Delivering Local Area Agreements through walking to school

School Transport 2009

27 January 2009

LIVING STREETS

PUTTING PEOPLE FIRST

- Introduction
- Why walking is the answer to all our problems (and can help us meet our targets)
- Why don’t more children walk to school?
- Living Streets’ Walk to School Campaign

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Living Streets

Living Streets is the national charity that stands up for pedestrians.

With our supporters we work to create safe, attractive and enjoyable streets, where people want to walk.

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Living Streets

- National and local lobbying and campaigning
- Consultancy services
- Projects and campaigns
  - Walking Works
  - Fitter for Walking

...and we have run the national Walk to School campaign since 1995

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Why walking is the answer to all our problems (and can help meet our targets)

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The time bomb has exploded...

OBESITY

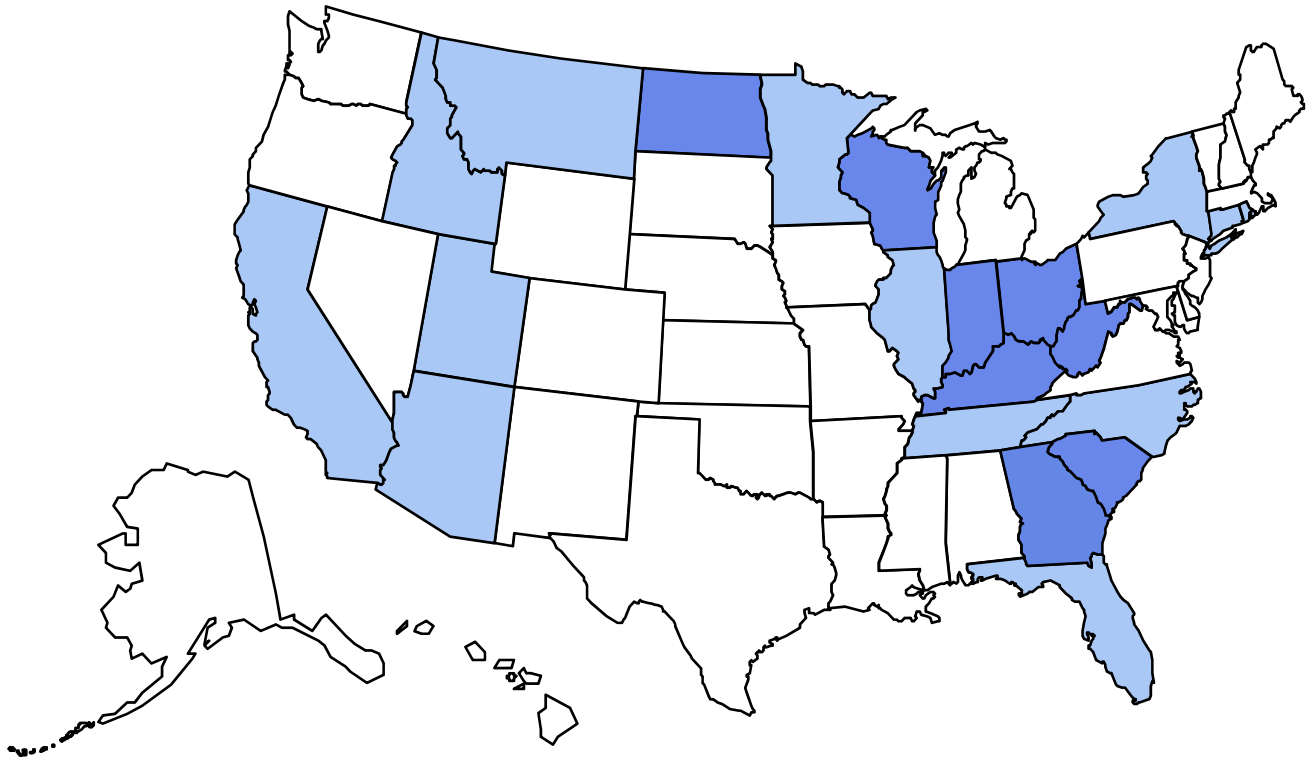
defusing the health time bomb

It is well recognised that overweight and obesity increase the risk of this country's biggest killer diseases – coronary heart disease and cancer – as well as diabetes, high blood pressure and osteoarthritis. The National Audit Office (NAO) found that obesity is responsible for more than 9,000 premature deaths each year in England and reduces life expectancy on average by nine years. Obesity also has significant financial costs, both to the NHS and the wider economy. In common with other countries around the world, levels of obesity in England are rising. The consequences are serious. →

Obesity Trends* Among U.S. Adults

BRFSS, 1985

(*BMI ≥30, or ~ 30 lbs. overweight for 5′ 4″ person)



No Data | <10% | 10%–14%

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Obesity Trends* Among U.S. Adults

BRFSS, 1986

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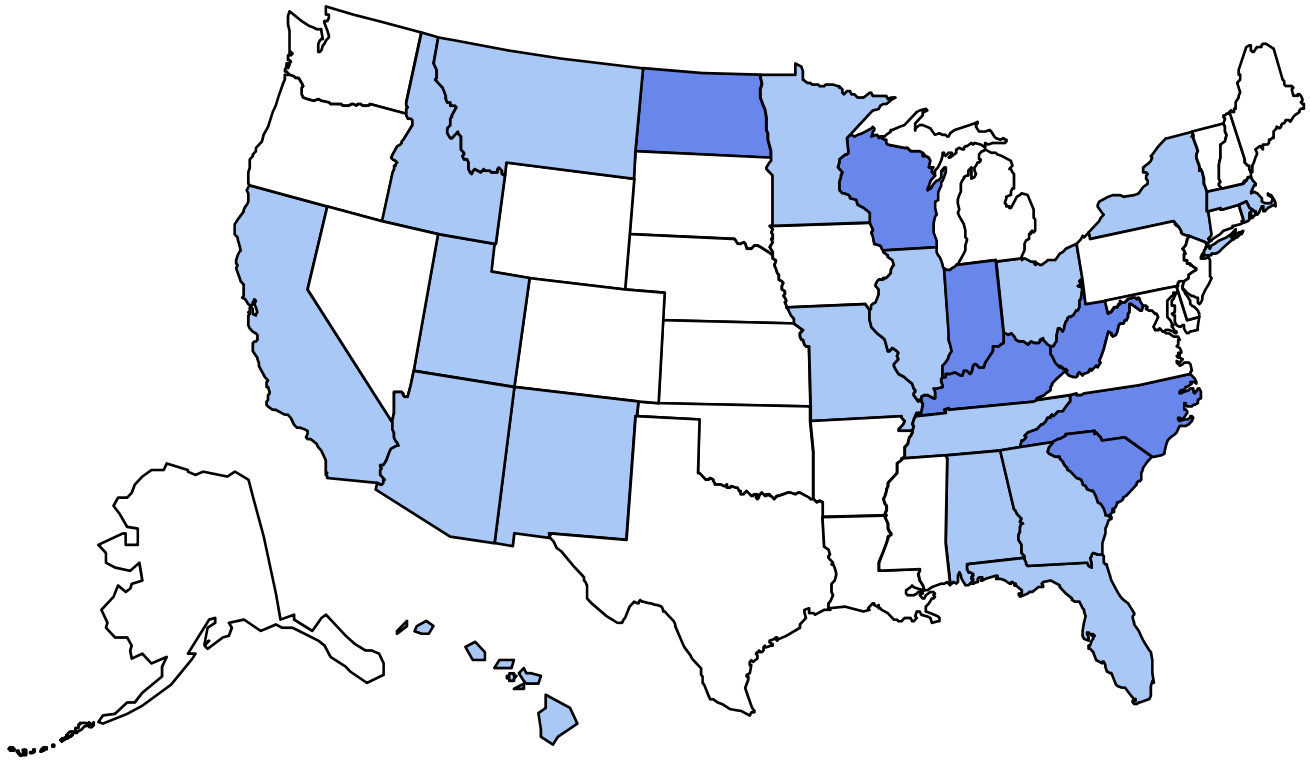

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Obesity Trends* Among U.S. Adults

BRFSS, 1987

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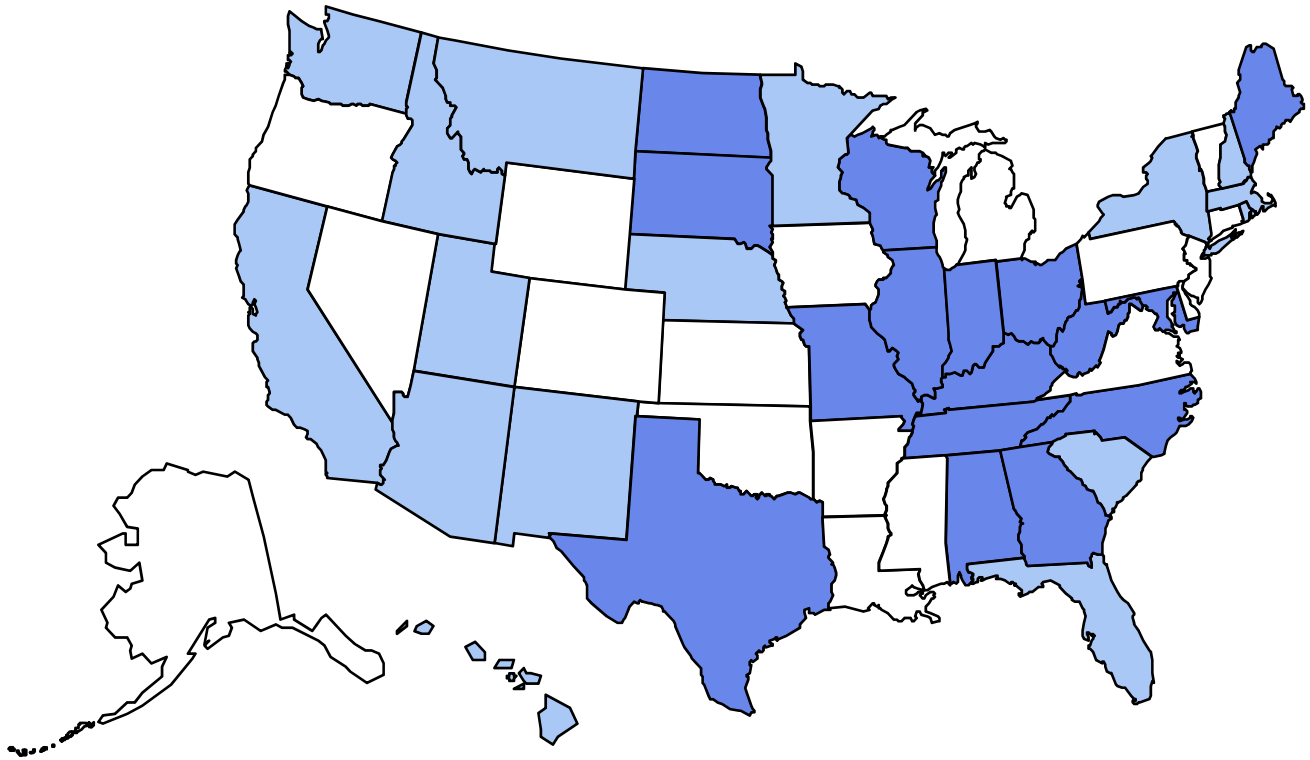

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Obesity Trends* Among U.S. Adults

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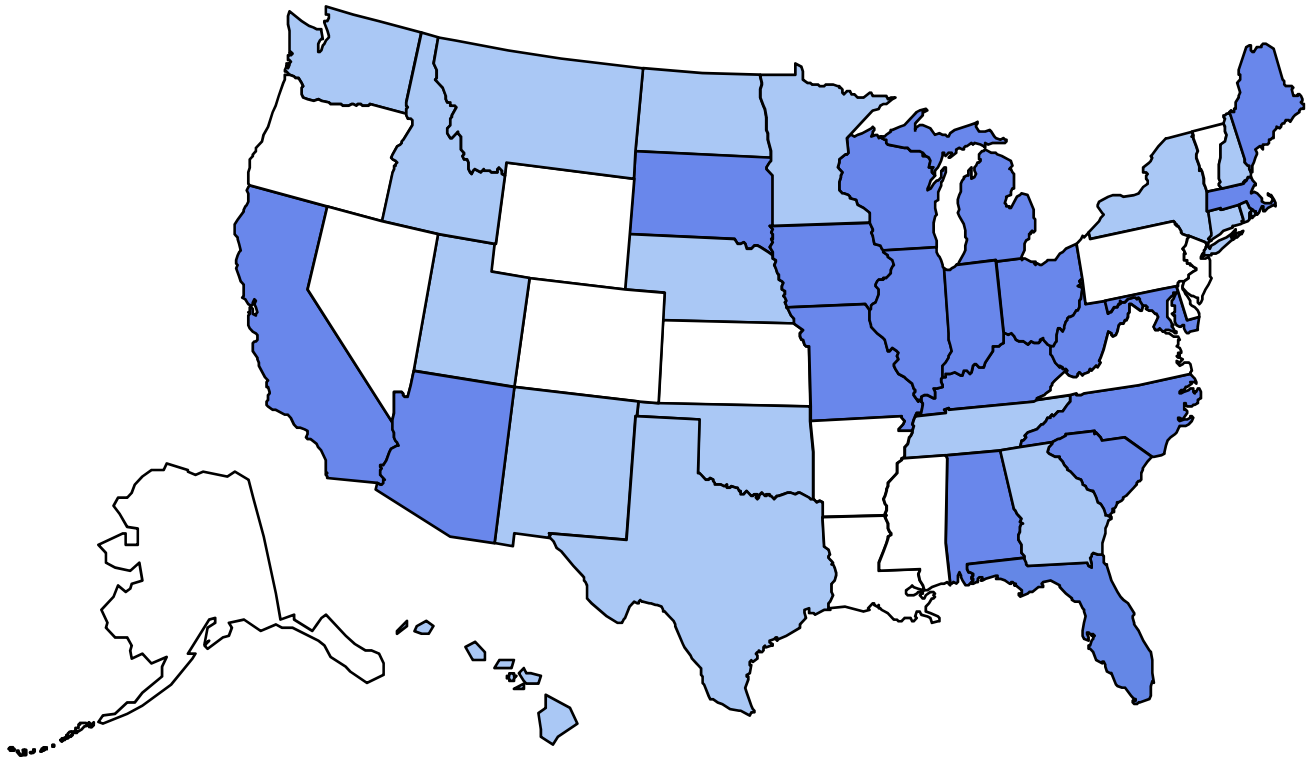

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Obesity Trends* Among U.S. Adults

BRFSS, 1989

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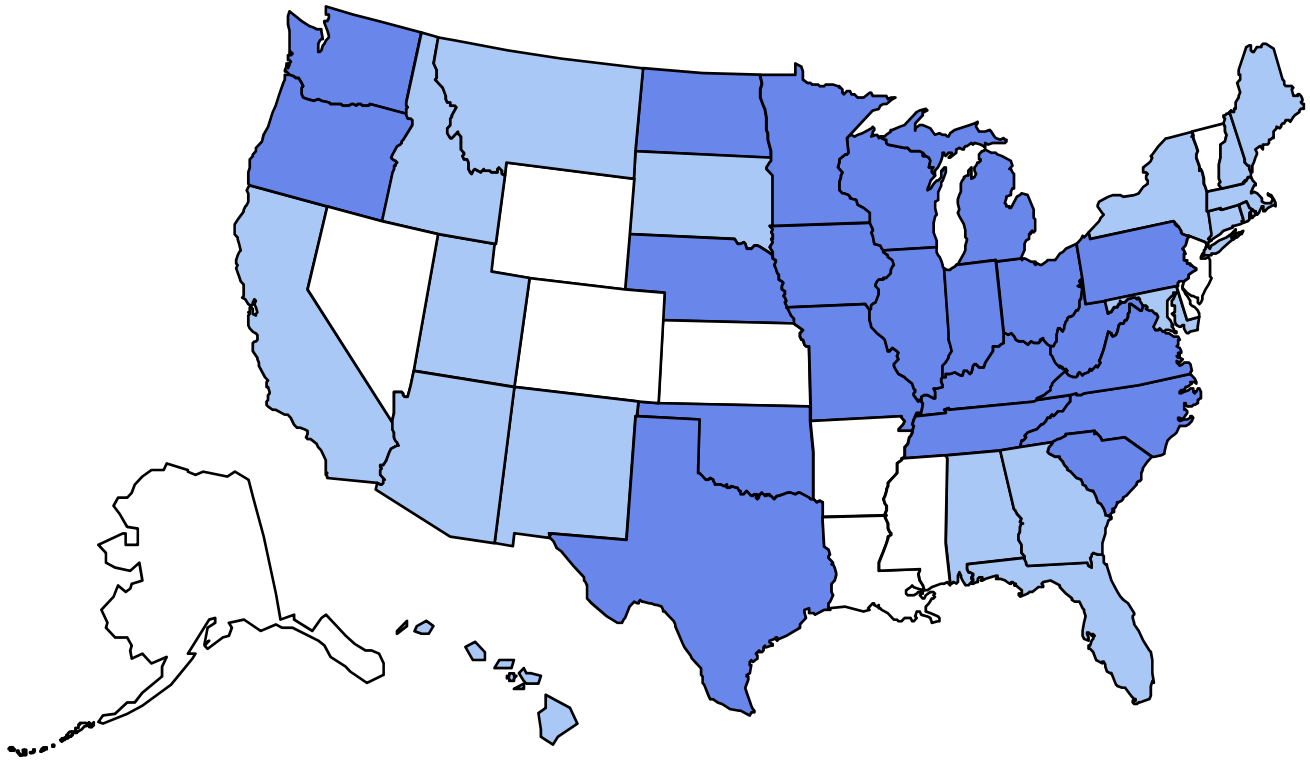

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Obesity Trends* Among U.S. Adults

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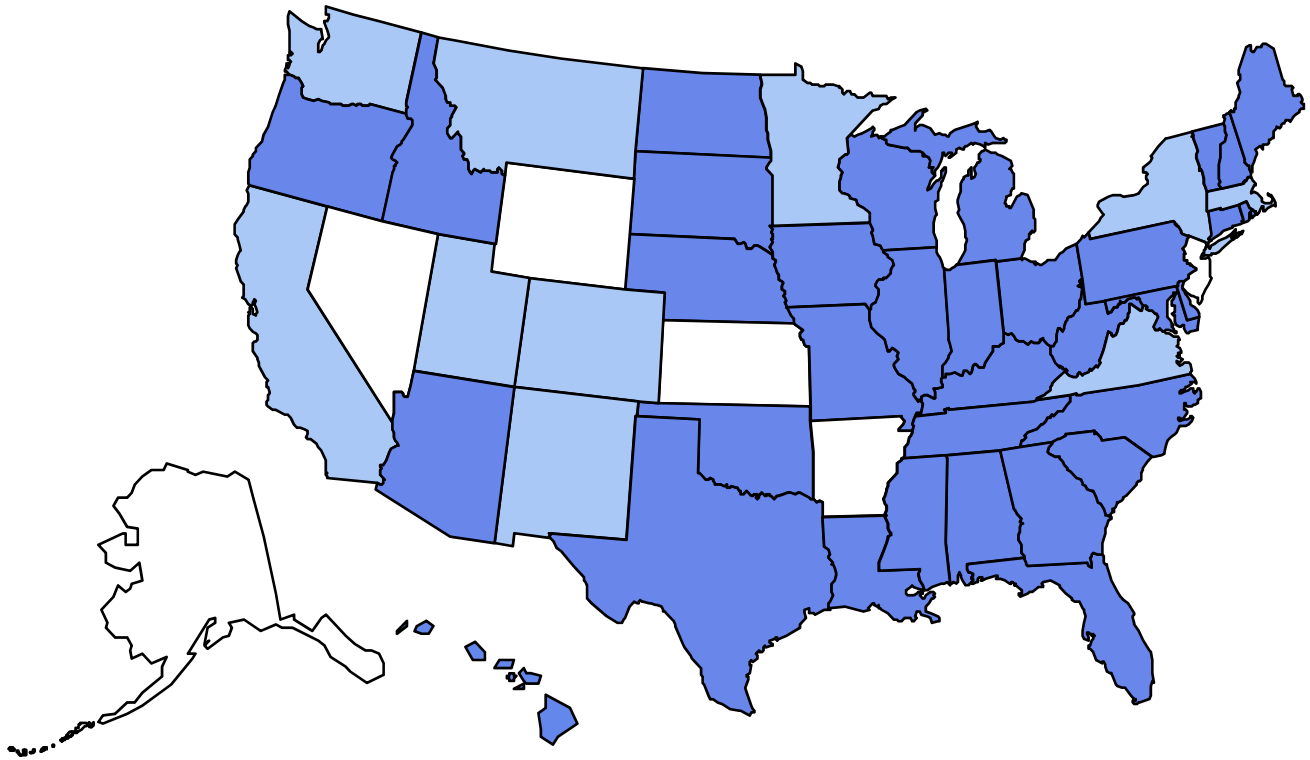

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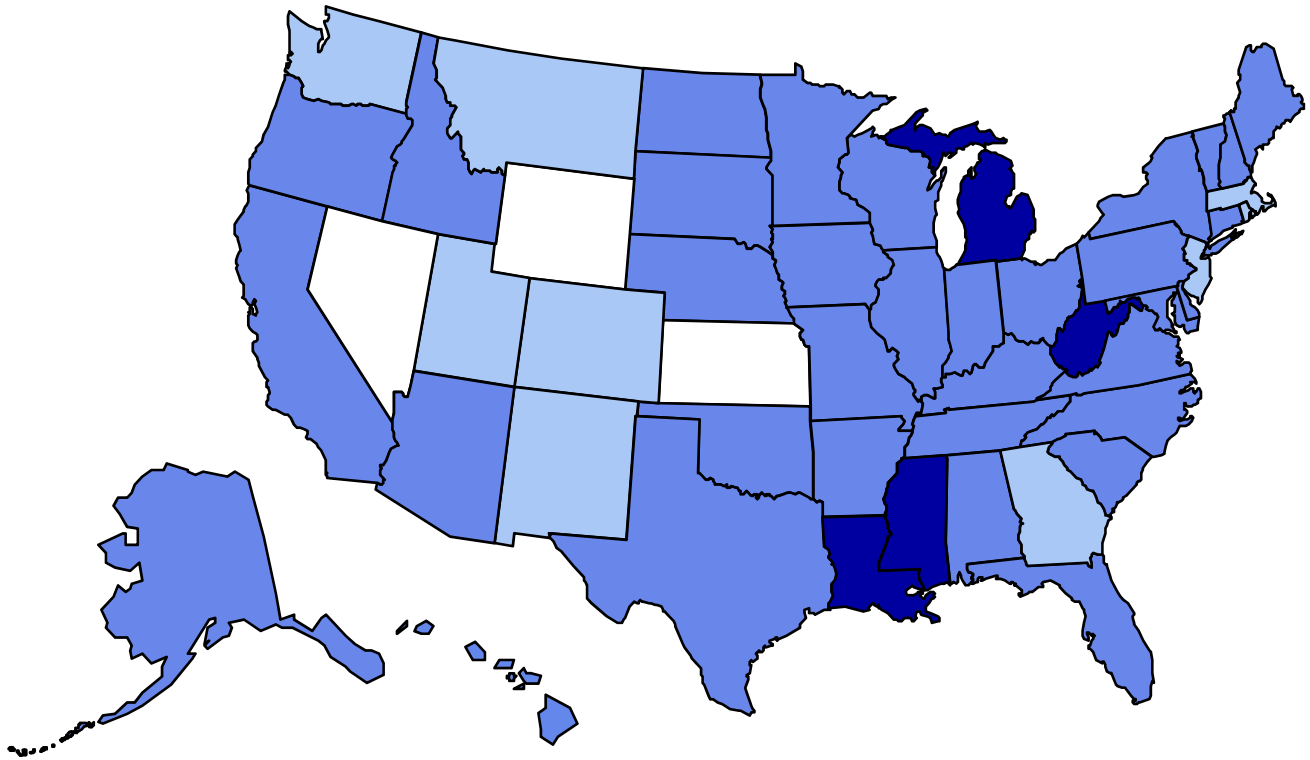

No Data | <10% | 10%–14 | 15%–19%

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BRFSS, 1992

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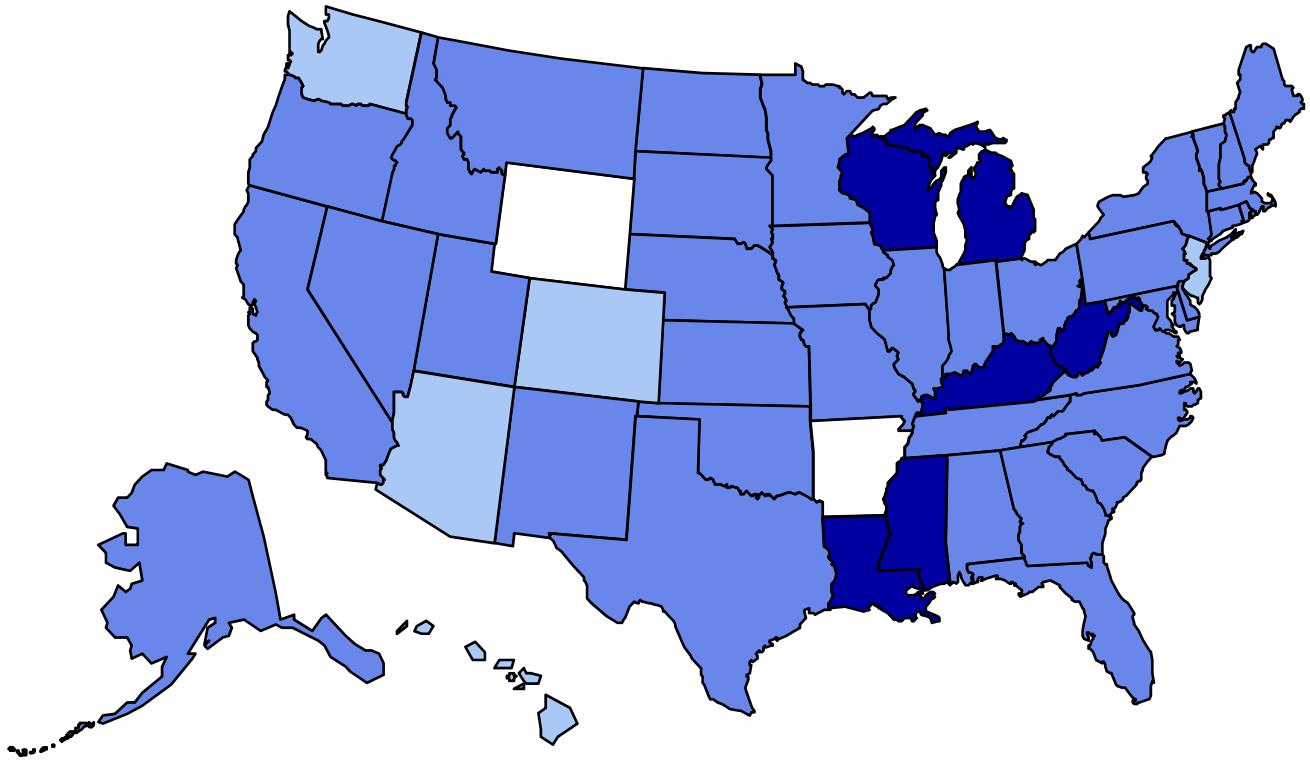

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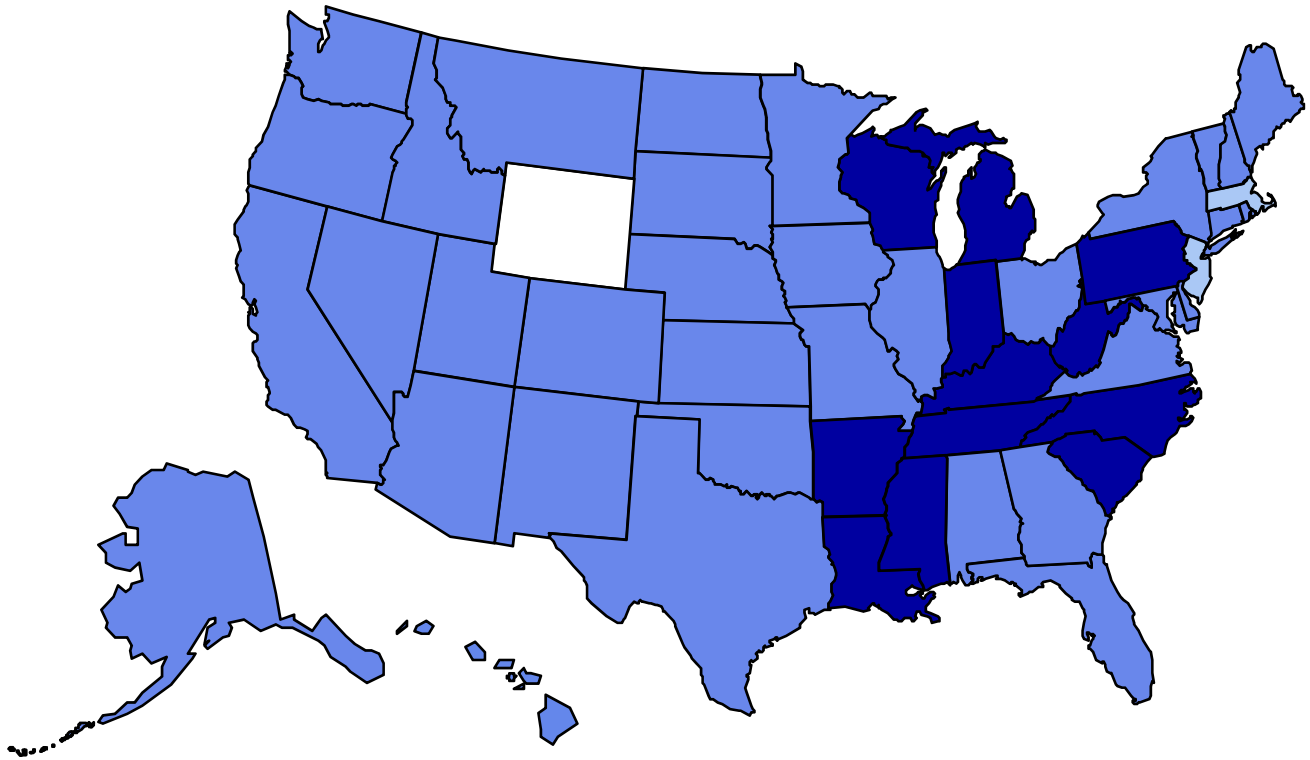

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BRFSS, 1994

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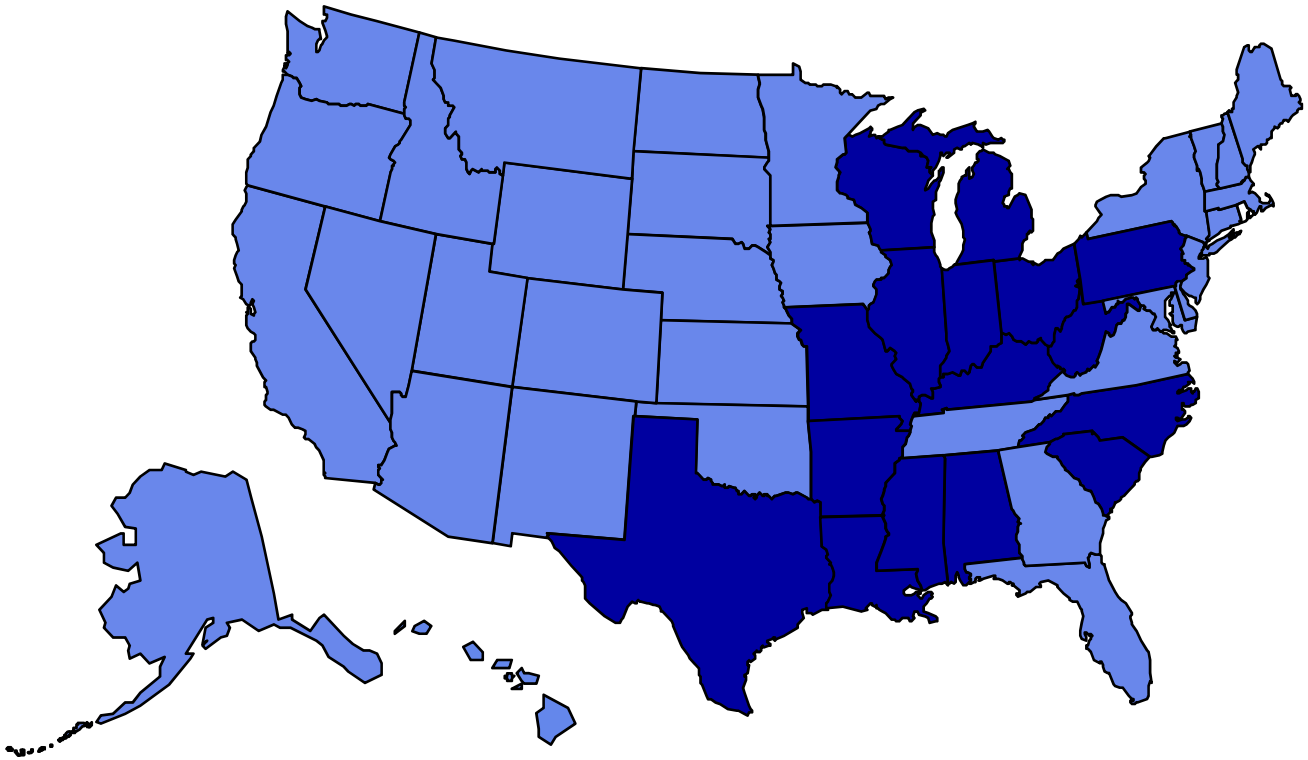

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Obesity Trends* Among U.S. Adults

BRFSS, 1995

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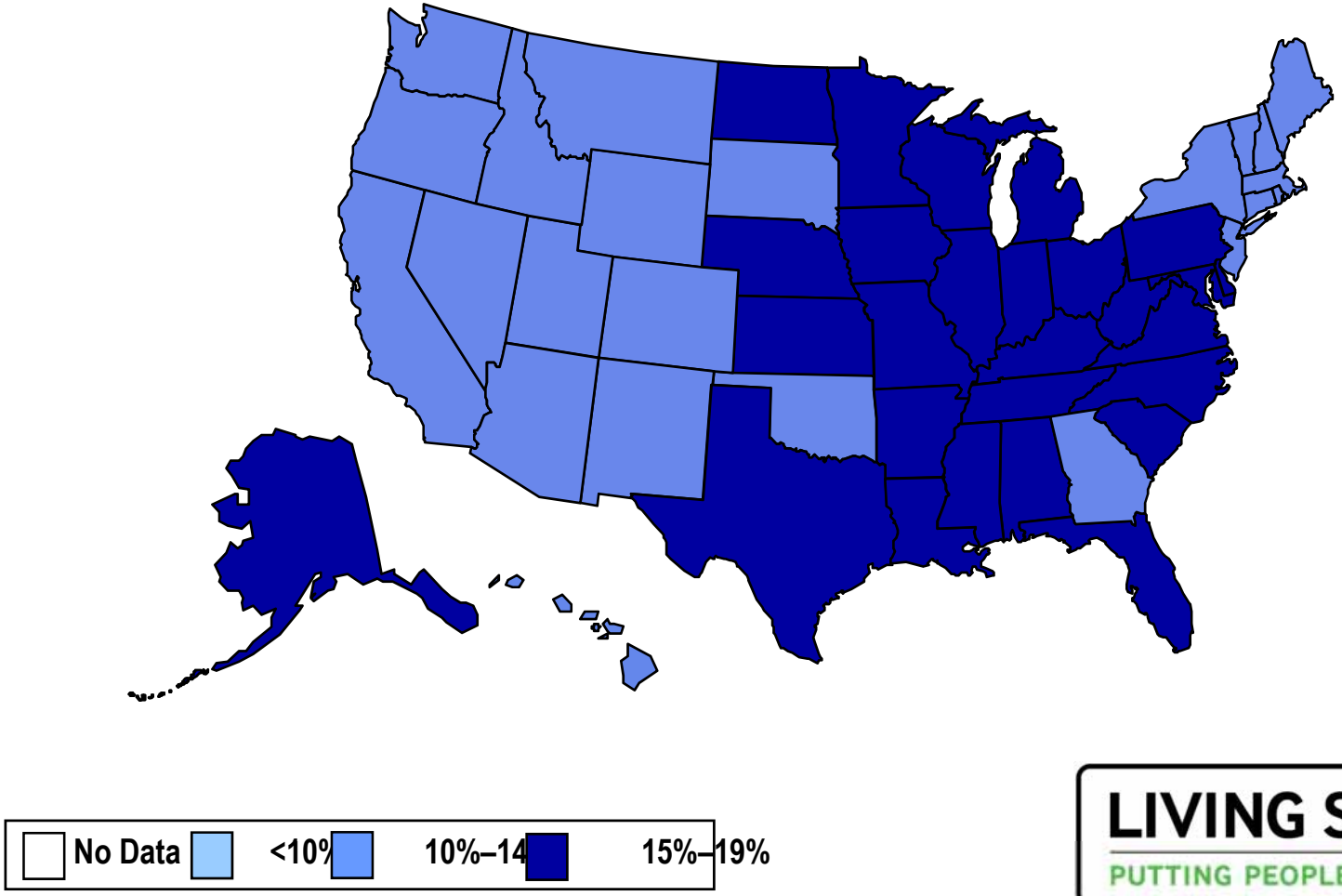

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Obesity Trends* Among U.S. Adults

BRFSS, 1996

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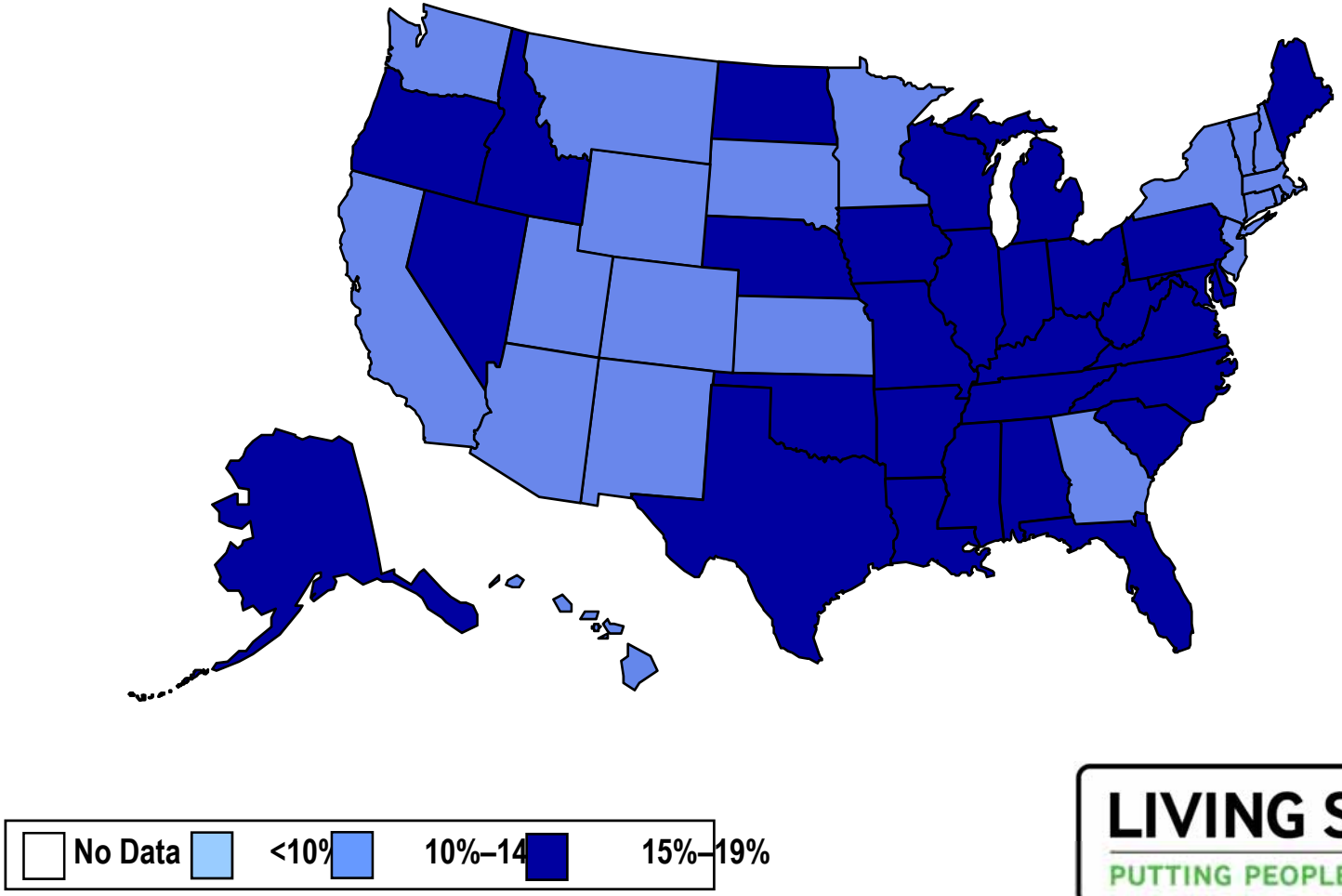

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Obesity Trends* Among U.S. Adults

BRFSS, 1997

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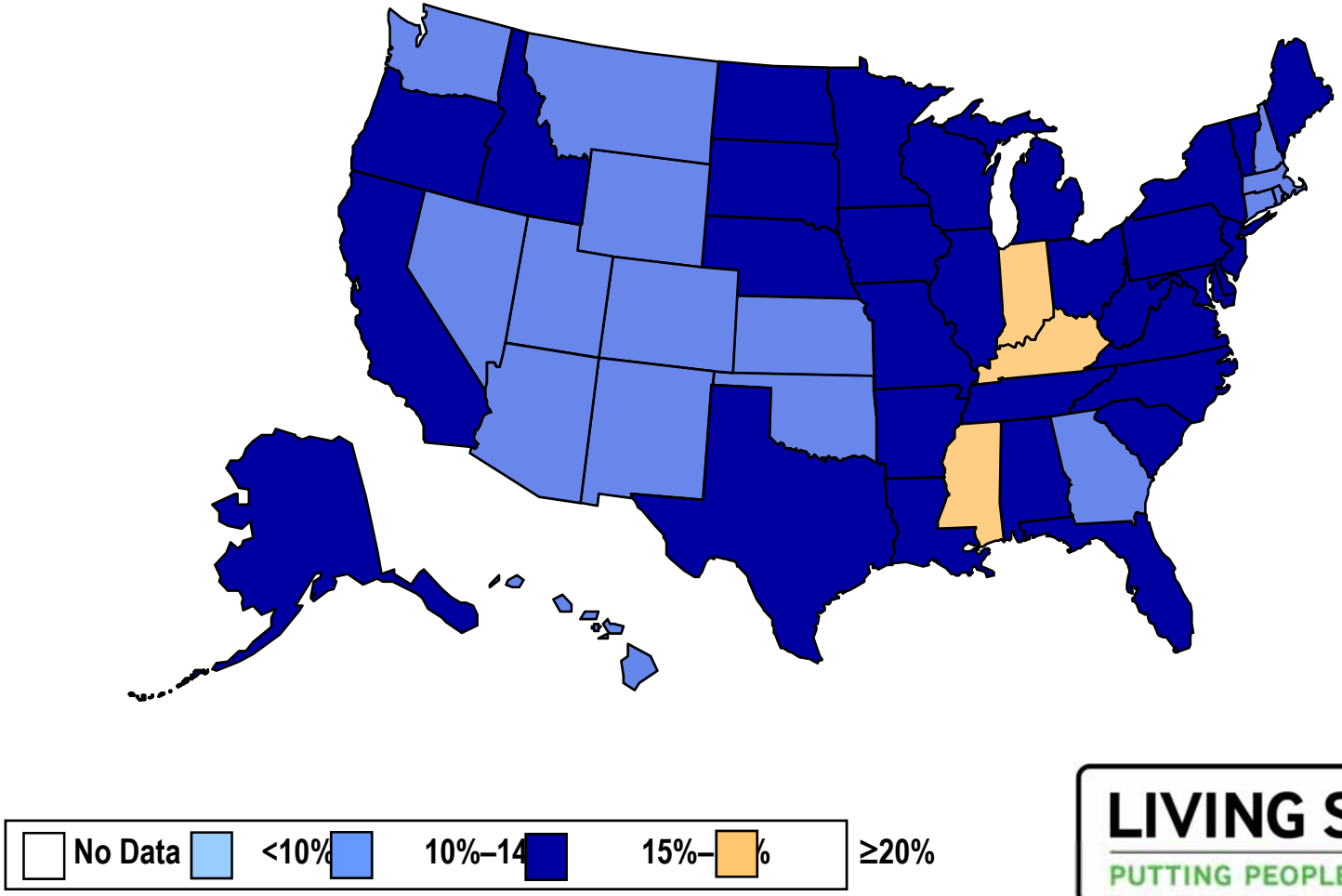

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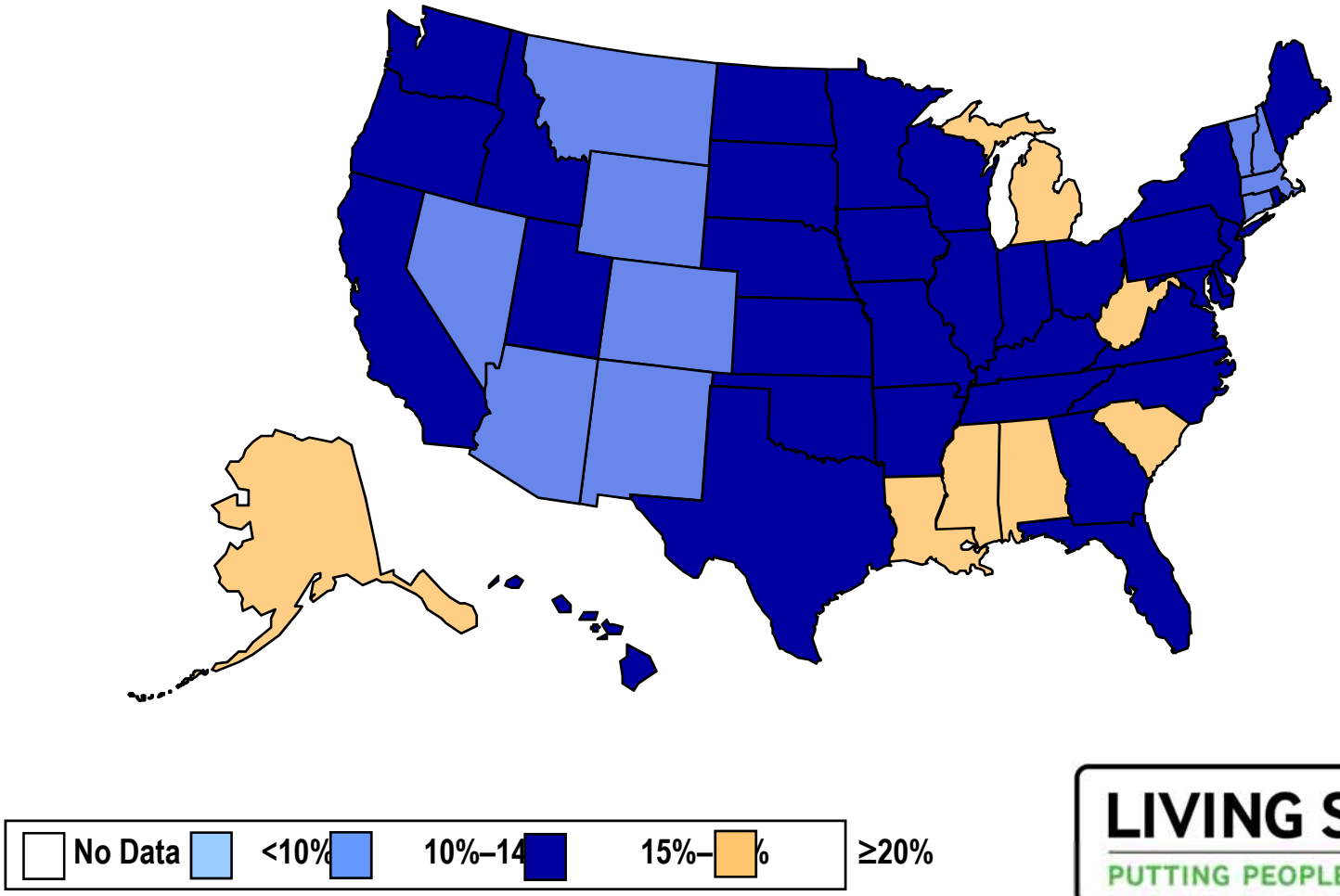
Obesity Trends* Among U.S. Adults

BRFSS, 1998

(*BMI ≥30, or ~ 30 lbs. overweight for 5′ 4″ person)



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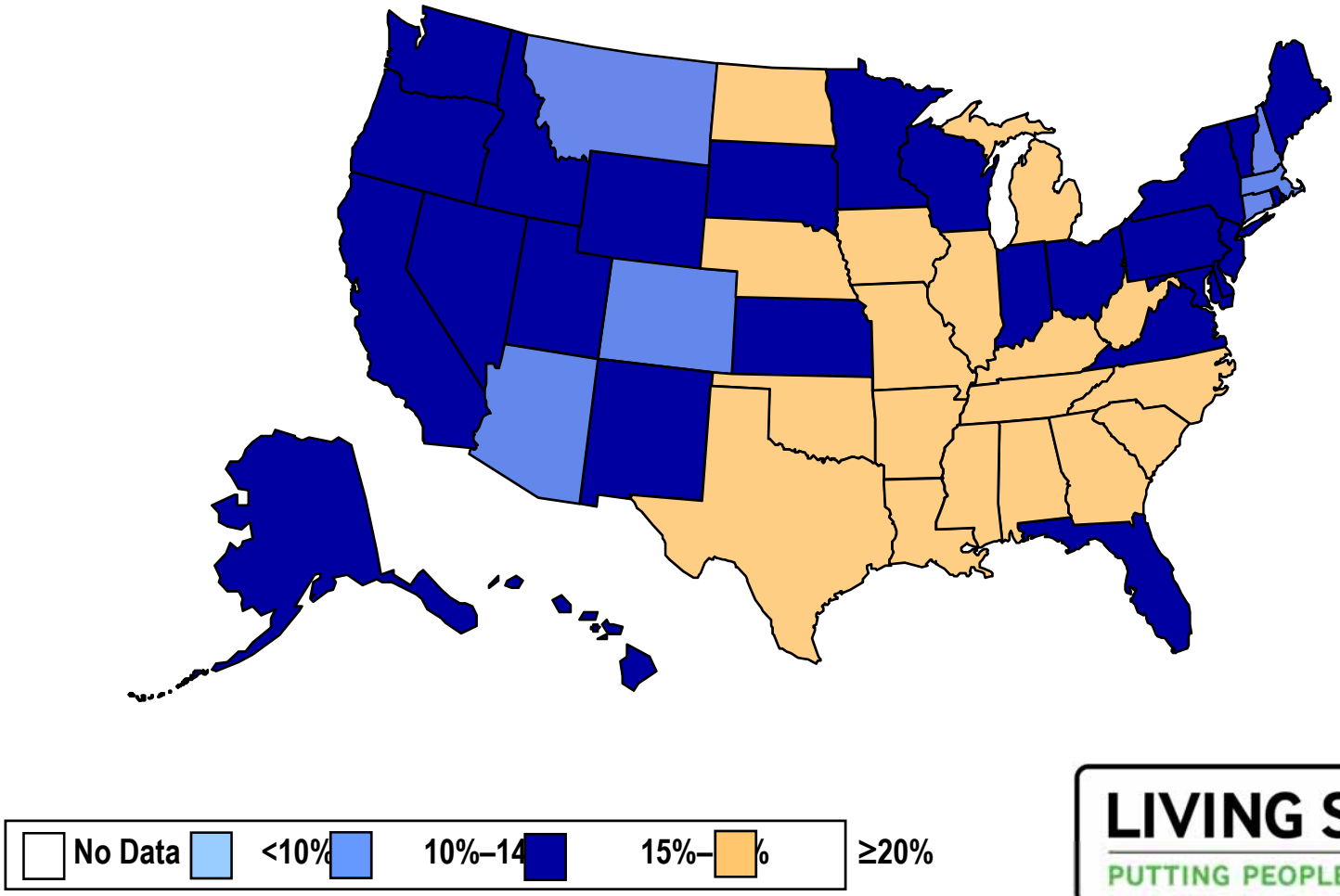
Obesity Trends* Among U.S. Adults

BRFSS, 1999

(*BMI ≥30, or ~ 30 lbs. overweight for 5′ 4″ person)



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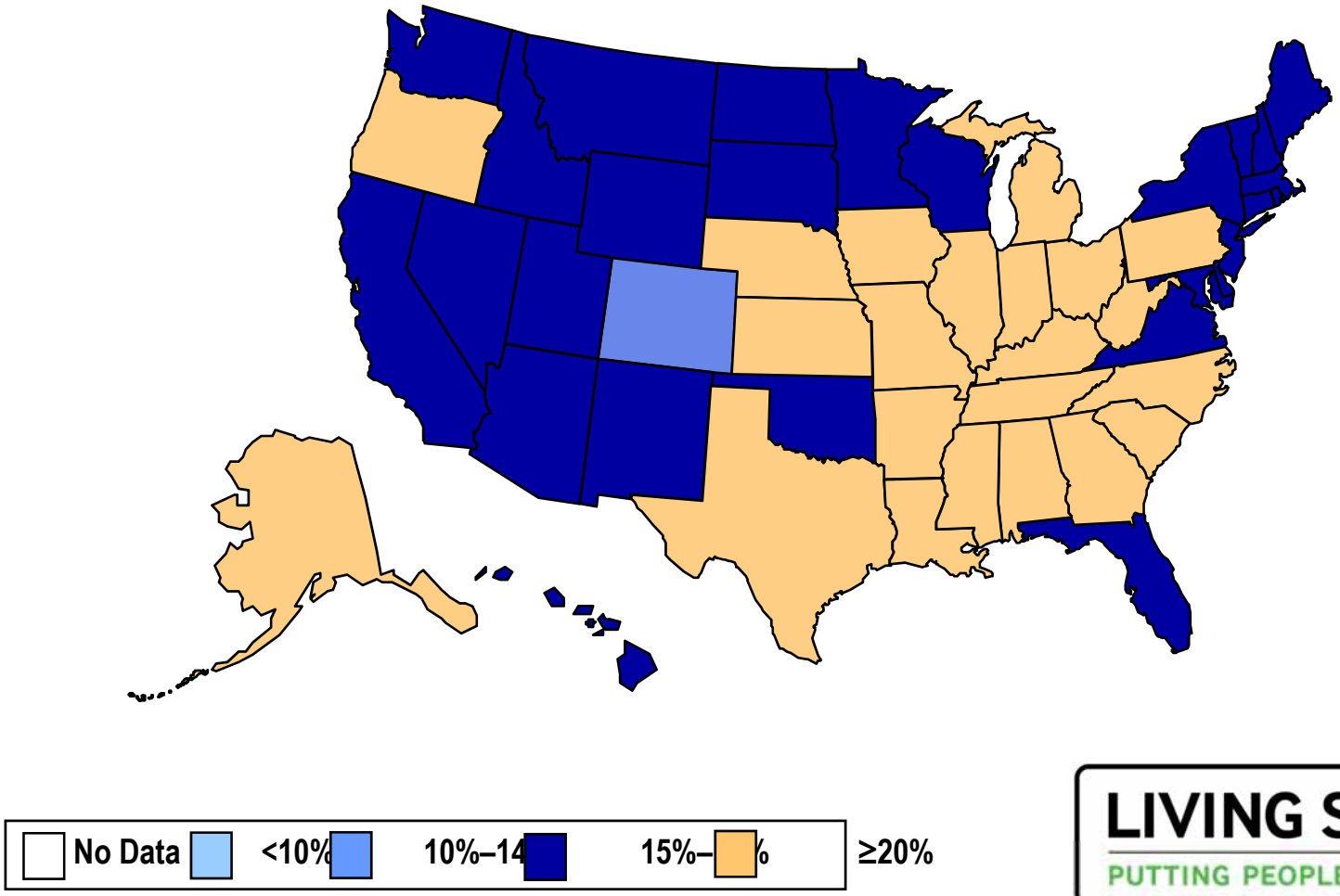
Obesity Trends* Among U.S. Adults

BRFSS, 2000

(*BMI ≥30, or ~ 30 lbs. overweight for 5′ 4″ person)



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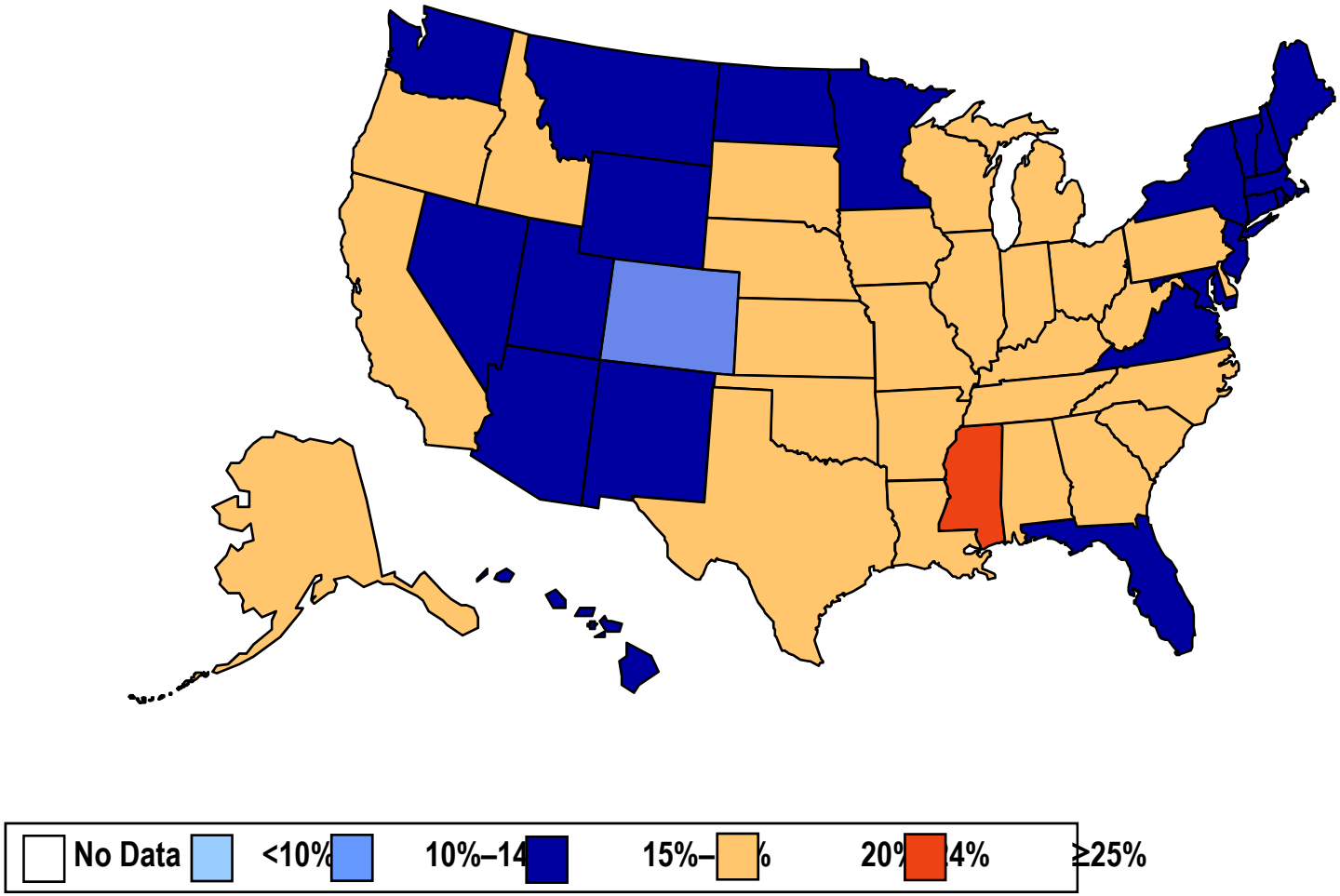
Obesity Trends* Among U.S. Adults

BRFSS, 2001

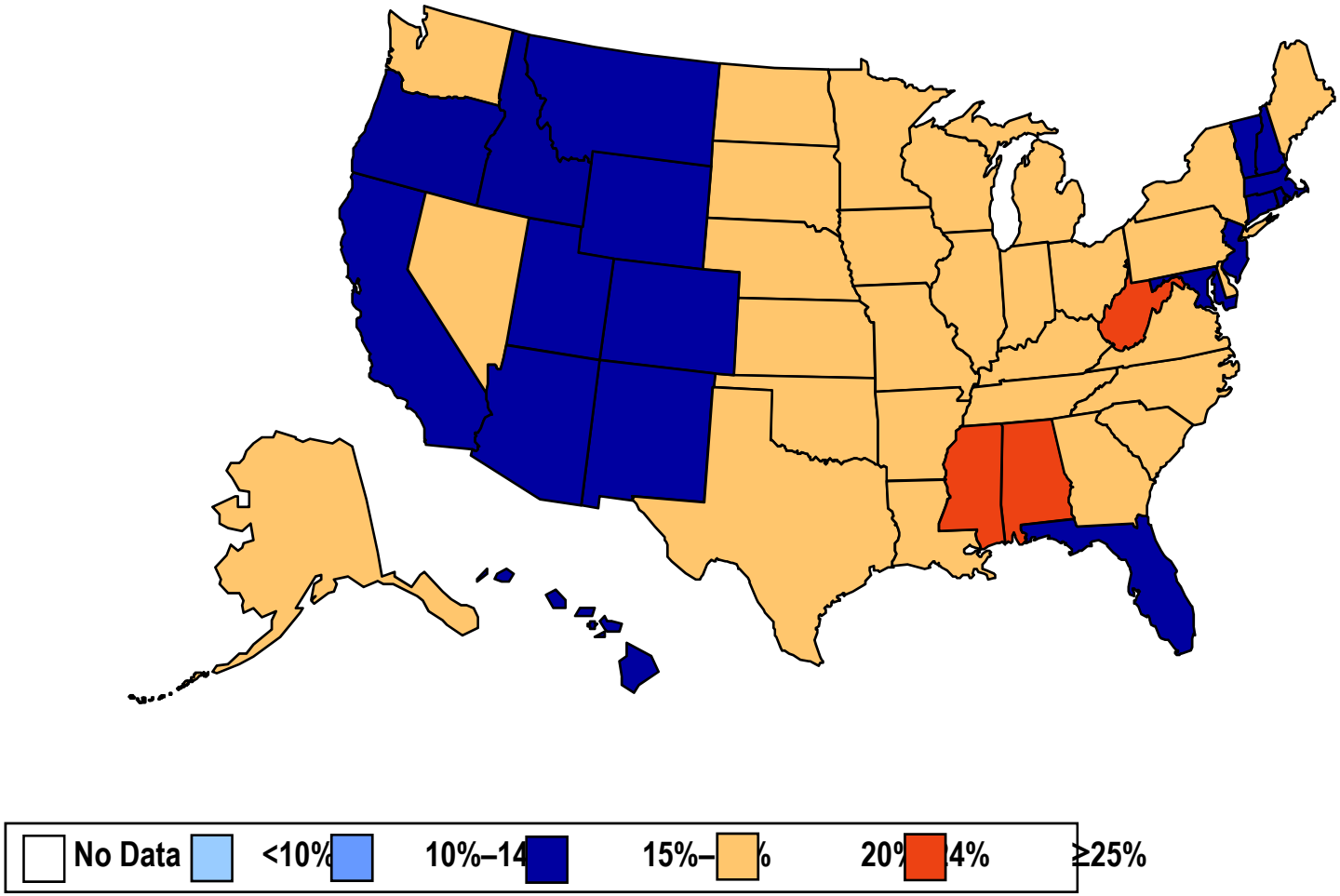
(*BMI ≥30, or ~ 30 lbs. overweight for 5′ 4″ person)



Obesity Trends* Among U.S. Adults

BRFSS, 2002

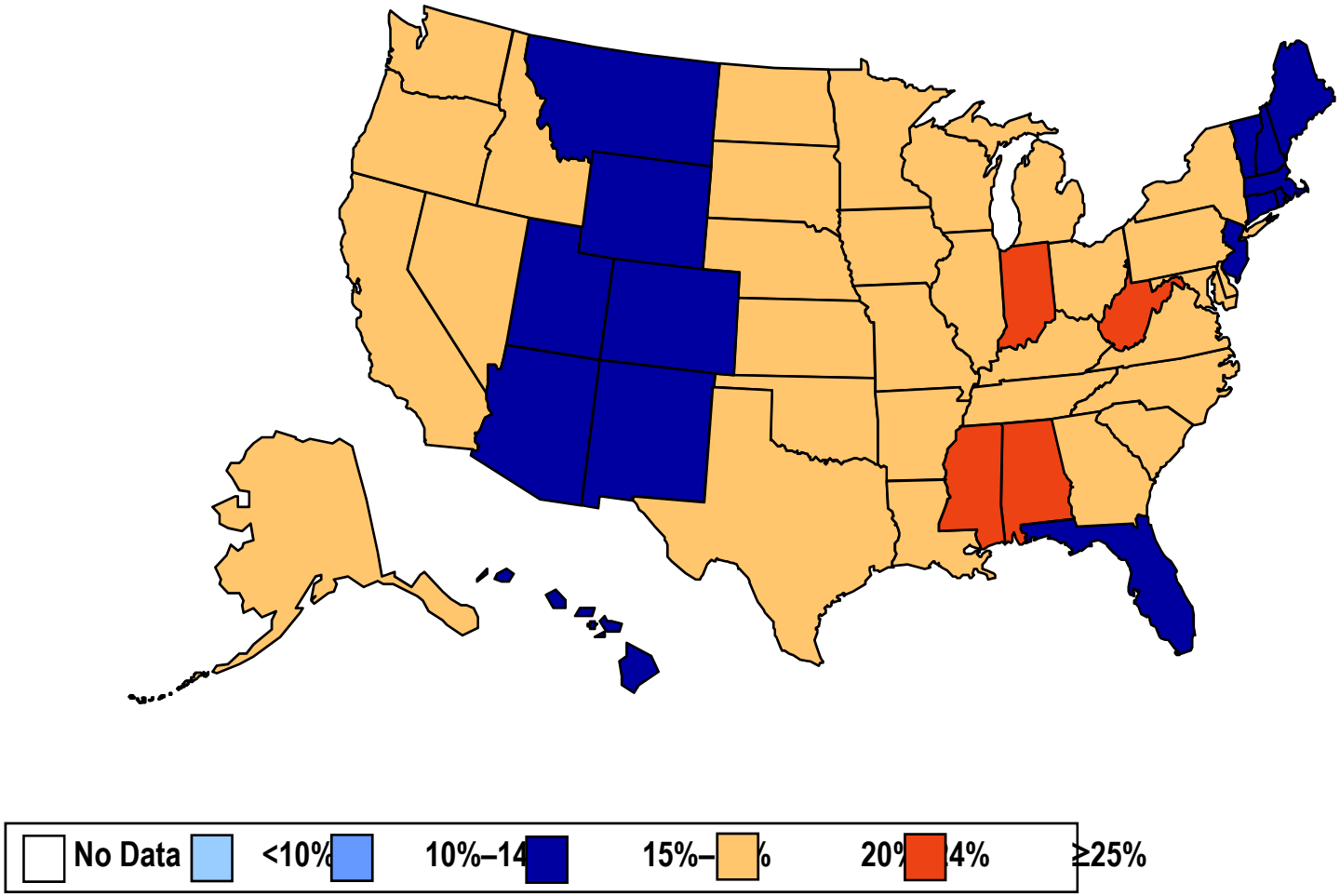
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)



Obesity Trends* Among U.S. Adults

BRFSS, 2003

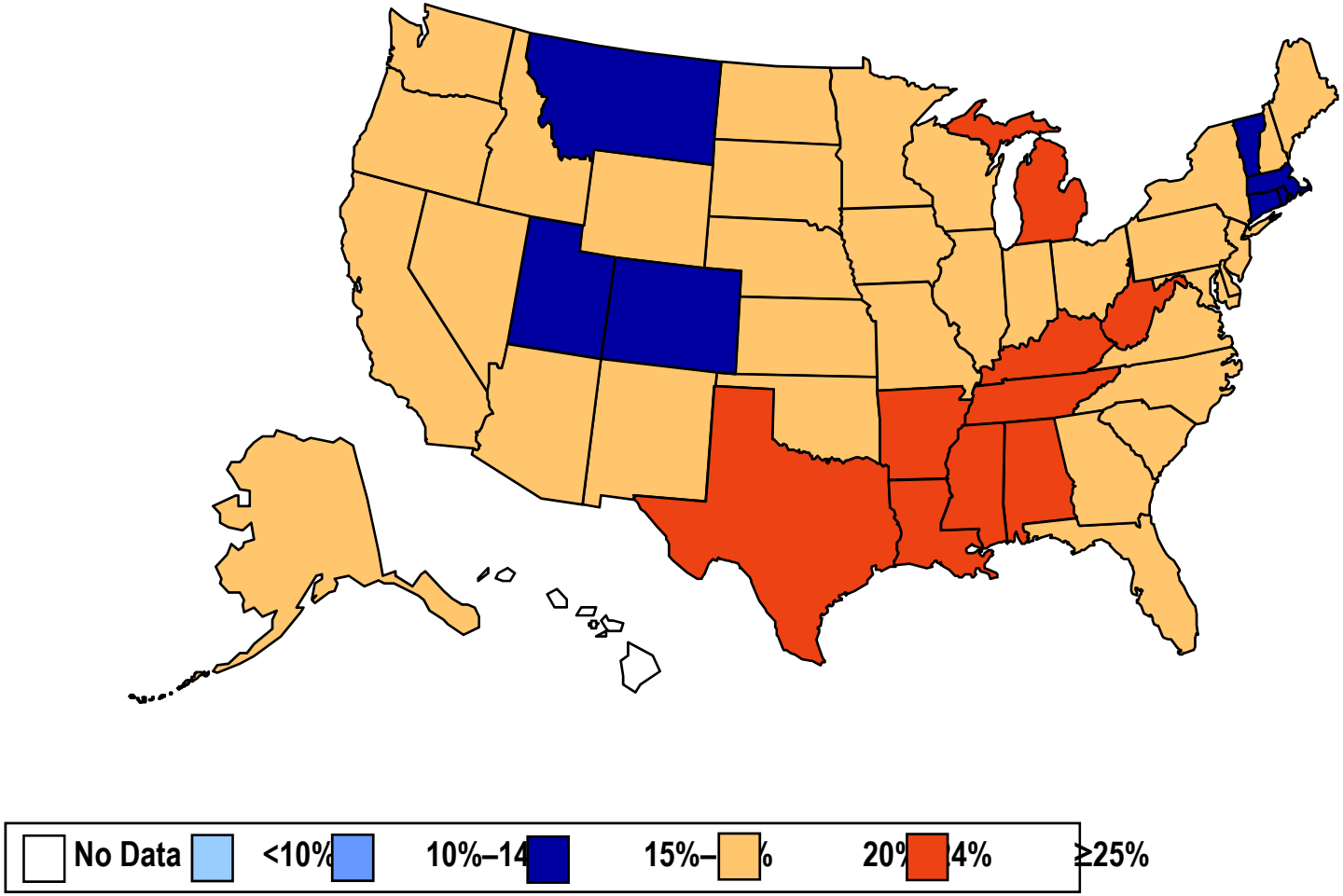
(*BMI ≥30, or ~ 30 lbs. overweight for 5′ 4″ person)



Obesity Trends* Among U.S. Adults

BRFSS, 2004

(*BMI ≥30, or ~ 30 lbs. overweight for 5′ 4″ person)



Obesity Trends* Among U.S. Adults

BRFSS, 2005

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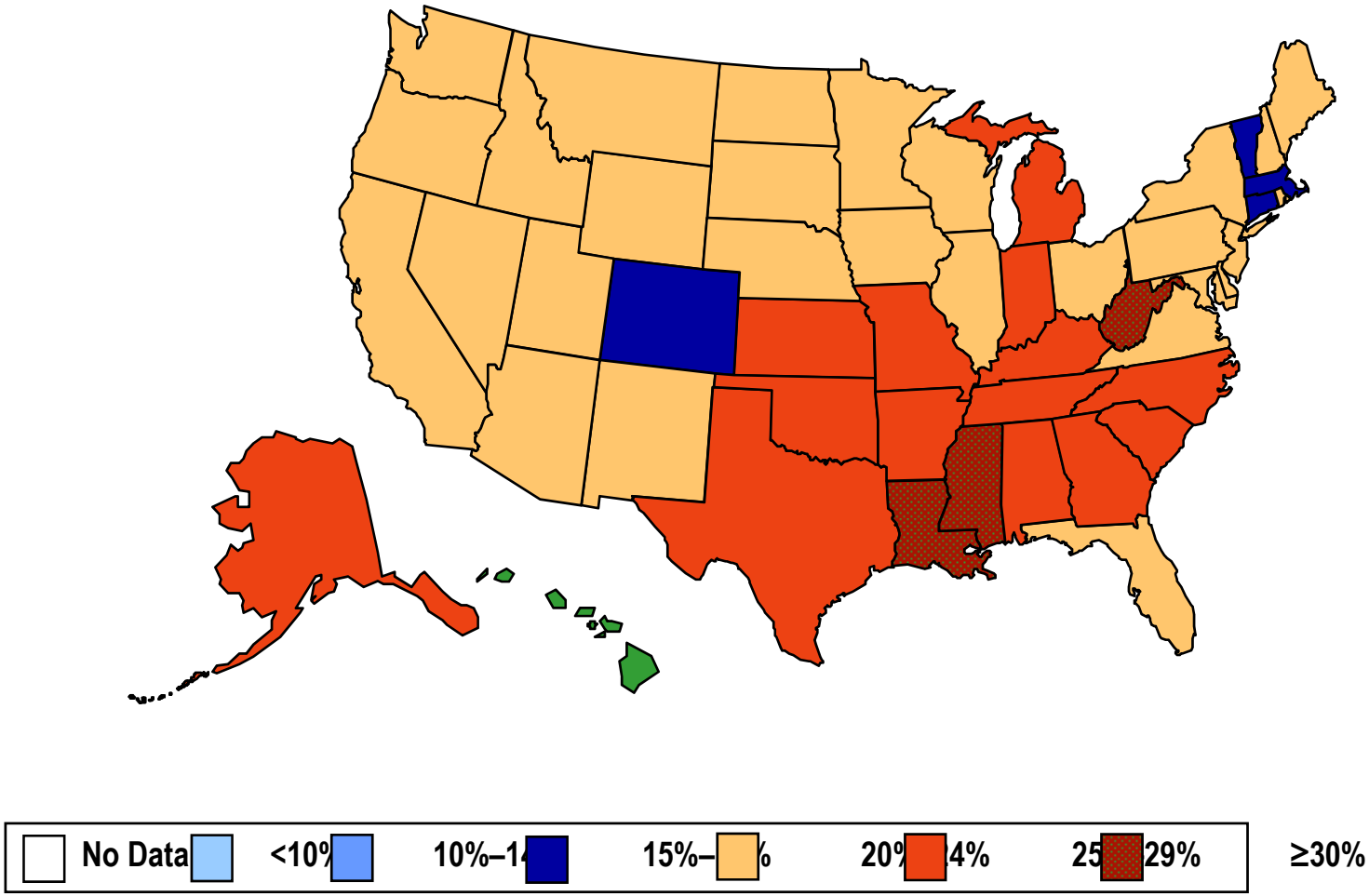
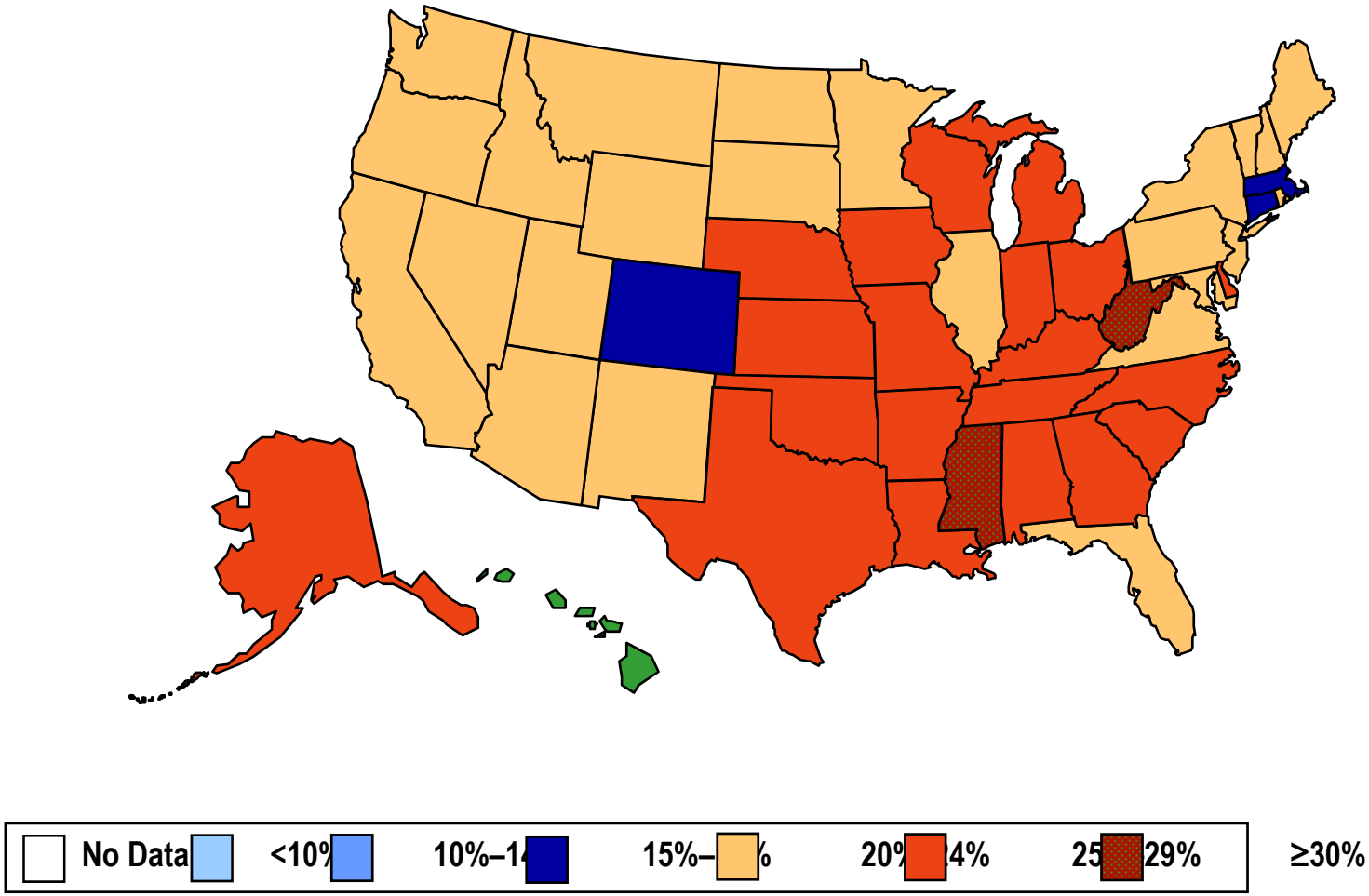


Obesity Trends* Among U.S. Adults

BRFSS, 2006

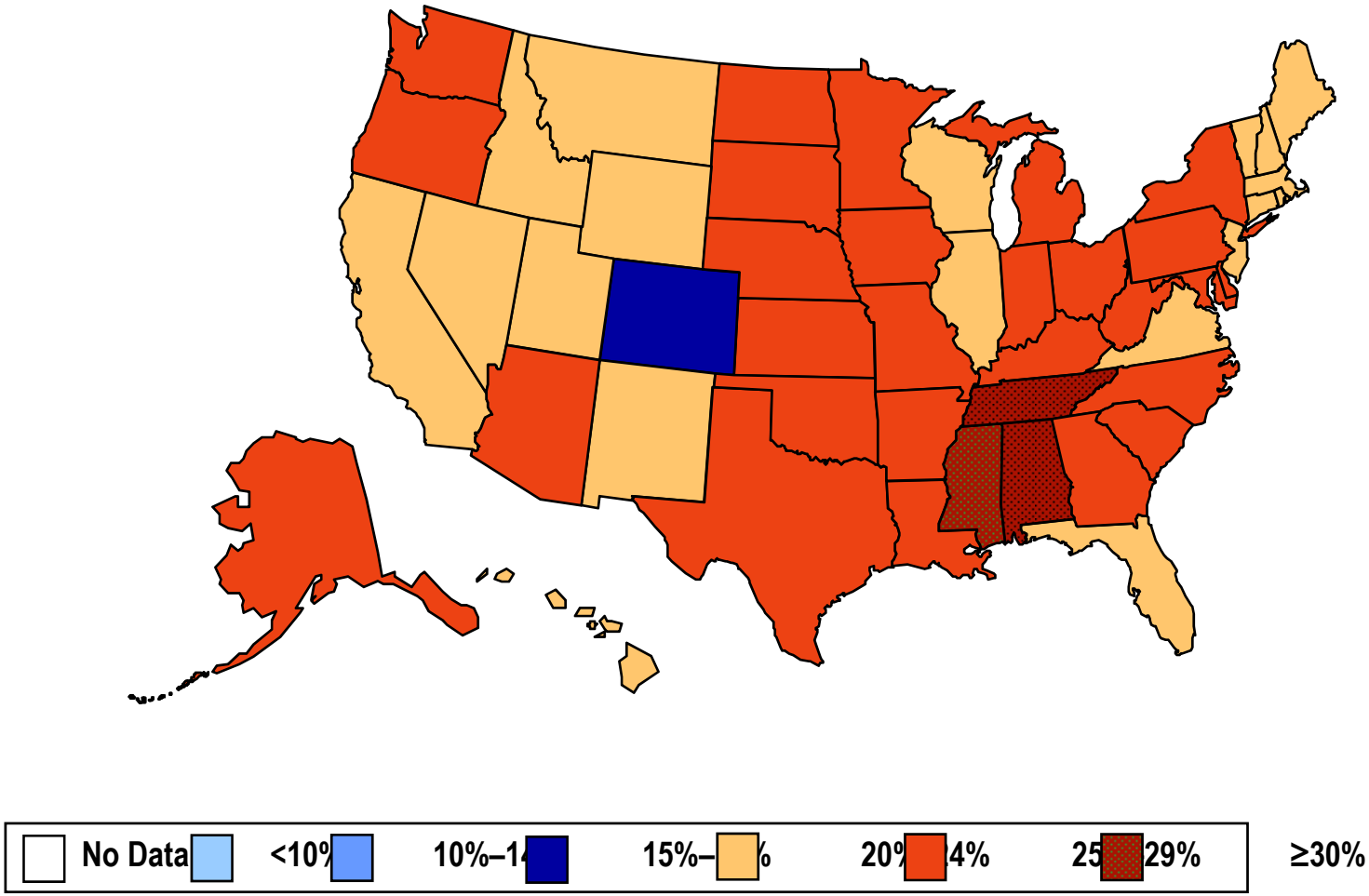
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)



Obesity Trends* Among U.S. Adults

BRFSS, 2007

(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)



Walking to school solves all our problems....

- Health- building in activity to daily routines, and establishing good habits early on (and gets parents in the habit too)
- Educational attainment- parents report children who walk are ready to learn and more awake
- Communities- Children who walk learn about the local environment

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Walking to school solves all our problems....

- Environment- cutting emissions and improving air quality, as well as reducing carbon
- Road safety- early knowledge of managing risk on the roads and learning safety skills
- Congestion- 1 in 5 cars on the road at a point in rush hour on the school run

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Top priorities for local authorities that match closely with walk to school

- CO2 reduction from LA operations (NI 185)
- Obesity in primary school age children in Year 6 (NI 56)
- All age, all cause mortality (NI 120)
- Percentage of people who feel they can influence decisions in their locality (NI 17)

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So why don’t more children walk to school?

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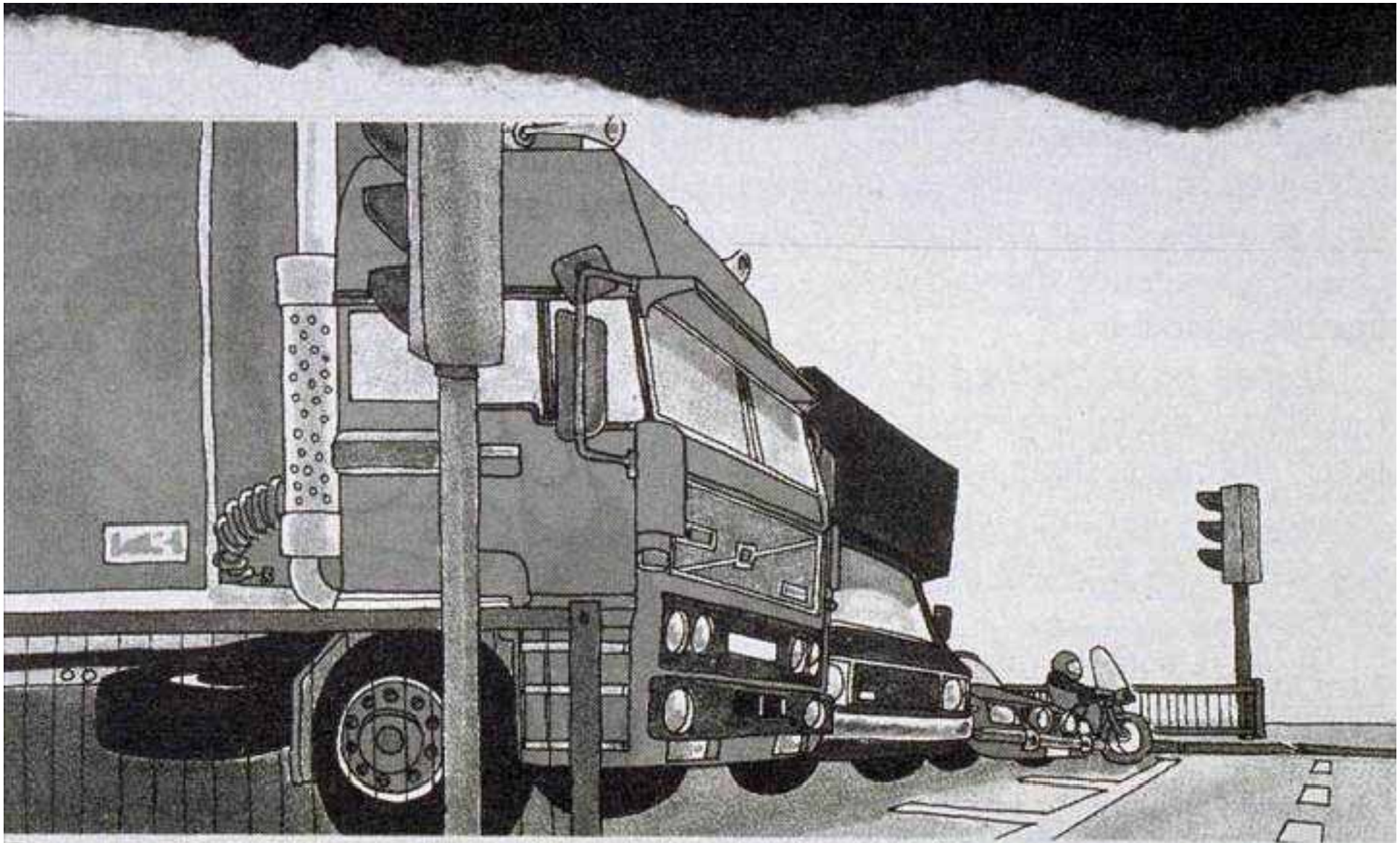
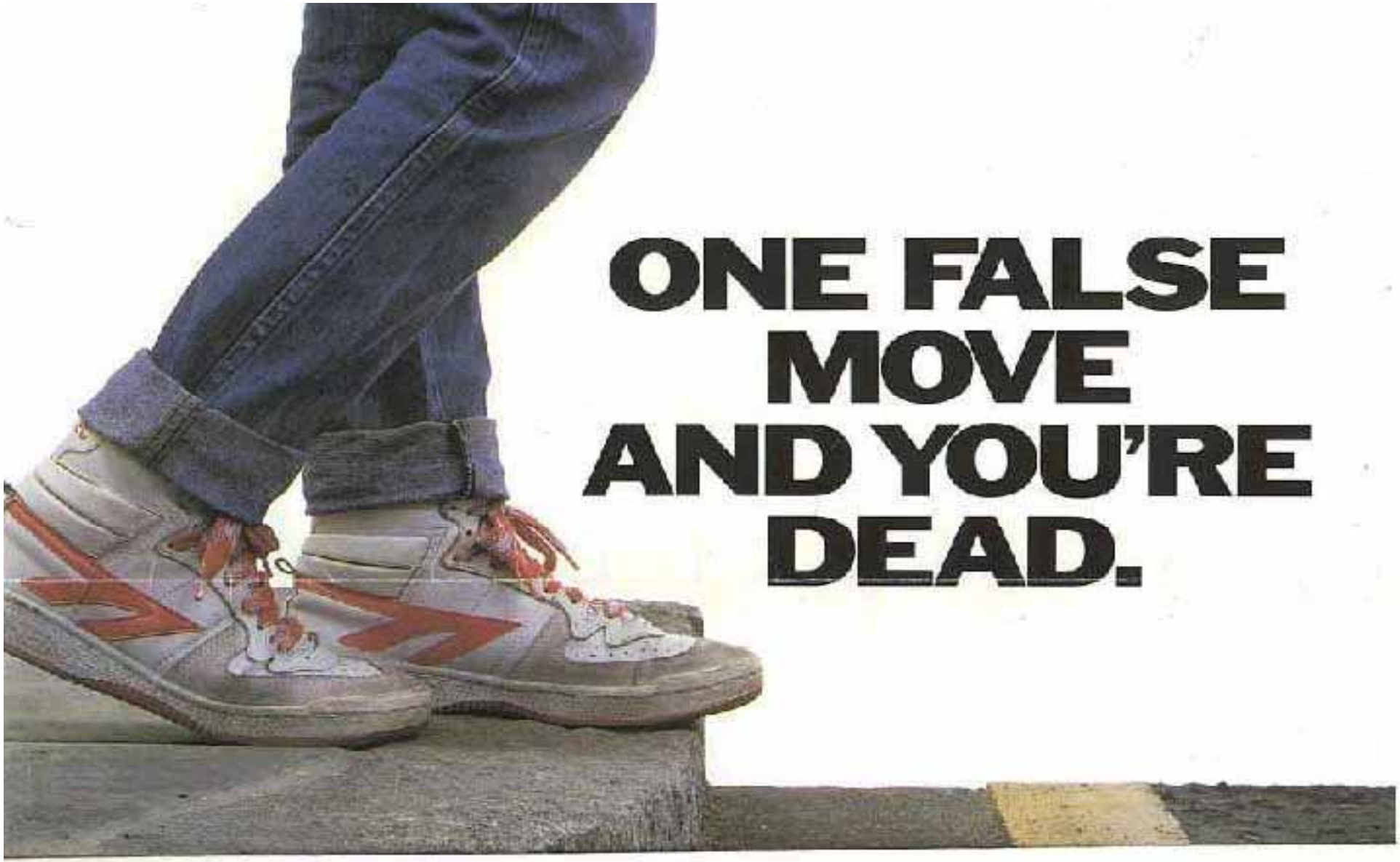
THE CHURCH

2
1
6

Pierre



Be sure that children know how dangerous traffic can be. Roads are for cars and lorries – not for pedestrians.



ONE FALSE MOVE AND YOU'RE DEAD.

BEFORE YOU CROSS THE ROAD.

STOP AT THE KERB.

Barriers to walking to school

- The physical environment
- “Convenience”
- School choice
- Safety fears

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Barriers to walking to school

Parents of 11-13 year olds give these reasons:

- Convenience
- Traffic
- Assault
- Too far
- Lateness
- Bullying

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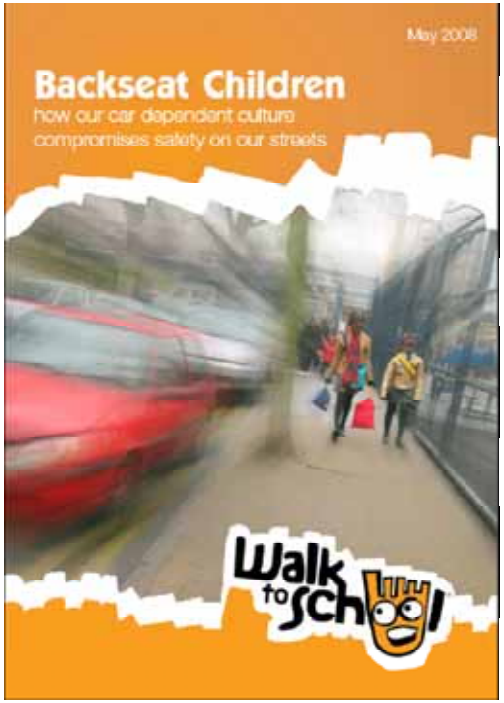
Walk to School



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Ongoing activity

- Walk to School Week is the highlight of our annual activities
- 2009 WTS week is 18-22 May, with a “walking together” theme
- Walk to School month: October
- Efforts to improve the walkability of areas around schools

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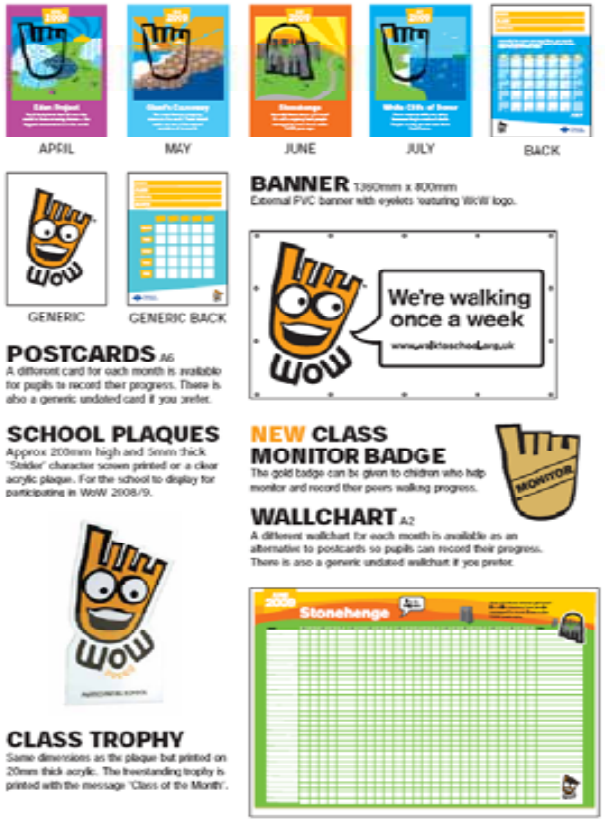
WOW campaign



WOW 2009

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STEP up .org.uk

Contact Step Up

e: StepUp@LivingStreets.org.uk
t: 020 7820 1010
w: www.stepup.org.uk

Introducing

Step Up

from Living Streets

STEP up .org.uk

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Conclusion

- Walking to school may not solve every problem, but it can have a significant impact on a wide range of priorities
- It’s fairly straight forward to do, and there is a lot of help and expertise available
- Other LAA priorities can reinforce efforts to increase walking to school- e.g. improving the local environment and addressing safety concerns

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Contact us

info@livingstreets.org.uk

020 7377 4900

www.livingstreets.org.uk
www.walktoschool.org.uk

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