

TRB 10th Annual Competition and Call for Communicating Concepts with John and Jane Q. Public: *Communicating the Connection: Transportation and Public Health*

This call seeks best practices in communicating the connection between transportation and public health to John and Jane Q. Public.

Traditionally, practitioners have focused on designing and building transportation systems to meet the needs of growing populations and economies and to improve access to work, school, shopping and recreation. We have learned that these systems may come with detrimental side effects that can result in serious health concerns. The link between health and transportation has grown closer and manifests itself in many ways. Some examples include lack of exercise due to dependence on motor vehicles, rather than alternate transportation modes such as walking or biking; negative health effects resulting from motor vehicle crashes; the spread of infectious diseases through human contact; negative health effects and chronic diseases from transportation air pollutants and lack of physical activity; reactions to weather disasters and emergency response; and public access, accessibility and social equity.

Health-related issues are now considered when developing transportation plans and programs. In fact, the words “public health” can now be found in transportation plans, performance measurements and policy decisions. Considerable efforts are under way to ensure the public has input into the health-related aspects of transportation plans, projects and activities.

To stimulate creative thinking and share innovative approaches, the Planning and Environment Group of the Transportation Research Board is searching for best practices in communicating the connection between transportation and public health to John and Jane Q. Public.

What qualifies? Contest entries can include, but are not limited to: studies, publications, multi-media communications campaigns, websites, graphics, illustrations, social media strategies, photos, videos, software, interactive exercises and presentations. **Most important, this call is looking for how the results are delivered in “kitchen-table” terms that John and Jane Q. Public can understand.**

Who can submit an entry? Individuals, agencies, and organizations that communicate transportation needs and issues (all modes).

How will the winning entries be showcased at the TRB Annual Meeting? The winning entries, which are judged and selected by a panel of transportation and communication professionals, will be featured in both a podium and a poster session at the TRB 95th Annual Meeting in Washington, D.C. (January 8-12, 2017). Winning entries also will be featured in an edition of TRB’s *Transportation Research News*.

What are the submission requirements? Visit the competition website (<https://sites.google.com/site/trbcommitteeada60/jjpcpetition>) for the online submission form.

When are entries due? July 25, 2016. (Winners will be notified in early October.)

Questions? Contact Terri Parker at t-parker@tamu.edu or 979-862-8348.



Plan 4 Health



American Public Transportation Association



Texas Transportation Institute