

Status Report for STEP IT UP!

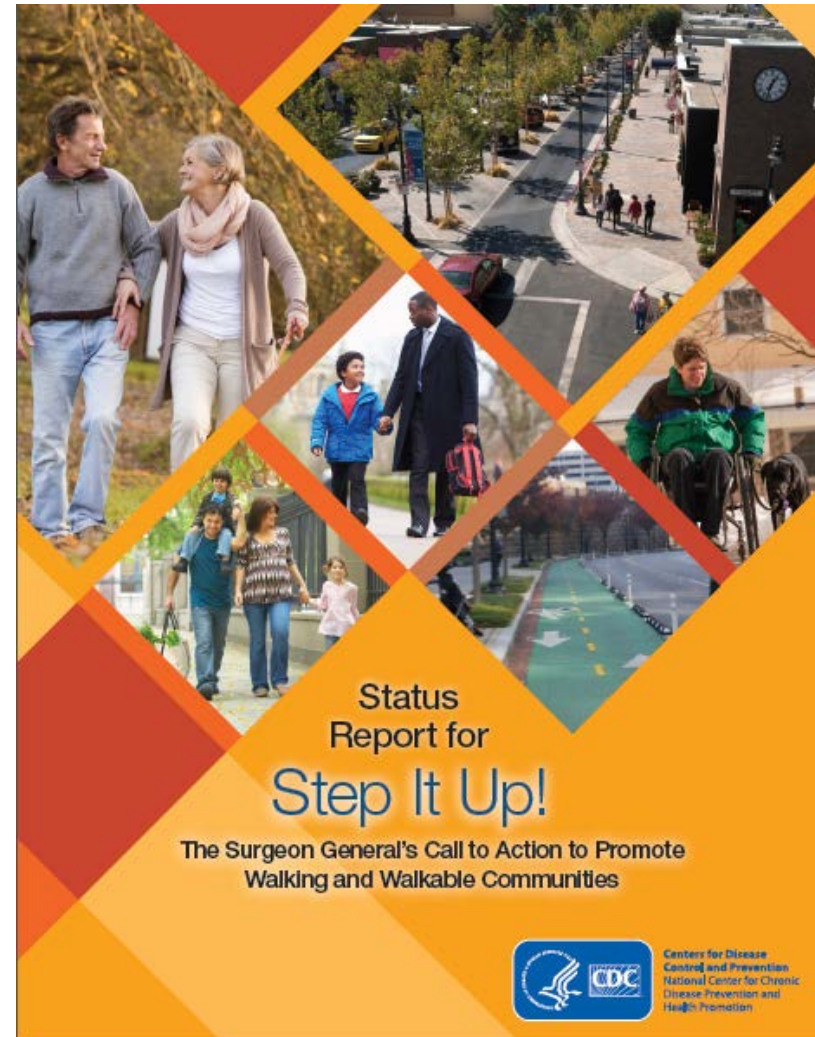
**The Surgeon General's Call to Action to Promote
Walking and Walkable Communities**



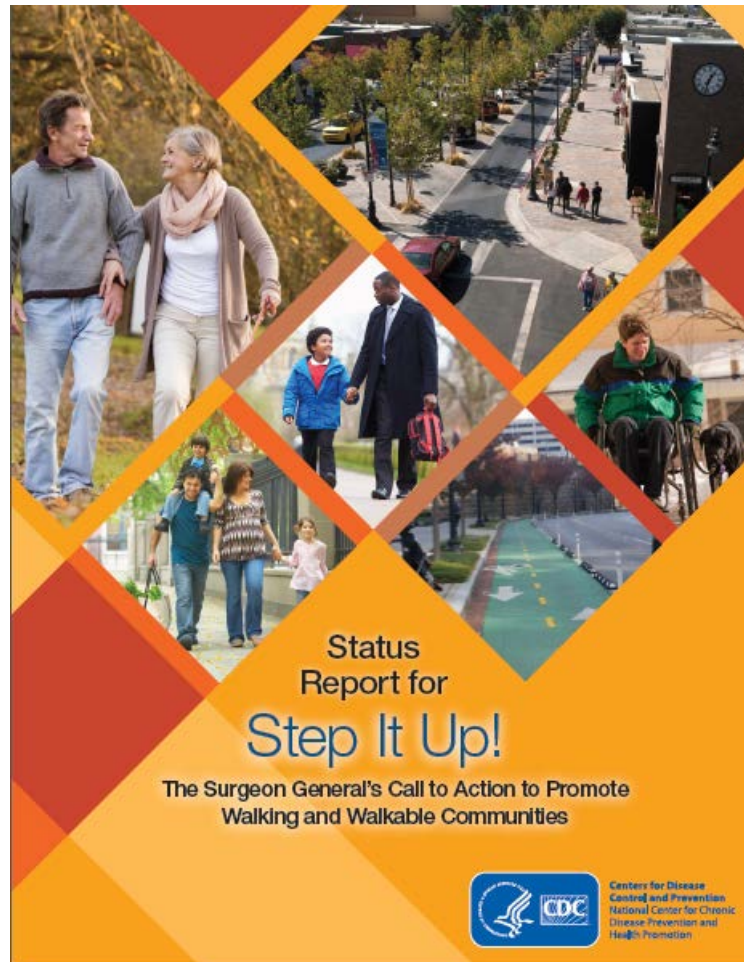
Centers for Disease
Control and Prevention
National Center for Chronic
Disease Prevention and
Health Promotion

Purposes of the Status Report

1. Share **baseline data** on physical activity and walking behavior
2. Summarize **key activities** related to the release and the five goals of the *Call to Action*
3. Highlight **success stories** from the field



Baseline Data

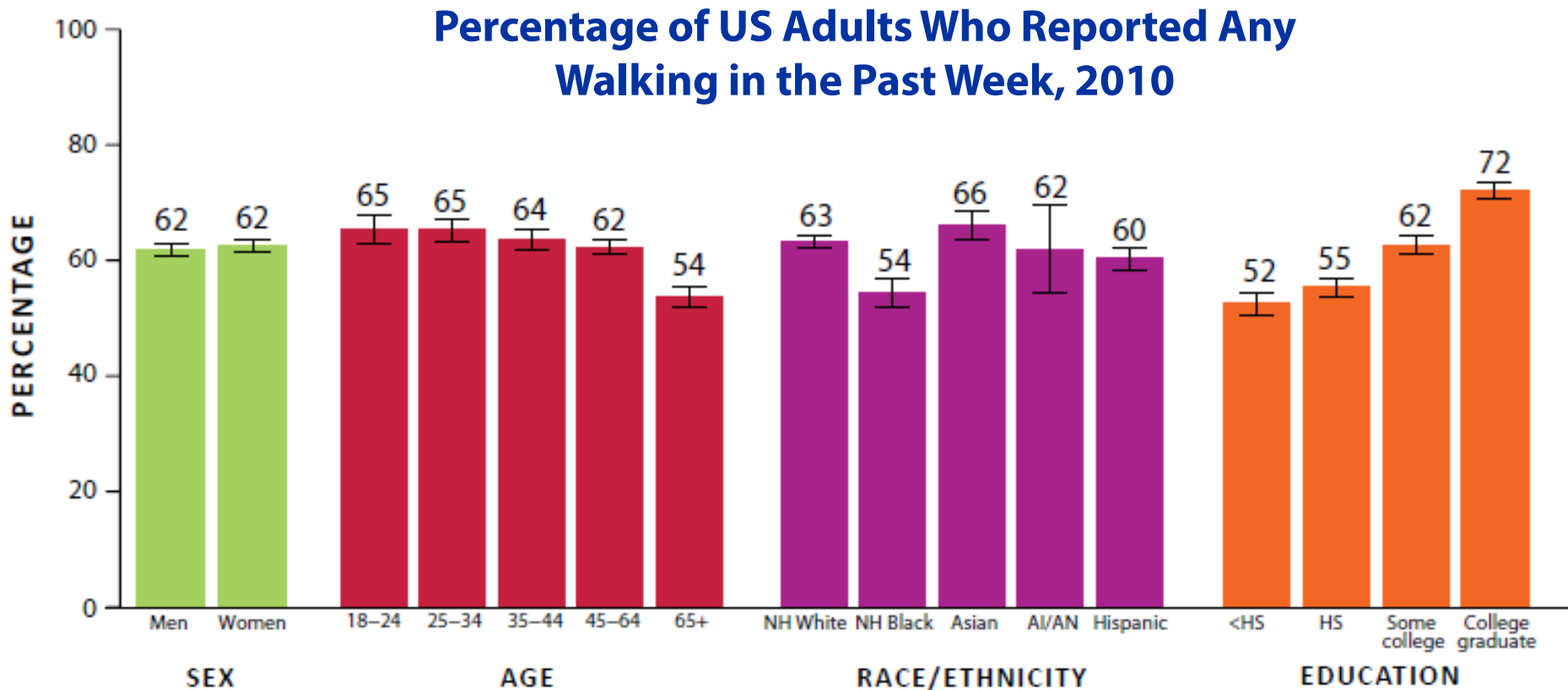


Baseline Physical Activity Levels

- **30%** of US adults are inactive during their leisure time
- **50%** of US adults do not meet the guidelines for aerobic physical activity
- **73%** of US high school students do not meet the daily physical activity guideline

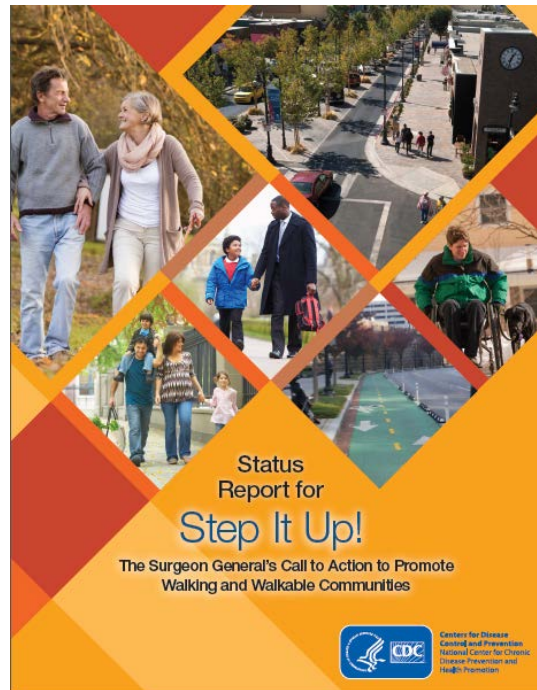


Baseline Walking Levels



62% of adults reported walking 10 or more minutes in the past week for transportation or leisure

Key Activities that Support the *Call to Action*



Key Activities that Support the *Call to Action*

- Web and media attention
- Federal activities
- Non-governmental organization and community activities





Release and Promotion Activities

September 9, 2015 – October 9, 2015

Type of Activity	#
Live webcast participants	1,962
Web page views	35,479
<i>Call to Action</i> report downloads	2,468
Partner Guide downloads	897
Infographic downloads	553
Facebook posts	341
Twitter mentions	4,978
Print/TV/Blogs/Radio stories	2,080

The *Call to Action* generated a large amount of interest, particularly in the first month after its release

Federal Activities

- **Office of the Surgeon General**
 - Participated in more than 30 events
 - Gave speeches at national meetings



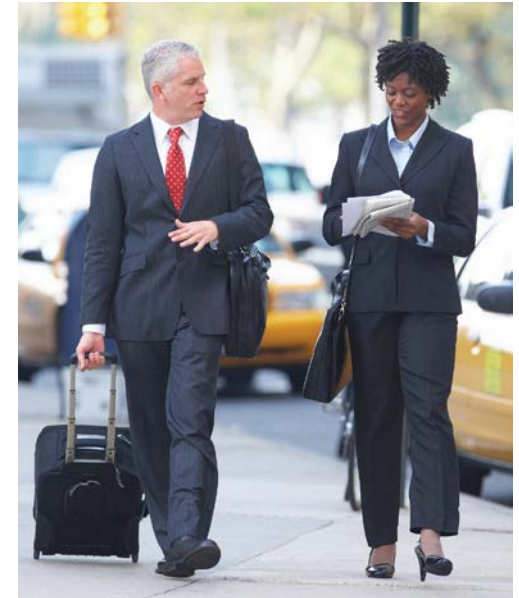
Federal Activities

○ CDC with Partners

- State report cards on walking
- Walkability Action Institutes

○ Other Federal Agencies

- Technical assistance webinars
- Partnership for Sustainable Communities
- Safer People, Safer Streets Initiative
- National Park Rx Day



Non-Governmental Organization Community Activities

○ National Level

- National Physical Activity Plan
- Every Body Walk! Collaborative microgrants
- American College of Sports Medicine pledges
- National Center on Health, Physical Activity and Disability's "How I Walk" initiative



Non-Governmental Organization and Community Activities

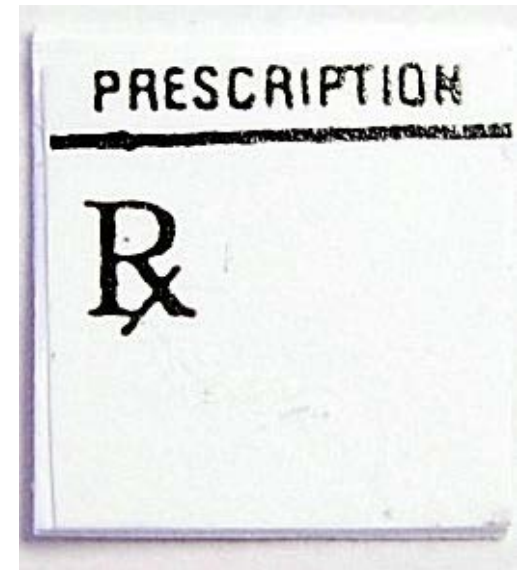
○ Programs and Initiatives

- Safe Routes to School programs
- The CEO Pledge for Physical Activity
- Walk with a Doc chapters
- Open Streets initiatives

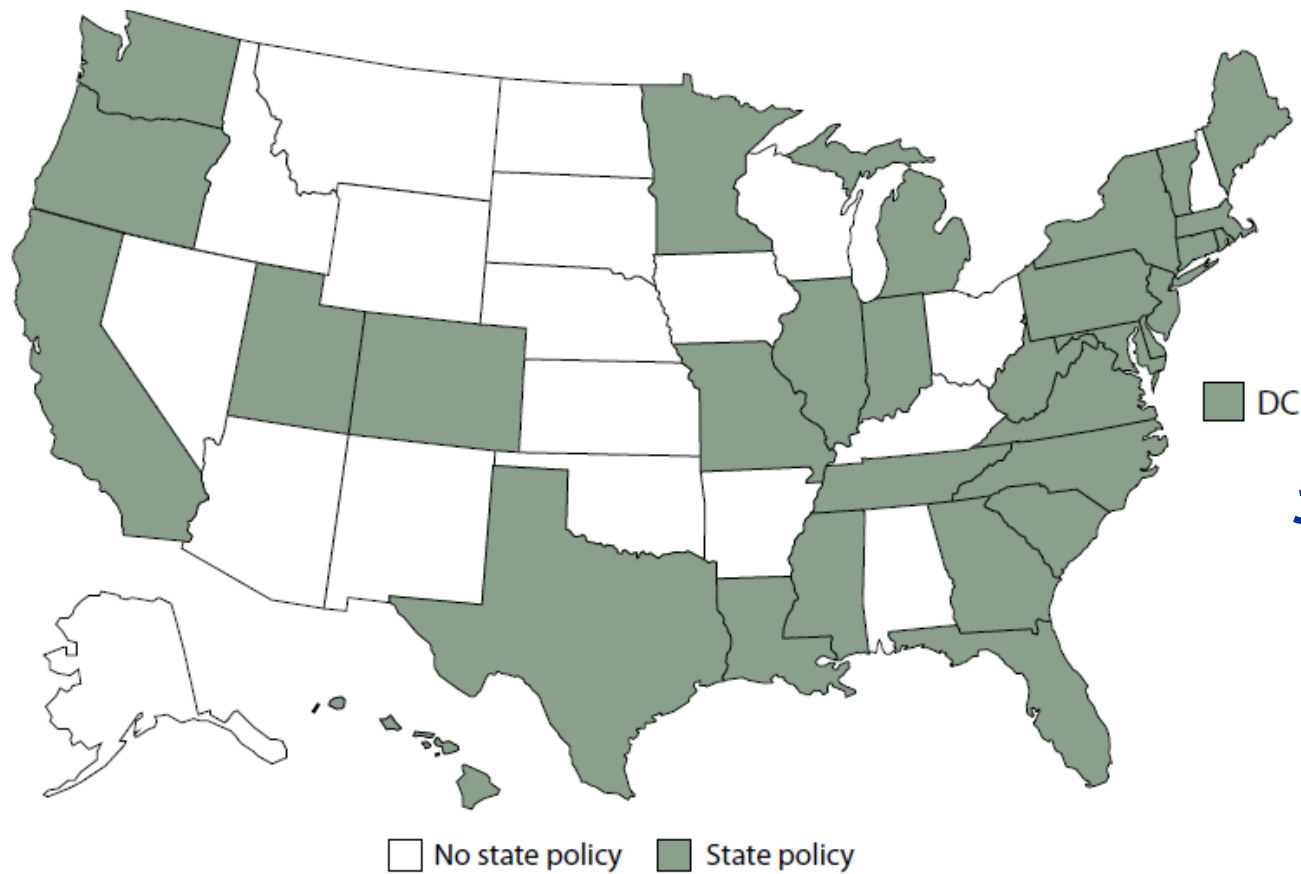


Other Professional and State-Level Activities

- **Professionals Encouraging Walking**
 - State employees work on bike or pedestrian projects
 - Health professionals request walking prescription pads
- **Complete Street Policies**



Complete Streets Policies by State, 2015



31 states and the District of Columbia have adopted Complete Streets policies

Filling Gaps in Research Evaluation

- **Help Plan, Implement, and Evaluate**
 - State-level pedestrian commuter counts
 - Physical activity surveillance roundtables
 - New data tools
 - National and state indicators
 - Transportation and Health Tool





Success Stories

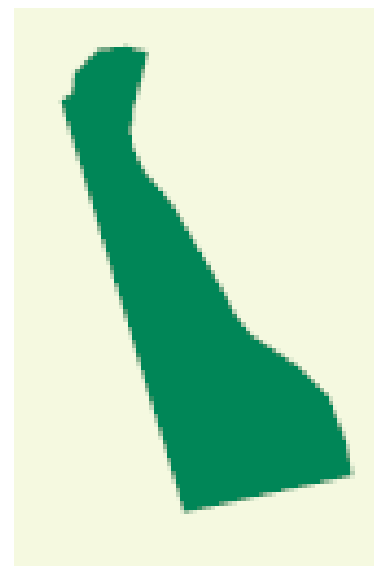
Stepping It Up! Across the Country



DELAWARE

Motivate the First State campaign inspires residents to be physically active and healthy

- Rewards residents for logging healthy behaviors
- Established public-private partnerships
 - Local businesses
 - Academia
 - Health care
 - Foundations
 - Faith-based organizations
- Raised \$40,000 for health promotion efforts



NEBRASKA

Sidney Active Living Advisory Committee ensures pedestrian and bike planning

- Created community-driven plan to increase walking and biking in Sidney
- Improved trail map and added new signs
- Hosted statewide Complete Streets training for local residents and committee members



MICHIGAN

Step It Up! Walking Challenge in Ottawa County encourages residents to get outside and get moving

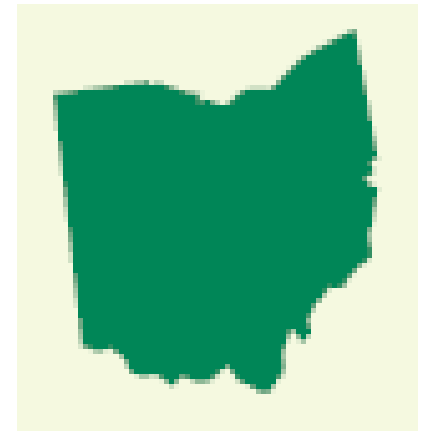
- Free, weekly group walks led by community leaders provide social support
- Weekly newsletters include healthy recipes, walking routes, and tips for a healthy lifestyle



OHIO

An Active Transportation Plan aims to increase walking throughout the state

- A team of more than 40 partners implements the plan
- Ohio's Strategic Highway Safety Plan now emphasizes active transportation
- State-level Active Transportation Action Institute will train cross-sector teams



NORTH CAROLINA

Osteoarthritis Action Alliance and Thurston Arthritis Research Center encourage walking

- Offered Lunch and Learn webinar series that included presentations on walking
- Sponsored a new Walk with a Doc program chapter and encouraged people with arthritis to join
- Conducted a survey on features that make locations walkable for people with arthritis



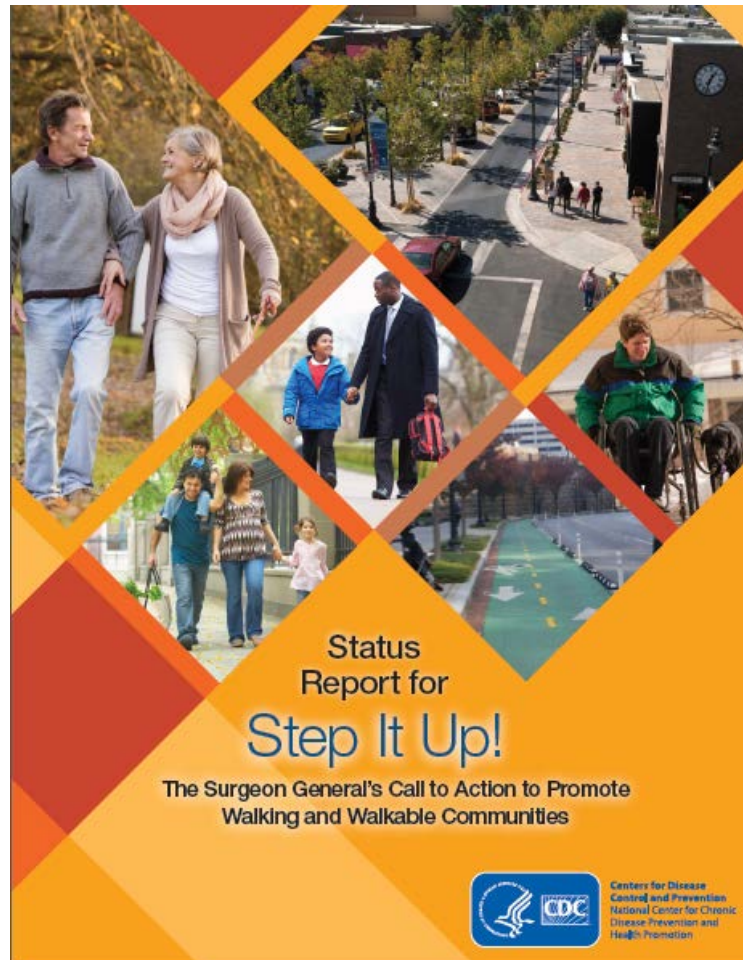
WALK WITH A DOC

Community program with chapters across the country gets people moving with their doctors

- New chapters formed since the release of the *Call to Action*
- 79.4% of participants report getting more exercise after joining a chapter



CONCLUSION



Progress to Date

- Many sectors are advancing the goals of the *Call to Action* by promoting walking and walkable communities

Moving Forward

- Sustain interest
- Extend reach
- Track progress





Walking and Walkability Resources

- [American College of Sports Medicine](#)
- [American Council of Exercise](#)
- [American Health Association](#)
- [America Walks](#)
- [Every Body Walk! Collaborative](#)
- [Go4Life](#)
- [Mall Walking: A Program Resource Guide](#)
- [National Physical Activity Plan](#)
- [Promoting Airport Walking: A Guide](#)
- [Walk with Ease Program](#)



THANK YOU!

***“The journey to better health
begins with a single step.”***

-Surgeon General Dr. Vivek Murthy, U.S. Department of Health and Human Services

For more information:

<https://www.cdc.gov/physicalactivity/walking/call-to-action/>
www.surgeongeneral.gov/stepitup