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

Claudia Teran-Escobar, Sarah Duché, H el ene Bouscasse, Camille Cavaliere, Clement Ginoux, Ian Hough, Patrick Juen, Colin Kerouanton, Lilas Lacoste, Sarah Lyon-Caen, et al.

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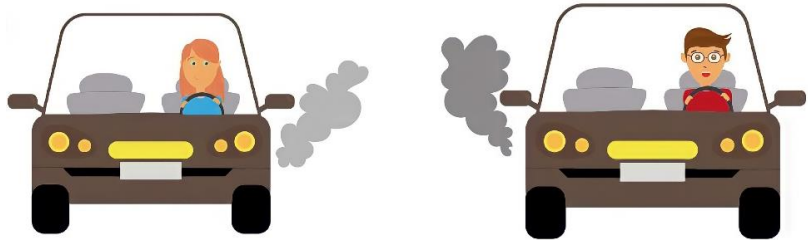


# InterMob: Preliminary results of a 24-month intervention to reduce car use among regular car users

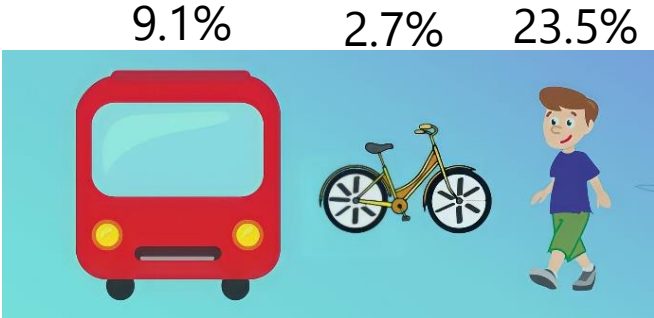
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France) & InterMob members  
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# Context

## In France...



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



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

**Vs.**



# Context

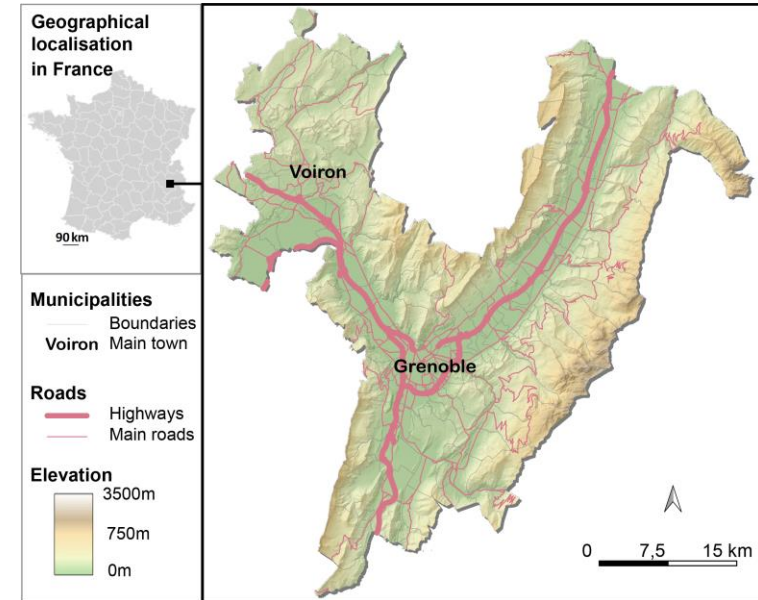
## InterMob:



- **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

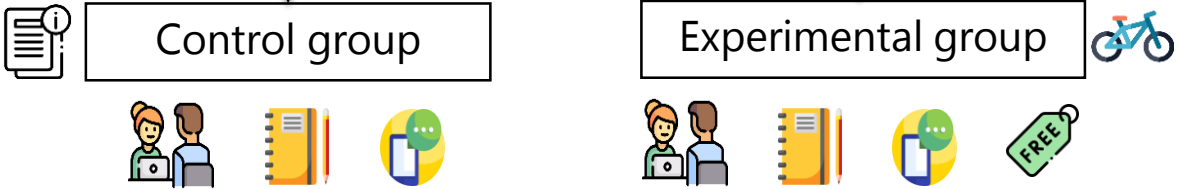
**Inclusion in the study**

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**

**Randomisation**



**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




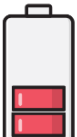






# Preliminary findings: Who are the participants?

## Psychologically

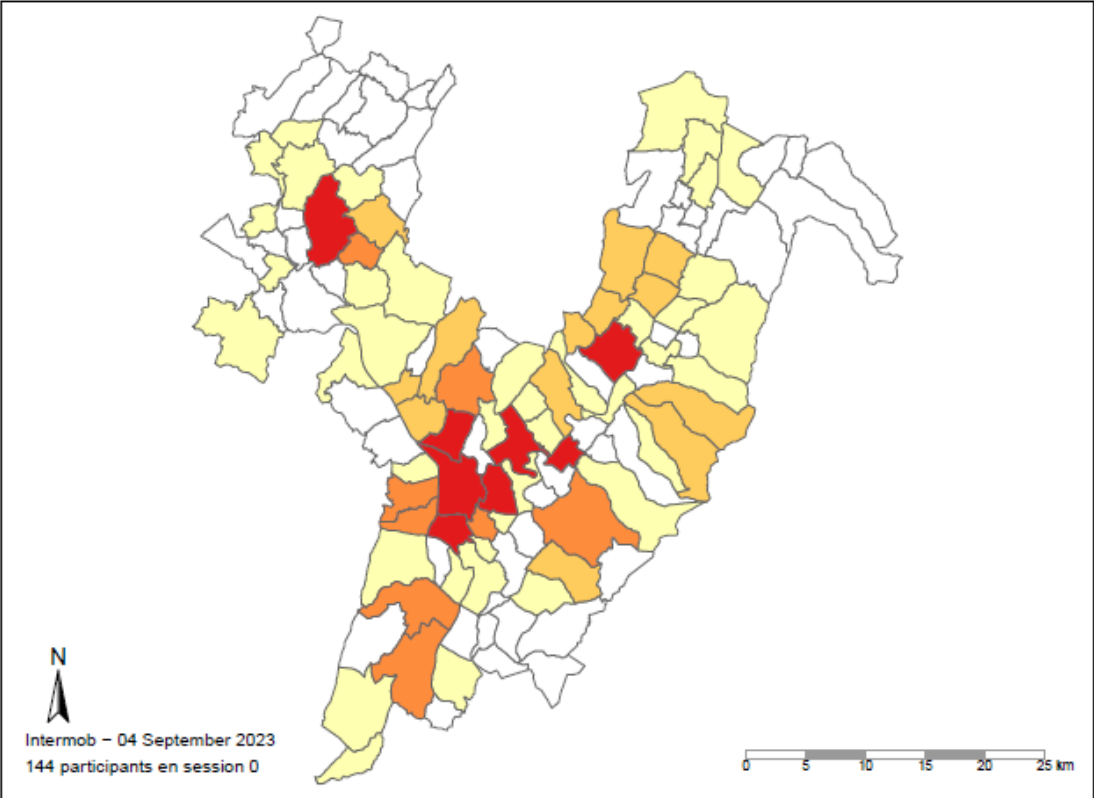
N = 144 people

-  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

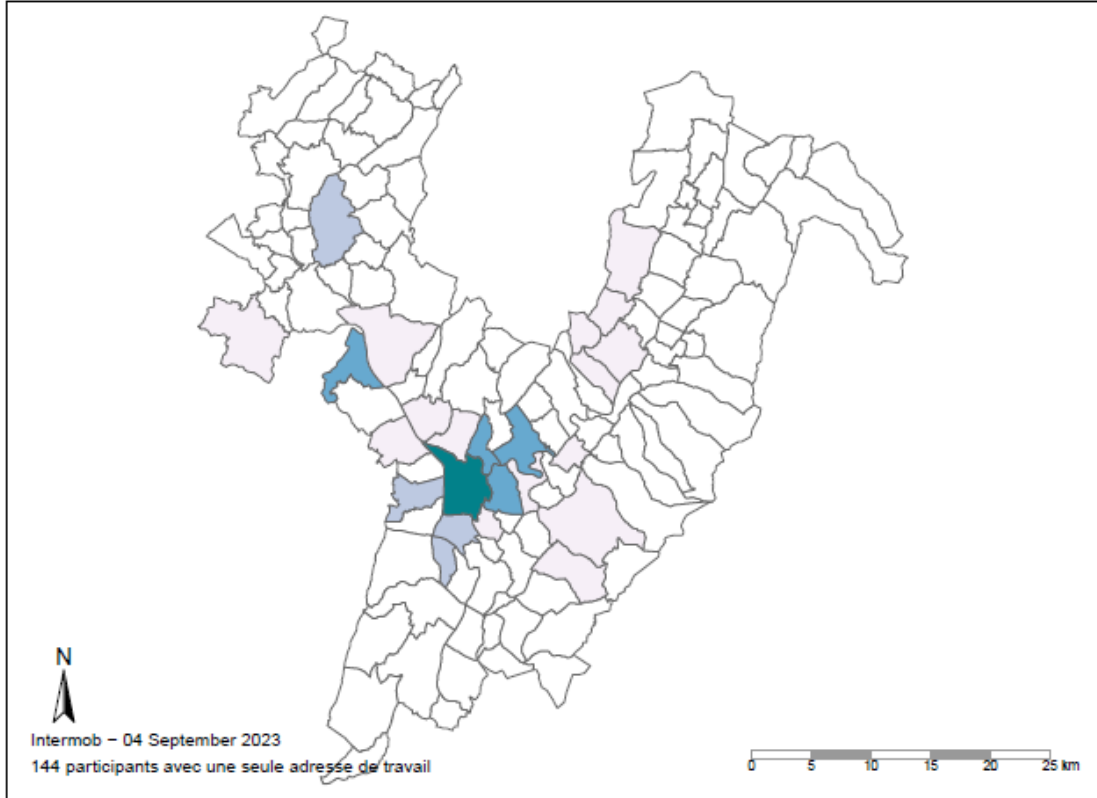
Place of residence



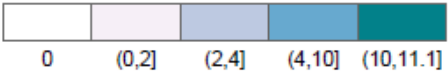
Percentage of InterMob participants by municipality (%)



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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