



Communication Toolkit

Creating walkable communities starts with knowing what you want to change and then finding the right language to talk about it effectively. Language is important because how an issue is described, or framed, affects the amount of support people have. This communication toolkit is designed to provide some “plug and play” options for our partners to use when promoting walking and walkable communities.

Talking Points

What is the problem?

- We move more when we have inviting places to be active. But there are still neighborhoods where personal safety is an issue, communities without adequate sidewalks, and business districts that don't connect with one another or residential areas.

Why does it matter?

- **OPTION 1:** All Kentuckians deserve places where children and families can be easily and safely active. It's not fair that some communities have safe places to be active and others don't. If we design our communities with safe places to be active, all Kentuckians can have safe places to be active.
- **OPTION 2:** All Kentuckians deserve places where children and families can be easily and safely active. Walkable communities improve health, safety, economic development, and community connections. The smart solution is to develop pedestrian plans with your community and have them adopted by local officials. Having these plans developed to a certain level of readiness provides opportunities to apply for funding to design and/or complete these projects.
- **OPTION 3:** All Kentuckians deserve places where children and families can be easily and safely active. When communities don't have safe places to walk, it means the most basic

form of physical activity needed to be healthy is out of reach. We can prevent poor health now and in the future if we support walking and walkability in our communities.

What is the solution?

- *Step It Up, Kentucky!* is a pledge to increase walking by building places where being physically active is not only safer and easier but also more engaging and fun! By joining *Step It Up, Kentucky!* you are contributing to a statewide walking movement that supports the Surgeon General's call to action to create a culture that supports walking for Americans of all ages and abilities. Together we can take steps to make every community in our Commonwealth a great place to walk.
- Our vision is for all Kentucky communities to provide access to safe, attractive, and convenient opportunities for physical activity, whenever and wherever possible. Improving walkability takes people, planning, and patience. We have the creativity, dedication, and know-how to build a more walkable Kentucky. Through community engagement, easy-to-use resources, training, technical assistance and networking opportunities, together we can promote walking and walkable communities.

Newsletter/Blog Post

Are You Ready to *Step It Up, Kentucky!*?

We know that people move more when they have inviting places to be active and safe routes to get there. Communities can be built for people to be active in their everyday life – whether it's walking to the grocery, biking to school, or just strolling to a friend's house. But there are still neighborhoods where personal safety is an issue, communities without adequate sidewalks, and business districts that don't connect with one another or residential areas.

Recently, the U.S. Surgeon General launched *Step It Up! A Call to Action to Promote Walking and Walkable Communities*. He acknowledged that although individuals have to make the decision to walk, we need to design communities that encourage pedestrian activity. Not only does this call to action remind us that health is something that happens in our communities, it establishes walking as a national priority.

Kentucky recognizes that in order to be part of a national walking movement, we need to have state-level commitment. That's why the Partnership for a Fit Kentucky has pledged to support the call to action through the *Step It Up, Kentucky!* campaign. [explain why your organization supports the call to action and why walking is important]

Imagine living in a place where you can travel to the local farmers' market, a nearby park, or even your office by just putting one foot in front of the other. By joining *Step It Up, Kentucky!* you have the opportunity to be part of a statewide effort that demands communities be redesigned as thriving places for all families to live.

JOIN US!

Whether you represent an organization or consider yourself a concerned citizen, we need your support to spread our message: Kentuckians not only deserve safe, inviting places to be active, but we are demanding a culture that supports healthy lifestyles for people of all ages and abilities. We want to walk!

- Organization Endorsement of *Step It Up, Kentucky!* >>> [CLICK HERE](#)
- Individual Pledge to *Step It Up, Kentucky!* >>> [CLICK HERE](#)

While *Step It Up, Kentucky!* is more than just an event, we want to officially kickoff the announcement with a day known for celebrating physical activity. On June 21, 2016, the [longest day of the year](#), communities across Kentucky use the extended daylight to fit more play in their day—a great way to step it up. Find a [Longest Day of Play](#) event in your community or join the Partnership for a Fit Kentucky's Walkable Communities Committee to celebrate our past successes and future plans for *Step It Up, Kentucky!* We will meet at 10:30 a.m. on June 21st at the KY Transportation Cabinet.

We see this as the first step on a long journey to better health. It's time to step it up, Kentucky!

There are many things we can all do to promote walking, from joining a local coalition, taking a walkability audit, to demanding changes through your neighborhoods and schools. Check out [Step It Up, Kentucky!](#) to learn more about how you can promote walking and walkable communities through even the smallest steps.

Social Media

Ideas

- To join the conversation, tag all posts with **#StepItUpKY** and **@pfitky**
- Post a picture of a place where you want to walk, but can't get there or is unsafe
- Share a picture of your favorite place to go for a walk
- Post an old picture or favorite memory of a time you went walking, visited a park, or got active with family and friends. If you post it on a Thursday, use the hashtag **#tbt**
- Tag your favorite walking buddy and use the hashtag **#fitkyhero**

- Take a picture in your sneakers with your best work outfit and share it
- Tell us your reason for wanting walkable communities
- Publicly thank organizations and individuals who are involved in **#StepItUpKY** by giving them a shout out on Facebook or Twitter and call them your **#fitkyhero**

Messages

- Walking is the simplest form of physical activity. But sometimes simple things aren't simple for everyone. We can do better! **#StepItUpKY**
- It's time to **#StepItUpKY!** Let's work together to make every community in KY a great place to go for a walk!
- Join a coalition not a gym! **#activetransportation #StepItUpKY** <http://www.fitky.org/our-efforts/physical-activity/step-it-up-kentucky/>
- Got a meeting? No problem! Sneakers are the latest in professional attire **#StepItUpKY**
- Comfort > fashion! Show me your sneakers **#StepItUpKY**
- In these shoes, I could walk 500 miles...or at least 10,000 steps! **#StepItUpKY**
- How walkable is your community? Take a walkability audit <http://www.walkableamerica.org/checklist-walkability.pdf> **#StepItUpKY**
- What's your neighborhood Walk Score? <https://www.walkscore.com/> We can do better! **#StepItUpKY**
- Kentucky has 27 pedestrian plans. Does your community have one? http://transportation.ky.gov/Bike-Walk/Pages/Local_Pedestrian%20and%20Bicycling%20Info.aspx **#StepItUpKY**