WALK UK: LESSONS LEARNED ON STUDENT ENGAGEMENT AND PROMOTING WALKING FOR TRANSPORTATION

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THE PROCESS
FROM THE BEGINNING...

The Need

Partnership: Walk [Your City]

Student Engagement

Planning, Walkability Assessments

Campaign Development

Campaign Implementation & Evaluation

Summer/Fall 2016

Fall 2016/Spring 2017
WALK [YOUR CITY]

CASE STUDIES
Citizens, cities, towns, community development corporations, real estate companies, and more are already using our Sign Builder to design and install campaigns to embrace walkability in their communities.

https://walkyourcity.org/
Walkability Checklist

How walkable is your community?

How walkable is your community?

Steps to take:

1. Take a walk with a child and think about ways you can make it safer and more enjoyable.
2. Brainstorm ideas for improving the walkability of your community.
3. Get started by making changes to your neighborhood or community.
4. Take action by implementing the changes you have brainstormed.

Conclusion:

By taking these steps, you can help make your community more walkable and enjoyable for everyone.
FROM THE BEGINNING TO THE END...
A TAILORED CAMPAIGN
COMMUNICATION STRATEGIES
EVALUATION HIGHLIGHTS
Past 7-day moderate PA significantly increased from pre- \((M=3.83, SD=2.29)\) to post- \((M=4.09, SD=2.32)\), \(p=.03\).

Past 7-day walk for exercise significantly increased from pre- \((71.9\% \text{ yes})\) to post- \((80.7\% \text{ yes})\).

7-day walk for transportation significantly increased from pre- \((M=2.81, SD=2.35)\) to post- \((M=3.05, SD=2.38)\), \(p=.04\).

Days walked to work increased significantly from pre- \((M=0.87, SD=1.92)\) to post- \((M=2.90, SD=1.94)\), \(p<.001\).
WALKING TO NEARBY LOCATIONS INCREASED!

• Destinations walked to for transportation in past 7 days increased significantly across 20 locations.
EXPOSURE INCREASED!
DIGGING A LITTLE DEEPER

Focus Group
PARTICIPANTS NEEDED
Individuals believe walking for transportation:

1. Is quicker and more time efficient
   • “It’s just as fast to walk as it is to wait for a bus.”

2. Allows them to be physically active
   • “It takes just as much time to drive and park wherever I’m going, so I’d rather just get the physical activity in, too.”

3. Eases the difficulty of parking/traffic on campus
   • “It takes just as long, or actually longer, to go get the car, then park it again.”
• Individuals refrain from walking for transportation due to:

  1. Construction/poor sidewalk quality on campus
     • “You have to move your route to accommodate the construction.”

  2. Improper footwear/attire/lack of shower facilities
     • “If I’m not wearing comfortable shoes I tend to not walk as far.”

  3. Scheduling/time restraints
     • “I just don’t have enough time in the day.”

  4. Personal safety
     • “We have some people who ride their bikes pretty recklessly on campus.”
CONTINUED CONVERSATIONS & IMPROVEMENTS
CONTACT INFO

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