Connecting social movements to create change: Walkability and Children’s Nature

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Why I care
Complementary Benefits (co-benefits)

Walking & Walkability

- Connectivity
- Health
- Cost Containment
- Environmental Sustainability
- Workforce Wellness
- Economic Vitality
- Parks, Recreation & Open Space
- Social Equity & Democratic Engagement
- Improved Security & Safety
- Academic Performance

Kaiser Permanente
America Walks

• 20 year old organization
• Devoted to supporting, developing and improving the effectiveness of local, state and regional walkability advocates and champions
• Only national organization exclusively devoted to making America a great place to walk
• Network of >30K people and organizations
Growing a Movement

- 1997
  Six organizations focused on pedestrian concerns formed America Walks
- 2007 ~ 7000 interested partners
- 2017 > 30K (over 300% ↑) interested partners
- 46 Statewide bike/walk or walk advocacy organizations
As communities become great for walking, they become safer, healthier, and more economically vibrant. Join us for our latest webinar to learn more! And if you choose to donate and be part of our campaign, Learn More.
Education and Training

• Webinars covering a variety of topics
  – Exploring the Great Outdoors
  – Walking and Walkability in Rural communities
  – Advancing Neighborhood development through equity and social justice

• Clearinghouse of toolkits and resources

• Technical Assistance and peer exchange
Resources

America's Walking Renaissance
How cities, suburbs & towns are getting back on their feet

BY JAY WALLJASPER, HEIDI SIMON & KATE KRAFT

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.

Date: ________
Strengthening Local Advocacy

Micro Grants

• small catalytic grants
Micro Grants

Swan River Nature Trail
Bigfork, MT
2015 Micro Grant Awardee

Funds were used to improve signage and inclusive design of the Swan River Nature Trail
Trail is a gated, 2-mile long trail used by walkers, bikers, skiers and horseback riders
Micro Grants

Healthy by Design Coalition
Yellowstone County, MT
2016 Micro Grant Awardee

Funds used to incorporate physical activity education and programs as part of the annual Gardners’ Market Program includes a walking campaign to expand use of local parks, sidewalks, and trails.
Case Studies

Kohl’s Fit Kids & Phoenix Children’s Hospital Partnership
Phoenix, AZ
E-Book Profile

Programs at elementary schools and community centers were created to adopt walking routes in parks. Each route includes **geocaching**, a high-tech treasure hunt, to encourage engagement in nature and learn about the park and environment while developing critical thinking and mapping skills.
Strengthening Local Advocacy

Walking College Fellowships

• Intensive online training and mentoring
• 2017 3rd class
Convening and Collective voice

- National Walking Summit
- Every Body Walk! Collaborative
- Represent walking in national debates
Vital and Vibrant Communities
The Power of Walkability

Registration Now Open!
Early Bird Rates Available

www.walkingsummit.org
Convening and Collective Voice

Every Body Walk! Collaborative

- Formed in 2013
- Over 40 Diverse organization
- Collectively promote walking and safe places to walk
Working Together

2015 Surgeon General’s Call to Action

• Making Walking a National Priority
Goals of the Call to Action
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.
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.
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.
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.
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.
We are Changing
A Conversation

• What parallels to you see between the walking movement and children’s nature movement?
• What questions do you have about the walking movement?
• What is our common cause? Common ground?
• What is needed to bring our efforts together?
Thank you!
Contact me at
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