



**Healthy  
Mind**

**Healthy  
Future**



18th Annual Child Health Research Days  
**October 25 - 27, 2022**

**ABSTRACT SUBMISSION FORM**

## CHR D 2022: Abstract & Poster Submission Form

**Submitter Name**

Isaak Fast

**Submitter Email**

isaak.fast@umanitoba.ca

**Presenter Status**

- Undergraduate Students
- Masters Student
- PhD Student
- Post-Doctoral Fellows
- Residents
- Non-Trainee

**Research Category**

- Basic Science
- Clinical
- Community Health / Policy

**Role in the project**

- Design
- Perform Experiments
- Analyze Data
- Write Abstract

**Title**

Flattening the Curve: A Behavioural Economics Approach to Increase Activity in Summer Months

**Background**

Behavioural economics describes human patterns of behaviours that can be used to nudge them towards better decisions. Dai and Milkman wrote a paper in 2014, coining the term fresh start effect. This is when people participate in aspirational behaviour after temporal landmarks and the subsequent loss of motivation over time. A temporal landmark is any salient moment in time in which one can separate two versions of themselves; these can be birthdays, beginning of calendar years, school semesters, months, and even the beginning of weeks. Dai and Milkman describe aspirational behaviour as activities that help people achieve their wishes and personal goals. Examples of behaviors that people frequently aspire to engage in more often include exercising, saving money, studying, dating, and dieting. Their paper looked at google search data for the term “diet,” recreational gym use, and the use of commitment contracts to test for this concept.

### **Objective**

We evaluated the magnitude of the Fresh Start Effect in Winnipeg, with specific interest in bike trail usage throughout the week.

### **Methods**

Together with the City of Winnipeg we utilized EcoCounters underneath Winnipeg’s major greenways to analyze bike trail usage throughout the week. We triangulated our results by partnering with the University of Manitoba (UofM), Manitoba Hydro, and Parlour Coffee. Our outcome of interest involved comparing the number of cyclists at the end of the week versus the beginning, using weekly trends of UofM gym attendance (a known Fresh Start Effect), Manitoba Hydro bike parking usage, and Parlour Coffee sales to compare effect sizes and triangulate our results. Our hypothesis was that the Fresh Start Effect would be evident for leisure cycling, but not active commuting, specifically that the trail counts would be highest on Mondays and decrease throughout the week on leisure trails while commuting trails would remain unaffected.

### **Results**

Analyzing 5 years’ worth of data, we found that trail usage that was 87.8 counts lower on Friday compared to Monday (95% confidence interval (CI): 64.4 – 111), a 22.2% decrease. 3 years of data from UofM Fitness Centres showed a decrease in attendance of 519 (95% CI: 408 – 630) on Friday versus Monday, a decrease of 18.3%. Parlour Coffee, located downtown Winnipeg, showed that people are still travelling into work; its mean sales increased by 42.8 units (95% CI: 34.1 – 51.5) on Friday compared to Monday, an increase of 15.5%. Manitoba Hydro bike parking usage was shown to decrease throughout the week, we’ll present on the data once it’s fully analyzed.

### **Conclusion**

The Fresh Start Effect was prevalent on bike trails in Winnipeg, with effect sizes comparable to other datasets. Trail counts were highest on Mondays and progressively decreased throughout the week on both leisure and commuting trails. Students and members of the workforce are still travelling to school and work at the end of the week, just not with the use of bicycles.

### **Do you have a table/figure to upload?**

Yes  No

## Authors

- For each author, please click "[+] Add Item" and provide the author's information

Name	Email	Role	Profession
Isaak Fast	isaak.fast@umanitoba.ca	Presenting Author	Other
Jonathan McGavock	jmcgavock@chrim.ca	Co Author	Associate Professor
Shamsia Sobhan	sobhans@myumanitoba.ca	Co Author	Other