Walking as a Practice Case Study
GirlTrek

There are many organizations and campaigns throughout our country that utilize the practice of walking to build purpose and mission in a variety of ways.

GirlTrek is a near perfect example. This powerful and quickly growing national non-profit organization embodies the practice of walking as a vehicle to mobilize Black women to create change in their communities through movement, health, and social justice. GirlTrek's messaging makes it clear that the focus is not just walking for exercise - it’s about coming together and walking together to heal, to inspire, to empower, and to take ownership of neighborhood streets and communities.

GirlTrek's model is anchored in a series of campaigns with a themed month by month format throughout the year. For example, in June, the organization’s activities mark the Juneteenth celebration of Freedom Day or Emancipation Day, when slavery was abolished. In May, support, inspiration, and tools are provided for more than 450 "Momathon" teams who make a commitment to walk 52.4 miles during the month. Co-Founder and Chief of Operations, Vanessa Garrison notes, “the Momathon is twice the mileage of a marathon because our momma's go twice as hard for us!”

STATES OF THE GIRLTREK MOVEMENT

# of Neighborhood Walkers

35,412
Number of women who have taken the GirlTrek pledge to re-establish walking as a healing tradition in Black neighborhoods (May 2018)

1,000,000
Number of women we will inspire to take the GirlTrek pledge by 2018.

Top 10 GirlTrek Footholds

Scaling Plan for Volunteer Corps

Cities with greater than 500 active trekkers

50 trained in 2014
200 trained in 2015
750 trained in 2016
More than 35,000 women have registered with GirlTrek and taken a pledge to re-establish walking as a healing tradition in Black neighborhoods. Hundreds of thousands more are inspired daily through award-winning social media campaigns, which have made waves with large media outlets as an innovative solution towards social change. GirlTrek has been recognized and supported by Echoing Green and Michelle Obama's “Let’s Move” campaign. Their vision is to train 750 volunteers by 2016 and generate over 1 million pledges by 2018.

In Vanessa's words, “We believe walking is the way we create change. It’s a low-barrier entry point, it mobilizes women into movement and health, it provides visibility in neighborhoods, and it inspires.”

**Action Item:** Join the movement and get walking at Girltrek.org!