

E5 Walking promotion resources

Contents

- E5.1 Walking policies and strategies
- E5.2 *TravelSmart*
- E5.3 Physical activity resources

Purpose

The purpose of this module is to provide resources to council managers for promoting walking within their community.

Introduction

The promotion of a walking program or piece of infrastructure is essential to the success of the project. This module lists documents and websites that provide strategies and examples for promoting walking programs.

E5.1 Walking policies and strategies

Most urban transport strategies developed during the past decade have paid substantial attention to walking as a means of accessing local activities and opportunities, and as an access mode for public transport. These strategies are generally available on government websites and often provide links to further resources.

E5.2 *TravelSmart*

TravelSmart (workplace)

Voluntary travel behaviour change initiatives were originally developed in Europe as a tool for encouraging more people to use public transport. Extension of the initiatives to encouragement of a wider range of alternatives to the private car, including walking and cycling, was pioneered in Perth, Western Australia, in 1997.

Behaviour change initiatives have been subject to detailed evaluations of effectiveness. The following link provides resources that are designed to be used by Australian employers seeking to encourage their staff to travel to, from and for work in a more sustainable fashion: <<http://www.travelsmart.gov.au/employers/toolkit.html>>.

TravelSmart (special events)

TravelSmart Australia has a resource toolkit that has been developed to help special events organisers, planners and council officers involved with special events to reduce reliance on the car for travel to special events. This resource kit provides guidelines for developing an event access plan to identify alternatives to car travel and to support people who choose to use these alternative modes of transport (i.e. alternatives to driving).

This resource can be found at <<http://www.travelsmart.gov.au/events/index.html>>.

A link to the national *TravelSmart* website is provided in module E1 *Comprehensive resource packages*.

E5.3 Physical activity resources

National and state physical activity encouragement initiatives provide important information, resources and experience that can support promotion of walking for transport.

Key resource references are:

Walk There Today: Find Thirty 2003–2004 Walking Guide

The *Walk There Today: Find Thirty 2003–2004 Walking Guide* program is a comprehensive resource prepared as part of the Western Australian Government's whole-of-government effort to encourage walking in the community. Their website is an excellent place for councils to obtain information to begin their own programs. There is a comprehensive list of actions and activities that are good examples of successful walking strategies and how they translate into programs and actions for the community.

It includes such items as an events calendar, information about workshops and seminars, the *Walk There Today: Find Thirty 2003–2004 Walking Guide* program and *Walk to Work Day*. The site also includes information about the Walking WA Committee, sponsorship (the WA funding program) and access to resources and reports in both PDF and Word format.

The program contains information on the health benefits of walking, balancing food and activity, motivation techniques, safety and even a practical safe-stretching guide.

In addition to its motivational and educational aspects, the document contains a comprehensive list of contacts for local and statewide walking groups, and appropriate government agencies.

It also lists strategies devised for Western Australia, such as *Perth Walking: The Metropolitan Regional Pedestrian Strategy*, and helpful links to programs and other local, national and international sites.

This document can be found at <dpi.wa.gov.au/walking/walktheretoday.html>.

Supportive Environments for Active Living

The *Supportive Environments for Active Living* (SEAL): *A Strategic Framework for Action Strategy*, prepared by the South Coast Public Health Unit (Queensland Health), provides many practical 'how to' documents, objectives, approaches, communication plans, media releases and policy ideas for community

action to create, enhance and sustain supportive environments for active living.

The framework also outlines domestic and international research with respect to environment, planning, health and other issues that relate to the encouragement of an active community. Support documents are identified.

Details can be found at <<http://www.health.qld.gov.au/phs/Documents/sphun/1331a.pdf>>. The web version is in seven parts for easy download.

Wet Tropics Walking Strategy

For more information on this resource see Module E.1 *Comprehensive resource packages*.

The strategy can be found at <http://www.wettropics.gov.au/mwha/mwha_pdf/Walking%20Strategy%20Summary.pdf>.

A hard copy is available from:
Wet Tropics Management Authority
1st Floor, Cairns Corporate Tower
15 Lake Street
PO Box 2050
CAIRNS QLD 4870

Telephone: (07) 4052 0555
Fax: (07) 4031 1364

A full version of the *Walking Strategy (72 pages)* is also available at <http://www.wettropics.gov.au/mwha/mwha_pdf/Walking%20Strategy.pdf>.

10,000 Steps Rockhampton

The *10,000 Steps Rockhampton* program is an excellent example of promoting a walking program

The program website is well laid-out, with clear branding and an interactive section for those interested in being a part of the *10,000 Steps* program (where they log their progress) or becoming a registered provider of the program.

The site caters to those wanting to find out more about the program and those undertaking the program. It gives readers some history, 'SunSmart' tips, and a contact in case they are feeling unmotivated.

Other highlights are resources available to download (newsletters and fact sheets) as well as a national 'shop finder' for those wishing to purchase a pedometer. There is also merchandise for purchase, guides for physical activity, a testimonial section, media room, and the Rockhampton 'Original Project' Archive.

This resource can be found at <<http://www.10000steps.org.au/>>.



Walking Trails — City of Onkaparinga

Walking Trails — City of Onkaparinga (South Australia) is a comprehensive document outlining the city's walking trails network. It contains clear maps, and presents safety information in conjunction with the essential information about over 20 different walking trails available in this community.

The booklet is divided into four types of trail networks, including coastal walks, nature walks, heritage walks and suburban walks. The booklet also includes local walking groups and resources, making it useful for encouraging both walking in the local community and tourism.

The publication was created in conjunction with local walk leaders who helped to update the existing trail maps to categorise the walks and to include information such as level of difficulty and disabled access requirements.

This resource can be found at <www.onkaparingacity.com>.

A hard copy may also be obtained from:

Customer Service Centre
PO Box 1
NOARLUNGA CENTRE SA 5168

Telephone: (08) 8384 0666

Fax: (08) 8382 8744

Email: mail@onkaparinga.sa.gov.au

The Heart Foundation — Just Walk It

Just Walk It, Australia's largest community-based walking program, aims to increase the community's participation in regular and enjoyable physical activity. It is an accessible, convenient, safe and free physical activity program, with over 5,000 participants throughout Queensland. *Just Walk It* is a Heart Foundation program funded by the Queensland Government through Sport and Recreation Queensland.

The comprehensive impact evaluation has shown that *Just Walk It* has been successful at:

- ▶ reaching populations who are least likely to participate in physical activity
- ▶ increasing or maintaining physical activity levels among these populations
- ▶ sustaining their participation in a physical activity program.

For details, go to <www.justwalkit.com.au>, or call the Heartline on 1300 362 787 for information on *Just Walk It* programs in Queensland, New South

Wales, South Australia and the Northern Territory.

Pedestrian Council of Australia

The Pedestrian Council of Australia (PCA) is the main body in Australia acting as an advocate for the rights and responsibilities of pedestrians.

The PCA website contains information about national events and campaigns, including *Walk to Work Day* and *Walk to School Day*, and useful resources for councils.

The site outlines the role of the PCA, its structure and objectives, the latest reports and issues that have received recent media attention or are important issues for councils to be aware of, an Australian Pedestrian Charter, and a membership program.

The Pedestrian Council of Australia website can be found at <<http://www.walk.com.au>>.

American Pedestrian and Bicycle Information Centre

The American Pedestrian and Bicycle Information Centre (PBIC) is a clearing-house for information about health and safety, engineering, advocacy, education, enforcement, and access and mobility.

PBIC's website provides a useful guide to evaluating the 'walkability' of a local community. Potential long-term solutions to problems are presented, as well as research that can help policy makers identify problems, or emulate programs or processes in their own community.

The site looks at all the issues involved in what makes a community 'walkable'. Sections include design and engineering issues, pedestrian behaviour change, health, safety, marketing and promotion of walking programs. Each section includes a number of pertinent pages, such as research, relevant publications for each topic, toolboxes, checklists or other links to find more information.

The PBIC website can be found at <<http://www.walkinginfo.org>>.

For more information

Website: <<http://www.transport.qld.gov.au/pedestrian>>.

Easy Steps is published by Queensland Transport.





Easy Steps

A toolkit for planning, designing and promoting safe walking

Easy Steps is a comprehensive reference tool for local government authorities, and transport and planning professionals. It surveys successful existing walking programs and facilities, and provides information to use in planning, implementing and providing walking opportunities and programs for local areas.

Easy Steps represents best practice in the planning, design, delivery, auditing and maintenance of walking facilities and community-based walking programs.

For those seeking to address walking issues for the first time, *Easy Steps* is a valuable resource from the beginning to the end of this journey.