

America Walks and the Walking Movement

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America Walks
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Today's Agenda

Introductions and Welcome

About America Walks

How to Create Change

How to Talk About Walkability

Get Involved!



Introductions and Welcome

At Your Table

- Introduce Yourself: Name, Where You're From, Affiliation
- Describe a recent walk you took
- What made the walk memorable?



How Does This Translate Into Walkability

- is a measure of how friendly an area is to walking
- Factors influencing **walkability** include the presence or absence and quality of footpaths, sidewalks or other pedestrian rights-of-way, traffic and road conditions, land use patterns, building accessibility, and safety, among others.

Why Walkable Communities Matter



GHSA Education Campaign

Pedestrian Fatalities

6,227

Killed in 2018, up from almost 6,000
in 2017

Obese Adults in the US

93.3 million

As cited by 2015-2016 CDC Data

Multiple Health Benefits of Walking

- Prevents chronic disease
- Prevents multiple types of cancer
- Helps manage disease symptoms
- Reduces or Prevents Depression
- Reduces social isolation
- Promotes economic vitality

Walking as a Means to Address Obesity

Easy way to start and maintain an active lifestyle

- Inexpensive
- Can be done year round
- Most people are able to walk or move with assistive devices

Common form of physical activity

- 62% of U.S. adults reported walking in the past week
- Adults who walk are 3 times more likely to meet the aerobic guideline

Multipurpose

- People can walk to get some place, have fun, socialize, walk the dog, or exercise
- 50% of U.S. adults walk during their leisure time and 29% walk for transportation

Benefits communities

- Improved walkability can:
 - Make communities safer
 - Support social cohesion
 - Reduce air pollution
 - Benefits local economies



About America Walks



AMERICA *WALKS*

America Walks advances safe, equitable, accessible, and enjoyable walking and moving conditions by empowering people and communities to effectively advocate for change.

Photo Credit: Dan Burden, Blue Zones

About Our Organization

America Walks is a national nonprofit organization dedicated to creating more walkable and livable places. We work with a diverse coalition of partners by sharing resources, providing technical assistance, and acting as a national voice for the thousands of passionate local, state, and national advocates. Now celebrating over 20 years, we continue to expand our advocacy and programming to position walking as a national priority.

Our Vision

By 2030, streets and neighborhoods in all American communities are safe and attractive public places that encourage people of all ages, abilities, ethnicities, and incomes to walk and move for transportation, wellness and fun.

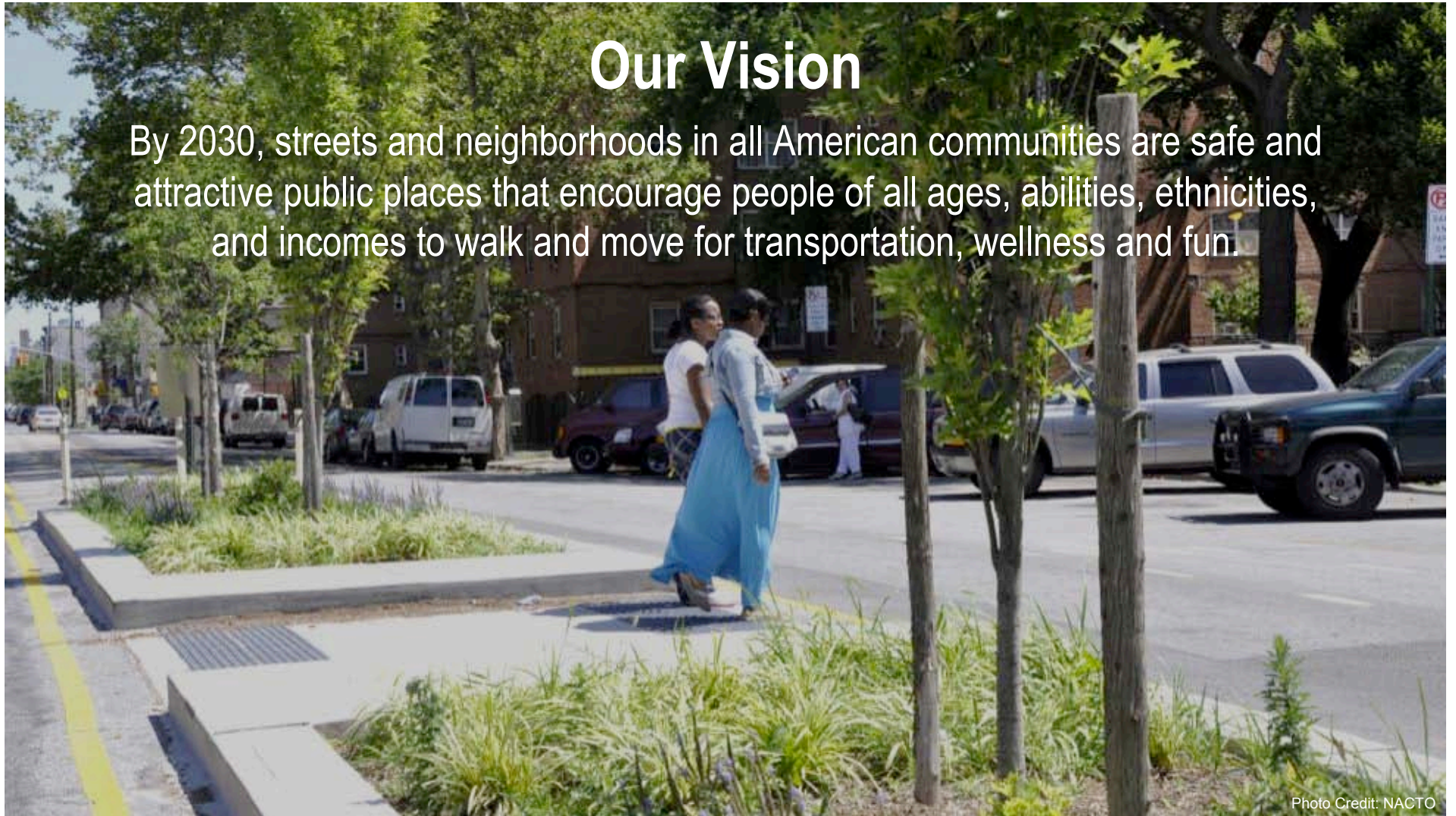


Photo Credit: NACTO

Our Reach

America Walks' reach extends to all 50 states, Puerto Rico, and the US Virgin Islands. We are constantly exploring new ways to grow and engage our network.



Network of Over
30,000 Advocates

700

Local, State and
National
Allied Organizations



27 Microgrants
Awarded Nationwide
in 2018



Webinars and Online
Trainings
13,967 Registrations
for 17 Webinars in 2017



Our Work

- Webinars and Trainings
- National Walking Summits
- Walking College
- Federal Advocacy
- Community Change Grants
- State Walking Networks

The Walking College

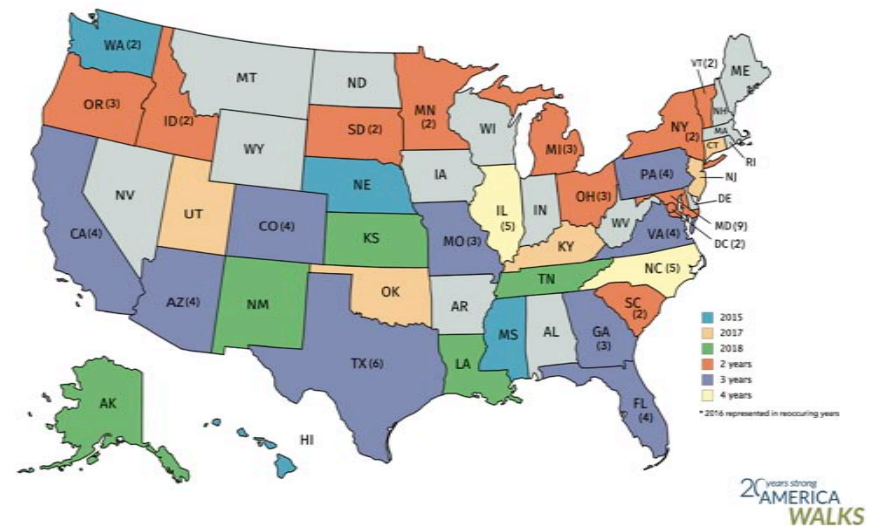
Interactive, online, educational program for walkable community advocates

Fellows come from professions such as public health, transportation, education, and advocacy

Four classes with almost 100 Fellows graduated since 2015

Fellow take their Walking Action Plans back to the community with the support of America Walks and their classmates

Walking College Fellows



Success from the Field





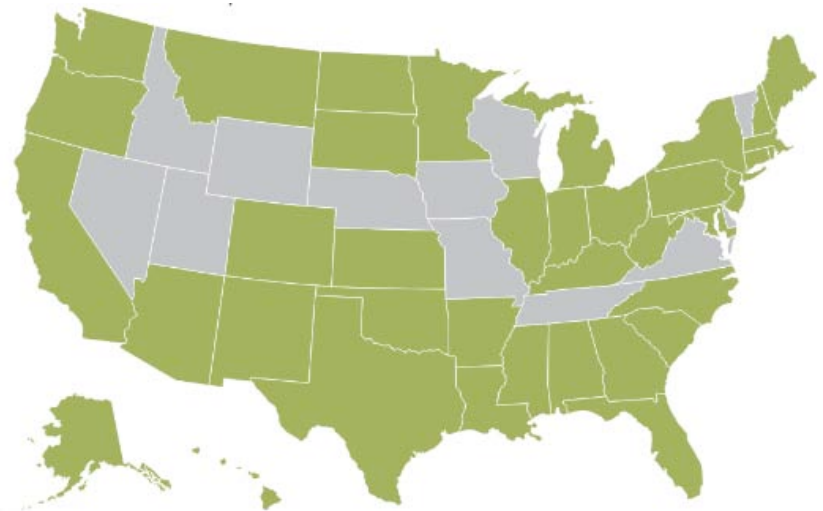
Community Change Grants

Launched in 2015 and applications now open for its fourth year

Small catalytic grants between \$1,500-\$2,500

Funded projects walking and benefits of walkability in communities, work to grow the walking movement by engaging people and organizations new to the efforts, and take steps towards creating a culture of inclusive health.

Almost 75 grants awarded nationwide







America Walks Community Change Model



Informed People

- Host a walking audit or other community event
- Look for opportunities to present at city meetings or community events
- Invite people to take a walk!

Urgent Reasons

- Look for opportunities to address health and safety disparities in your community
- Frame the issue as people-first
- Add walkability lens to other issues



Committed Decision-Makers

- Engage local elected officials and business owners
- Frame walkability as an economics issue, health issue, safety issue, etc.
- Make it a ballot issue!

Broad Based Community Support

- Engage non-walking groups on walkability
- Partner with existing campaigns and efforts
- Use events to drive traffic



Realistic Targets for Change

- Don't wait for the final result
- Start small
- Consider tactical urbanism projects

Funding & Financing Plans

- Prioritize investments
- Include in Plans



How to Talk About Walkability

Messages that Work (Hint: It's not Health)



Walk More. Connect More.

We all know that walking is one of the best ways to stay healthy. It's also one of the best ways to connect with others. There never seems to be enough time to enjoy friends and family. By walking with them, we get to catch up and refresh our minds, and the physical benefits add up, too. Invite a friend or your partner for an after-dinner walk, take care of weekend errands with your family on foot, or invite neighbors to start a casual walking group. Along the way you'll build strong bonds and memories. Walk more. Connect more.

What DOES Work

Walking builds relationships between families, friends, neighbors

Keep it positive

Get creative!

Use credible sources and voices

Make sure people recognize themselves

Meet people where they are



Stay True to Yourself



Creating an Identity

Know who you are and what you're selling

Know when to speak up and when to stay silent

You might mean different things to different people



Getting the Word Out



E-Communications

Who are you going to talk to?

How are you going to talk to them?

Who is going to be doing the talking?


[Click Here to Support Walkable Communities](#)

20 years strong AMERICA WALKS

July 2017


Where the sidewalk ends

America Walks' Emilie Bahr finds disturbing signs that one of the nation's largest cities still considers people subservient to the automobile. As she explored Houston earlier this month, she came face to face with examples where the burden for achieving safe conditions falls squarely on the shoulders of the most vulnerable users in the equation. [Read more about her experience here.](#)



New Orleans Mayor Calls for Addressing Climate Change Through Walking

As many cities across the country consider ways to take action to combat climate change, the mayor of one of the nation's most climate-imperiled cities and the newly-appointed head of the U.S. conference of mayors has outlined a strategy for his city that involves cutting automobile trips by 50 percent by boosting walking, biking and transit. [To read more about how walkable communities can support sustainable cities, read our](#)



New Orleans Mayor Mitch Landrieu has outlined a new climate action plan that includes reducing auto trips by 50 percent by 2030.

Social Media

Every organization—no matter how big or small—should have at least one social media account or page.

Facebook

- Share, share, share: links and photos
- Create Events
- Post and reply

Twitter

- Tweets: Keep your tweets focused and relevant to your audience.
- Mobile Tweeting: Ask volunteers and attendees to tweet while at events.
- Don't forget your hashtags, links, and photos

Social Media

Instagram

- Show (don't tell) your story: Post photos or videos that illustrate your organization's story visually.
- Be a follower: Engage by following other organizations and individuals you admire or support, and 'like' and comment on their posts.
- Locate, engage, and grow your network

LinkedIn

- Share Links
- Connect: Connect to local policy makers and the media as well as other advocates in your area.
- Share updates: Let your connections know about your organization's updates by posting to your LinkedIn feed.
- Invite

Avoid and Call Out Victim Blaming

- Important in creating a culture of safety
- All have the responsibility to be vigilant
- Use of language and descriptors
- Who/what is actually responsible?





Taking the Next Step – Get Involved!

Connect with America Walks

- Find us online, on social media, and sign up for our newsletter
- Improve skills and funding with our webinars, Walking College, and Community Change grants
- Find us tomorrow to become a Walk Audit Leader
- Take a walk!



Contact Us

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