

Step It Up! The Surgeon General's Call to Action on Walking and Walkable Communities

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STEP IT UP! The Surgeon General's Call to Action to Promote Walking and Walkable Communities

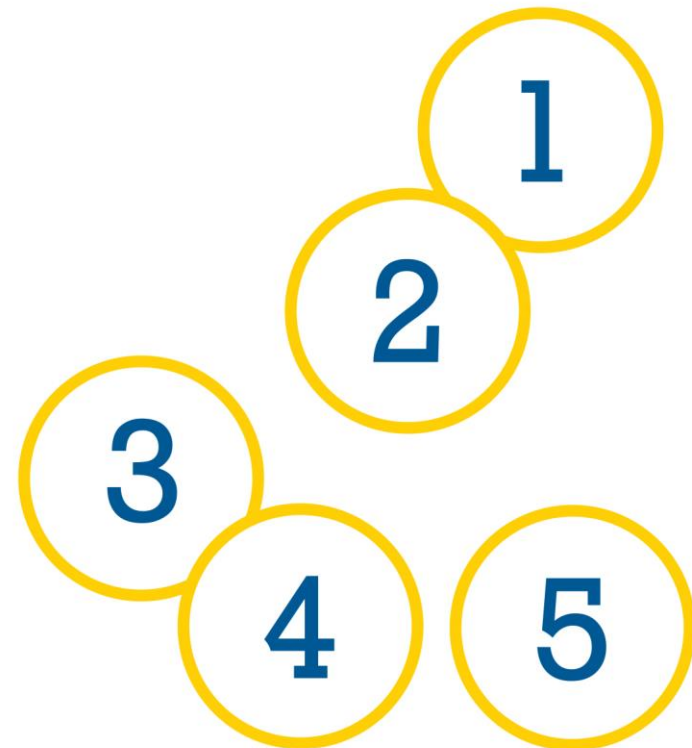
Susan A Carlson, PhD

Centers for Disease Control and Prevention
Division of Nutrition, Physical Activity, and Obesity
Physical Activity and Health Branch





Goals of the Call to Action





1

Make walking a national priority

- Encourage people to promote walking and make their communities more walkable.
- Create a walking movement to make walking and walkability a national priority.



Families and Individuals

Social Support

Community Engagement



Amplify existing national and federal efforts

- *National Physical Activity Plan*
- Healthy People 2020
- Designed to Move
- Every Body Walk!
- National Prevention Strategy
- Safer People, Safer Streets initiative
- *Let's Move!* campaign
- *Go4Life* campaign

Cross-Sector Collaboration





2

Design communities that make it safe and easy to walk for people of all ages and abilities

- Design and maintain streets and sidewalks so that walking is safe and easy.
- Design communities that support safe and easy places for people to walk.



Examples of Actions

- Improve traffic safety
- Keep places to walk free from hazards
- Adopt supportive community planning, land use, development, and zoning policies & plans
- Locate places within walkable distance of each other
- Support safe and easy-to-use public transit systems



3

Promote programs and policies to support walking where people live, learn, work, and play

- Promote programs and policies that make it easy for students to walk before, during, and after school.
- Promote worksite programs and policies that support walking and walkability.
- Promote community programs and policies that make it safe and easy for residents to walk.



Examples of Supports

Schools

- Walk-to-school programs
- Recess and physical education
- Walking activities throughout the day
- Shared use agreements



Worksites

- Signs and maps
- Access to facilities and programs
- Walking clubs or competitions
- Policies and incentives



Community

- Access to locations
- Programming that addresses barriers such as physical limitations, safety concerns, and cost



4

Provide information to encourage walking and improve walkability

- Educate people about the benefits of safe walking and places to walk.
- Develop effective and consistent messages and engage the media to promote walking and walkability.
- Educate relevant professionals on how to promote walking and walkability through their profession.



Examples of Actions

Health Care

- Obtain training in behavioral counseling as part of accreditation
- Track patients' physical activity levels
- Offer physical activity counseling, especially to those at high risk

Education

- Integrate walking into school and university curricula across majors
- Educate pedestrians about walking safely
- Offer continuing education to promote interdisciplinary training

Media

- Provide public education and awareness campaigns
- Link media campaigns with other activities
- Use relevant channels to reach specific audiences





5

Fill surveillance, research, and evaluation gaps related to walking and walkability.

- Improve the quality and consistency of surveillance data collected about walking and walkability.
- Address research gaps to promote walking and walkability.
- Evaluate community interventions to promote walking and walkability.



Examples of Actions

Surveillance

- Develop feasible tools and methods to measure walkability
- Regularly conduct surveillance of walking and walkability
- Make user-friendly data easily available

Research

- Determine what aspects of approaches are most important
- Identify which interventions work best in different settings and communities
- Determine costs and cost benefits

Evaluation

- Include plans and resources for evaluation
- Use real-time results to improve implementation
- Create a mechanism to broadly share results, best practices, and tools

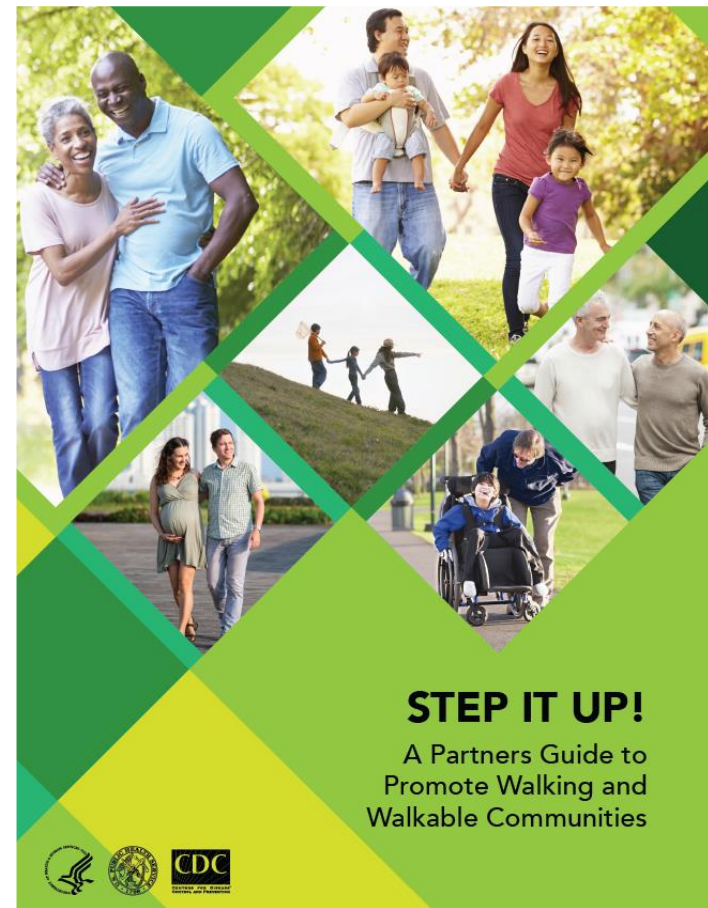
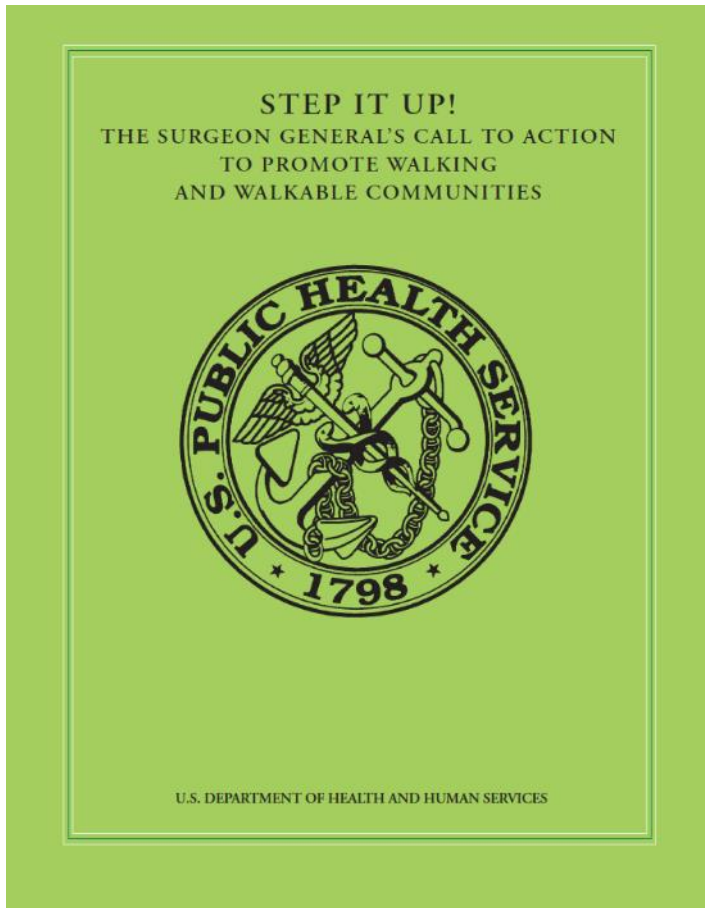


From the Surgeon General U.S. Department of Health and Human Services



“Walking for better health may seem simplistic, but sometimes the most important things we can do are also the easiest and the most obvious. It’s time to step it up, America! The journey to better health begins with a single step.”

For More Information



www.surgeongeneral.gov/stepitup

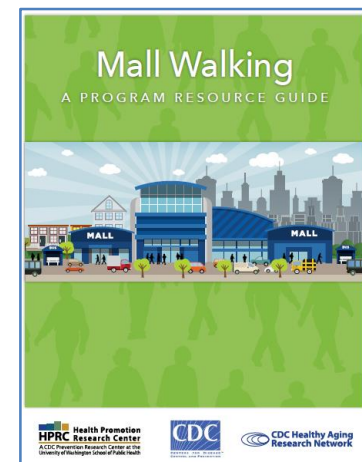


Division of Nutrition, Physical Activity, and Obesity



Relevant Project Investments

- Partnerships
- Expert Panels and Networks
 - Future of Physical Activity Surveillance
 - PAPRN+
- Trainings
 - Action Institute
 - Physical Activity and Public Health Course
 - America Walks Walking College
- Toolkits and Guides
 - Mall Walking: A Program Resource Guide
 - State Focused Guidance Documents



Moving Forward

- Local-level needs
 - On-the-ground implementation
 - Community and state-level guidance
- Communication
 - Message and campaign development
 - Cross-sector training
- Evaluation and measurement
 - Evaluation of what works
 - Assessment of additional benefits and cost
 - Walkability measurement and monitoring





Thank you!

The findings and conclusions in this presentation are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.



Every Body Walk! From Campaign To Movement

Tyler Norris, MDiv.

Vice President, Total Health
Kaiser Permanente

GIH Webinar
September 17, 2015

Every Body **WALK!**

Two Goals: Walking and Walkability



Increase number of people who walk

Build demand for behavior change; more adults obtaining 30 min/day of physical activity



Increase access to safe places to walk

Build supply of accessible places to practice active transit to work, school, and play

Walking as a Social Movement

- **Everyone is invited**
- **Work on multiple fronts** to change practices, behaviors, policies and cultural norms
- **Clarity of purpose** and clear set of values
- **Meaningful points of entry** for individuals and organizations
- **Distributed action** by leaders of movements build relationships, capacity, capability and embrace emerging opportunities



Why: Health Benefits of Physical Activity

- Powerful tool for prevention and treatment of obesity, chronic diseases
 - Linear relationship between physical activity and health status
 - Association between disease and inactive way of life persists in every population subgroup
- Major public health problem of our time
- Simple act of walking is a primary antidote

Rx = 30 minutes a day x 5 times a week (60 min for kids, every day)

Makes you healthier and happier!

BOOSTS ENDORPHINS
EASING STRESS, TENSION, ANGER, FATIGUE, AND CONFUSION IN TEN MINUTES

REDUCES GLAUCOMA RISK

HALVES ALZHEIMER'S DISEASE RISK
OVER 5 YEARS

LIMITS SICKNESS
BY HALVING ODDS OF CATCHING A COLD

IMPROVES HEART HEALTH
BY INCREASING HEART RATE AND CIRCULATION

WORKS ARM & SHOULDER MUSCLES

ENGAGES AB MUSCLES

IMPROVES BLOOD PRESSURE
BY FIVE POINTS

BUILDS BONE MASS,
REDUCING RISK OF OSTEOPOROSIS

LIMITS COLON CANCER
BY 31% FOR WOMEN

STRENGTHENS LEGS,
INCLUDING QUADRICEPS, HIP FLEXORS, AND HAMSTRINGS

IMPROVES BALANCE

BURNS MORE FAT
THAN JOGGING

ONLY 30 MINUTES A DAY,
5 TIMES A WEEK CAN MAKE YOU
HEALTHIER AND HAPPIER.

Every Body WALK!
The Campaign to Get America Walking

WWW.EVERYBODYWALK.ORG

Why Else: Complementary Benefits



Multi-Faceted Approach to Create a Movement



Exercise as a Vital Sign: From Clinic to Community

Exercise As Vital Sign, Exercise Rx

The screenshot shows the Epic EMR interface for a patient. Key information includes:

- Demographics:** MRN, Age, Sex, PCP, Allergies (Sulfa Class, Acarbose, 5-alpha Reductase), Alert, Spec Feed, Ip.org, Inactive.
- Exercise Vitals:** Date: 4/30/20, Time: 1149.
- Exercise Level of Effort:** Days per week of moderate to strenuous exercise (like a brisk walk) with a scale from 0 to 7. On average, minutes per day of exercise at this level with a scale from 10 to 120 or greater.
- Medication Documentation:**

Current Prescriptions	Taking?	Start Date	End Date
ATENOLOL 100 MG ORAL TAB TAKE 1 TABLET ORALLY DAILY		Provider:	
ATENOLOL 100 MG ORAL TAB 1 TAB PO DAILY		Provider:	

Ask the questions → EMR

Brief discussion → Rx

Recommend 150 min moderate /
strenuous exercise / week
(300 min for kids)

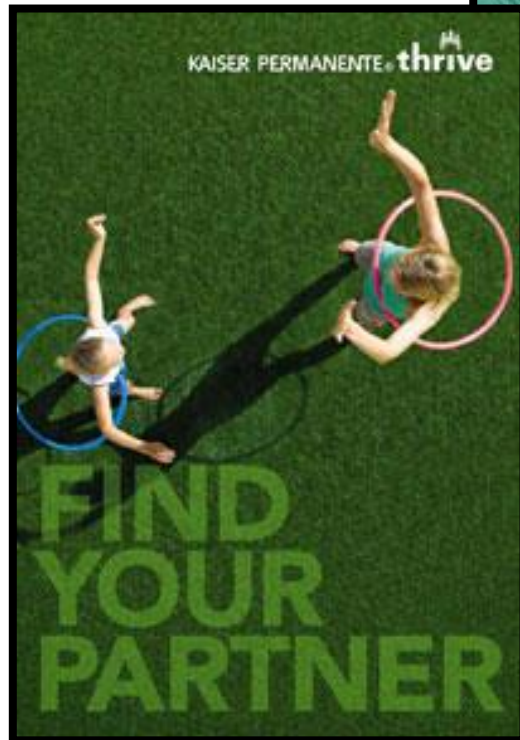
Tools, Tips, Locator, and Support

The screenshot shows the Every Body WALK! website. Key elements include:

- Header:** Logo for 'Every Body WALK!' with the tagline 'THE CAMPAIGN TO GET AMERICA WALKING'. Navigation links: HOME, READ, WATCH, ACT, COLLABORATIVE, PARTNERS, DOCUMENTARY. A search bar and 'GET THE APP' button are also present.
- Video Player:** A video titled 'Walk This Way - Safe Routes To School: Getting Children Walking'. The video shows a family walking on a sidewalk.
- Experts Section:** Features a profile for Bob Sallis, MD, a family physician and sports medicine expert who encourages patients to take charge of their health by exercising.
- Latest Headlines:**
 - Beating Back the Risk of Diabetes:** This year, nearly two million American adults and more than 5,000 children and adolescents will learn they have a potentially devastating, life-shortening, yet largely preventable disease: Type 2 diabetes.
 - The Expanding American Waistline:** Average waist circumference — but not body mass index — increased significantly in the United States between 1999 and 2012, a new study reports.
 - Taking short walking breaks found to reverse negative effects of prolonged sitting:** An Indiana University study has found that three easy — one could even say slow — 5-minute walks can reverse harm caused to leg arteries during three hours of prolonged sitting.
- Featured Stories:** Includes a story titled 'Why a Brisk Walk Is Better'.

Integrate walking into daily life

Find your purpose, your partner, your passion



Name: _____ Age: _____
Date: _____

Walking Rx

Recommended activity level: moderate intensity

Minutes per day: 30 minutes

Number of days per week: 5 or more

Intensity: Hard enough that you can't sing, but not so hard you can't talk during exercise.

Stop: If you experience chest pain, excessive shortness of breath or feel ill.

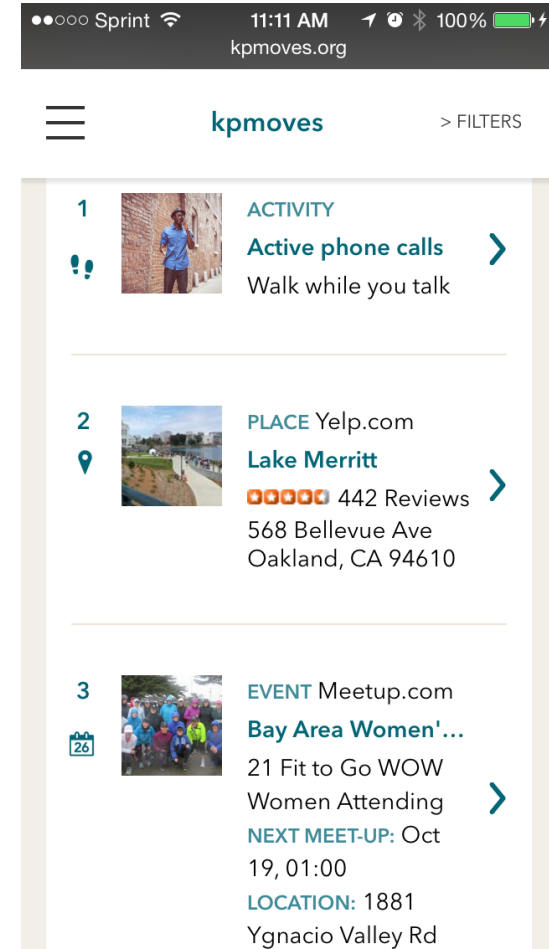
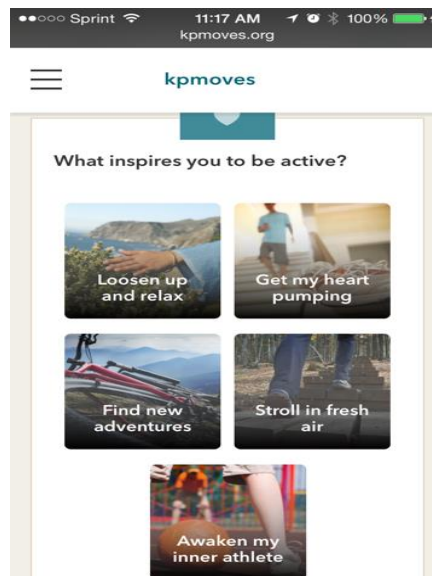
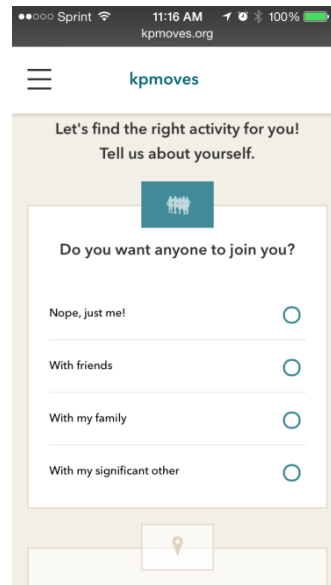
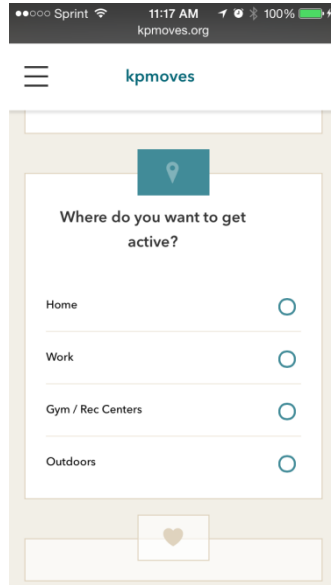
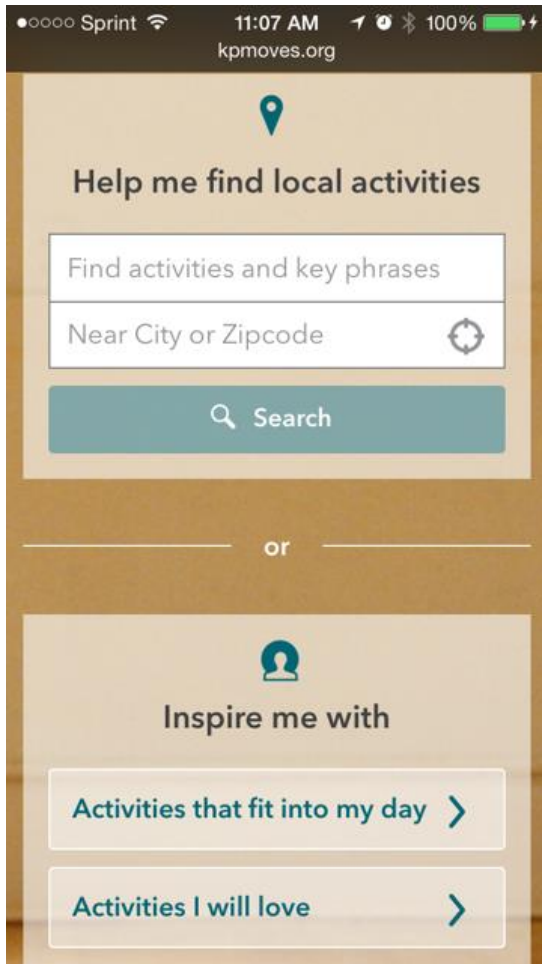
Signature: _____

Every Body WALK!
everybodywalk.org



KPMoves.org – Physical Activity Resource Locator (Mobile)

■ A few clicks...



Spreading and Scaling Up to Greater Reach & Impact

Engaging all our stakeholders:
employees, physicians, members,
customers, partners,
communities, and the nation...

Bring to market / build the movement

KP
Walk!

Every Body
Walk!

Exercise as
a Vital Sign
& Every Body
Walk w/ a Doc

HealthWorks

Fire Up
Your Feet

Every Body
Walk!
Collaborative

*Started in 2010 with a public awareness
campaign on the health benefits of
walking and internal programs....*

Every Body Walk! Collaborative

- **A partnership of coalitions, organizations, businesses, advocacy groups associations, and influencers**
 - **Changing culture to make walking the new normal**
 - **Changing built environments so that neighborhoods and communities are more walkable**
- **America Walks is the “backbone organization” for delivering collective impact at scale**
- **Engages over 150 national and local partners in building walking and walkability into their strategic priorities, and coalescing constituency**



Every Body **WALK!**

Mission & Charter

COLLABORATIVE CHARTER

Our Guiding Document:
Defines unique identity, purpose and vision



WHO WE ARE:

A partnership of diverse organizations dedicated to making walking and walkability* a valued part of every community.

OUR COLLABORATIVE COMMITMENT:

- Promote walking and walkability initiatives
- Empower champions
- Push for safe, accessible and inclusive places to walk

WE DO THIS BY DRIVING BEHAVIORAL, BUILT ENVIRONMENT AND CULTURAL CHANGE THROUGH:

- Messages that effectively communicate the multiple benefits of walking and walkability
- Resources and materials to support walking movement leaders across the nation
- Translation of knowledge into action and focusing future research

PRIORITY ACTIONS

- Serve as a network for resource sharing and collaboration
- Frame the message(s) to be used across the movement
- Serve as a national voice to drive resources

Strategic Plan

Our defined plan of action: Our vision and the goals that frame our plan

Every Body **WALK!**

2020 VISION:

All Americans walk or roll enough to get a health benefit

All Americans demand safe, attractive, convenient places to walk

All 50 states have effective and visible champions & organizations comprising a powerful national network

Every town, city and community type in the nation offers places where walking or rolling is safe, easy and routine

GOALS:

- Increase knowledge and awareness of the benefits, co-benefits and “how-to” of walking and walkability; motivate action
- Increase demand for places that make walking safe, easy and accessible
- Improve and facilitate coordination among local, regional, state and federal efforts that are creating walkable spaces
- Increase the number of places where walking is safe and easy



WALKING *and* **WALKABLE PLACES**
are routine parts of **AMERICAN CULTURE**

Every Body Walk!

A few of our Partners

AMERICA
WALKS



KAISER PERMANENTE®



— NATIONAL —

WALKING

— SUMMIT —

October 28 – October 30, 2015
Washington, DC

Register Today At
www.walkingsummit.org



Application for Every Body Walk! Micro Grants

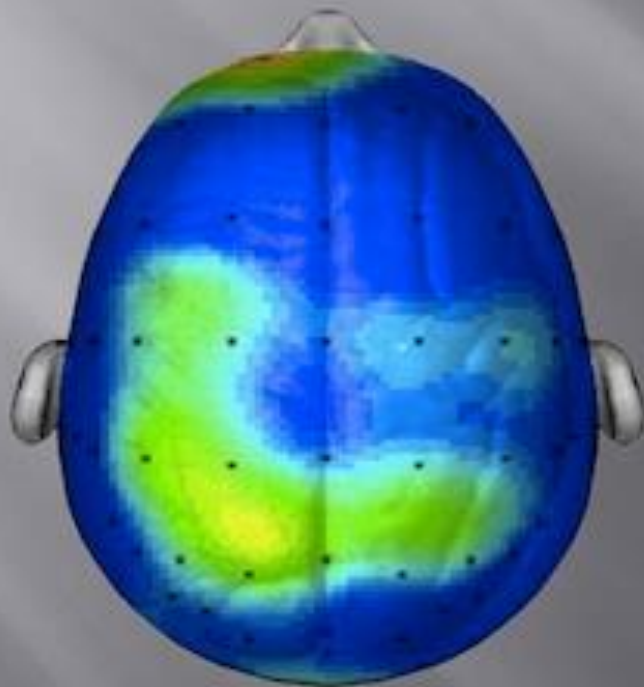
Due to the decades of engineering dominated by the needs of the automobile, most communities do not lend themselves to safe, convenient, accessible and routine walking. Reversing past designs and creating the conditions for safe, inclusive and routine walking is complex, requires collaboration across a variety of disciplines and city departments and takes time. To make and keep walking and walkability a priority in neighborhoods and communities, we need a strong, connected group of local activist and dedicated organizations. America Walks and the Every Body! Walk Collaborative is working to support and grow these advocates.

Eligible micro grant activities fall into two broad categories:

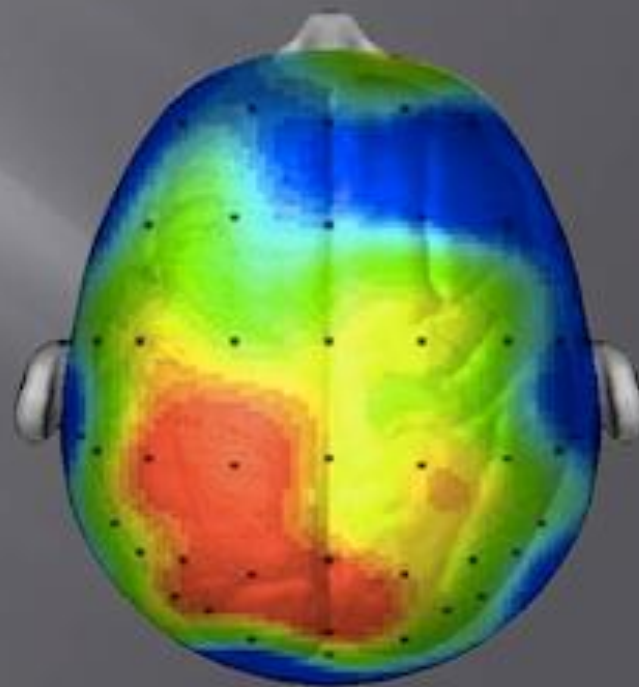
1. Focus on strengthening or elevating community-walking programs, and
2. Fortifying the policies, systems and environments that create walkable places.

* Required

BRAIN AFTER SITTING
QUIETLY



BRAIN AFTER 20 MINUTE
WALK



Research/scan compliments of Dr. Chuck Hillman University of Illinois

- More webinars on this topic?
- New topics you want to tackle or learn more about?
- Innovative work that you want to share?
- A question you want to pose to your colleagues?

Contact us at heal@gih.org