

**MIND  
YOUR  
HEAD**

**GO  
CYCLING**



**MAUD DE VRIES  
MAUD@BYCS.ORG**

**BYCS**

# THE FACTS



**1 IN 5 EXPERIENCING MENTAL HEALTH CHALLENGES**



**9 IN 10 REPORT THAT THEY STRUGGLE TO MEET PSYCHOLOGICAL DEMANDS**



**41% TAKE A SICK DAY MORE OFTEN THAN THE EUROPEAN AVERAGE**

# THE FACTS

**CYCLING CAN HELP REDUCE  
STRESS LEVELS, ANXIETY,  
PREVENT BURNOUT AND  
HELP FIGHT DEPRESSION**



Go   
CYCLING

go-

**GO CYCLING  
CONNECTS  
CYCLING TO  
HEALTH BENEFITS**

**GO   
CYCLING**



GO  
CYCLING

GET A  
MENTAL  
LOSS

WE  
PI

GO  
CYCLING

CYCLING

**GO CYCLING** 





**1 op 5** 

**90%** 

**41%** 

**ONS EVENT**

**ZUIDAS OP DE FIETS**  
MINDER STRESS, MINDER SOLTJE

**MIND YOUR HEAD GO CYCLING**

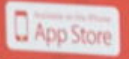


**GO CYCLING**



hello-bike.

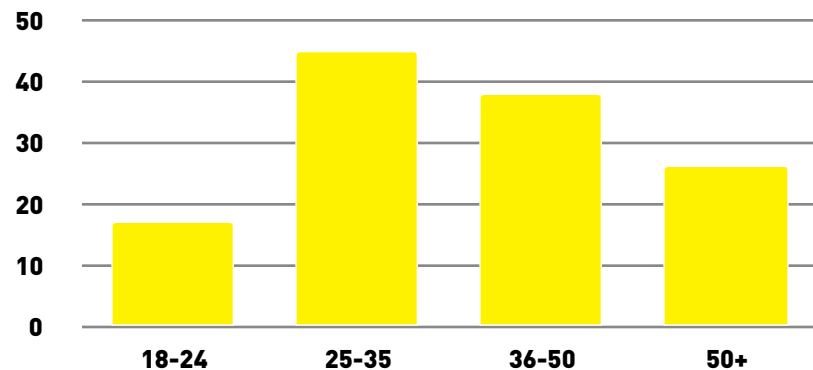
DOWNLOAD THE HELLO-BIKE APP  
AND JOIN THE MOVEMENT



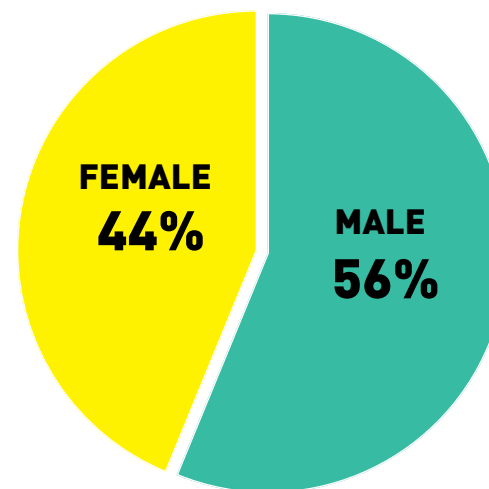
hello-bike.

GO  CYCLING

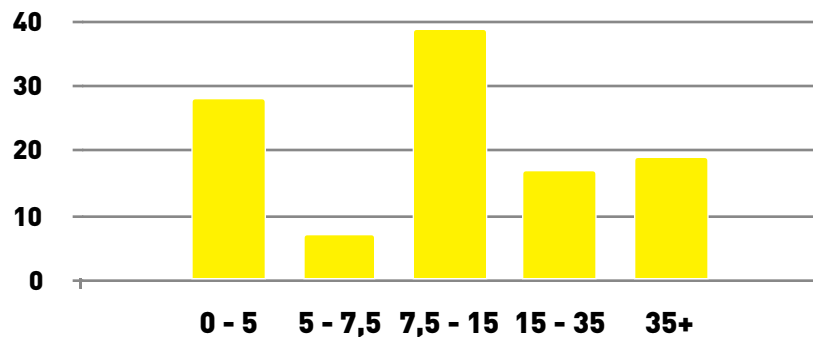
## AGE



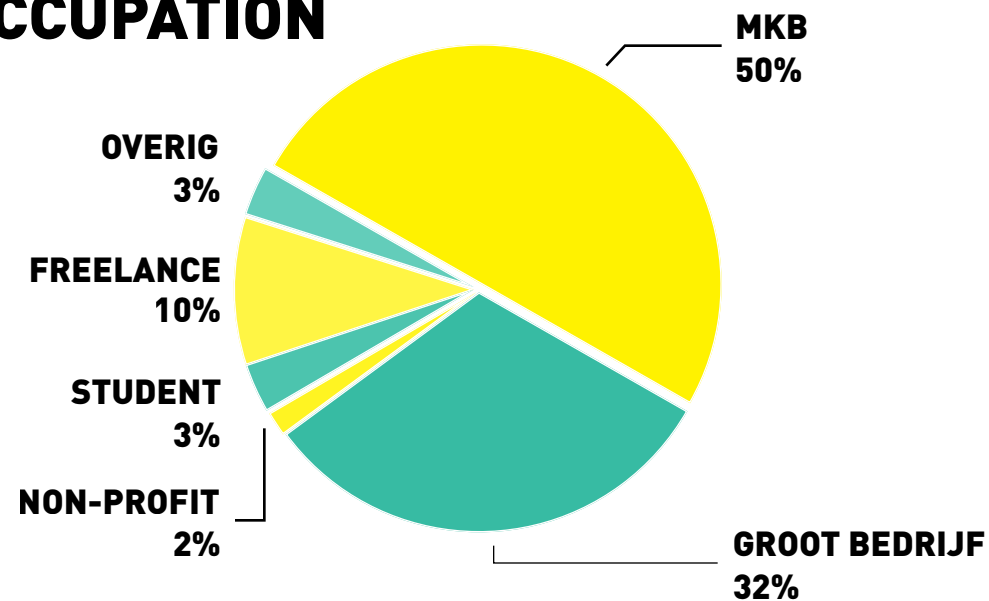
## GENDER



## DISTANCE TO WORK

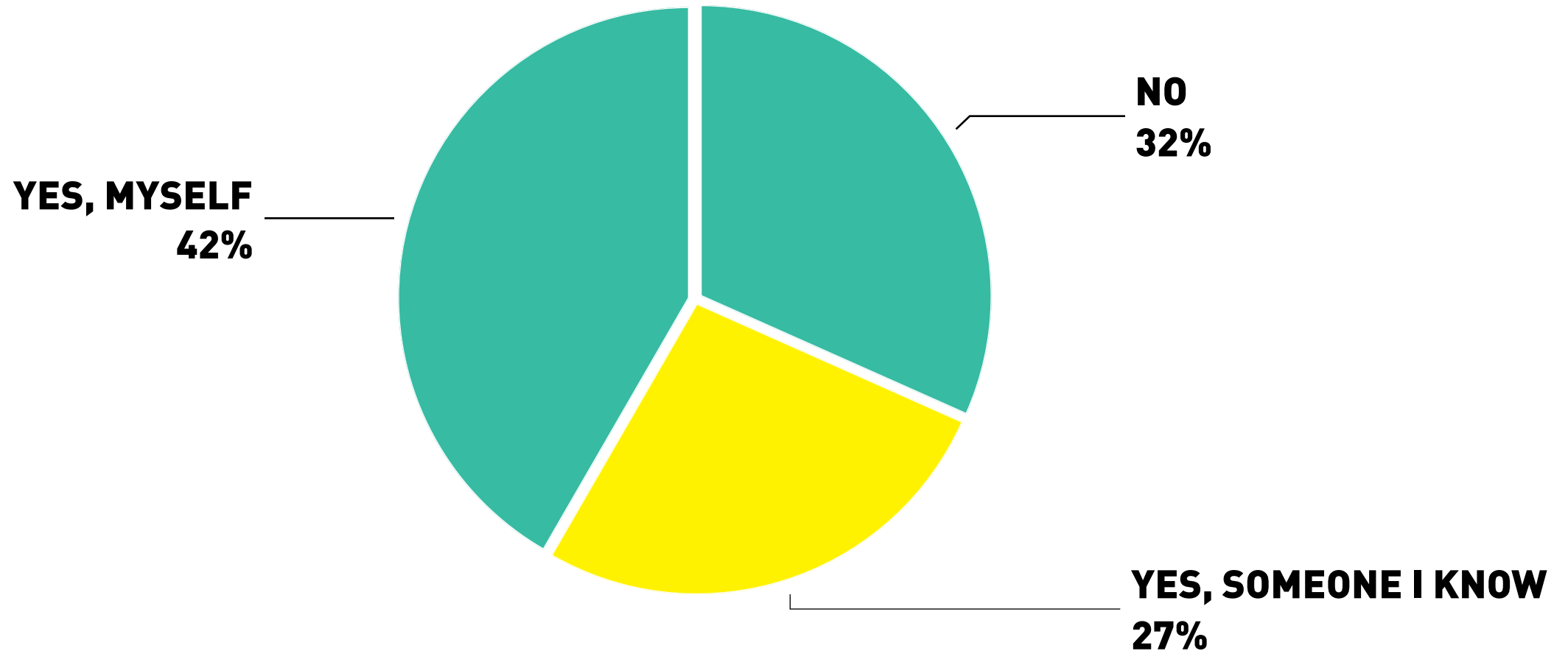


## OCCUPATION



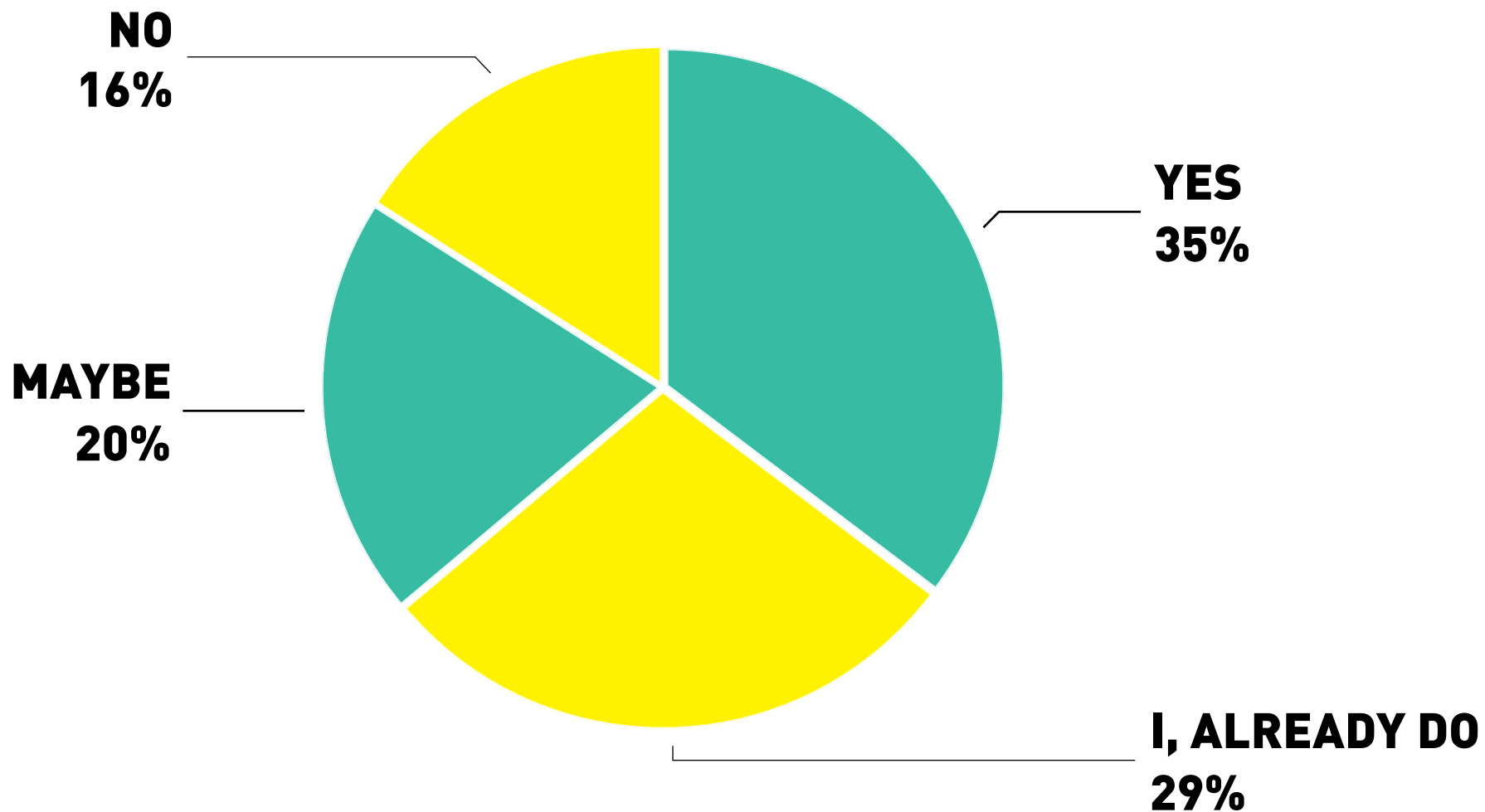


# EXPERIENCE WITH MENTAL HEALTH PROBLEMS



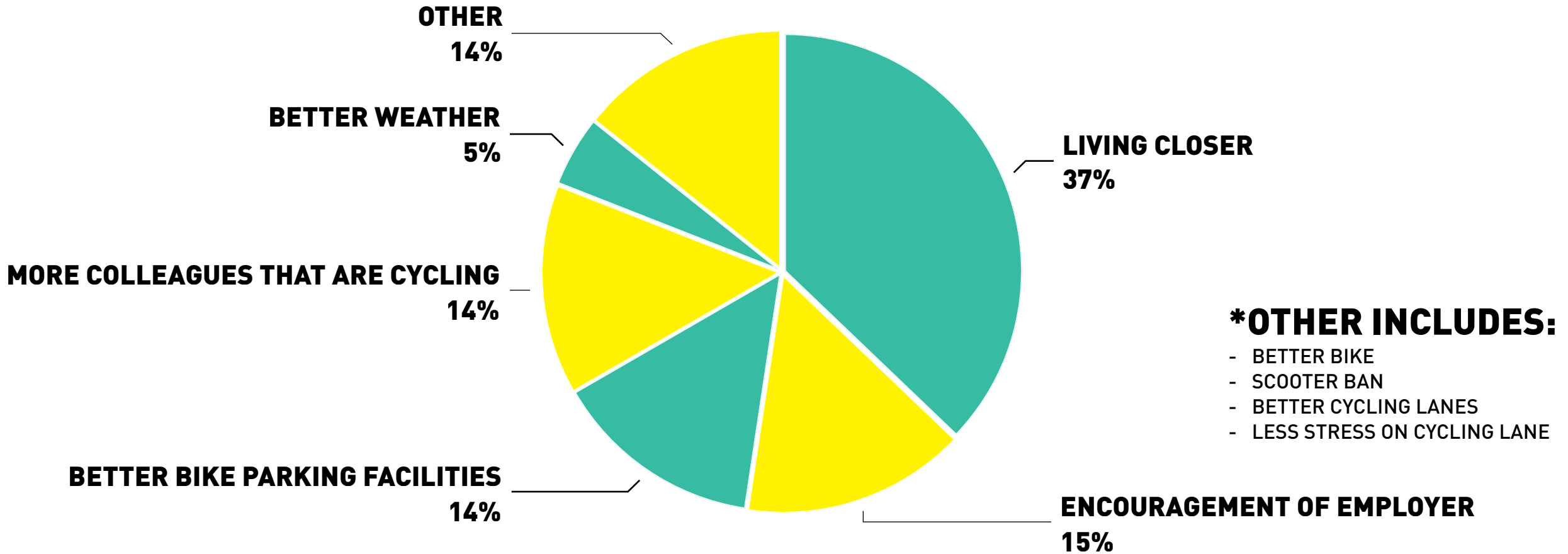
NOW THAT YOU KNOW ABOUT MENTAL HEALTH BENEFITS.

# WOULD YOU CYCLE MORE OFTEN?



INCENTIVE;

# WHAT WOULD IMPROVE THE JOURNEY?



Amsterdam Zuid **M**



**AKO**

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**GO  
CYCLING**

**CYCLING REDUCES  
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**GO  
CYCLING** 

[go-cycling.org](http://go-cycling.org)





2018: TESTED IN AMSTERDAM

**NEXT STEPS:**  
GLOBAL ROLL OUT VIA  
BICYCLE MAYOR NETWORK  
CONNECTED TO BYCS TO WORK

**LEARN MORE AT: [BYCS.ORG](http://BYCS.ORG)**



**GO  
CYCLING**