



## Bikes check Oregon obesity

**State is only one in U.S. to not increase rate of obesity**

from *www.CNN.com*

Study shows that bike commuting is the kind of daily activity that may be why Oregon is the only state in the nation where obesity rates stabilized in the past year.



According to the study, released August 23, by the Washington, D.C.-based Trust for America's Health, the percentage of overweight Oregonians held steady at 21 percent last year.

What makes Oregon different is its emphasis on urban design, which encourages outdoor activities like biking to work, the study's authors said.

Ten percent of Portland residents pedal to the office on a system of bike paths that crisscross the city like arteries, just as they do in Boulder, Colorado — another bike-friendly metropolis, located in the leanest state in the nation. Only 16.4 percent of Coloradans are obese, according to the study.

"The solution to obesity is not that everyone should run a marathon," said Michael Earls, co-author of the study. "It's the little things that begin to make a dent in the problem, like taking the stairs instead of the elevator or riding your bike to work."

If a city or town is built in such a way that it forces residents to drive long distances, instead of walking or cycling, then physical activity becomes something that has to be planned rather than an activity which can be woven into the fabric of everyday life, he said.

Some employers in Portland provide financial incentives, such as a cash bonuses each month for employees who choose to bike to work.

*continued on page 2*

## CHALLENGE YOURSELF

The 2005 Bike Commute Challenge is just a week away! From September 1 through September 30, ride your bicycle to work and reap some sweet rewards!

When you ride your bike to work during the challenge, you'll be getting a work out, decreasing your stress levels, improving air quality, AND helping your company rise to the top in a friendly competition - workplace against workplace - to amass the highest percentage of trips by bike during the month.

500+ workplaces are taking the Challenge!

What's in it for you as a biker? Everyone who rides at least seven days during the month is eligible to receive 10% discounts on bike gear and parts from participating bike dealers. \*\*NEW for this year, the discount for bikers is available in September instead of October, to make it easier to get outfitted for a month of comfy commuting during the Challenge!

Register and find out more about discounts, tips, etc at: <http://www.bikecommutechallenge.com/bcc05>

If you registered on the website last year, use your login and password from last year. You can create a new password on the "Log In" page of the website.

**The Company Code is BCG.**

<http://www.bta4bikes.org>

*Opening minds and roads to bicycling*

**"We have pretty much come to assume that the motor vehicle's destructive dominance of public space is the natural order of things, just as New Yorkers a century ago assumed cholera epidemics, tenement fires and child labor were inevitable and unavoidable products of big-city life."**

— Aaron Naparstek, Columnist, New York Press

<http://tinyurl.com/awzxm>

*continued from page 1*

Another factor that might explain Oregon's static obesity rate is healthier eating. According to the U.S. Department of Agriculture, the number of farms in Oregon increased by about 50 percent from 1974 to 2002, a period when many farms across the country were going up on the auction block.

As a result, Oregon's cities have seen an incredible increase in the number of farmer's markets.

The study, however, has its critics, including state epidemiologist, Melvin Kohn, who said that while the findings look impressive on paper, nearly 59 percent of adult Oregonians are classified as either "obese" or "overweight."

(That's almost two-thirds of Oregonians, which means we need to get more of them on bikes!)

Find the CNN article at: <http://www.cnn.com/2005/HEALTH/diet.fitness/08/24/obesity.oregon.ap/index.html>



## Amusing Bike Dictionary

<http://www.bikereader.com/solo/glossary.html>

Such wonderful definitions as: CRITICAL MASS. Business as usual on the roads, unless everyone happens to be on bikes, at which point it becomes news. Generally described in the media as good natured until a few bad apples start getting too in-your-face about it.

## Hot Cakes on Wheels

from *Centerlines*

-> According to an Aug. 3rd Planet Ark article, "The struggling US automobile industry may do well to take some lessons from its non-motorized brethren because bicycles are selling like hotcakes. Americans purchased more bicycles than new cars and trucks combined in the past year — and all without employee discounts or zero-percent financing. 'Our sales have almost tripled in the last couple of years,' said Bob Ippolito, executive vice president at Pacific Bicycle, the largest bicycle distributor in the United States.



"The company, which is owned by Canadian Dorel, sold 5 million bicycles last year, ranging in price from \$50 to several thousand dollars. 'Sales are the best we've had in five years,' said Ron Lippner, vice president of Cadillac Bicycle at Kent International, a private company that manufactures and sells more than 1 million bikes a year. Lippner was unable to provide company sales figures. 'This exceptional year has a lot to do with Lance Armstrong's success from beating cancer and his cycling events — a lot of people are trying cycling again,' he added..."

Source: <http://tinyurl.com/7l697>

Archive search: <http://tinyurl.com/bnu2g>

Title: "Bicycles Selling Like Hotcakes in US Stores"

Author: Rasha Elass



**BIKE TO WORK!**



The Bike Commuters Group (BCG) promotes bicycling as a healthy mode of transportation that benefits individuals and the environment. For more information about the BCG or to find ways to get involved, contact us at [bike@ohsu.edu](mailto:bike@ohsu.edu) or visit our website at [www.ohsu.edu/bike/](http://www.ohsu.edu/bike/).