

Walking As a Way of Life

MOVEMENT FOR HEALTH & HAPPINESS



BY JAY WALLJASPER

Every Body **WALK!**
everybodywalk.org



Walk Your Way to Health

RESEARCHERS HAVE DISCOVERED a “wonder drug” for many of today’s most common medical problems, says

Dr. Bob Sallis, a family practitioner at a [Kaiser Permanente](#) clinic in Fontana, California. It’s been proven to help treat or prevent diabetes, depression, dementia, breast and colon cancer, high blood pressure, cardiovascular disease, obesity, anxiety and osteoporosis, Sallis told a packed room of leaders at the 2013 Walking Summit, held October 1–3, 2013 in Washington, D.C.

“The drug is called walking,” Sallis announced.

“Its generic name is physical activity.”

Recommended dosage is 30 minutes a day, five days a week, but children should double that to 60 minutes a day, seven days a week. Side effects may include weight loss, improved mood, improved sleep and bowel habits and stronger muscles and bones, as well as looking and feeling better.

Biking, swimming, dancing, gardening, sports, jogging and aerobics work equally well, Sallis said, but he cites three factors that make walking the most effective treatment: 1) Low or no cost; 2) Simple to do for people of all ages, incomes and fitness levels, and 3) Walking is Americans’ [favorite physical activity](#), so we are more likely to stick with a walking program than other fitness or pharmaceutical prescriptions. Sallis urges all physicians to prescribe walking for their patients because “physical inactivity is pandemic today,” as the authoritative British medical journal *The Lancet* reported last year in a special issue devoted to the benefits of physical activity.

Studies published in other leading [medical journals](#) show that walking and other physical activity could cut rates of many of these diseases by at least 40 percent, according to the [American College of Sports Medicine](#). This would save Americans more than \$100 billion a year in health care costs, according to the American Public Health Association. Based on this evidence the federal Centers for Disease Control and Prevention now [recommends](#) 150 minutes of physical activity a week for adults.

Nice Surprise: Walking is Good for Us in Many Ways

*More than 400 people from 41 states attended
the recent Walking Summit in Washington, DC* ►



INCREASED LEVELS of walking and physical activity can bring other social benefits too, said authorities from the fields of medicine, public health, education, community development, urban planning and social policy at the national 2013 Walking Summit held October 1–3 in Washington, D.C. The audience included more than 400 participants from 41 states and Canada representing 235 organizations from AARP, NAACP and the PGA Tour to Marriott Inc., the Sioux Falls (South Dakota) Health Department and Bike Walk Greenville (South Carolina).

Vital communities:

Dr. Regina Benjamin, U.S. Surgeon General from 2009–2013 and honorary chair of both the Every Body Walk! Collaborative and the Exercise is Medicine® global health initiative, said, “You know that exercise is medicine. It’s also good for the social fabric of our communities.” That’s the reason Benjamin built a walking path on the grounds of a health clinic she founded in Bayou LaBatre, Alabama.

Lower health care costs:

George Halvorson, chairman of Kaiser Permanente, declared, “The only way we can overcome the chronic disease epidemic is to walk,” which will also save billions in health care costs and sustain Medicare for the future. Halvorson noted that diabetes type II alone accounts for 34 percent of Medicare costs. Kaiser Permanente, which serves 9.1 million members across the U.S., has made physical activity a [vital sign](#) that health care professionals should chart and act on, along with a patient’s weight, family health, and blood pressure.

Improved school performance:

Mary Pat King, Director of Programs and Projects for the National PTA, reported that walking to school “supports [cognitive performance](#)” in students, which is why the organization passed a resolution pushing for more walkable schools and launched the [Fire Up Your Feet initiative](#) to encourage kids (and their parents) to walk to school and get more physical activity during the school day.

Stronger economy:

Karen Marlo, vice-president of the National Business Group on Health, an alliance of leading companies, explained, “Walking is a business issue. A healthy workforce means a more successful workforce. It’s important for businesses to share effective ways to get employees to walk more.”



Better neighborhoods:

Harriet Tregoning, Director of the Washington, D.C. Office of Planning, said, “Walkability is shorthand for placemaking. What makes people walk is what makes great places to live — good destinations, beauty.” She proudly noted that half of all trips in Washington are by foot, bike or transit (which usually involves walking and rolling). “Walkability is the secret sauce that improves the performance of many other things,” Tregoning summarized.

Complementary benefits:

All these examples illustrate the importance of “complementary benefits,” in which people from different sectors with different missions embrace walking as a solution, explained Tyler Norris, co-chair of [Every Body Walk!](#) and Kaiser Permanente vice president, at roundtable discussions featuring elected officials, business leaders, developers, funders and social equity advocates. “Police care about walking because it’s good for public safety. Developers are here because walking promotes successful economic development. Environmentalists are here because walking reduces carbon emissions. When you solve for walking and walkability, you resolve many problems because walking or rolling to a destination instead of driving reduces carbon emissions.”



The summit was convened by Kaiser Permanente and the Every Body Walk! Collaborative in cooperation with America Walks, the American College of Sports Medicine, Safe Routes to Schools National Partnership, National League of Cities, PolicyLink, the LOCUS real estate developers network, Alliance for Biking and Walking, the Funders’ Network for Smart Growth and Livable Communities, Rails to Trails Conservancy, Girl Trek, and dozens of other organizations. Every Body Walk! is a campaign initiated and powered by Kaiser Permanente with America Walks serving as the backbone organization of the Every Body Walk! Collaborative. It now includes more than 100 business, government and nonprofit partners all working together towards the common cause of increasing walking and creating more walkable communities.



Birth of a Movement

◀ *Participants at the summit sharing stories about walking in their hometowns.*

THE 2013 WALKING SUMMIT focused on how to encourage more Americans to walk, and how to make communities across the country more walkable. Scott Bricker, executive director of [America Walks](#), a coalition of 470 organizations nationwide, joked that the ultimate goal was to make “sitting the new smoking.” His ambitious vision for 2020 is that all Americans walk enough each day to enjoy health benefits and that all communities offer a safe, comfortable environment for people to walk.

Vanessa Garrison, co-founder of [Girl Trek](#), which organizes walking groups for African-American women and girls to “improve their health and heal their communities,” opened the summit by announcing, “Neighbor, we’ve got work to do!” Garrison emphasized that walking is not just for folks “in Portland and Boston,” a theme that echoed during the three-day event. Walking is for everyone—no matter if you live in a high crime neighborhood or a suburb without sidewalks or a rural community, no matter whether you are out of shape or a youngster or roll in a wheelchair.

The first event of its kind, the 2013 Walking Summit was sold out more than a month in advance. Even the federal government shutdown did not dampen participants’ spirits, although keynote speakers such as Secretary of Transportation Anthony

Foxx, National Park Service director Jon Jarvis and Acting Surgeon General Rear Admiral Boris Lushniak were unable to appear. “These are tough political times but this is something we can all agree on,” noted former Secretary of Agriculture Dan Glickman, now with the Bipartisan Policy Center. “Walking is not a Republican or Democratic issue.”

“Walking is not a Republican or Democratic issue.”

While the federal government shutdown led to cancellation of some meetings, more than 80 Congressional visits did take place as part of America Walks’ “Walk the Hill” event. Many of these visits turned into lengthy conversations about the importance of walking since Congress members and staff found themselves with free time.

“The enthusiasm, energy and excitement for promoting walking and walkability here is contagious,” noted Deb Hubsmith, founder and director of the [Safe Routes to Schools National Partnership](#) and co-chair of Every Body Walk! “Together we have the opportunity to empower new walking leaders to emerge in your town, your school, your neighborhood, even your block. This is a movement being born.”



Making America More Walkable & Equitable

VANESSA GARRISON emphasized that walking should be a natural part of our daily lives, rather than something we add on specifically for exercise, health or fun. “I have the pleasure of walking every day to the store, the dry cleaner, the post office, to the park with my husband. That’s no accident,” she said. It’s the result of deliberate urban planning that locates important destinations within walking distance — a traditional common-sense idea called walkability, which is at the heart of making our communities more safe, comfortable and convenient for walking.

“We have engineered walking out of our lives, and we have to engineer it back in,” explained Kaiser Permanente Vice President for Community Benefit, Research and Health Policy Ray Baxter. “There’s no simpler, easier, more elegant and more enjoyable thing we can do for our health than walk.”

Real estate developer Christopher Leinberger of LOCUS noted that many communities designed with autos in mind, rather than people, are now transforming themselves into walkable communities. A number of conference participants took a field trip to suburban Arlington, Virginia, which was named one of ten [gold-level Walk Friendly Communities](#). (Seattle is the country’s only platinum-level Walk Friendly Community).

Leinberger said the rise of walkability is good for our economic future. For every point over 70 on [Walk Score](#) (the website rating the walkability of any address in America) results in increased rent of 90 cents per square foot for commercial property and a rise in home values of \$20 per square foot for residential property. Part of what’s fueling this trend is the well-documented [preference](#) of the Millennial Generation to live in walkable neighborhoods along with growing interest from older generations in active lifestyles.

An unintended consequence of this trend, he says, could be a decline in social equity in walkable neighborhoods as housing becomes more expensive for low-income people. Deb Hubsmith of the Safe Route to Schools National Partnership said this reinforces the importance that all neighborhoods should be walkable, pointing out that low-income pedestrians are [twice as likely](#) to be injured by cars and more vulnerable to crime while walking.

“Is everybody welcome to walk?” asked Shavon Arline-Bradley, director of Health Programs from the NAACP. “A lot of people don’t have sidewalks and don’t feel safe.” Yolanda Savage-Narva, campaign director of America Walks, laid out one of the key goals for the walking movement at a debriefing session after the summit: “Everyone has an inherent right to walk.”

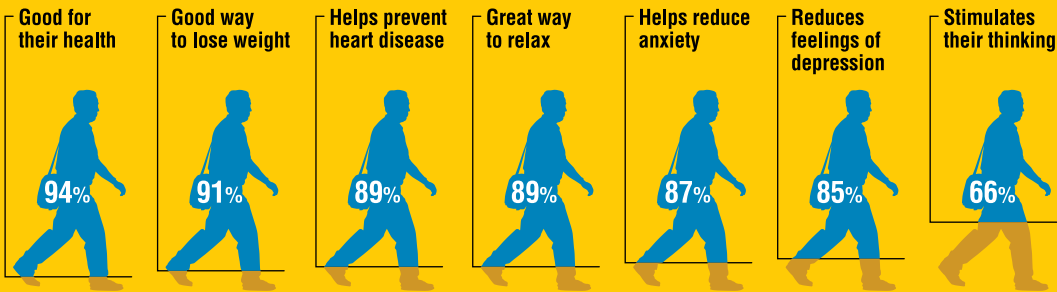
“Everyone has an inherent right to walk.”

What Americans Really Think about Walking

Survey Offers Ideas for Getting People Back On Their Feet

AMERICANS UNDERSTAND the benefits of walking according to a detailed [survey](#) from the GfK research firm released at the National Walking Summit. Yet almost eight in ten of us admit we do not walk enough. Here are some of the results from the research, sponsored by Kaiser Permanente, that can help walking advocates in encouraging more people to walk.

▼ Overwhelming majority of Americans believe walking is good for them:



▼ Wide majority of Americans view walking favorably:



“The public is aware of the health benefits of walking. The key, then, is to motivate people to fit more walking into their busy lives.”

A campaign encouraging more Americans to walk should highlight that it is “easy,” and a great way to “enjoy their neighborhood and neighbors,” and that doing it for “even ten minutes has health benefits,” according to GfK.

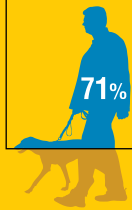
Christopher Fleury, vice president
at GfK Custom Research

▼ **Clear majority of American want to make their communities more walkable:**

Want to design streets to make walking safer (even if it means driving slower)



Want better enforcement of speed limits (even if it means driving slower)

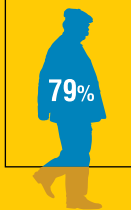


Want communities where destinations are within walking distance (even if it means building homes closer together)

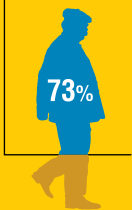


▼ **Wide majority of Americans acknowledge they should walk more:**

Should walk more



My children should walk more



Would walk more if recommended by doctor



Walk less than five years ago



Walk more than five years ago



Meet the recommended daily minimum for walking



▼ **Why Americans don't walk more:**

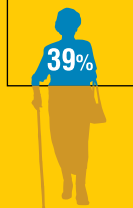
Few places within walking distance of my home



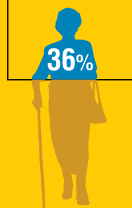
My neighborhood is not very walkable



Don't have time



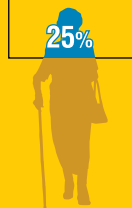
Don't have energy



Lack of sidewalks or speeding traffic



No one to walk with



Crime in my neighborhood



Next Steps for the Walking Movement

The Walking Summit offered citizens from across the U.S. and overseas a lively forum to meet and share thoughts about how to expand walking in their lives, in their hometowns and around the world. Here are some of the exciting ideas discussed.



WHAT WE CAN ALL DO TOGETHER

Surgeon General's Call to Action on Walking

In spring 2014, the proposed Surgeon General's Call to Action on Walking offers the movement a prime time opportunity to encourage more Americans to walk, just as the 1964 Surgeon General's report discouraged millions from smoking. There will be many opportunities to amplify the Call to Action, and to mobilize Americans to take aligned action. Planning for this is already underway between the Office of the Surgeon General, Centers for Disease Control and Prevention (CDC), and the Every Body Walk! Collaborative

Celebrate Walktober

Establish a National Walking Month, building on the success of National Walk to School Day.

Spread the Message

How can we convince everybody that walking will make them healthier and happier? The walking and rolling message needs to emphasize direct benefits in people's lives, not fuzzy, abstract goals. Marketing and branding campaigns should focus on reaching key constituencies: health care professionals; families and schools; faith-based communities; business leaders; low-income, minority and immigrant communities; seniors; people of all abilities; media and social media outlets; public officials; and planning professionals. University of Pennsylvania marketing professor Jonah Berger, bestselling author of *Contagious: Why Things Catch On*, emphasized the importance of word-of-mouth [messaging](#), in a talk at the summit, noting that telling stories with emotional appeal and practical value make the most impact on people's behavior.



About the Every Body Walk! Campaign and Collaborative

THE EVERY BODY WALK! Campaign articulates the multiple benefits of walking and provides tools, techniques and materials that encourage walking and promote safer, more convenient walking environments. The Every Body Walk! Collaborative engages diverse organizational partners interested in the walking movement and provides a platform for improving communications, increasing coordination and aligning program and promotional activities to achieve greater impact toward our mutual goals.



Boost Research

It's critical to have more scientific data documenting the links between walking and health, the impact of walkable neighborhoods on economic development, and the barriers that keep people from walking. (See sidebar: What Americans Really Think About Walking.)

Reach Out to Health Care Professionals for a Billion-Mile Walk

Dr. Phil Tusso, a Kaiser Permanente physician in Baldwin Park, CA, wants to enlist 10,000 primary care doctors to urge 250–300 patients to walk one mile every day. That could potentially add up to a billion-mile investment in better health over the next year. Health care professionals can also connect their patients with organizations and community resources to help them become more physically active.

Find Incentives to Reward Walkers

People who walk reduce health care costs for everyone, which merits a break on insurance premiums and taxes or some other reward. How can we incentivize more folks to do the right thing? One idea from North Shore-Long Island Jewish Hospital in New York: offer a free trip to Paris for 40 employees who were among those who walked the most in a three-month fitness challenge.

Organize Local and Regional Walking Summits

Local communities are the legs of the movement, so regional gatherings to share best practices and innovations, test ideas with peers, build momentum and broaden awareness are an important next step.

Hold Another National Walking Summit

Follow up on the energy and buzz of this summit with another where people from across the continent can meet colleagues, brainstorm and influence national policy—to be held perhaps in two years.

Take a Look at Best Practices from Other Countries

Unfortunately, the [U.S. ranks near the bottom](#) of nations when it comes to walking.

Australians—who share our fondness for car ownership and suburban living—walk almost twice as many steps a day as Americans. Why? Former Surgeon General Dr. Regina Benjamin believes it's part of the country's culture—she noted that taxi drivers there routinely drop you a block or two from your destination, presuming you'll want to walk.



WHAT YOU AND OTHER LOCAL WALKING ADVOCATES CAN DO

Conduct Walk Audits

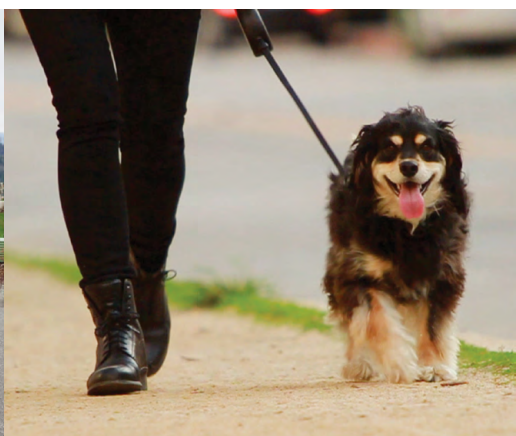
Set [guidelines](#) and metrics to help communities, businesses and government agencies [evaluate](#) their own walking environment and make improvements.

Use Location Based Data and Resources

To help target areas needing pedestrian improvements, create a needs assessment report based on precise [demographics](#) and [geographic resources](#).

Identify and Boost the Efforts of Walk Champions

Grassroots leaders are already promoting walking in every town — the parents who organize walk-to-school groups, the retiree who gets his neighbors out for a stroll, the office worker who encourages her colleagues to walk at lunchtime, the minister or teacher who launched an informal walking club. Help these unsung heroes get the community back on its feet.



Engage Young People

Showing kids how to walk safely in their community should be part of grade-school curriculum, and walking advocacy groups should invite the involvement of teenagers. [Young people](#) drive less today in part because, as Geoff Anderson of Smart Growth America says, the smartphone has replaced the driver's license as a rite of passage. Indeed, three California high school students traveled to the D.C. summit to talk about how important walking is to their lives.

Walk with a Doc, Cop, Politician, Athlete, or Star

Jumpstart walking in your hometown by holding regular strolls for people to meet local leaders, elected officials and celebrities.

Talk to Your Doctor about Walking

If your health care provider does not mention walking, ask about it. This could prompt them to prescribe walking you and other patients.

Walk-N-Talk

When practical, convert sitting meetings in the workplace into [walking meetings](#).

Establish Indoor Walking Courses

When rain, snow, cold or heat hit, make sure people can walk indoors at a designated location like a community center, school, mall or big-box store.

Create a Local Promenade

Across Latin American and Europe people stroll after dinner or weekends, which is popular as a way to see friends as well as get exercise. Set up a regular route for this kind of [promenade](#) in your town along a waterfront, in a historical district, through a park or at another appealing place.

Keep Streets Clean

The perception that streets are not safe for walking is as much a deterrent as actual dangers. Eliminating litter, graffiti and other unsightly surroundings will boost pedestrian activity, says Wendy Landman of Walk Boston.

Discover Best Practices From All Around

What can we learn from Ann Arbor, Columbia (SC), Boston, Provo (UT) and other leading [walking cities](#)?



WHAT YOU CAN DO

Walk or Roll 30 Minutes a Day

In the morning. On lunch breaks. After work. With your dog. With your kids. With co-workers. With friends or neighbors. Do errands on foot. Take the stairs. Park a few blocks from your destination.

Take the Walking Pledge

Commit yourself to walking by signing the [pledge](#) at [EveryBodyWalk.org](#), which is also a great source of information and encouragement. Don't miss the two-minute West Wing Reunion [video](#), where the cast reunites in a hilarious skit about the benefits of walking.

Join the Walking Movement

Contact info@americawalks.org for more information, including how to meet other walking advocates in your community.

Watch The Walking Revolution

Every Body Walk! and Kaiser Permanente released [The Walking Revolution](#), an inspiring video spelling out the benefits of physical activity and capturing the energy of Americans' growing interest in walking. See it in [2-minute](#), [8-minute](#) and [30-minute](#) versions. Share it and discuss it with your friends and family, at your workplace, or in your community.

Let Elected Officials Know the Importance of Walking

Speak, call or write to your city council and school board on up to your mayor or governor. They need to hear from you and your neighbors.

Let Business Leaders Know the Importance of Walking

Contact your local merchants, the chamber of commerce and other business leaders in your community. They need to hear from you, too how more walking and walkability benefit the business environment.

A Diverse Movement Dedicated to Movement

8-80 Cities
AARP
Accessible Design for the Blind
ACCUSPLIT, Inc.
Active Living By Design
Active Living Research
Alabama Trails Commission
Alliance for Biking and Walking
Alliance for Health Promotion
America Walks
American Alliance for Health, Physical Education,
Recreation and Dance
American College of Sports Medicine
American Council on Exercise
American Heart Association
American Hiking Society
American Public Health Association
American Public Transportation Association
American Red Cross
American Volkssport Association
Arizona State University
Arlington County Board (VA)
Arlington County Pedestrian Advisory Committee
(VA)
Arthritis Foundation
American Society of Civil Engineers
Association of Pedestrian and Bicycle Professionals
Association of State and Territorial Health Officials
Association for Education and Rehabilitation of the
Blind and Visually Impaired
Baltimore City Health Department
Baltimore Metropolitan Council
Bike and Walk Morristown (NJ)
Bike Walk Greenville (SC)
Bike & Walk Montclair (NJ)
Bike/Walk Central Florida
Bipartisan Policy Center
Bladensburg High School Student Government
Association (MD)
Blue Cross and Blue Shield of Minnesota
Blue Island Community Health Coalition (IL)
California Center for Public Health Advocacy
California WALKS
CARES
Carlton — Cook — Lake — St. Louis Community
Health Board (MN)
Center for Population Health/Care Management
Institute
Center for Transportation Excellence
Centers for Disease Control and Prevention
ChangeLab Solutions
Cherokee Nation
City of Austin Planning and Development Review
Department (TX)
City of Galax (VA)
City of Greenville (SC)
City of Portsmouth (NH)
City of Ventura (CA)
Columbia University
Columbus Public Health (OH)
CommunitiesPromotingHealth.org
Community Commons
Community Development Council/Livable
Memphis
Community Health Board
Completing Our Streets
Denver Department. of Environmental Health
Department of Health & Nutrition Sciences,
Montclair State University
District Councils Collaborative of St Paul &
Minneapolis
District Department of Transportation (DC)
District of Columbia Government
Easter Seals Project ACTION
End Time Harvest Ministries
Feet First
Forever Green Trails
FORWARD
Funders' Network for Smart Growth and Livable
Communities
George Mason University
George Washington University — School of Public
Health and Health Services
Georgia State University
GfK Custom Research
GirlTrek
Glimling.com LLC
GP RED
Green Communities Canada
Group Health Cooperative (WA)
HART Commuter Information Services
Healthy Central Florida
Healthy Living Alliance
Homer Walks
Hunter College — City University of New York
Idaho Smart Growth
I'll Push You
Institute for Public Health Innovation
Institute of Transportation Engineers
International Health, Racquet & Health Club
Association
Iona
IP3
Jackson County Health Dept (WV)
Jackson County Medical Reserve Corp (WV)
Johns Hopkins University
Kaiser Permanente
Kansas State University Research and Extension
Key to the Street
KidsWalk Coalition at the Tulane Prevention
Research Center
Kinetek's Corporation
Lakeshore Foundation
League of American Bicyclists
Lexington (MA) Greenways Corridor Committee
Live Healthy Red Wing (MN)
LiveWell Colorado Springs
Living Streets Alliance
Local Government Commission
Loom Foundation

Organizations committed to the vision of the Walking Summit & Collaborative



Louisville Metro Department of Public Health and Wellness
Loyola University Maryland
Maine Development Foundation
Make Roads Safe
Marriott International
Maryland-National Capital Park & Planning Commission
MassBike
MCD Public Health
Minnesota Department of Transportation
Missoula City Council
Mobility Lab
MyWalkingCoach.com
NAACP
National Business Group on Health
National Center for Healthy Housing
National Endowment For the Arts
National Environmental Education Foundation
National League of Cities
National Park Service
National PTA
National Recreation and Park Association
National Youth Sports Health & Safety Institute
North Carolina Public Health Foundation
NCSC
Nemours
Northeast Sustainable Energy Association
On the Commons
OpenPlans
Oregon Walks
Partnership for a Healthier America
Partnership for Mobility Management
Pedestrian and Bicycle Information Center
Pedestrian Justice
PedNet
PEDS
Pennsylvania Department of Conservation and Natural Resources-Bureau of Recreation and Conservation
PGA TOUR
Philadelphia City Planning Commission
Piedmont Environmental Council
Ping Consulting
PJarvis Personal Trainer
PolicyLink
President's Council on Fitness, Sports and Nutrition
Project for Public Spaces
Pryor Public Schools (OK)
Rails-to-Trails Conservancy
Raising Driving Age in Oregon Campaign
Rap/Sat
RECAP, Inc.
Recovering Couch Potato
Richard Stockton College
Rogers Heights Elementary School (MD)
Rye YMCA (NY)
S & G Endeavors, Ltd.
Safe Passages Project

Safe Routes to School National Partnership
Sam Schwartz Engineering
Seven Generations Ahead
SHORWALKERS INC.
Sioux Falls Health Department
Slippery Rock University
Smart Growth America
Sport, Health, and Activity Research and Policy Center — University of Michigan
Springfield-Greene County Health Department (MO)
SRAM Cycling Fund
Stoughton Public Schools (MA)
Stroll & Roll
Suffolk Partnership for a Healthy Community (VA)
Swanson, Thomas, Coon & Newton
Synergy, LLC
Tennessee Department of Transportation
The California Endowment
The Citadel
The Hers Projects
The Met Sacramento
The Wellness Institute of Greater Buffalo
Three Rivers District Health Department (KY)
Toole Design Group, LLC
Town of Forest Heights (MD)
Transit for Livable Communities
TransOptions, Inc.
Transportation for America
City of Traverse City (MI)
U.S. Department of Health & Humans Services — OS/OASH/ODPHP
U.S. Department of Housing & Urban Development
U.S. Department of Transportation
U.S. Environmental Protection Agency
U.S. Federal Highway Administration
United Spinal Association
Unity Health Care's DC Park Rx
University of South Carolina
University of Virginia School of Architecture
Urban Health Partnerships
Utah County Health Department (UT)
Virginia Department for the Blind and Vision Impaired
Virginia Foundation for Healthy Youth
Viridian Health Management
Walk Urban Indy, Inc.
Walk with a Doc
Walkable and Livable Communities Institute
Walkabout International
WalkArlington (VA)
WalkBoston
Walking in Arlington (MA)
WALKSacramento
WalkSanDiego
Wisconsin Bike Federation
Worcester County Health Department (MA)
YMCA of the USA
Zachary Michael Cruz Foundation

Point Out that Walking is Patriotic

"Walkable communities are the key to a strong American Third Century," observed Kaiser Permanente executive Tyler Norris. "They help protect us from spiraling health care costs in great part driven by preventable chronic disease, while creating vibrant communities that are fonts of equitable prosperity."

Try a Walking Meeting or Standing Phone Call

Eighty percent of Americans work at jobs that require little or no physical activity. Suggest a [walking meeting](#) to add some health-enhancing movement to the workday. Take phone calls standing up or walking around your desk.

Walk After Religious Services

Walking is a part of every faith's tradition, and local congregations can honor this by sponsoring a stroll before or after religious services or at another time during the week. This might lead to pilgrimages to holy places around your community, or around the world.

Don't Just Talk About Walking

[Jonah Berger](#), a bestselling author about how new ideas catch on, noted that the vast majority of people will think of "jelly" every time "peanut butter" is mentioned. He challenged summit participants to come up with walking movement's versions of peanut butter: Better health and walking, great neighborhoods and walking, good friends and walking...



Watch [The Walking Revolution](#) documentary



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