Education and Promotion of Walkable Communities
Talking Points and Sample Messages

The following messages and talking points are to be used to guide communication products and opportunities to promote equitable communities through walking and walkability. These messages can be used to talk with your community members, community-based organizations, businesses, elected leaders, and others about sharing the importance of accessing safe walking conditions and to promote equitable communities, particularly when planning community improvements or promoting increased walking.

• Every community member has the right to have knowledge of the planning, design and development of their community.

• Policy makers have a responsibility to be sure they are adequately informing all community members on changes to their community, taking into consideration language, access and use of different media formats.

• Providing and promoting information related to the benefits of walking and walkable communities can lead to an engaged community that is more physically active.

• Conversations with community members on issues of walking and walkability can lead to conversations on broader topics including health equity disparities, community engagement and other issues related to equitable communities. Connections can be made between the work done to promote walking and walkable communities and broader topics, creating a forum and dialogue that extends beyond issues related to walking and walkable communities.

• Information needs to be disseminated in formats and channels accessible by all community members.

• Information that is shared with community members should reflect the identity of that community Information should be customized to reflect the history, culture and diversity of that community.