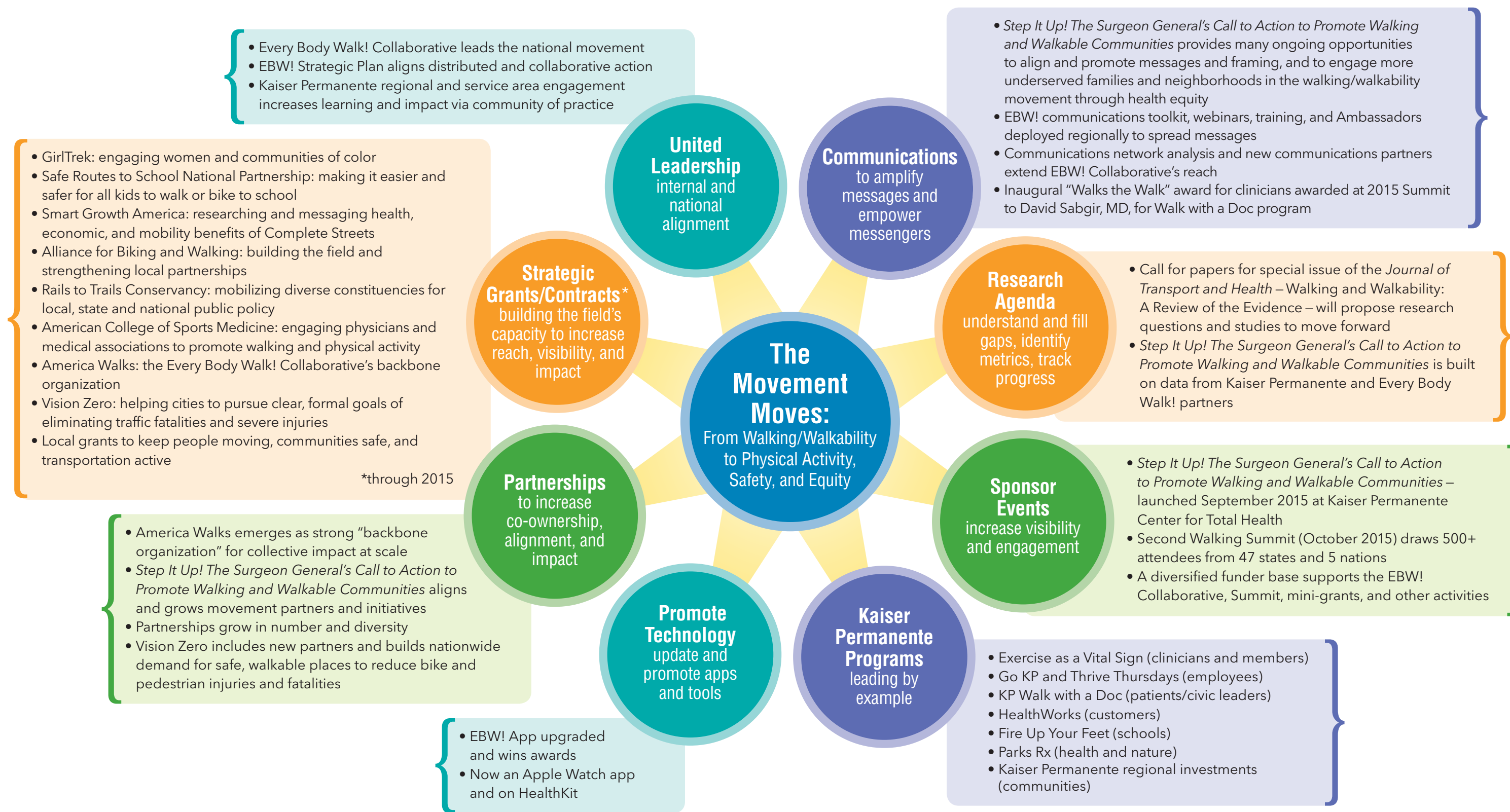


# What We've Accomplished So Far

Applying a multi-faceted approach to create a movement for impact at scale

## A Quick Look – Past, Present, and Future



2011 - 2014



Kaiser Permanente built on the initial public awareness campaign that made the case for the health benefits of walking, walkability, and physical activity for its employees, members, and communities. Then, through forming the EBW! Collaborative, strategic grantmaking, documentaries, web sites, social media and apps, Summits, *Step It Up! The Surgeon General's Call to Action to Promote Walking and Walkable Communities*, a strong backbone organization, and much more ... a campaign blossomed into to social movement, engaging partners, grantees, leaders and followers around the country and indeed around the world.

2015



- *Step It Up! The Surgeon General's Call to Action to Promote Walking and Walkable Communities* is released
- 2nd Walking Summit, October 28-30, Washington D.C.
- Vision Zero Network formed and enlists 11 cities in specific initiatives to eliminate bike/pedestrian traffic fatalities and severe injuries
- Diversify partner and funder base of Every Body Walk! Collaborative

2016



- Continued promotion of messages from *Step It Up! The Surgeon General's Call to Action to Promote Walking and Walkable Communities*
- Microgrants to support walking, walkability, and physical activity initiatives across the country
- Identifying and implementing impact metrics to track progress
- Regional convenings and training/technical assistance to extend reach and impact
- Infusing walking, walkability and physical activity messages and themes into the conferences and initiatives of other partners
- Planning for the next National Walking Summit in 2017



Tyler Norris, MDiv, Kaiser Permanente, moderates a discussion with U.S. Surgeon General Vivek Murthy and NHTSA Administrator Mark Rosekind at the second Walking Summit in Washington, D.C., October 2015

"The pursuit of health, in the end, is the pursuit of justice. Everyone, regardless of where they were born or live, should have a shot at good health."

~Vivek Murthy, MD, MBA  
Surgeon General of the United States

"We need you to act. We need communities where transportation fulfills the role of boosting the health and prosperity of the American people."

~Mark R. Rosekind, PhD  
Administrator of the National Highway Traffic Safety Administration (NHTSA)





The idea that walking is good for you isn't particularly new or revolutionary—or is it?

When we launched the Every Body Walk! (EBW!) campaign in 2011, our goal was to promote the health benefits of walking inside and outside Kaiser Permanente, as part of our broader commitment to improving the health our members and the communities we serve. Through a blend of internal programs, strategic grantmaking, and deployment of media and technology, we showed that the **demand** for walking can be sparked and encouraged.

The demand for walking is part of the equation, but increasing sustained behavior change also requires a **supply** of walkable places—routes and destinations that are safe and accessible, on foot, or bike, in a wheelchair or other modes, for all ages, paces, and abilities. That's where the early campaign to promote walking evolved to take on the characteristics of a social movement, supported by a national collaborative and backbone organization founded in 2012. Since then, hundreds of national and local partners across sectors have joined the movement, including the U.S. Surgeon General.

In just a few years, we've seen walking and walkability resonate far beyond the initial connection we saw to health. As with physical activity overall, walking confers powerful health benefits, literally from head to toe: endorphin boosts, better balance, stronger muscles, circulation and heart health benefits, decreased glaucoma and Alzheimer's risks, among others. Beyond these health benefits are the many co-benefits of walkable places—the ripple effects of social capital and connection, inclusion for people with disabilities, the environment, equity, learning, economic vitality, and cost containment—that make walking and walkability such a strong, vibrant thread in our civic fabric.

It turns out that walkable communities are more than well-lit, tree-lined, park-filled, sidewalked and cross-walked places, desirable as those attributes may be. By making **access** to these places truly **equitable**, we promote a type of community development that leverages economic, social, and environmental opportunities. Its by-products are better physical and socio-emotional health for individuals and neighborhoods, to be sure, but also the potential for resilience and vitality, for individuals and neighborhoods alike.

We're proud of the impact that the initiatives described here are having on improved lives and healthier communities, and are optimistic that our ongoing work to measurably increase rates of physical activity and access to safe places will continue to grow the movement for a healthier nation.

# 2015 by the Numbers

## Members Moving

- Number of Kaiser Permanente adult members with a recorded Exercise as a Vital Sign (EVS) over the first half of 2015: **4,055,869** (up **8.6%** from **3,736,470** in the first half of 2014)
- Number of Kaiser Permanente pediatric members with a recorded EVS in first half of 2015: over **420,000** (up **20%** from **335,749** in the first half of 2014)
- Average EVS capture rate for northern California, southern California, Colorado, Georgia and the Northwest during the 1st half of 2015: **90%** (up from **77%** in 2014)
- Percent of all Kaiser Permanente adult members who report getting at least 150 minutes of activity per week in 2015: **35%** (similar to prior years)
- Minutes per week of activity this represents: **212,933,100**



## Employees Moving

- Kaiser Permanente employees registered for Go KP (the next generation of KP Walk! and Workforce Wellness), April - October 2015: **16,000**
- Percent reporting a decrease in weight over the same time period: **30%**
- Percent reporting decreased stress levels over the same time period: **32%**
- Percent reporting health benefits from their participation in Go KP over the same time period: **46%**
- Percent who would recommend the program to others: **94%**



## Students, Parents, and Teachers Moving

- Schools in Kaiser Permanente regions registered through Fire Up Your Feet: **1,805** (276 new ones!)
- Of these schools:
  - **39%** are lower income
  - **75%** reported their physical activity increased during Fire Up Your Feet



## Women of Color Moving

- Number of neighborhood walking teams active in 25 communities with high obesity rates: **412** (up from 16 communities and **326** teams in 2014)
- Number of Black churches across the country with active GirlTrek walking teams: **218** (up from 100)
- Number of GirlTrek registered walkers: **35,413** (up from 25,000 in 2014)
- Number of social media supporters: **205,000** (up from 190,000)



## Local Advocacy and Funding

- Number of civic leaders who have attended Alliance for Biking and Walking/ Advocacy Advance training sponsored by Kaiser Permanente: **1,720**
- Dollars in public active transportation funding leveraged by Alliance for Biking and Walking grantees: **\$1.27 billion**
- Return on investment for Alliance for Biking and Walking grantees since 2009: **\$12,545** per \$1 spent



## Every Body Walk! Collaborative

- Active national organizations as partners in 2012: **0**; In 2014: **203**
- Active partners in 2015 (participating in work groups and using their communication networks for EBW! Collaborative messages): **60** and growing



## Commitments to Eliminating Traffic Fatalities and Severe Injuries (Vision Zero)

- Cities committed to Vision Zero in January 2015 i.e., clear goals of eliminating traffic fatalities and severe injuries; official and public commitment by Mayor, plan or strategy and time frame in place, key city departments engaged): **2** (New York and San Francisco)
- Cities committed to Vision Zero just 10 months later, in October 2015: **11**
- Of these, cities in Kaiser Permanente regions: **6** (Portland, San Francisco, San Jose, Los Angeles, San Diego, Washington, D.C.)
- Cities considering Vision Zero as of October 2015: **9** (5 in Kaiser Permanente regions)



## Complete Streets Growing

- Increase in walking in last 10 years in Complete Streets (CS) communities: **32%**
- Increase in biking in last 10 years in CS communities: **90%**
- Jurisdictions with CS policies in 2004: **0**
- Jurisdictions with CS policies in 2014: **600**; 2015: **750+**



## Communications

- EBW! Collaborative partners reached an average of **500,000** people per month on their web sites
- *Step It Up! The Surgeon General's Call to Action to Promote Walking and Walkable Communities* media impressions: **1.8 billion**
- Call to Action communications practice guides downloaded: **1,380**



## Technology

- Miles walked by EBW! App users between March and September 2015: **6,510,735** (or, twice the distance to the moon!)
- Calories burned by App users, March - September 2015: **40,345,971**
- Total users across iOS and Android platforms: **235,594**



# Keeping It Moving:

2015 UPDATE ON KAISER PERMANENTE'S INVESTMENTS IN WALKING, WALKABILITY, PHYSICAL ACTIVITY, AND SAFE PLACES TO BE ACTIVE



*Every Body* **WALK!**  
everybodywalk.org