Melbourne Blue Bike Program

For the following task go to http://www.melbournebikeshare.com.au/

Unit 3 AOS 1 OC 1 Changing Behaviour & the Social-ecological model

1. **Fully explain what the Melbourne Bike Share program is.** (250 words)

2. **Does the Melbourne Bike Share program fall under a social ecological approach?**
   Explain with reference to the multiple levels of influence. (100 words)

3. **Fully explain each level of the social ecological approach and how the Melbourne Bike Share program meets each level?** (250 words)

4. **How would the government know if the program is a success?** (100 words)

5. **Fully explain how the government could collect data on the use of the Melbourne Bike Share program.** (100 words)

6. **Other than the Melbourne Bike Share program, design a program or initiative that would increase physical activity levels of people in the city. Ensure that your program is in accordance with the Social-Ecological Model of behaviour change and that you explain how your program achieves each level.** (500 words)