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| **Title of Research Presentation** Influences on commuting mode decisions among office workers: a focus group study |
| **Background/Objectives:**Previous research has established health benefits and correlates of active commuting (AC; walking or cycling between home and work). However, intervention studies for increasing AC are rare, with very few being theory-based, and none using social support as a strategy. This study aims to explore factors influencing office workers’ commuting mode choices, to inform the development of a theory-based intervention to increase AC.**Methods:**Data were collected via focus groups held at three workplaces in Brisbane’s central business district. Participants were recruited via email. In the interviews, they were asked to discuss factors that influenced their commuting mode decisions, and to give their opinions about offering workplace-based intervention strategies reported in the scientific literature. Interviews were recorded and transcribed. A note-taker observed and recorded non-verbal communication. Transcripts and notes were analysed to identify key themes and develop intervention recommendations.**Results:**Fifty-one adults participated in six focus groups of 6-10 people each. Commuting journeys ranged from 500m to 103km (median 7.9km, IQR 13km). Primary commuting modes included driving (8 participants, 16%), public transport (20, 39%), cycling (14, 27%), running (1, 2%) and walking (8, 16%). The two major factors influencing mode choice were financial cost and travel time. Physical and mental health, convenience/flexibility, family obligations, safety and the presence of supportive infrastructure also played important roles. Suggested strategies for increasing the use of AC included:* Provide personalised journey plans addressing financial cost, travel time, health benefits, safety and aesthetics.
* Facilitate sharing of strategies between colleagues to make active commuting more feasible.
* Use social support through a short-term buddy system and friendly competition.

**Discussion:**Factors identified as influencing commuting choice and likely to change commuting choices were consistent with existing literature and reflected the primary Social Cognitive Theory (SCT) constructs (Outcome Expectations, Self-efficacy, Self-regulation, Socio-structural factors and Social support). The findings confirm that social support has potential for increasing AC. The findings will be used to develop a workplace-based intervention to increase AC, based on SCT and using social support. **Keywords:** active commuting, Social Cognitive Theory, social support. |