

12. Barriers, and actions to overcome the barriers

Table 2 lists several potential barriers to implementing a set of guidelines such as are set out here. There are suggestions as to how the barriers might be overcome, and an indication as to who might be able to take useful action.

Table 2. Challenges, barriers, and actions to overcome barriers

<i>BARRIERS IDENTIFIED</i>	<i>ACTIONS RECOMMENDED TO OVERCOME BARRIER</i>	<i>WHO IS TO ACT</i>
Challenge 1: Increase children's active transport for the trip to school		
Lack of sidewalks.	Construct sidewalks on safe routes to school.	Municipality
Lack of bike paths on route to school.	Construct paths that lead to schools.	Municipality
Traffic safety fears.	Implement Walking School Bus programs to help children learn safe walking behaviour and provide adult supervision for school trips. Create disincentives for car use. Educate drivers to respect cyclists and pedestrians. Educate cyclists and pedestrians on safety skills.	School School Board Municipality
Security fears related to not knowing neighbours, fear of abduction, transience of some neighbourhoods.	Implement Walking School Bus programs (Active and Safe Routes to School). Organize community development. Encourage more 'eyes on the street'. Promote Neighbourhood Watch.	School School Board Municipality Parents
Lack of parental awareness regarding short- and long-term health impacts of driving their children rather than supporting active transport.	Introduce curriculum material that helps children to understand links between transport, physical activity, and health and then empowers them to discuss these issues with their parents. Introduce awareness strategies to inform the general public. Introduce active transportation concepts through early years programs and day care centres.	Manitoba Healthy Living Manitoba Education, Citizenship and Youth School Board Municipality
School funding formulas encourage construction and use of large schools that are more likely to have traffic congestion than smaller schools.	The provincial government, school boards, and municipalities could work towards planning and transport solutions that encourage active transport.	Manitoba Education, Citizenship and Youth, School Board Municipality
Kiss 'N Ride facilities at school reduce congestion but encourage car use.	Disincentives for dropping children by car could be provided while maintaining safe school sites.	School Board School Municipality
Educators may not see transport to school as their responsibility.	Ask school boards, principals and teachers to reinforce messages regarding active transport and make safety education mandatory.	School Board School Municipality

Table continues on next page

Table continues from previous page

<i>BARRIERS IDENTIFIED</i>	<i>ACTIONS RECOMMENDED TO OVERCOME BARRIER</i>	<i>WHO IS TO ACT</i>
Parents pressure school boards for more busing so that their children will not have to walk or cycle to school.	Introduce education and public awareness programs that emphasize positive health outcomes from physical activity and reduced motorized transport.	Manitoba Healthy Living School Board Parents
Challenge 2: Increase active transport for children on non-school trips		
Lack of awareness across sectors regarding significance of links between land use planning, transport, and children's health.	Disseminate child-friendly planning guidelines. Provide professional development and formal education at college and university levels reinforcing links between land use planning, transport planning, children, and health.	Municipality Manitoba Healthy Living Manitoba Inter-governmental Affairs Manitoba Advanced Education and Literacy
Lack of sidewalks and bicycle paths to destinations where children like to travel.	Identify destinations frequented by children and create safe routes with sidewalk and bicycle paths; consider children's travel patterns in planning processes.	Municipality, School
Neighbourhood design is not always conducive to walking and cycling (e.g., lack of sidewalks, indirect routes, traffic noise).	Give greater attention to infrastructure that supports physical activity when building new neighbourhoods and retrofitting old ones.	Municipality
Recreation programs not located within easy walking and cycling distance.	When recreation facilities cannot be located within the community, consider and promote options for carpooling and transit.	Municipality Parents
Security fears.	Conduct public awareness campaigns regarding actual vs. perceived risk of abduction. Increase efforts to promote active transport leading to more 'eyes on the street'. Support Neighbourhood Watch programs.	Municipality Police services
Traffic safety fears.	Design routes to children's preferred destinations that help keep them away from busy streets. Support traffic safety programs. Deploy infrastructure that increases congestion, slows down traffic, and discourages car use.	Municipality
Lack of parental awareness regarding short- and long-term health impacts of motorized transport and lack of physical activity.	Introduce public awareness and education programs (See Challenge 1).	Manitoba Healthy Living

Table continues on next page

Table continues from previous page

<i>BARRIERS IDENTIFIED</i>	<i>ACTIONS RECOMMENDED TO OVERCOME BARRIER</i>	<i>WHO IS TO ACT</i>
Time pressures: Parents chain trips; children are registered for day care near work to avoid possible late fees if the parent is delayed in traffic on the way home.	Parents would benefit from flexibility in hours of work. Expand teleworking. Parents may need to reconsider the value of involving children in structured activities (present practice results in less unstructured time for the child and more time spent travelling by car).	Parents Employers
Challenge 3: Reduce adult automobile use (and thus children's exposure in and outside vehicles)		
In some municipalities, people often live far from where they work.	Increase opportunities for higher 'live-work' ratios in new and older developments.	Municipality Manitoba Intergovernmental Affairs
Transport needs are complex and cannot be handled adequately by existing transit services.	Require dedicated, sustainable financing for expansion of transit	Municipality Manitoba Intergovernmental Affairs
Adults do not consider the impact of their car use on their health or on children's health; mostly they think only of getting to their destinations on time.	Provide education and public awareness strategies regarding transport and children. Introduce incentives and disincentives favouring sustainable transport.	Municipality Manitoba Healthy Living
Highways and busy arterial roads bisect walking and cycling routes, causing them to be seen as unsafe or unpleasant.	Give higher priority to walking and cycling as a mode of transport. Design routes that are safe and pleasant for pedestrians and cyclists.	Municipality Manitoba Infrastructure and Transportation
Adults and youth feel they lack transport options beyond the car.	Design new developments that are less auto-dependent.	Municipality Manitoba Intergovernmental Affairs
Transit is not perceived as convenient if user is required to transfer more than once	Increase financial support for transit.	Manitoba Intergovernmental Affairs