

HOW I WALK

A CAMPAIGN TO
REBRAND
THE WORD
WALKING



NCHPAD


CAMPAIGN TOOLKIT

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HOW I WALK: CAMPAIGN AT A GLANCE

Supporting the U.S. Surgeon General's Call to Action on Walking & Walkability

Campaign Statement

How I Walk is a movement to rebrand the word walking by challenging individual and societal perspectives. The visual campaign aims to promote walking as an inclusive physical activity term that is individualized. We envision a future of community health inclusion, one in which health promotion activities are accessible to all.

A truly facilitating community is one in which health promotion activities are as accessible to people with disability as they are to people without disability. All individuals have the right to conditions and resources that ensure optimal health. However, ingrained socioeconomic disadvantages and environmental, programmatic and attitudinal barriers within the community are now widely recognized as major contributors to health disparities experienced by people with disability. The lack of participation in physical activity is a serious public health concern for all Americans, but even more so for the approximately 56 million Americans with disability who are at a much greater risk for developing serious health problems associated with a sedentary lifestyle. The high incidence of secondary conditions such as obesity, fatigue, pain, deconditioning and depression reported among people with disability, combined with environmental barriers that discourage participation in community-based health promotion programs, present an opportunity for health professionals to target people with disability in their long-range plans.

Recent national community health initiatives have been developed to promote walking as a way for Americans to meet the recommended amount of physical activity for health benefits. The U.S. Surgeon General has issued a Call to Action on Walking and Walkability as effective strategies for increasing active living and a healthier nation. A Call to Action from the U.S. Surgeon General's office is a science-based document intended to stimulate action nationwide to solve a major public health problem. In 2011, the Every Body Walk! Collaborative was formed to increase awareness about the health benefits of walking by encouraging 30 minutes, five days a week while addressing barriers to make walking a part of everyday life. The Every Body Walk! Collaborative, has convened an alliance of national and local partners who support walking as a beneficial health activity for Americans.

Walking is a simple form of physical activity with substantial health benefits. It can also serve as a starting point for reducing sedentary behaviors and a gateway to other forms of physical activity. Given equal access to walking spaces and the adoption of livable community policies, walking is a viable form of physical activity for Americans of all ages and abilities.

The *How I Walk* social marketing movement was formed to influence perspectives on walking. The visual campaign aims to promote walking as an inclusive physical activity term that is individualized. There are various ways to walk, and now is the time to rebrand the word walking so that everybody is included in walking initiatives.

PUBLIC HEALTH CONTEXT

Key Facts:

General Health

- Approximately 56 million Americans today have a disability.
- There are > 5.5 million children and adolescents with a disability.
- Fewer than 50% of Americans meet the minimum guidelines for moderate physical activity – walking is the easiest and most affordable way to correct this problem.¹
- Nearly half (1 in 2) of all adults with disability get no aerobic physical activity compared with 1 in 4 adults without disability.
- Working age adults with disabilities who do not get any aerobic physical activity are 50 percent more likely than their active peers to have a chronic disease such as cancer, diabetes, stroke, or heart disease.²
- Significant disparities (barriers) exist in access to health care, with 29 percent of people with disability showing unmet need compared to 12 percent for people without disability.
- Lack of physical activity is a contributing factor to the obesity epidemic.
- Obesity rates for adults with disabilities are 58% higher than for adults without disabilities and 38% higher than for children without disabilities.
- People with disability are often left out of health promotion initiatives.
- Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.³
- Being healthy and having a disability is not an oxymoron!
- Children with disabilities are more likely to rely on walking and bicycling in order to live independently later in life.
- Many doctors and other health professionals cite moderate physical activity, including walking, as a “magic pill” for excellent health. It can maintain the body’s systems in good condition and reduce the risk of chronic illness.
- Walking is particularly important for the elderly, people with disability, and lower-income people who have fewer opportunities to participate in sports or formal exercise programs.⁴

Walkability/Active Transportation

- Incomplete streets impede livability.
- Streets are often difficult to navigate for people who use wheelchairs, have diminished vision, can’t hear well, or for people who move more slowly. Nearly one in five Americans face at least one of these challenges.⁵
- Providing transportation choices for everyone, including those with disabilities,

improves livability by connecting citizens to their community and by reducing dependence on more costly alternatives, such as paratransit or private transportation service. ⁵

- People who live in neighborhoods with sidewalks on most streets are 47% more likely to be active at least 30 minutes a day. ⁶
- Designing communities that support active travel also creates recreational opportunities, promotes health and can even lower health care costs. ⁶
- In 1974, 66% of children in the U.S. walked or rode a bicycle to school, and by 2000, that number dropped to 13%, more than an 80% decrease. ⁷
- Walking to school is good for children's cognitive health and learning ability. It improves children's concentration, boosts moods and alertness, and enhances memory, creativity, and overall learning. ⁷
- Walking is critical for accessibility:
 - One-third of all Americans are not able to drive, either because they are too old, too young, too poor, or have some form of disability. ⁸
 - 1 in 5 Americans faces a physical limitation that affects his ability to travel for his daily needs. ⁹
- Universal design benefits everyone, not just pedestrians with a disability.
- Complete Streets accommodate the needs of all users: pedestrians, bicyclists, motorists, and transit riders, of all ages and abilities. By adopting a Complete Streets policy or ordinance, a municipality signifies its commitment to all citizens and modes.

Sometimes policy, systems and environmental changes are not applied equally to every member of a community. This can actually increase health disparities (e.g., obesity, loneliness, anxiety) among certain subgroups, including people with disability, by predisposing them to poorer access to the key social determinants of health such as social participation, safe and affordable housing, transportation, good health care and access to healthy foods and physical activity environments.

Entrenched socioeconomic disadvantages and structural, programmatic and attitudinal barriers within the community are now widely recognized as major contributors to the health disparities and barriers to health promotion and physical activity confronting people with disability. The disability and public health community traditionally encourages the use of inclusive synonyms when promoting walking such as wheeling, rolling, and pushing. However, the future is community health inclusion and true inclusion happens when perspectives are challenged and attitudes are transformed.



OVERALL GOAL

This campaign aims to:

- Influence perspectives on walking by encouraging a transformation in individual and societal attitudes about people with disability.
- Spur health promotion providers and walking advocates to adopt the rebrand walking mentality to promote inclusion in all walking initiatives.
- Encourage consumers to become self-advocates by sharing their mode of walking through social media activation.
- Share promising practices and resources on including people with disability in walking initiatives to foster more inclusion among public health programing.

CORE MATERIALS/ACTIVITES

Visuals and graphics:

- 11 key message graphics
- 5 narrative graphics
- Image sharing gallery
- Key facts infographics
- *How I Walk* supporter web-badge

Text products:

- Campaign toolkit
- Fact sheets
- Promotional excerpt
- Press release

Multimedia products:

- Campaign videos for...
 - Athletes
 - Kids
 - Adults
 - Community
 - Veterans

Social Media:

- Campaign using #HowIWalk hashtag linked to visuals asking people to engage through Twitter, Instagram, and Facebook showing from their points of view:
 - Their form of mobility/ how they walk
 - Barriers and facilitators to walking in their community



Launch Event Ideas:

- Download *How I Walk* campaign materials to add to local physical activity related events.
- Host an inclusive walk for people of all abilities in your community and capture *How I Walk* multimedia to share using #HowIWalk.
- Join and promote the *How I Walk* Thunderclap.
- Attend the 2015 National Walking Summit in Washington, DC on October 28-30, 2015 <http://www.walkingsummit.org/>.

VISUALS

The How I Walk visual treatment will be used to:

- Send a strong message to society about people with disability and the importance of rebranding the word walking.
- Use real people with all abilities to spread awareness of the various ways to walk.
- Ask people to share “how they walk” as a tactic to generate views/action for the social media campaign.

The campaign visuals are available for download and distribution at nchpad.org/howiwalk.

WEBSITE

- All campaign materials are available on the campaign landing page at nchpad.org/howiwalk.

MESSAGES/CALLS TO ACTION

The following messages aim to guide the development of communication products and opportunities with the main audiences in mind being public health professionals, walking advocates, consumers/public, and other relevant stakeholders.

- All individuals have the right to conditions and resources that ensure optimal health.
- Given equal access to walking spaces and the adoption of livable community policies, walking is a viable form of physical activity for people of all ages and abilities.
- Now is the time to rebrand the word walking so that everybody is included in walking initiatives.

- Stop the synonym surplus! Every body walks. Let's create inclusion in walking.
- Use inclusive imagery showing people of all abilities walking instead of inclusive synonyms like rolling, pushing, or wheeling.
- Some use two legs, some use two wheels. Make walking an inclusive term!
- Rethink the way you speak about walking!
- Inclusion in health promotion is a winnable battle. Join the movement to rebrand the word walking.
- Walking is a human right. Demand safe and accessibility streets for walking and active transportation.
- We want to see how you walk! Share your mode of walking on social media using #HowIWALK.
- All modes of transportation should be accessible to all people at all times—systems designed to meet the needs of people with disabilities will meet the needs of everyone.

SOCIAL MEDIA ACTIVATION



Facebook

- Like the official Facebook page for *How I Walk* (/NCHPAD).
- Post information or share status updates about inclusive walking events happening in your area and use the hashtag #HowIWALK.
- Share the campaign graphics, messages and videos.
- Encourage your audience to share the various ways they walk using the hashtag #HowIWALK.
- Sign on to the *How I Walk* Thunderclap and promote via your networks.

Twitter

- The official Twitter handle for *How I Walk* is @NCHPAD.
- When you tweet about *How I Walk* or walking for people of all abilities, use the hashtag #HowIWALK so everyone can follow the conversation.
- Tweet the campaign graphics and videos.
- Sample tweets to help you spread the word about *How I Walk*:
 - Now is the time to rebrand the word walking to include everybody in walking initiatives. Join the #HowIWALK movement! bit.ly/howiwalk
 - Stop the synonym surplus! Every body walks. Join @NCHPAD to create inclusion in walking. bit.ly/howiwalk #HowIWALK
 - Some use two legs, some use two wheels. Make walking an inclusive term! bit.ly/howiwalk #HowIWALK
 - Rethink the way you speak about walking! @NCHPAD is rebranding the word walking visit bit.ly/howiwalk to learn more. #HowIWALK
 - Inclusion in health promotion is a winnable battle. Join the movement to rebrand the word walking. bit.ly/howiwalk #HowIWALK

- Walking is a human right. We must demand safe & accessibility streets. Join @NCHPAD's #HowIWalk movement. bit.ly/howiwalk
- @NCHPAD wants to see how you walk! Share your mode of walking on social media using #HowIWalk. bit.ly/howiwalk

Instagram

- The official Instagram account for the *How I Walk* campaign is @NCHPAD.
- Share the campaign graphics on Instagram and use the hashtag #HowIWalk.
- Share photos or videos of walking and walkability for people of all abilities and use the hashtag #HowIWalk.

REFERENCES

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