

# The Surgeon General is Calling on **Media** 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.

Television, radio, outdoor advertising, and other media all reach hundreds of millions of Americans daily. Media campaigns can remind people of the benefits of walking for health, transportation, and making a community safer. Through your media outlet, you have the power to reach people and improve the health of your community.

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## 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.

### **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.
- Tailor campaign messages and activities to resonate with specific audiences.
- Use relevant communication channels (mainstream and social media and emerging technologies, such as talking apps and video games) to market walking and walkability.



Learn to **support walking and walkability** in your community by visiting

[www.SurgeonGeneral.gov](http://www.SurgeonGeneral.gov)

