

# The Surgeon General is Calling on **Public Health** 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.

Walking is great for health. But how can people be encouraged to start walking? As a public health professional, you can identify evidence-based strategies for promoting and sustaining physical activity, including walking. You have the skills to bring together partners from other sectors to design and implement interventions that promote walking and improve the health of your community. You have the power to improve the health of the population.

---

## 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.
- Educate people about the benefits of safe walking and places to walk.
- Develop effective and consistent messages and engage the media to promote walking and walkability.
- Educate relevant professionals on how to promote walking and walkability through their profession.
- Improve the quality and consistency of surveillance data collected about walking and walkability.
- Address research gaps to promote walking and walkability.
- Evaluate community interventions to promote walking and walkability.
- Learn to in your community by visiting



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

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



CS262495