Answering the Call:
Every Body Walk! Toolkit and Practice
Thanks to Our Partners
Social Justice Toolkit
Considerations and Commitments
Equity, Not Equality Through Systemic Change

Equality

Equity

Justice
Social Justice Toolkit
Considerations and Commitments
One Size Does Not Fit All
Social Justice Toolkit

Considerations and Commitments
Walkability Through Empowerment, Empowerment Through Walkability
Social Justice Toolkit
Areas of Focus

• Walkable Communities Are Safe Communities

• Walkable Communities Are Healthy Communities

• Walkable Communities Are Opportunities to Work Together

• Education and Promotion of Equitable Communities
Social Justice Toolkit Online

- Talking Points and Sample Messages
- Considerations and Questions
- Existing Resources
- Newly Developed Tools: Letters to the Editor, Newsletter Language, etc.

Walkable Communities Are Safe Communities (EBWC Social Justice Toolkit)

This is a section of the Every Body Walk! Social Justice Toolkit. For more on the Toolkit, please click here.

Walkable communities work to address safety as it relates to the built environment as well as other concerns, such as street harassment and violence. Efforts to create safe places for people to be physically active and to encourage the use of walking as a viable transportation option promote safety for people who walk as well as the community as a whole. The development of safe spaces for walking can have the added benefit of engaging stakeholders, including law enforcement, elected officials, and other community activists around broader safety concerns.

This section will:
- Provide talking points and messaging tools to talk about how building safe, walkable spaces offers benefits that extend throughout a community;
- Share tools, resources, and examples of ways that the creation of safe, walkable communities can be used to address issues of equity;
- Demonstrate the strength of safe walkable communities in promoting equity and address existing disparities.

Social Justice Toolkit Resources

The resources below were created by the Every Body Walk! Collaborative in support of this Toolkit. To provide feedback on these resources, please click here.

- Talking Points and Sample Messages
- Considerations and Questions for Projects Related to Safety

Related Resources

The resources below are existing resources that relate to the work discussed in this section. To submit a resource to be included in this section, please click here.

- A Resident’s Guide for Creating Safer Communities for Walking and Biking: Comprehensive guide that includes facts, ideas, and resources to help residents learn about traffic problems that affect pedestrians and bicyclists and to find ways to help address these problems.
- Using Safe Routes to School to Combat the Threat of Violence: Identifies specific actions that can combat violence and support safe routes to school.
- Safe Routes to Parks: The NRPA Safe Routes to Parks guide provides professionals with tools and research to ensure parks are safe and accessible to all users.
Social Justice Toolkit 2.0

• Expanded Resources and Collected Case Studies

• New Areas of Focus

• An Advocate’s Resource
Other Equity and Inclusion Initiatives

• Growing Our Table

• Commit to Inclusion

• Targeted Focus on Micro Grant Program for 2016 and 2017

• America Walks Board Equity Initiative
Taking Steps to Incorporate Equitable Communities Messaging into the Walking Movement
Social Justice Toolkit
Sample Messages

• Provide guidelines and themes to be used in existing communications and narratives

• Can be used in a variety of ways and formats

• Can be applied to broad range of sectors, types and sizes of organizations and a variety of focuses
Walkable Communities Are Safe Communities

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.

• Areas to Note:

• What do we mean when we talk about safety?
• Are unsafe transportation options truly options?
• What can safe walkable communities accomplish?
Walkable Communities Are Healthy Communities

Walkable communities work to promote healthy communities in a variety of ways. The benefits of walkable places to physical and mental health are well-documented and should be afforded everyone. Walkable communities also provide opportunities for strengthening community engagement.

• Areas to Note:

  • What do we mean when we talk about healthy communities?
  • What health benefits come from walkable communities?
Walkable Communities Provide Opportunities to Work Together

Efforts to develop new walkability efforts should have members from all parts of the community as part of the planning and decision-making process. Communities should use the opportunities presented by work to address concerns of walkability to engage and inform community members in conversations on broader topics.

Areas to Note:

• What do we mean when we talk about being an engaged community member?
• How can talking about walking and walkability lead to conversations on other topics?
Education and Promotion of Walkable Communities

The following messages and talking points are to be used to guide communication products and opportunities to promote equitable communities through walking and walkability.

• Areas to Note:

• What do we mean by accessible information?
• What is the importance of disseminating knowledge related to walking and walkability?
Activity

Think of a recent announcement or story your organization has used in promoting its work. Consider the following:

Did the story or announcement reflect the identity of the community or project it was highlighting?

How could the story have been made more effective or persuasive using the tips above?

How could the story have incorporated the talking points or messages related to equity? How could it have been an opportunity for a conversation on the larger issue of disparity and divides?