Status Report for
STEP IT UP!
The Surgeon General’s Call to Action to Promote Walking and Walkable Communities
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

Status Report for Step It Up!
The Surgeon General's Call to Action to Promote Walking and Walkable Communities
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

Percentage of US Adults Who Reported Any Walking in the Past Week, 2010

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**

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