



VicHealth and Victoria Walks

Go for your life

Physical Activity Forum- 21 October 2008

VicHealth's mission

To build the capabilities of organisations, communities and individuals in ways that:

- change social, economic, cultural and physical environments to improve health for all Victorians; and
- strengthen the understanding and the skills of individuals in ways that support their efforts to achieve and maintain health.

Active transport Goals

- Increase the number of people who walk and cycle as a means of transport.
- Increase local capacity to promote walking and cycling.
- Create safe physical and social environments that are supportive of walking and cycling.
- Gain a greater understanding of facilitators and barriers to walking and cycling.

Active transport opportunities

Challenges:

- 40% of Melbourne's trips within 2km of home;
- 70% of children driven to school, but 80% of them live within 3km; and
- For 40% of children driven to school, the car goes straight home again.

Opportunity:

- 2km from home— to school, shops, neighbourhood.

Some barriers to walk friendly neighbourhoods

- Urban design & land use planning
- Physical environment
- Car culture & pedestrian safety
- Empty streets
- Attitude & perceptions

- Where do people interested in change start?

Victoria Walks

Purpose

To support people and communities to increase their opportunities, and willingness to walk as a means of daily transport.

Why?

To increase their physical activity.

Victoria Walks

How

Online resource supporting people to take action to make their neighbourhoods safer and more walk friendly.

A body (Victoria Walks) to continue developing website, support local action, raise profile of walking issues on state-wide level.

Some challenges

- Identifying the best target populations
- Urban design
- An online resource
- Balancing local & state-wide issue