

Elevator Speech “Connecting Transportation and Health”

Identify your goal: Educate people that the way we travel impacts health. Help folks understand that the way we design our streets impacts health and ability to walk or bike safely and daily and get them to participate in our project. [Research shows](#) that there is expanding knowledge about how the design of our environment influences and predicts the amount of daily physical activity in the form of active transportation. The impact of car traffic on pedestrian and cyclist safety underscores the importance of better infrastructure and connects it to improved health and well-being.

Explain what you do: Help communities reimagine their streets to accommodate more people on foot and on bike so they can be healthier and use active transportation.

Highlight their connection: MOCAN member or health professional that works with the community. We all know of dangerous streets, maybe they can think of one and how the streets design may make it better?

Communicate uniqueness: We are partnering with MO APA to do traffic calming demonstrations across Missouri and we want to engage health professionals, community members and planners. There is growing movement to connect planners who design our communities with health professionals who know the challenges people face when trying to be healthier.

Engage with a question/ call to action: Ask if they can imagine calming traffic on a street in their community and seeing more people walking and biking? Do they want to learn more?

Put it all together and practice:

Did you know Missouri is a top 20 dangerous state for pedestrians because of fatal car crashes? The way we design our streets directly influences the amount of safe daily physical activity available to people. When we design for fast moving cars we get fast moving cars; when we design our streets as places for people more people will walk and bike safely. MOCAN is partnering with the Missouri Planning Association to demonstrate traffic calming across the state to test out new street designs. Can you think of a street in your community that could benefit from this? As a health professional your input can help planners understand the challenges, Would you like to help us get it right for your community?

MAD LIB for Elevator Speech

First identify your goal and then try filling this out.

My organization is (developing , reaching, creating) _____
(Describe what you do succinctly)

To help _____
(Target group or audience)

(solve a problem)

With _____
(secret sauce)

I thought you would be interested because _____
(connect to person)

Would you like to _____
(Call to action)