Let’s Walk

Smart Urban Futures 2019

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Women and walking

- Less likely to be physically active
- Prefer non-organised PA
- Walking most popular PA
- The social aspect of walking
- Walking funding

Female participation in sport & physical activity, VicHealth
Safety a barrier to walking

- Personal safety concerns
- Perception and experience impacts participation
- Walking in Parks:
  - fear of being attacked by a human or dog
  - no-one to walk with
  - time
Let’s Walk aim

• Compliment advocacy and policy input
• Meet the needs of our followers
• Develop, map and promote appealing neighbourhood walking routes for women
• Connect women with each other leading to safer more social streets
• More walking
Let's Walk Braybrook

- 4 online and printed maps
- Route signage (decals)
- Activation
• Walking up 60% pre-program to 81% post.
• Planned to continue regular walking (76%)
• Felt safer, more comfortable and more connected
• Neighbourhood House developed & secured funding for Walk & Learn program
Let’s Walk Lynbrook

- Community centre
- Walking up from 75% pre-program to 88% post
- Planned to continue regular walking (88%)
- Social connection and well-being drivers for physical activity
- Community taking ownership

- Pram walks
- Sunrise walks
- Walking group
Some learnings

- Streets with passive surveillance and activity
- Good walking infrastructure (e.g. shade, quality paths, crossings)
- Route includes shops, services and points of interest
- Alignment with council priorities and MOU
- A council and a community champion
- Community engagement activities with participation from community organisations
Way forward

- *Welcome Walks* with Parks Victoria

- *Let’s Walk* in partnership with Greater Bendigo 2019/20

- Is the model the right approach?

- Market research to explore the desirability, feasibility and viability of a women’s walking participation program

- Cost effective, sustainable and replicable program
Thank you