

Every Body WALK!

Walkable Communities Are Safe Communities Talking Points and 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 the importance of safe walking conditions to promote equitable communities, particularly when planning community improvements or promoting increased walking.

- All individuals have the right to safe communities in which to live, work, go to school and be physically active.
- Safe communities take into consideration concerns of physical safety, safety related to community design and the built environment and concerns of safety related to bullying, street violence and other harassment.
- Transportation options, including walking and biking, that are not designed to prioritize safety are not acceptable. Providing safe accommodations for walking and other forms of physical activity is important in creating communities where all members have access to school, work and other important goods and services.
- Walkable communities provide safe, accessible, affordable and enjoyable options for transportation to work, school and other needs.
- Walkable communities should engage and involve all people in efforts to promote safe walking, including law enforcement, local elected officials, businesses and many others. Safe walking conditions depend upon and benefit a multitude of sectors and should reflect this fact in their creation and in efforts toward educating the public and enforcing related policies.
- Walkable communities provide an opportunity for walking as a safe form of physical activity.
- Promoting walkable communities helps to create safe communities with engaged community members who are healthy, happy and productive. Encouraging more walking makes the streets safer for everyone.
- The work to promote walkability provides opportunities to address community-related safety concerns.
- Safe walking conditions encourage walking as a form of physical activity, as a form of transportation and as a form of community engagement.