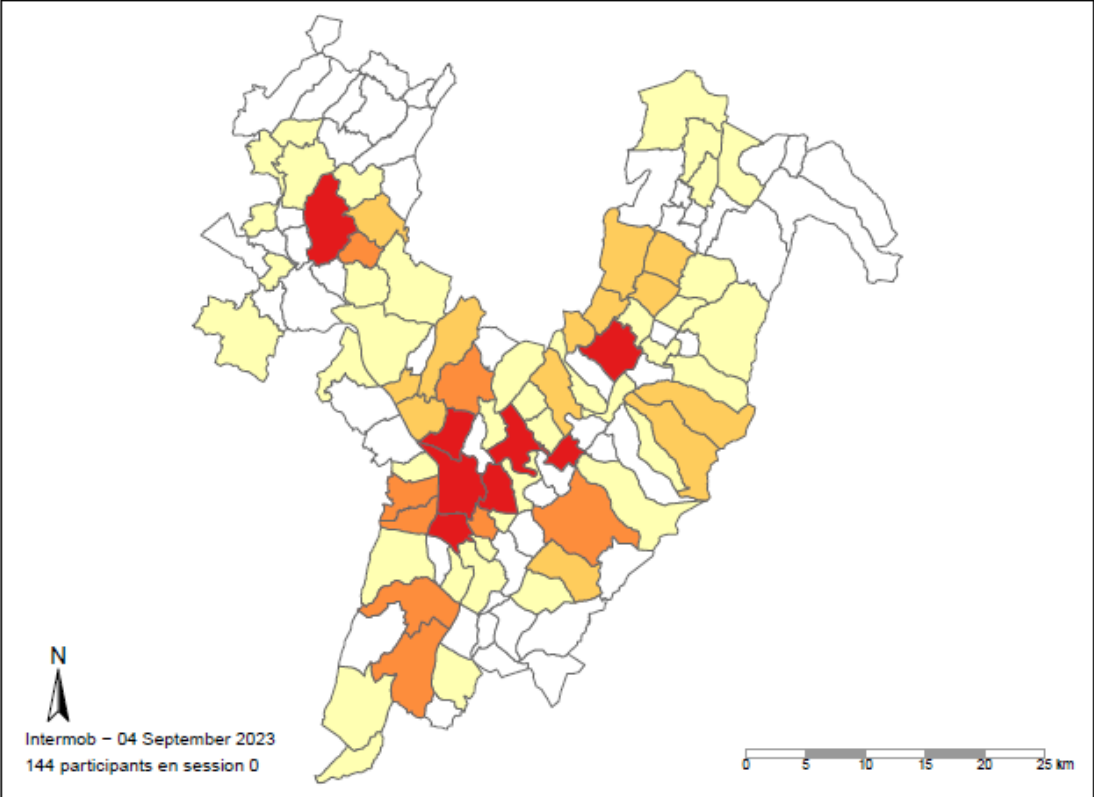
N = 144 people

-  Intention to use alternatives (m= 3.5)
-  Self-efficacy to use alternatives (m= 2.9)
-  Car habits (m= 3)
-  Ecological identity (m= 4.9)

-  Positive attitudes towards alternatives (m=3.9)
-  Autonomous motivation towards alternatives (m=3.8)
-  Subjective norms towards alternatives (m=3.1)
-  Controlled motivation towards alternatives (m=2.4)
-  Positive attitudes towards car (m=3.3)
-  Subjective norms towards car (m=2.9)
-  Autonomous motivation towards car (m=2.2)
-  Controlled motivation towards car (m=0.5)

Preliminary findings: Who are the participants? Spatially

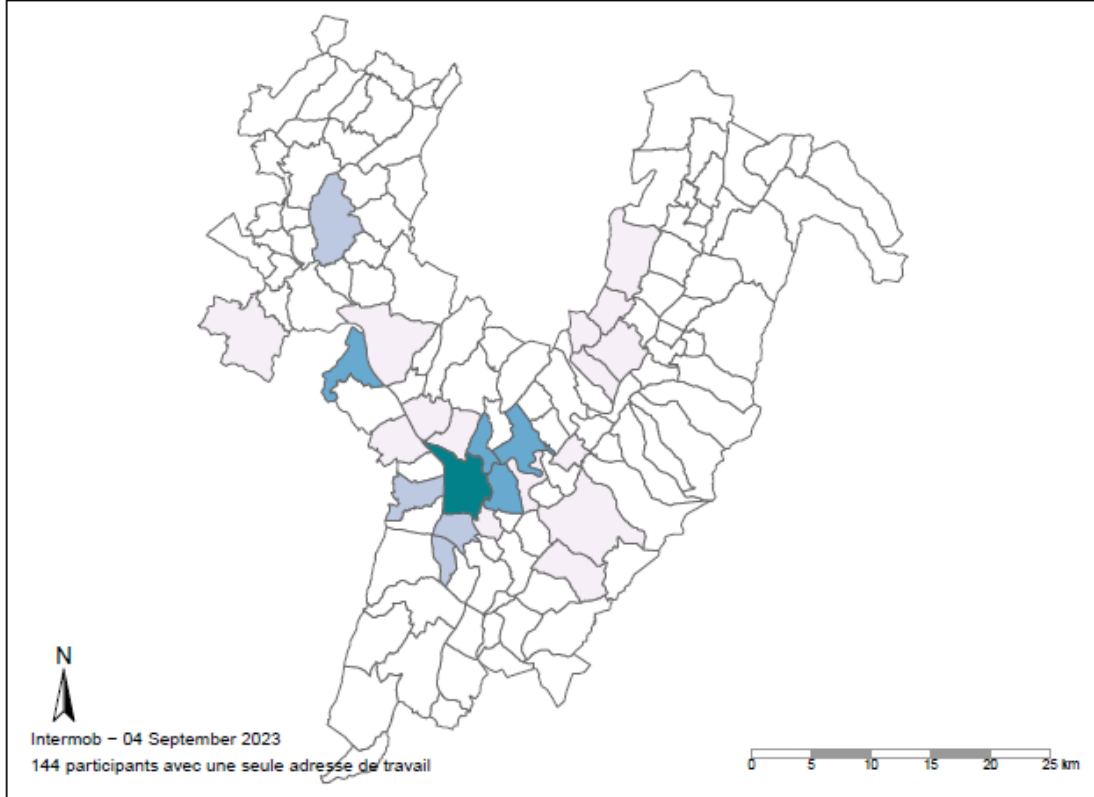
Place of residence



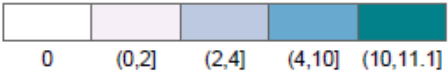
Percentage of InterMob participants by municipality (%)



Place of work



Percentage of InterMob participants by municipality (%) :



Discussion



- Participants have a medium/high SES (university degree, at least average net salary, two cars, etc.)



- Participants have medium intention and self-efficacy towards using alternative modes for daily commuting and medium car habits → BIG opportunity experimental intervention (goal setting, personalised transport advice, free transport)

- Participants have strong ecological identity (gap)



Discussion



- Participants have positive attitudes and subjective norms towards using alternatives > attitudes and subjective norms towards using car
- Participants have autonomous and controlled motivation towards using alternatives > autonomous and controlled motivation towards using cars.

Thank you!

Pacte



GAEL



Inrae



SENS

IAB



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Any questions?

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