



## Celebrating 10+ Years of the Active People, Healthy Nation<sup>SM</sup> Walkability Action Institute

### *Communications Toolkit*

## PROGRAM OVERVIEW

**Mission:** The Walkability Action Institute (WAI) brings together interdisciplinary teams representing public health, planning, transportation, elected officials, and other disciplines to participate in an intensive, applied-learning course on improving walkability with a focus on community and transportation design.

**Vision:** Creating activity-friendly communities that provide welcoming, safe, and convenient places to play, walk, roll, take public transit, and bike to enjoy access to everyday places.

**Why It Matters:** Since its inception, the WAI has trained 112 teams from 34 states and 2 territories. These teams made more than 1,400 family-friendly community improvements like safer streets for walking and biking to school reaching more than 60 million Americans. Teams leveraged over \$540 million to implement their work, resulting in a project return on investment of approximately 177:1. WAI helps communities become safer and easier for everyone to walk, bike, and get around—no matter their age or ability.

## KEY MESSAGES

- The WAI helped transform communities across the U.S. to be safer and easier to walk, bike, and be active in.
- Working together across fields—like health, planning, transportation, community leaders, elected officials—leads to more success and lasting change.
- Walkable, activity-friendly communities help people of all ages, abilities, and backgrounds.
- Improved walkability and biking options boost local economies.
- Communities that focus on walkability can see better health and quality of life.
- Investing in walkable spaces saves money in the long run.
- The WAI model works in all kinds of places—from small towns to big cities.
- Over 10 years of WAI shows that WAI's team-based approach works.

## GUIDELINES

- While an assortment of Facebook, LinkedIn, and X posts are provided to you, we encourage you to customize them based on your unique context.
- If you have specific resources that tie to a given post, include the link(s) in your post.
- [bit.ly/NACDDWAI](https://bit.ly/NACDDWAI) (NACDD's WAI webpage) is available to add to any post.
- Tag @EatWellBeActive on Facebook and @CDC\_DNPAO on X for CDC-focused content.
- Consider additional hashtags: #WalkableCommunities, #CompleteStreets, #HealthyCommunities, #WalkabilityMatters, and #WalkabilityActionInstitute.

## USING THIS TOOLKIT

This communications toolkit is organized around four key strategies of the Active People, Healthy Nation<sup>SM</sup> initiative. Each section provides ready-to-use social media content celebrating 10+ years of the Walkability Action Institute while promoting each strategy area.

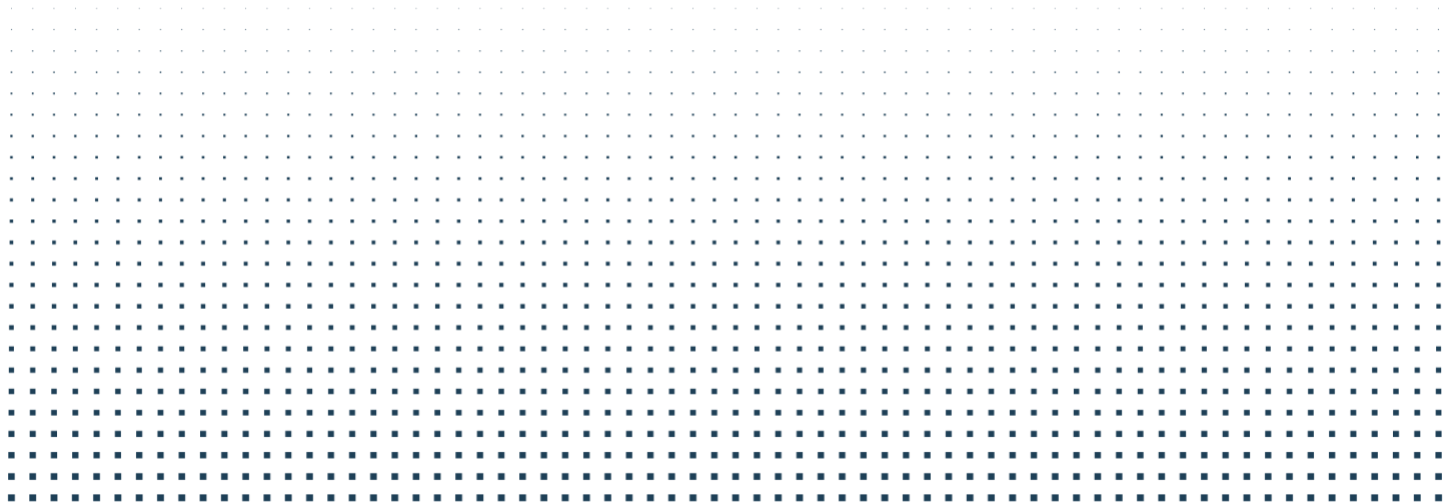
Click on any strategy below to jump directly to that section.

1. Physical Activity Through Community Design.....	4
2. Access to Places for Physical Activity .....	5
3. School and Youth Programs .....	6
4. Community-Wide Campaigns .....	7

Each section includes customizable social media posts for Facebook, LinkedIn, and X (formerly Twitter), with messaging tailored for four different audience levels:

- 1. **Individual Level:** For personal social media accounts and community members
- 2. **Community Organization Level:** For local nonprofits and community groups
- 3. **Local Government Level:** For city, county, and regional government entities
- 4. **State Level:** For state agencies and statewide organizations

All posts connect to the WAI 10-year anniversary celebration and can be copied directly or adapted to suit your specific needs.



## Top Posts:

### Physical Activity Through Community Design

Complete Streets policies ensure that roads work for everyone—pedestrians, cyclists, transit riders, and drivers. Over the past decade, Walkability Action Institute teams helped put these policies in place in communities of all sizes, improving safety and access for all. [bit.ly/NACDDWAI](https://bit.ly/NACDDWAI) #ActivePeople #10YearsOfWAI

### Access to Places for Physical Activity

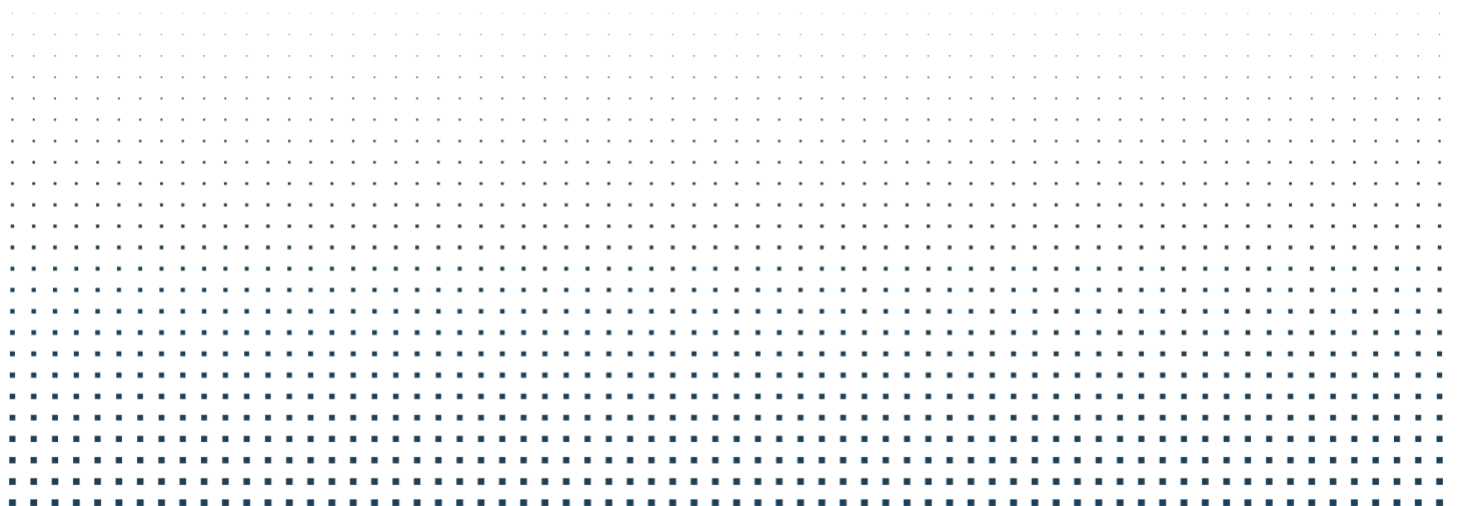
Simple improvements like bike racks, benches, and water fountains can make parks more welcoming for walking and biking. Walkability Action Institute teams worked with parks and recreation departments to install these amenities, making it easier and more enjoyable for everyone to walk or bike to recreational spaces. What improvements could your local parks use? [bit.ly/NACDDWAI](https://bit.ly/NACDDWAI) #ActivePeople #10YearsOfWAI

### School and Youth Programs

Dedicated state funding for Safe Routes to School programs helps ensure long-term success. Walkability Action Institute teams worked to secure state-level funding streams that support both infrastructure and programming to help kids walk and bike safely to school. [bit.ly/NACDDWAI](https://bit.ly/NACDDWAI) #ActivePeople #10YearsOfWAI

### Community-Wide Campaigns

Events that promote walking and biking can change how people think about transportation. Walkability Action Institute teams organized open streets events, walking tours, and community walks that highlight the benefits of walking and biking. [bit.ly/NACDDWAI](https://bit.ly/NACDDWAI) #ActivePeople #10YearsOfWAI



## 1. Physical Activity Through Community Design

**Call to Action:** Help create communities where it's easy and safe for people of all ages and abilities to walk, bike, roll, or use public transit to reach schools, workplaces, grocery stores, parks, and other destinations.

### Individual Level Posts

- **Facebook:** Is your neighborhood walkable? Walkability Action Institute teams have shown the importance of community input in improving sidewalks and safer crossings. Share your walking experiences with local officials and attend transportation meetings to help create safer streets for everyone! #ActivePeople #10YearsOfWAI
- **LinkedIn:** Public input is crucial for creating walkable communities. Walkability Action Institute teams emphasize the value of community engagement at transportation planning meetings. Find out when your next local transportation meeting is happening and make your voice heard! #ActivePeople #10YearsOfWAI
- **X:** Your experience matters! Walkability Action Institute communities used resident feedback to identify walking and biking challenges. Share your daily transportation challenges with local officials to help create safer streets for everyone. #ActivePeople #10YearsOfWAI

### Community Organization Level Posts

- **Facebook:** Looking to make a lasting impact on how people get around your community? Walkability Action Institute teams found that forming a pedestrian/bicycle advisory committee gives a voice to support walking and biking. Learn how to start one in your area: [bit.ly/NACDDWAI](https://bit.ly/NACDDWAI) #ActivePeople #10YearsOfWAI
- **LinkedIn:** Transportation plans shape our communities for decades. Walkability Action Institute alumni say that providing organized, evidence-based input on these plans has been crucial to their success. Is your organization engaged in transportation planning processes? #ActivePeople #10YearsOfWAI
- **X:** Community voices are essential in transportation planning! WAI teams worked together to share feedback on local plans to help create more walkable and safer streets. Bring your organization to the table! #ActivePeople #10YearsOfWAI

### Local Government Level Posts

- **Facebook:** Complete Streets policies ensure that roads work for everyone—pedestrians, cyclists, transit riders, and drivers. Over the past decade, Walkability Action Institute teams helped put these policies in place in communities of all sizes, improving safety and access for all. [bit.ly/NACDDWAI](https://bit.ly/NACDDWAI) #ActivePeople #10YearsOfWAI
- **LinkedIn:** Zoning codes can help create walkable communities. Walkability Action Institute teams from Broward County, Florida to Walla Walla, Washington helped put these policies in place in many communities improving safety and access for all. [bit.ly/NACDDWAI](https://bit.ly/NACDDWAI) #ActivePeople #10YearsOfWAI
- **X:** Communities with pedestrian master plans are more successful at creating walkable environments. Walkability Action Institute teams like O'ahu developed comprehensive plans that guide infrastructure investments for years to come. [bit.ly/NACDDWAI](https://bit.ly/NACDDWAI) #ActivePeople #10YearsOfWAI

### State Level Posts

- **Facebook:** State transportation policies can transform communities. Walkability Action Institute teams helped develop statewide plans to support walking and biking, coordinate efforts across jurisdictions, and lead to walkable communities. [bit.ly/NACDDWAI](https://bit.ly/NACDDWAI) #ActivePeople #10YearsOfWAI
- **LinkedIn:** State-level walking and biking plans help different cities and counties work together. Indiana's Walkability Action Institute team built cross-agency partnerships that helped start walking and biking initiatives across the state. Learn from their success: [bit.ly/NACDDWAI](https://bit.ly/NACDDWAI) #ActivePeople #10YearsOfWAI
- **X:** Funding for walking and biking infrastructure can make communities safer and healthier. WAI teams helped secure millions in state-level funding for walking and biking projects. [bit.ly/NACDDWAI](https://bit.ly/NACDDWAI) #ActivePeople #10YearsOfWAI

## 2. Access to Places for Physical Activity

**Call to Action:** Expand access to places and opportunities for people to be physically active, including parks, recreation facilities, and fitness programs.

### Individual Level Posts

- **Facebook:** Local parks give everyone a place to be active. Walkability Action Institute communities found that supporting parks and recreation bonds leads to better facilities and programs. Look for opportunities to support park funding in your community! #ActivePeople #10YearsOfWAI
- **LinkedIn:** Simple improvements like bike racks, benches, and water fountains can make parks more welcoming for walking and biking. Walkability Action Institute teams worked with parks and recreation departments to install these amenities, making it easier and more enjoyable for everyone to walk or bike to recreational spaces. What improvements could your local parks use? #ActivePeople #10YearsOfWAI
- **X:** Did you know you can share your thoughts on parks and recreation facilities in your community? Walkability Action Institute participants worked to improve access to physical activity spaces. Your voice matters! #ActivePeople #10YearsOfWAI

### Community Organization Level Posts

- **Facebook:** Healthcare providers are powerful allies for promoting physical activity. Walkability Action Institute teams partnered with healthcare providers at local clinics and hospitals to promote walking as a health intervention. Could your organization do the same? #ActivePeople #10YearsOfWAI
- **LinkedIn:** Shared-use agreements can dramatically increase access to physical activity spaces. Walkability Action Institute teams helped create agreements that allow community members to use school facilities after school hours. Is your organization exploring these partnerships? #ActivePeople #10YearsOfWAI
- **X:** Shared-use agreements allow school playgrounds, tracks, and gyms to be used by the community after hours. Walkability Action Institute teams helped establish these agreements, expanding access to physical activity spaces. #ActivePeople #10YearsOfWAI

### Local Government Level Posts

- **Facebook:** Parks and recreation programming can make a big difference in daily activity levels. Walkability Action Institute communities worked with parks departments to expand programming options like walking groups, outdoor fitness classes, and community challenges that get more people moving throughout the day. [bit.ly/NACDDWAI](https://bit.ly/NACDDWAI) #ActivePeople #10YearsOfWAI
- **LinkedIn:** Parks and recreation facilities are important for healthy communities. Walkability Action Institute teams used data to identify neighborhoods without nearby parks and prioritize new facilities where they're needed most. Is your community ensuring parks are available to everyone? #ActivePeople #10YearsOfWAI
- **X:** Parks and recreation facilities are public health infrastructure! Walkability Action Institute teams have helped communities prioritize park investments in neighborhoods with limited access to physical activity spaces. [bit.ly/NACDDWAI](https://bit.ly/NACDDWAI) #ActivePeople #10YearsOfWAI

### State Level Posts

- **Facebook:** State policies can expand access to physical activity spaces. Walkability Action Institute alumni have helped develop incentives for shared-use agreements, increasing community access to school facilities after hours. #ActivePeople #10YearsOfWAI
- **LinkedIn:** State-level incentives can significantly increase shared-use agreements for physical activity spaces. Walkability Action Institute teams have worked with state agencies to develop model agreements and funding mechanisms that expand access to school facilities after hours. #ActivePeople #10YearsOfWAI
- **X:** When health criteria are included in parks funding decisions, communities with the greatest needs benefit. Walkability Action Institute teams have helped states revise funding formulas to prioritize health outcomes. #ActivePeople #10YearsOfWAI

### 3. School and Youth Programs

**Call to Action:** Support programs and policies that help young people be physically active through physical education, active recess, Safe Routes to School, and other initiatives.

#### Individual Level Posts

- **Facebook:** Walk and Bike to School Days create enthusiasm for walking and biking to school! Walkability Action Institute communities used these events to build momentum for permanent infrastructure improvements. [bit.ly/NACDDWAI](https://bit.ly/NACDDWAI) #ActivePeople #10YearsOfWAI
- **LinkedIn:** Want to make a difference in childrens' health? Walkability Action Institute teams rely on community volunteers to run successful Safe Routes to School programs. Your time and expertise can help kids walk and bike safely to school. [bit.ly/NACDDWAI](https://bit.ly/NACDDWAI) #ActivePeople #10YearsOfWAI
- **X:** Safe Routes to School programs need community volunteers! Walkability Action Institute teams built successful programs that depend on dedicated parents and neighbors. Learn how you can help kids walk and bike safely to school: [bit.ly/NACDDWAI](https://bit.ly/NACDDWAI) #ActivePeople #10YearsOfWAI

#### Community Organization Level Posts

- **Facebook:** Walking school buses and bike trains make walking and biking to school safe and fun for kids! Walkability Action Institute communities implemented these programs with volunteer support, helping more children build physical activity into their daily routines. Learn how you can help: [bit.ly/NACDDWAI](https://bit.ly/NACDDWAI) #ActivePeople #10YearsOfWAI
- **LinkedIn:** School-community partnerships are at the heart of successful Safe Routes to School programs. Walkability Action Institute teams connected schools with resources to implement walking school buses, bike trains, and safety education. [bit.ly/NACDDWAI](https://bit.ly/NACDDWAI) #ActivePeople #10YearsOfWAI
- **X:** Is your organization supporting Safe Routes to School? Walkability Action Institute teams created successful community-school partnerships that help more kids walk and bike safely to school. #ActivePeople #10YearsOfWAI

#### Local Government Level Posts

- **Facebook:** Infrastructure improvements near schools benefit the entire community. Walkability Action Institute teams prioritized sidewalks, crosswalks, and traffic calming in school zones, creating safer streets for people of all ages. [bit.ly/NACDDWAI](https://bit.ly/NACDDWAI) #ActivePeople #10YearsOfWAI
- **LinkedIn:** Infrastructure improvements near schools create safer routes for everyone, especially those who are most at risk. Walkability Action Institute communities successfully prioritized sidewalks, crosswalks, and traffic calming in school zones, benefiting the entire neighborhood. [bit.ly/NACDDWAI](https://bit.ly/NACDDWAI) #ActivePeople #10YearsOfWAI
- **X:** Slower speeds save lives, especially in school zones. Walkability Action Institute teams implemented traffic calming measures that reduce speeds and create safer walking and biking environments for students. [bit.ly/NACDDWAI](https://bit.ly/NACDDWAI) #ActivePeople #10YearsOfWAI

#### State Level Posts

- **Facebook:** Physical activity supports academic achievement! Walkability Action Institute communities worked with education departments to incorporate movement throughout the school day, from active classrooms to enhanced PE. Learn about these innovative approaches: [bit.ly/NACDDWAI](https://bit.ly/NACDDWAI) #ActivePeople #10YearsOfWAI
- **LinkedIn:** Dedicated state funding for Safe Routes to School programs helps ensure long-term success. Walkability Action Institute teams worked to secure state-level funding streams that support both infrastructure and programming to help kids walk and bike safely to school. #ActivePeople #10YearsOfWAI



## 4. Community-Wide Campaigns

**Call to Action:** Create coordinated communication campaigns and events and programmatic activities that engage entire communities in increasing physical activity.

### Individual Level Posts

- **Facebook:** Community walking events bring people together while promoting physical activity. Walkability Action Institute teams organized walking tours, challenges, and celebrations that showcase walkable routes and build community support. Find an event near you: [bit.ly/NACDDWAI](https://bit.ly/NACDDWAI) #ActivePeople #10YearsOfWAI
- **LinkedIn:** Individual actions create ripples of change. Walkability Action Institute participants amplified community campaigns by sharing success stories on social media. How can you help spread the word about walking and biking initiatives in your area? #ActivePeople #10YearsOfWAI
- **X:** Share Walkability Action Institute success stories on your social media to inspire others in your network. Every share helps build momentum for walkable communities. Check out these inspiring stories: [bit.ly/NACDDWAI](https://bit.ly/NACDDWAI) #ActivePeople #10YearsOfWAI

### Community Organization Level Posts

- **LinkedIn:** Events that promote walking and biking can change how people think about transportation. Walkability Action Institute teams organized open streets events, walking tours, and community walks that highlight the benefits of walking and biking. [bit.ly/NACDDWAI](https://bit.ly/NACDDWAI) #ActivePeople #10YearsOfWAI
- **X:** Community walks highlight how better walking and biking infrastructure can improve neighborhoods. Walkability Action Institute teams used these events to show what's possible. [bit.ly/NACDDWAI](https://bit.ly/NACDDWAI) #ActivePeople #10YearsOfWAI

### Local Government Level Posts

- **Facebook:** Community-wide campaigns that combine education, events, and infrastructure improvements have powerful results. Walkability Action Institute teams implemented comprehensive approaches that increase walking and biking throughout their communities. #ActivePeople #10YearsOfWAI
- **LinkedIn:** Community-wide campaigns that promote walking and biking can shift transportation norms. Walkability Action Institute teams implemented multi-faceted campaigns combining media, events, and infrastructure improvements to encourage walking and biking. #ActivePeople #10YearsOfWAI
- **X:** Municipal communications channels are powerful tools for promoting walking and biking. Walkability Action Institute communities consistently highlight walking and biking routes, events, and benefits through websites, newsletters, and social media. #ActivePeople #10YearsOfWAI

### State Level Posts

- **Facebook:** Statewide campaigns amplify the message that walking and biking matter. Walkability Action Institute teams partnered with state agencies to launch awareness campaigns that promote walking and biking as a solution for health, environmental, and economic challenges. #ActivePeople #10YearsOfWAI
- **LinkedIn:** Active People, Healthy Nation<sup>SM</sup> proclamations demonstrate commitment to walking and biking. Walkability Action Institute communities secured state-level Active People proclamations that recognize the importance of physical activity and community design. Learn how to draft one for your state: [bit.ly/NACDDWAI](https://bit.ly/NACDDWAI) #ActivePeople #10YearsOfWAI
- **X:** Statewide walking and biking campaigns coordinate messaging across communities. Walkability Action Institute teams helped develop campaigns that highlight the many benefits of walking and biking. [bit.ly/NACDDWAI](https://bit.ly/NACDDWAI) #ActivePeople #10YearsOfWAI

## ADDITIONAL RESOURCES

### Partner Resources:

- Moving Matters consumer-facing campaign materials (<https://www.cdc.gov/active-people-healthy-nation/php/multimedia-tools/moving-matters-resources.html>)
- State and Community Health Media Center for free/low-cost materials (<https://nccd.cdc.gov/schmc/apps/overview.aspx>)

### Active People, Healthy Nation<sup>SM</sup> Resources:

- CDC's Active People, Healthy Nation<sup>SM</sup> Initiative (<https://www.cdc.gov/active-people-healthy-nation/php/about/index.html>)
- Social Media for Active People, Healthy Nation<sup>SM</sup> (<https://www.cdc.gov/active-people-healthy-nation/php/multimedia-tools/social-media.html>)
- Active People, Healthy Nation<sup>SM</sup> monthly newsletter sign-up link: [https://tools.cdc.gov/campaignproxyservice/subscriptions.aspx?topic\\_id=USCDC\\_2054](https://tools.cdc.gov/campaignproxyservice/subscriptions.aspx?topic_id=USCDC_2054)

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**HEALTHY**  
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