Let’s Get Scotland Walking

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Everyone Everyday Everywhere
We want to create a happier, healthier Scotland, where increased physical activity improves quality of life and wellbeing for all.

We want to get Scotland walking: Everyone. Everyday. Everywhere.

Our themes:
- Walking for health
- Active environments
- Active travel
- Communications and policy
Policy links…

Walking connects to a range of policy areas including:

- Health & Wellbeing
- Sustainable Transport
- Road Safety
- Planning & Land use
- Environment (urban/rural)
- Tourism
- Recreation & access
- Urban/Rural Economic Development
- Disability and Equality
- Education / Lifelong Learning
- Climate Change
- Housing
- Sport
- Community Planning
- Early years
- Volunteering
Scottish Government's Physical Activity Strategy 2003

"Scotland's physical activity strategy is an excellent example of how policymakers can adopt an integrated and multi-sectoral approach to improve public health and reduce chronic disease"

Dr Pekka Puska, Director, Noncommunicable Disease Prevention and Health Promotion, World Health Organization
The Toronto Charter for Physical Activity: A Global Call for Action

7 Investments that work for physical activity

1. ‘Whole-of-school’ programs

2. Transport policies and systems that prioritise walking, cycling and public transport

3. Urban design regulations and infrastructure that provides for equitable and safe access for recreational physical activity, and recreational and transport-related walking and cycling across the life course

4. Physical activity and NCD prevention integrated into primary health care systems

5. Public education, including mass media to raise awareness and change social norms on physical activity

6. Community-wide programs involving multiple settings and sectors & that mobilize and integrate community engagement and resources

7. Sports systems and programs that promote ‘sport for all’ and encourage participation across the life span
**Vision: A More Active Scotland**

Physical activity is about getting people moving. Daily walking, playing in a park, going to a gym, training with a team or aspiring to win a gold medal - it doesn’t really matter how people get active, it just matters that we do.

Being physically active contributes to our personal, community and national wellbeing.

Our vision is of a Scotland where more people are more active, more often.

### National Outcomes

<table>
<thead>
<tr>
<th>Business</th>
<th>Employment</th>
<th>Research and Innovation</th>
<th>Young People</th>
<th>Early Years</th>
<th>Healthier</th>
<th>Inequalities Tackled</th>
<th>Life Chances</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safe from Crime</td>
<td>Sustainable Places</td>
<td>Resilient Communities</td>
<td>Environment Valued</td>
<td>National Identity</td>
<td>Impact on Environment</td>
<td>Older People Supported</td>
<td>Public Services</td>
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### Active Scotland Outcomes

- **We encourage and enable the inactive to be more active**
- **We encourage and enable the active to stay active throughout life**
- **We develop physical confidence and competence from the earliest age**
- **We improve our active infrastructure – people and places**
- **We support wellbeing and resilience in communities through physical activity and sport**
- **We improve opportunities to participate, progress and achieve in sport**

**Equality – Our commitment to equality underpins everything we do**
## Vision: A More Active Scotland

**More people more active, more often.**

- **Percentage of adults who meet Moderate to Vigorous Physical Activity (MVPA) guidelines - National Indicator**
- **Percentage of children who meet MVPA guidelines**

### Active Scotland Outcomes

<table>
<thead>
<tr>
<th>We encourage and enable the inactive to be more active</th>
<th>We encourage and enable the active to stay active throughout life</th>
<th>We develop physical confidence and competence from the earliest age</th>
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</thead>
<tbody>
<tr>
<td>Percentage of inactive adults</td>
<td>Frequency of active participation (sport &amp; walking)</td>
<td>School PE provision</td>
</tr>
<tr>
<td>Percentage of inactive children</td>
<td>Active recreation in older people (sport &amp; walking)</td>
<td>Children’s active play</td>
</tr>
<tr>
<td>Recreational Walking</td>
<td>Attendance at leisure facilities</td>
<td>Active travel to school</td>
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<thead>
<tr>
<th>We improve our active infrastructure – people and places</th>
<th>We support wellbeing and resilience in communities through physical activity and sport</th>
<th>We improve opportunities to participate, progress and achieve in sport</th>
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<tbody>
<tr>
<td>Satisfaction with leisure facilities</td>
<td>Community safety for play</td>
<td>Sports participation in adults</td>
</tr>
<tr>
<td>Greenspace accessibility</td>
<td>Safety of neighbourhood for walking</td>
<td>Sports participation in children</td>
</tr>
<tr>
<td>Active volunteering workforce</td>
<td></td>
<td>Team Scotland performance</td>
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Measures across the outcomes are broadly stable or improving

<table>
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<tbody>
<tr>
<td>% adults who meet MVPA guidelines (63%)</td>
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<tr>
<td>% children who meet MVPA guidelines (76%)</td>
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<table>
<thead>
<tr>
<th>Inactive to active</th>
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<tr>
<td>% inactive adults (22%)</td>
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<tr>
<td>% inactive children (9%)</td>
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<tr>
<td>% Recreational Walking (64%)</td>
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<tr>
<th>Stay active</th>
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<tr>
<td>% active on 15+ days per month (48%)</td>
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<tr>
<td>% of active older people (57%)</td>
</tr>
<tr>
<td>Visits per 1,000 of population to leisure facilities (10.008)</td>
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<table>
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<tr>
<th>Start out active</th>
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<tr>
<td>School PE provision (98%)</td>
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<tr>
<td>Children’s active play (53%)</td>
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<td>Active travel to school (50%)</td>
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<table>
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<tr>
<th>People and places</th>
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<tbody>
<tr>
<td>% satisfied with leisure facilities (52%)</td>
</tr>
<tr>
<td>% with 5 min greenspace access (69%)</td>
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<td>% engaged in ‘active’ volunteering (4%)</td>
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<th>Sport for change</th>
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<tr>
<td>Community safety for play (80%)</td>
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<tr>
<td>% feel safe walking in neighbourhood (72%)</td>
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<tr>
<th>Sports participation</th>
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<tr>
<td>Adult participation (51%)</td>
</tr>
<tr>
<td>Child participation (67%)</td>
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<tr>
<td>Team Scotland CWG medals (53)</td>
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‘Achieving lasting change and increasing the number of people choosing to travel actively across all communities as part of their everyday lives’
Our National Walking Strategy

Our Vision:

A Scotland where everyone benefits from walking as part of their everyday journeys, enjoys walking in the outdoors and where places are well designed to encourage walking.
Let's Get Scotland Walking
The National Walking Strategy
Action Plan Overview
2016 – 2026

Let’s Get Scotland Walking
Everyone can help make Scotland a ‘walking friendly’ country
#stepchangescot www.stepchangescot.scot

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CMO Guidance
Age specific
**Physical activity for early years**  
(birth – 5 years)

Active children are healthy, happy, school ready and sleep better

- Builds relationships & social skills
- Maintains health & weight
- Contributes to brain development & learning
- Builds muscles & bones
- Encourages movement & co-ordination
- Improves sleep

**Every movement counts**

Aim for at least 3 Hours across everyday

**Move more. Sit less. Play together**

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**Physical activity for children and young people**  
(5 – 18 Years)

- Builds confidence & social skills
- Develops co-ordination
- Improves concentration & learning
- Strengthens muscles & bones
- Makes you feel good
- Improves health & fitness
- Maintains healthy weight
- Improves sleep

**Be physically active**

- Spread activity throughout the day
- All activities should make you breathe faster & feel warmer
- Aim for at least 60 minutes every day

**Sit less**

Include muscle and bone strengthening activities 3 times per week

**Move more**

Find ways to help all children and young people accumulate at least 60 minutes of physical activity everyday

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Where are people getting active?

Use of environment for PA at least once a week in the last 4 weeks

- Local pavements or streets: 60%
- Home/garden: 30%
- Open space/park: 20%
- Non-tarmac paths: 15%
- Woods/forest: 10%
- Beach/water side: 5%
- Gym/sports centre: 2%
- Swimming pool: 1%
- Sports pitch/outdoor courts: 1%
- Other: 0%
Sedentary Behaviour

All adults should minimise the amount of time spent being sedentary for extended periods.

One hour of brisk walking or cycling for pleasure may eliminate the harmful effect of sitting for eight hours or more a day.

From @TheLancet

Source: Start Active, Stay Active: A report on physical activity for health from the four home countries’ Chief Medical Officers, 2011
BRAIN AFTER SITTING QUIETLY

BRAIN AFTER 20 MINUTE WALK

Research/scan compliments of Dr. Chuck Hillman University of Illinois
How do we engage people?

Strength and Balance

Community
Pedometer Packs

Communications

Project Resources

Partnership Projects

Events
Walking Meetings

Active meetings
Short meetings
Just as productive
Aids creative thinking and problem solving
Reduces sedentary behaviour
Reduces pressure on meeting rooms
Can be used in different settings
Workplace Engagement & campaigns

Scottish Government campaigns

JOURNEYS.
A GREENER WAY FROM A TO B.

Share your
#WALKTAEWORK
photographs with us for the chance to win a FitBit

Healthy Working Lives
Gold Award

Walk to Work Week 2015

Copyright © 2013 Paths for All
Apps and Websites

- JOURNEYS.
  A GREENER WAY FROM A TO B.

- Walk to Work Week 2015
“It was great for team building at work and getting to know your workmates while out for lunchtime walks.”

- National online challenge
- Runs twice a year
- Supports behaviour change
- Incentives and motivation
- Measurable / Evaluated
Pedometers make use of several behaviour change techniques:

- goal-setting (individuals can set daily step goals)
- self-monitoring (check out daily steps)
- self-efficacy (improve confidence in walking ability)
- problem-solving (adapt walking behaviour to suit weather and setting)
- motivation (provide instant feedback to individuals on goals)
- social support (a visual prompt for friends and family)
**STEP COUNT CHALLENGE 2016**

**THE CHALLENGE IN NUMBERS**

- **Length of Challenge**: 8 weeks
- **Number of Workplaces**: 400

**WHO TOOK PART**

- **Number of Participants**: 4,119
- **Number of Teams**: 869

**TOTAL NUMBER OF STEPS TAKEN**

2,147,483,648*

*That's two billion, one hundred and forty seven million, four hundred and eighty three thousand and six hundred and forty eight*

**Equivalent Distance in Miles**: 960,842

**Times Around the World**: 44

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Results of a research study examining changes in physical activity and motivation for walking following an 8-week workplace walking intervention

- 109 minute increase walking for transport per week
- 55 minute increase walking for leisure per week
- 368 minute decrease total sitting per week

Most frequently reported benefits:
- Physical health
- Building team morale
- Enjoyment
Community Pedometer Pack
Walking into education

St Ninian’s Primary School
The Daily Mile

Guides, Posters, Downloads
Everything you need to make WoW a success at your school

New School Buildings
Best practice, guidance and information

Travel Tracker
Make WoW bigger, bolder and interactive with our whiteboard tool.

Download factsheets

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# Physical Activity for Health Research Centre (PAHRC)

## Key Areas of Research

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<th>Area</th>
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<tr>
<td>The promotion of walking</td>
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<td>Reducing sedentary time</td>
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<td>Physical activity in children and adolescent girls</td>
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<tr>
<td>Physical activity for people with medical conditions</td>
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<tr>
<td>The role of the environment in physical activity promotion</td>
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‘I got into the habit and it has definitely become a part of me’: A qualitative study of why older adults start and continue to walk for health

Alissa G. Niven, Nicky Laing & Samantha G. Fawkner
Institute of Sport, PE and Health Science, University of Edinburgh, Scotland [E-mail: alissa.niven@ed.ac.uk]

What do the findings of this study mean for practice?

- A large amount of information was obtained from the study, so in order to provide clear ‘take home messages’ the consistent main findings have been extracted and from this, some suggestions for promoting walking for health have been identified.

Key finding: The social aspects of walking are key determinants of starting and continuing to walk (e.g., support from family/friend, to start, opportunity to chat/laugh with fellow walkers, encouragement from fellow walkers, make new friends).

Key finding: Walking starts to walk for a range of reasons (e.g., social, to get walking, for health reasons, retirement).

Key finding: Being confident in being able to overcome barriers to walking is a key influence on continuing to walk.

Key finding: Beliefs about the benefits of walking are important for starting and continuing to walk.

Get older adults walking by reinforcing these benefits through:
- Reinforcing achievement during walks through use of pedometers and by recording walking success (e.g., walking passport; bronze, silver, gold and platinum achievement certificates for number of walks completed).
- Verbally encouraging walkers during walks.
- Discussing strategies to overcome perceived barriers (e.g., weather, lack of motivation) such as allocating wet/bad weather walks.
- Making use of similar role models to encourage walkers to believe they can also do it.
- Reinforcing the positive feelings experienced during walking (e.g., feeling strong/healthy/energetic).

Get older adults walking by reinforcing social aspects through:
- Incorporating welcoming strategies into walks to ensure new walkers are accommodated and made to feel immediately welcome.
- Considering use of ‘buddy’ and ‘buddy’ schemes.
- Including an opportunity for refreshments and additional socialising at the end of the walks to reinforce the social nature of the walks.
- Using opportunities to do deals with a local cafe(s).

Key finding: Beliefs about the benefits of walking are important for starting and continuing to walk.

Get older adults walking by reinforcing these benefits through:
- Encouraging participants to articulate and share their perceived benefits, especially to friends and acquaintances who do not currently walk (e.g.,通过分享分享‘walking for health benefits’ postcards).
- Encouraging participants to rate their sense of wellbeing (e.g., on a scale of 1 to 5 how good do I feel today?) at the beginning and end of a walk.
- Making use of the recognised benefits of walking in advertising walks and promoting walks through other avenues (e.g., GP referrals).

Get older adults walking by reinforcing commitment through:
- Developing a group identity (e.g., naming and/ or water, etc.).
- Providing walkers with roles within the walking group (e.g., walking with a new walker).

Key finding: Beliefs about the benefits of walking are important for starting and continuing to walk.
Walk in the Park case study
Loch Lomond and Trossachs National Park

Quotes from walkers on their behaviour change:

• “Less breathless when walking up stairs, joints more flexible. Knee pain and hip pain less noticeable”
• “I don't think twice about an hour long walk.”
• “I feel fitter, and am more likely to go for a walk. Walking has improved my mental health, I am less likely to use my car now for short journeys.”
• “The health walk gives me a reason for getting up in the morning.”
• https://www.youtube.com/watch?v=xoezDZGfGuw
Organisation for Nepalese Culture and Welfare

- Weekly walks in central Aberdeen.
- Increased well-being of participants especially children and older adults
- Increased socialisation between children and older participants
- Increased social links between generations reported
- Families socialise after the walks, playing together and chatting
- Every week, one household bring refreshments (tea, juice, healthy snacks)
- Using text message service and social media to communicate and create an online community
Buggy Walks

• 4 Walks in Falkirk and 180 mums and babies attending every month

• Started by a local Health visitor and 4 years later the Mums are still friends

• Mental health and support network improvements, social interaction for babies

Active Travel
Smarter Choices, Smarter Places
2015-16

THE AIM: Increase the number of journeys travelled by walking, cycling, car-sharing and public transport

THE BENEFITS:
- A more active population
- Reduces congestion & carbon emissions
- Creates safer, more connected communities and reduces health inequalities
Smarter Choices, Smarter Places

THE FUNDING:
£11.5m Total to be spent on ‘smarter measures’ by March 2016
- £5m Grant Fund
- £6.5m Match Funding

SUPPORTS OVER 160
Active & sustainable travel projects across Scotland

SMARTER CHOICES, SMARTER PLACES PROJECTS
- School travel campaigns
- Workplace travel campaigns
- Public awareness events
- Personal travel planning
- Signage & mapping
- Car clubs
- and lots more
Annan and Dalbeattie challenged to ‘Beat the Street’ and be more active

50% of surveyed participants in both places said the challenge helped them take the car less.

90% of participants said they felt more involved in their community.

Many local businesses reported significant increase in footfall and turn over as a result of the game.

20% of participants said that Beat the Street helped them get back on a bike.

90% of surveyed participants reported they would try to maintain the changes they had made.

The initial investment in Beat the Street in Annan and Dalbeattie was £82,620. Beat the Street was a cost effective intervention with a Return On Investment on this initial sum of £1 = £14.24 after 2 years.

“...The community atmosphere around Annan has been great since the launch of Beat the Street. Every night I would see local people out, pounding the pavements and making their way round. But most importantly, everyone was having fun, stopping and chatting. It is the strong sense of community spirit that I have seen embraced since the challenge started.

Everyone is talking about it; it’s nice to see the whole town engaged in something positive and enjoying taking part.”
Everyone

Everyone in Scotland can benefit from walking more.
Everyday

Walking is something you can easily do everyday.
Everywhere

Scotland is an amazing place to walk, wherever you are.
Thank you

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Follow @PathsforAll
Follow @stepchangescot
Follow @step_count