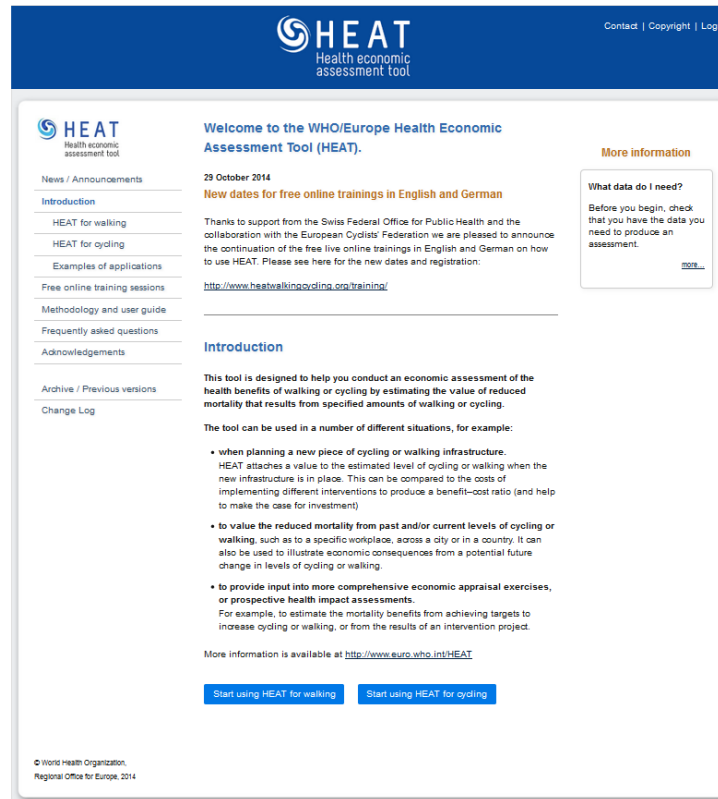


Workshop

Health Economic Assessment Tools (HEAT) for Walking and Cycling



The screenshot shows the homepage of the Health Economic Assessment Tool (HEAT). The header is blue with the HEAT logo and the text "Health economic assessment tool". Navigation links for "Contact", "Copyright", and "Login" are in the top right. A left sidebar contains a menu with items like "Introduction", "HEAT for walking", "HEAT for cycling", "Examples of applications", "Free online training sessions", "Methodology and user guide", "Frequently asked questions", "Acknowledgements", "Archive / Previous versions", and "Change Log". The main content area features a "Welcome to the WHO/Europe Health Economic Assessment Tool (HEAT)" message dated 29 October 2014, announcing new dates for free online trainings in English and German. It includes a "More information" link and a "What data do I need?" section. Below this is an "Introduction" section explaining the tool's purpose and use cases, followed by two buttons: "Start using HEAT for walking" and "Start using HEAT for cycling". The footer contains copyright information for the World Health Organization, Regional Office for Europe, 2014.



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Candace Rutt, Centers for Disease Control and Prevention
David Rojas, Centre for Research in Environmental Epidemiology
Thanks to: WHO/Europe - Francesca Racioppi / Christian Schweizer, Cavill Associates

What is HEAT?

“For a given volume of walking or cycling within a defined population what is the economic value of the health benefits?”

- Online tool www.heatwalkingcycling.org
- Economic assessment of health benefits of walking or cycling
- Reduced premature mortality ‘only’

HEAT approach

- Practical tool designed primarily for transport planners
- Recognises importance of economic analysis in transport: benefit-cost ratio is king
- Evidence-based
- Transparent
- Adaptable
- 'Do once and share'

A collaborative project



Federal Ministry for the
Environment, Nature Conservation
and Nuclear Safety



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra



THE PEP

Transport, Health
and Environment
Pan-European Programme

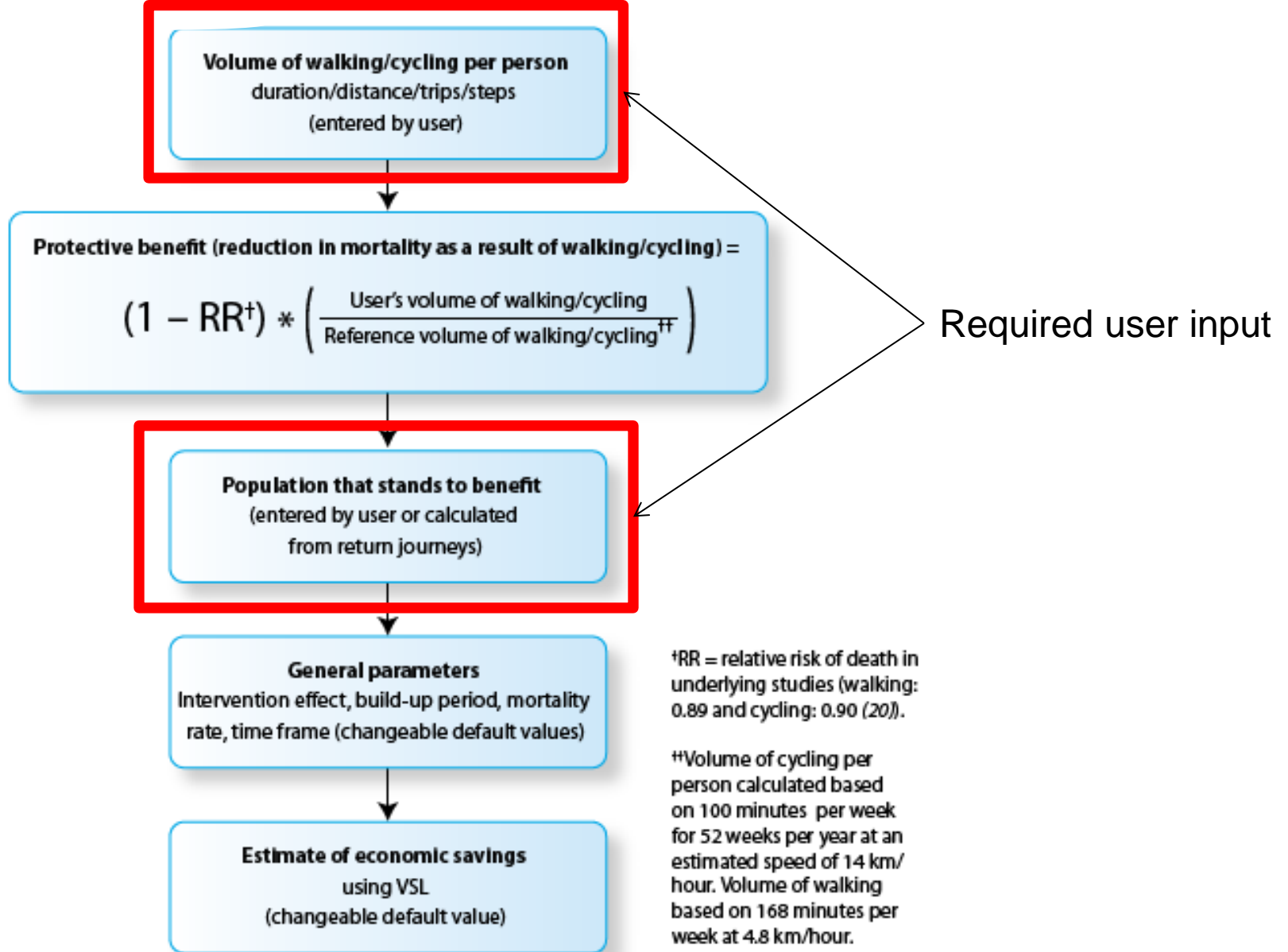


Harry Rutter, Francesca Racioppi, Sonja Kahlmeier, Nick Cavill, Pekka Oja, Heini Sommer, Hywell Dinsdale,
Charlie Foster, Paul Kelly, Thomas Götschi, Christian Schweizer

Karim Abu-Omar, Lars Bo Andersen, Hugh Ross Anderson, Finn Berggren, Tegan Boehmer, Nils-Axel Braathen,
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Nanette Mutrie, Mark Nieuwenhuijsen, Laura Perez, Gabe Rousseau, David Rojas Rueda, Candace Rutt, Tom
Schmid, Elin Sandberg, Mulugeta Yilma, Daniel Sauter, Peter Schantz, Peter Schnohr, Dave Stone, Jan Sørensen,
Gregor Starc, Marko Tainio, James Woodcock, Wanda Wendel Vos, Paul Wilkinson

HEAT's potential uses

- Planning new projects
 - Value the estimated use of the scheme
- Evaluating past projects
 - Value of health benefits of increased use
- Modelling
 - Projections of future levels
- Assessments of current use
 - Eg how much is walking or cycling worth in my city?



Workshop outline

- **David Rojas** Centre for Research in Environmental Epidemiology CREAL, Spain
 - Using HEAT in the context of research: selected examples from a systematic review
- **Candace Rutt** Centres for Disease Control and Prevention, USA
 - Using HEAT for cycling in the US: experiences from evaluating 4 pilot projects
- Live demo
- Discussion – experiences, strenghts, weaknesses

Live demo

- Hypothetical scenario

If in a city of 150.000 inhabitants, 20% would walk 10 minutes more per day...

Discussion – to start with...

- Those who used it
 - Experiences, pros/cons?
 - How where results used?
 - What were barriers / challenges?
- Those who did not use it yet
 - Do you think it could be useful?
 - How might you use it?
 - What is missing? What should be done/presented differently?

Understanding Monetization with Value of Statistical Life

Value of Statistical Life (VSL):

- Economic value used for a statistical death. It is not the value of an identified person's life!
- Commonly used in transport, safety and environmental economic appraisals
- Extrapolated based on an *ex ante* valuation of a *small* reduction in statistical mortality risks over a given time period
- Not equivalent to figures used in accounting and budget math (unless agreed upon by convention)
- Varies from country to country, depending on economic context. VSL is not suited for international comparisons
- Two main methodologies used to determine
 - Hedonic Pricing (HP), normally relying on studies of wage differentials for jobs with different mortality risks.
 - Stated Preference (SP), i.e. Willingness to Pay (WTP), where people e.g. are asked how much they would be willing to pay for a policy that would reduce their annual risk of dying.

Monetized Findings

- HEAT 2012 application (VSL=\$3.2 million):
 - Value of premature deaths avoided by physical activity from active transportation in Switzerland: \$17 billion / year
- Highly sensitive to Value of Statistical Life (VSL) figure applied!
 - Old version of HEAT: \$3.2 million
 - New version of HEAT: \$8.9 million
 - US DOT: \$9.1 million (2012)