Walking as a Practice Case Study
Every Body Walk! Collaborative

The Every Body Walk! (EBW!) Collaborative is primarily a communications campaign about the benefits of walking. The Collaborative’s "backbone organization," America Walks, creates tools and resources that support partners in collectively pushing targeted, research-tested messaging and developing creative storytelling projects that shine a light on issues related to walking and walkability.

EBW! Collaborative National Coalition Director Kate Kraft notes, “We want to highlight stories about the ways walking is changing people’s lives, communities which have been revitalized through walking, and champions that make the change possible.” Emphasizing the diverse benefits of walking and walkable community design is an important focus area for the collaborative. Kate adds, “We want to bring together all the co-benefits of walking, which include health, equity, quality of life, sustainability, and economics. The involvement of partners from a variety of fields including transportation, economic development, land use, and health is critical to helping us shape a country where all the benefits of walking and walkable community design live under one umbrella.”

Through a recent phase of studies and committee meetings, the EBW! Collaborative has expanded its focus beyond physical health gains. “People already know that it's good for them. Messages about steps, calories, and losing weight don't often inspire,” said Kate. “We are now working on a new campaign that highlights walking and personal connection, with stories and examples in which walking is helping to boost emotional and social well-being.”

- Founded: 2013
- Headquarters: Portland, OR
- Website: http://everybodywalk.org
- Mission: The Every Body Walk! Collaborative is a partnership of national, state and local organizations, federal agencies, businesses, and professional associations that are committed to developing and implementing collective approaches that can return walking to a valued, cultural norm for all Americans.
- Walking as a Practice typology: Motivational Campaigns and Worksite Wellness
Here is the EBW! Collaborative 2020 Vision:

1. All Americans will walk enough to get a health benefit.
2. All American citizens demand walkable environments.
3. All 50 States have effective and visible champions and organizations that promote walking and advocate for walkable environments, comprising a powerful national network.
4. Every town, city and community type in the nation offers environments where walking is safe, easy and routine.

Currently, with more than 100 local, state, and national partner organizations, the EBW! Collaborative is touching about million Americans in its collective nationwide outreach, through e-news and websites and over 650K on social media pages.

**Action Item:** The EBW! Collaborative is a valuable resource for groups and organizations of all sizes and varieties who make walking programs and walkable community design a priority. You can join the Collaborative at http://everybodywalk.org/partners/ and you can “Pledge to Walk for Your Health” at http://everybodywalk.org/pledge/