

**Press release**

30 November 2010

Public Health White Paper – Intelligent Health

The Department of Health's radical new approach to delivering public health was announced today (Tuesday 30 November) and featured one of Intelligent Health's projects as an example of how this new approach can be realised.

Intelligent Health and Transport for London worked on a project 'Step2Get' which used incentivisation to encourage school children to walk to school instead of using busy public transport routes. Children were directed to quieter, safer, walking routes and were offered shopping vouchers or cinema tickets as rewards.

Dr William Bird, Director of Intelligent Health, said: "Use of incentivisation must be carefully monitored. Combining new technology with the use of rewards with Step2Get had a huge impact on encouraging children to change their mode of travel. Potential time and cost savings for the Local Authority, for transport and for the police is huge. In this case it resulted in a 1:24 cost benefit for Transport for London."

Living Streets and Intelligent Health are working up the proposal for the New York v London walking competition over the next few months. Updates will be provided on the Intelligent Health website.

The full text of the Public Health White Paper can be viewed here and the Intelligent Health case study can be found on page 36:

http://www.dh.gov.uk/prod_consum_dh/groups/dh_digitalassets/@dh/@en/@ps/documents/digitalasset/dh_122252.pdf

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Notes to editors

For more information about Intelligent Health and Step2Get visit www.intelligenthealth.co.uk