

—  **THE WALKING REVOLUTION**  —

**DIALOGUE AND
RESOURCE GUIDE**

A Production of
Every Body WALK!

Powered by Kaiser Permanente

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The (*the*)

Used with or as part of the title.

Walking (*walk-ing*)

To move over a surface taking steps with the foot at a pace slower than a run.

Revolution (*rev-o-lu-tion*)

A sudden or momentous change in situation.

The human body is built to walk. However, for many of us walking is not a part of our daily routine, either because there is no place to walk or there is not enough time to do so. A lack of physical activity comes with significantly increased risks of heart disease, diabetes, depression, and a host of other conditions.

By incorporating walking into the day, we have the opportunity to improve the physical and financial health of the country as well as the health of the environment.

The power of walking is undisputed. All it takes is 30 minutes of walking, five days a week to show positive health results.

When people are on the streets walking, communities are safer. Foot traffic brings about economic vitality.

Children who get to school on their own power perform better in school. Walking helps boost academic performance.

Walking improves the environment resulting in cleaner air, less traffic and noise, and fewer traffic accidents. Sidewalks, crosswalks, traffic signals, and lighting are all signs of a pedestrian-friendly area.

Parks are a cornerstone of the community. They are a gathering place for children, adults, and families, along with their pets. Parks are a place to walk and connect.

The Walking Revolution, a documentary film about walking, aims to get people moving. Take to the streets, trails and parks in your community. Take transit whenever you can. And, take back your health.

DIALOGUE

ABOUT THE GUIDE

The Walking Revolution Dialogue and Resource Guide will provide you with all that's needed to host a screening of the film. Whether you are hosting a small screening or a large community event, we'll offer some planning tips and thoughts around logistics.

It's important that your screening event have a purpose. Take this into account when creating your guest list. Think about the desired outcome so guests have something to rally around. It can be as simple as connecting with colleagues to start a lunchtime walking group, or supporting a local community in building safe walking areas.

We'll introduce you to the topics covered in the film and offer sample questions to help spark a dialogue following the film. These questions can be discussed as group or by a few people as they embark on a walk.

We want to know about your screening events – conversations, ideas and future actions. Share highlights and photos of your screenings with us at info@everybodywalk.org.

ABOUT THE FILM

The Walking Revolution is a 30-minute documentary about the health benefits of walking, what makes communities walkable and what that means for the environment and the economy. Organized in five chapters that are roughly six minutes each in length, the film tackles:

1. The impact of inactivity
2. Eliminating walking from our culture
3. The evolution of man and walking
4. Walking to better health
5. Building walkable communities

To support a consumer-driven lifestyle, the focus shifted to the suburbs, office parks, malls, individualized traffic, freeways, expressways and loose zoning laws. Main Street, once in relative proximity to where people lived, worked and shopped, was no longer bustling.

As a result, we stopped walking. People became dependent on cars. Then, advances in technology and other modern conveniences contributed to people moving less. This situation has had a tremendous impact on the overall health of the country. Preventable diseases like heart disease, diabetes and depression are rampant. A simple, cost-efficient cure is walking.

The Walking Revolution empowers viewers to restore walking back to their lives and to our culture. Just as people moved to the suburbs generations ago, many are trading that lifestyle for an urban setting where they can walk to work, transit, shopping, arts and entertainment. The natural settings of rural areas put you at one with your community. Walking, wherever you are, represents the rebirth of cool.

The Walking Revolution is available online at <http://www.everybodywalk.org/documentary.html>

DIALOGUE QUESTIONS

To have a spirited dialogue about the themes in the film, think about the purpose of your screening and the guests in attendance. Frame the conversation around the relevant film topics. For example, raise awareness of the importance of walking, starting a walking group at work or a walking school bus, or other topics of relevance to you. Referenced below are questions that are sure to spark a dialogue.

- What can be done to prevent the sedentary lifestyle?
- How do you feel when you hear the statement ‘this is the first generation of kids to have a shorter life expectancy than their parents’?
- Is there a spokesperson in the film whose comments you found particularly moving? How so?
- Is your community walkable? What would make it more walkable? Are you willing to take steps to improve walking in your community?
- Imagine a totally walkable community. Describe what elements would it have?
- Are you currently a walker? Why do you walk? Where do you walk? How can you integrate walking into your day? (i.e. walking to school, walking at work.)
- Did you know walking can make chronic conditions better and even prevent their onset? Would that encourage you to walk more?
- We know that good habits start while young. Do you have the option of walking your children to school? Kids need 60 minutes of physical activity each day.
- Are you familiar with the walking school bus? It’s where parents or adults walk children to school and pick up children along the route to school. If there were a walking school bus in your community, would you and your children participate?
- Public transit is truly a community asset. Do you have access to public transit? What are your experiences with it? Would you consider taking public transit more?
- Might it be possible to convert abandoned areas in your community to walking paths? How might you see going about this?

- Do you walk in support of charitable causes? If not, is this something you would consider? It's a great way to get some physical activity and support a good cause at the same time.
- There are domestic and international travel destinations that are great for walking. What do you think about walkable vacations? Is this something you do or would like to do more?
- An easy way to get some walking in during the day is to host a walking meeting. Is this something you can do in your office? How would you go about introducing the concept? (See and share tips for walking meetings on page 7).
- Is walking 30 minutes a day, five days a week doable for you? What are some ideas of how to fit walking into your day?
- In many clinical practices doctors are starting to write prescriptions of physical activity like walking and biking. What do you think about the idea? Is this an activity you would participate in and how would you get the word out?
- Dog owners are known to be the most likely to walk. Is your community conducive to walking a dog or accessible to a dog park? Are there dog walking groups or would you consider starting one? If you are part of a dog walking group, can you share your experiences?
- Mall walking has become a viable option in many communities. Would you consider approaching a local mall about hosting a walking group?
- What might it take for walking to be cool and contemporary? The aim is to reach people of all ages.

HOSTING A SCREENING

The steps below offer an overview of what's needed to plan a successful screening event.

SOCIAL MEDIA

Are you engaged in social media? We encourage you to connect with Every Body Walk! through Facebook, Twitter, Pinterest, YouTube, and Instagram.

PLANNING

In planning your event, consider what you want to accomplish through the screening. We ask that you reserve 90 minutes for your event. There can be a 30-minute reception at the start of the event. The actual screening and dialogue will be billed as the power hour. You can organize the power hour as:

- 30 minutes to watch the film followed by a 30-minute dialogue.
- Or better yet, you can watch the film and go for a 30-minute walk. Alert guests that there will be a walk in the invitation so they wear appropriate clothes, shoes, hat and sunscreen.
- Send out invites three weeks in advance of the screening via email. Follow up with an email reminder one week before the event. The day before the screening, send out a message letting guests know that you look forward to seeing them.

- Find a convenient and easily accessible location for your screening. Ideally, it would be accessible by public transportation or by foot.
- Spread the word about the screening in as many ways as possible.
- Set goals for your screening event and actions guests can take.
- Determine if you want to have a moderator for your dialogue or a designated leader for your group walk.
- Determine if you need volunteers to help with setup and cleanup?
- Do you plan to serve healthy snacks and beverages?

PRE-EVENT CHECKLIST

- Venue/technical needs confirmed.
- Film/DVD arrived.
- Time to watch film in advance and make sure it's in good working order.
- Assemble any handouts for guests.
- A camera to take pictures and video.
- Print out copies of the signup sheet.

DAY OF CHECKLIST

- Plan to arrive early to set up – chairs, food, etc.
- Perform audio/visual check prior to screening.
- Have a greeter at the event so guests feel welcome and help them sign in.
- Once guests are seated and you are ready to begin, make sure they know what to expect – if there will be a dialogue after the screening or a walk.
- Make sure your guests leave the event knowing how they can establish a walking routine, the resources available and how they can make their community more walkable.

POST-EVENT CHECKLIST

- After the event, be sure to thank anyone who helped make the event a success.
- Screening host should connect with Every Body Walk! to share highlights of their screening – photos, videos, tweets – info@everybodywalk.org.
- Email your guests with any updates and thank them for coming. Encourage guests to take the pledge on everybodywalk.org.

TAKE ACTION

Share your stories about walking in text, photo or video as well as steps you have taken to bring walking to your workplace, community or school. Connect with Every Body Walk!:

Online

everybodywalk.org

Via Twitter

@everybodywalk

Pledge to Walk

everybodywalk.org/pledge

RESOURCES

EVERY BODY WALK!

Every Body Walk! is a collaborative campaign aimed at getting Americans up and moving. Through the help of our partners, we are working to spread the message that walking 30 minutes a day, five days a week (or 60 minutes every day for kids) can improve your overall health and prevent disease. We provide news and resources on walking, health information, walking tips, a personal pledge form to start walking, as well as a place to share stories about individual experiences with walking. Visit our walking hub at everybodywalk.org

EVERY BODY WALK! MOBILE APP

Every Body Walk! offers a free mobile app for [Apple](#) and [Android](#) devices. It tracks time and distance walked and calories burned and also provides walking maps. You can share your walks with friends, family and colleagues via Facebook and Twitter.

FIRE UP YOUR FEET

[Fire Up Your Feet](#) is a program developed in partnership between [Kaiser Permanente](#), [Safe Routes to School National Partnership](#), and the [National PTA](#) that supports the efforts of parents, schools and community leaders across the country to encourage safe walking, bicycling and other physical activities to, from and at schools. [Fire Up Your Feet](#) encourages families, students and schools to work together and create active lifestyles that inspire our children to be healthy and physically active.

Centered around the school day, Fire Up Your Feet provides a full range of age-appropriate resources and educational materials to encourage physical activity to, from and at school, with simple ways to track activity, earn awards, fundraise in a healthy way and stay motivated in a fun and friendly environment. You'll also find tools and resources policy advocacy and healthy fund-raising.

READY TO WALK

Walking is an activity that can be done in various sessions throughout the day. Here are some options that will help you achieve 30 minutes of walking each day. For kids, 60 minutes of physical activity is required.

WALKING TO AND AT SCHOOL

- Walk your kids to and from school, preferably using a walking school bus. If there are other children in the neighborhood who go to the same school, you can coordinate with their parents so they can walk together. Parents can take turns walking with the kids. Walking makes kids more productive in school. If you have a dog, bring him/her along, too.
- If it's too far to walk your kids to school, drive part of the way, park your car, and walk the kids the remainder of the way.

- If your child is mature, old enough and the way to school is safe, consider letting them walk without you. It's a good way to promote active transportation like walking or bicycling.
- There are built-in opportunities throughout the day to walk to and from recess and around the school yard at lunch.

WALKING DURING THE DAY

- On your way to work or doing an errand, take transit. If you drive to transit, park farther away and walk to the bus stop or train station. If you have to drive, consider driving a certain distance and walking to your destination from there.
- Going out for lunch, walk.
- Accomplish two things during the lunch hour – eat a healthy lunch and go for a 30-minute walk.
- Host a walking meeting with one or two colleagues. (see recommendations below)
- Walk around the office and talk with colleagues instead of sending an email.
- Take the stairs to meeting destinations within two to three floors.
- Walk to transit or to your car at the end of the workday.

WALKING IN THE COMMUNITY

- Start your day with a morning walk. It's a good way to wake up. If you have a dog, bring him/her along, too.
- If you have errands, walk instead of drive.
- Going to dinner, walk to a restaurant near your office or home.
- After dinner, go for a walk with the family. Bring the dog.
- If you are headed to the gym, walk there if you can and take a walk on the treadmill.

WALKING MEETINGS

How do you integrate walking into meetings, conferences and the work day?

Taking a walk (*a walk and talk*) can lead to fresh perspectives; generate new ideas; refresh the mind, body and soul; and build rapport with team members – as well as with people you may not know well, or who have different perspectives.

We should look for every opportunity to *walk the walk* – to be a visible role model for the change we seek, and bring value to the work at hand by *building physical activity into our meetings*.

There are multiple settings and formats where a *walk and talk* can be productive:

- 1:1 meetings between peers; or between a manager and a team member.
- Groups of 2-4 persons (in lieu of a face-to-face meeting in an office).
- Work teams (where a walk might replace, or be part of, a face-to-face meeting).
- Walks as active breaks that become a core part of conferences (e.g. to do reflection, surface ideas, and address topics in a creative way as we might in a small group activity).
- Neighborhood tours, constituency development, walking audits etc.

Consider the objectives of the walk –perhaps a combination of fresh air, relationship building and remaining topical to the task at hand. This typically includes framing the topics / question(s) to be addressed on the walk.

Provide adequate advance notice that a walk will take place – inviting people to plan and dress accordingly (e.g. bring comfortable walking shoes, jacket, sunscreen/hat etc.)

Clarify the time(s) available, factoring adequate time for:

- Framing the purpose/outcomes of the conversation/tasks to take place during the walk.
- Presenting the timing, logistics, and outline an attractive route (in nature, not too noisy etc. Provide a map...)
- Light stretching, or instant recess to ‘warm up’ before the walk.
- A restroom break, or time to address personal needs - so that items people need to address during a traditional break time are not neglected. Not doing so can undercut a walk.
- Allow time for harvesting learning from the walk, if applicable.

Frame the purpose/outcomes of the topics/conversation/tasks to take place during the walk:

- Ensure the task is doable and understood before the walk starts.
- Create right-sized (2-4 persons) and effectively configured groups – that will support the task.
- Encourage people to bring a small notepad and pen, if useful.
- Review materials in advance that would set the stage. Phones off!

COLLABORATIVE AND PARTNERS

Every Body Walk! is supported by a host of partner organizations and blogs that are committed to walking. Collectively and individually, these partners have helped communicate and extend Every Body Walk! messages to their stakeholder audiences.

PARTNER ORGANIZATIONS

- 8-80 Cities
- AARP
- Advancing the Movement
- Alliance for a Healthier Generation
- Alliance for Biking & Walking
- America Bikes
- America Walks*
- American Academy of Pediatrics
- American Alliance for Health, Physical Education, Recreation & Dance
- American Association on Health & Disability
- American Cancer Society
- American College of Sports Medicine
- American Council on Exercise
- American Heart Association
- American Hiking Society
- American Lung Association
- American Public Health Association
- American Volkssport Association
- Americans for Transit
- Anytime Fitness
- Arizona State University School of Nutrition & Health Promotion
- Arthritis Foundation
- Association of Bicycle and Pedestrian Professionals
- Association of State & Territorial Health Officials
- Bay Area Rapid Transit (BART)
- Bikes Belong Coalition
- Bipartisan Policy Center
- Blink Fitness
- Brazos Walking Sticks
- Brookings Institution
- Centers for Disease Control & Prevention
- Charity Miles
- City University of New York, Hunter College Program in Social Research
- CommonHealth Action
- Community Speaks
- Community Commons
- Commute Orlando
- Convergence Partnership
- D.C. Department of Health
- d.ish
- Easter Seals Project ACTION
- Environmental Media Association
- Everyday Health
- Exercise is Medicine
- Friends of the High Line
- Funders Network for Smart Growth and Livable Communities
- Funny or Die
- George Washington University Center for Real Estate
- GirlTrek
- Group Health Cooperative
- Healthy Child Healthy World
- Healthy You Now
- HPCareer.Net
- Human Response Network
- Idaho Bicycle & Pedestrian Alliance
- Indiana University-Purdue University Indianapolis Department of Kinesiology
- Institute of Transportation Engineers
- International Health, Racquet & Sportsclub Association
- Kaiser Permanente Thrive
- Leadership Conference on Civil & Human Rights
- League of American Bicyclists
- League of United Latin American Citizens
- Let's Move

* America Walks is the backbone organization of the Every Body Walk! Collaborative.

PARTNER ORGANIZATIONS

- LiveWell Colorado
- LOCUS, responsible real estate developers and investors
- Make Roads Safe
- Maryland-National Capital Park and Planning Commission
- Mobility Lab
- NAACP
- National Association for Health & Fitness
- National Business Coalition on Health
- National Center for Bicycling & Walking
- National Coalition for Promoting Physical Activity
- National Complete Streets Coalition
- National Council of Independent Living
- National Education Association Health Information Network
- National Environmental Education Foundation
- National Institutes of Health
- National League of Cities
- National Park Service
- National Parks Conservation Association
- National Physical Activity Plan
- National PTA
- National Recreation & Parks Association
- National Urban League
- National Wildlife Federation
- Nike
- Office of the Surgeon General
- Partnership for a Healthier America
- Pedestrian & Bicycle Information Center
- Pennington Biomedical Research Center
- Policy Link
- Popcornflix
- Power Rangers emPower
- President's Council on Fitness, Sport & Nutrition
- Project Fitness
- Public Health Institute
- Rails-To-Trails Conservancy
- Reconnecting America
- S&G Endeavors
- Safe Routes to School National Partnership
- Smart Growth America
- Speck & Associates
- Streetsblog.org
- Striiv
- Sustainable Streets
- Technical Consumer Products
- The Atlanta BeltLine
- The Purpose Institute
- The Walking Golfers Society
- Tractivity
- Transportation for America
- TrekDesk
- Trust for America's Health
- Trust for Public Land
- U.S. Coast Guard
- U.S. Department of Agriculture Food & Nutrition Service
- U.S. Department of Disease Prevention & Health Promotion
- U.S. Department of Health & Human Services
- U.S. Department of the Interior
- U.S. Department of Transportation
- U.S. Environmental Protection Agency
- United Way Worldwide
- University of Illinois Institute of Health Research & Policy
- University of South Carolina School of Public Health
- US News & World Report
- Virginia Foundation for Healthy Youth
- Virginia Tech University
- Viridian Health Management
- Walk About Magazine
- Walk Arlington
- Walk For Lunch
- Walk San Diego
- Walk San Francisco
- WalkBoston
- Walkingspree
- WALKSacramento
- WalkSafe (University of Miami Medical School)
- Washington Area Bicyclist Association
- WomenHeart
- World Fit
- World Health Organization
- YMCA of the USA
- YummyEarth

BLOGS

- Happy Body Happy Life
- Living Fit, Healthy and Happy
- Kaiser Permanente Center for Total Health Blog
- Be Active Dacatur
- Walk the Year
- Try Walking
- Care Source
- Streetsblog
- Urbanophile
- Human Transit
- Greater Greater Washington
- UrbanCincy
- Urban Milwaukee
- Rust Wire
- DenverUrbanism
- This Big City
- d.ish
- The Running Yogini
- Veria
- Fat Fighter TV
- Stay Simply Fit
- The Big Parade
- Just Stand
- Alternative Transportation in Columbus
- Walk Around Portland
- Green and Clean Mom
- The High Line
- Eco Child's Play
- Mamavation
- Health Mom's Magazine
- Livin' Life With Purpose
- Racing and Saving Mama
- Walk San Diego
- Fearless Philanthropy
- Get Fit Naturally
- Eating Soulfully
- Change Anything
- Fit Approach
- Diabetic Snack
- Alicia Smith's Ministry of Dance
- Len Saunders
- Jeff Alt
- Vancouver Fit
- Bike & Walk Montclair
- America Walks
- BikeWalkLee
- Walk San Francisco
- Car Free Baltimore
- Walk Arlington
- Commuter Orlando
- Twin Cities Streets For People
- The Indy Cog
- UrbanOut
- CommuterPage.com
- Envision Baltimore

CREDITS

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