

The Surgeon General is Calling on **Nonprofit Organizations** to Step it Up!

- Physical activity is one of the most important things Americans can do to improve their health.
- Walking is an easy way to start and maintain a physically active lifestyle.
- Walkable communities make it easier for people of all ages and abilities to be active.
- Communities can benefit from safe and convenient places to walk.

Nonprofit organizations interact with all facets of American life. That means nonprofits have many ways to promote walking. Some have facilities that can be used for walking. Others can reach particular groups, such as minority populations or people with mobility limitations, or can work toward changes to the design of communities and streets. Because of your reach and the trusted relationship you have with your members, you are in an excellent position to share messages about walking—and improve the health of your community. paigns with other activities meant to increase walking.

Below are strategies for how you can encourage people to walk more:

Promote community programs and policies that make it safe and easy for residents to walk.

- Promote the availability of safe, convenient, and well-designed community locations and programs that promote walking.
- Offer evidence-based walking programs that are free or low cost.
- Set up walking groups, buddy systems, and other forms of social support for walking that provide multiple opportunities to walk each week.

Educate people about the benefits of safe walking and places to walk.

- Educate pedestrians about how to walk safely and the risks of alcohol-impaired and distracted walking.

Develop effective and consistent messages and engage the media to promote walking and walkability.

- Provide public education and awareness campaigns to promote walking and walkability and link these campaigns with other activities meant to increase walking.



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