

# Walkolution News

Issue 4

August 2007

## What's Happening This Month

- walkON shows us how it's done on page 3.
- Following the rules will ensure your event counts towards the record. See the Rule Review on page 4.
- Manitoba rises to the challenge on page 5.

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## The World Record Walk Is Just The Beginning!

The goal of the World Record Walk is to launch a "Walkolution" – to create a culture of walking in our communities, schools, and workplaces. This means creating walkable communities, encouraging employees to walk to work and walk at work, encouraging our children to walk to school and walk at school, and promoting walking to all as an excellent form of transportation and as an excellent means of maintaining a healthy weight.

See page 2 for some suggestions for what communities can plan now to keep the momentum generated by the WRW continuing on beyond October 3<sup>rd</sup>. Ideas for workplaces are on page 3. Ideas for schools will be featured in our September issue.



## Smart Commute Members and Partner Employers Taking Part in the World Record Walk



Smart Commute has joined with Green Communities Canada to get workplaces in the Greater Toronto Area and Hamilton involved in the World Record Walk. Smart Commute is a partnership between the cities and regions of the Greater Toronto Area and Hamilton that works to reduce car dependency and the associated problems of traffic congestion, air pollution and climate change. Smart Commute works with employers and commuters to explore commuting options such as walking, carpooling, cycling, transit, teleworking and flexible work hours. Since 2004 Smart Commute has saved more than 1.3 million single occupancy vehicle trips and 17,400 tonnes of greenhouse gas emissions. Smart Commute's free ridematching web site [www.carpoolzone.ca](http://www.carpoolzone.ca) assists carpooling across Ontario and has more than 5,000 members and 400 registered carpools. Smart Commute promotes walking as a cost effective and healthy way to commute to work. Visit the Smart Commute web site for tips and information on walking: <http://www.smartcommute.ca/choose/walk>.



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***Ideas for Communities: (Continued from Page 1)***

- Have the mayor of your community sign the International Charter for Walking, committing your community to taking steps to becoming more walkable: <http://www.walk21.com/charter/default.asp>
- Use the toolkit for creating walkable communities developed by walkON to make the charter a living document, with practical, simple applications. This is available on the walkON website: <http://www.walkon.ca/type/tool-kit>
- Proclaim the month of October as a month of walking in your community. Produce a calendar of events for October and information on walking initiatives such as those developed by the Ontario Heart Health Network.
- Set up a pedometer lending program in your community libraries - people sign out a pedometer like they would a library book. Some successful programs include Toronto, Ottawa, and Kingston.
- Contact StepsCount for assistance with implementing a library pedometer lending program or developing a Get W.I.T.H. It! (Walk In The Halls) Community walking program. This program was a fantastic success in Deep River, ON last winter, with over 10% of the area population participating. The social benefits of this program were truly exceptional. For information, contact StepsCount: 613-584-3148 or visit their web site at <http://www.stepscount.com>.
- Follow the lead of Haliburton & Minden, ON, and promote your local trails network to residents for the purposes of recreation and active transportation. Haliburton & Minden received a Communities In Action Fund Grant for the initiative: <http://www.haliburtoncooperative.on.ca/ulinks/ciapage.html>.
- Involve your community in a comprehensive, year round Active and Safe Routes to School Program. For more information in Ontario go to: [www.saferoutestoschool.ca](http://www.saferoutestoschool.ca). In Alberta go to [www.shapeab.com](http://www.shapeab.com).

Thanks again to StepsCount for the pedometer prizes donated to our first registrants!



**REMINDER: Time Running Out To Order From Our Virtual Store**

Do not miss out on the opportunity to order some cool souvenir World Record Walk (WRW) items from our virtual store

(<http://www.worldrecordwalk.ca/english/default.asp>

or at

<http://www.mprusso.com/clientcentral/worldrecord/home.asp>). To ensure delivery prior to the BIG day,

orders must be placed by September 11<sup>th</sup>, in most cases. Consider approaching local corporations to purchase the items as a way of showing their support for healthier communities and healthier individuals. **PLACE YOUR ORDERS TODAY!**



### ***Ideas for Workplaces: (Continued from Page 1)***

- Join your local Smart Commute Association and promote active forms of transportation to and from work
- Contact your local public health unit or Ontario Heart Health Program ([http://www.hhrc.net/connections/Heart\\_Health\\_Contact\\_02au07.pdf](http://www.hhrc.net/connections/Heart_Health_Contact_02au07.pdf)) Coordinator for information on workplace walking programs. For example, check out the pedometer challenge organized by northern Ontario Heart Health Programs: <http://www.ontera.ca/en/pedometer.html>
- Purchase a StepsCount Workplace Pedometer kit: [www.stepscount.com](http://www.stepscount.com)
- Implement PARC's "Walk This Way Program" in your workplace: <http://www.ophea.net/Ophea/PARC/WalkThisWay-OrderForm.cfm>

## **walkON Leads The Way!**

walkON is a community partnership including local Heart Health projects, municipalities, and public health units. It promotes walkable communities by raising awareness and educating the public in: Halton, Brant, Haldimand-Norfolk, Niagara Region, Waterloo, and Wellington-Dufferin-Guelph.

Here are recent walkON developments:

- Brantford Mayor Mike Hancock has signed the International Charter for Walking, having full support of city council for the principles of the Charter
- In Haldimand-Norfolk County, Ontario Early Years sites are making plans to participate
- In Halton Region, plans are underway to have the Regional Chair sign the charter on WRW day, as well as lead a walk with

Halton Region employees

- The cities of Kitchener and Cambridge, and the Regional Municipality of Waterloo have all adopted local pedestrian charters to support walkable communities
- In Niagara Region, the ground work has been laid with information packets going to all local schools, worksites, municipalities, Ontario Early Years Centres, and community groups. Plans are being made to gain support for the International Charter to be signed
- The Wellington-Dufferin-Guelph *in motion* project already has over 20 sites hosting events, including a large event at the University of Guelph. With encouragement from walkON, many municipalities have already supported the International Charter in

principal and will be officially signing the charter after the WRW. Wellington-Dufferin-Guelph has sent an official challenge to neighbouring Bruce-Grey-Owen Sound region to see what region can have the greatest participation, as measured by relative percentage of walking population.

- WDG *in motion* is involving community mayors, school boards, Y's, media, public health units, hospitals, post secondary institutions, and workplaces. WDG *in motion* coordinator Karen Armstrong encourages other regions to do likewise. How about a challenge between the mayor of one community and the mayor of a community in another province or territory? There are endless possibilities!



World Record Walk 2007 Coordinator Harry Sawchuk looks on as Brantford, Ontario Mayor Mike Hancock signs the International Charter for Walking.

## **IMPORTANT: A Review of the Guinness Rules for the World Record Walk**

In planning your WRW event, it is important to review the Guinness Rules, as there are a few mandatory requirements that must be met in order for your participation numbers to be counted. The complete rules are posted in the Resources section of the WRW website (<http://www.worldrecordwalk.ca/english/resources.asp>). Here are some of the key requirements that need to be incorporated into the planning stage of your event:

Invite two persons to your event to serve as official witnesses. Municipal leaders, business and community leaders, media representatives, police, or school officials are eligible witnesses. Witnesses should be independent of the event organizers. Witnesses must be placed in such a way that every part of the walk area is visible to the officials. These officials must be prepared to write a letter of authentication (see sample witness letter in the resources section of the WRW website at <http://www.worldrecordwalk.ca/english/resources.asp>).

Invite either a photographer or videographer as each official count form must include visual proof of your event. The easiest form of documentation is a high quality photograph in either standard format, or in digital format on a CD-ROM or DVD. Newspaper clippings from local or national newspapers, magazine articles, plus recordings from television or radio news reports are also acceptable.

A reliable method of counting all walkers at the start and end of the walk must be used. Some suggestions for counting walkers....

- Bankers lines, or similar roping works well, to funnel walkers past head counters with manual counters.
- Use simple hand counters available at stationery stores
- Have walkers sign in and sign out
- Hand out a ticket/sheet/other item and have them handed in at the end to be counted

The distance must be measured and verified as at least 1 kilometer.

### **RECENTLY REGISTERED EVENTS: Markham, Ontario**

"Participating in World Record Walk day is a natural for Markham. As a leader in Transportation Demand Management, we're actively working to provide commuters with options and choices to the single-occupant vehicle like carpools, transit and active modes of transportation. Markham's Cycling and Pedestrian Advisory Committee works with our residents and community stakeholders to develop an integrated cycling and trail network and promote active transportation — we'll be investing \$6 million, including a portion of our share of the Gas Tax, over the next six years to add another 120 km to the network. Markham's Recreation Department also participates in Active 2010--a comprehensive strategy to increase participation in sport and physical activity throughout Ontario. Getting active is the right thing to do for our health, our environment, the economy and the community. Members of Markham Council and I look forward to joining communities all across Ontario for the 1 km walk on World Record Walk day."

- Mayor Frank Scarpitti



Markham Mayor Frank Scarpitti demonstrates active transportation on the red carpet

# Manitobans Eager to Be Part of the Walkolution



Manitobans have a great track record for supporting active transportation and healthy living with programs such as *in motion*, Moving Around Manitoba, Commuter Challenge, and Active and Safe Routes to School. And now, we want to join our fellow Canadians to break a world record and be part of a walkolution! Resource Conservation Manitoba, a non-profit centre for applied sustainability and member of Green Communities Canada, is coordinating the World Record Walk in Manitoba with support from Manitoba *in motion*.

Lise Smith, WRW coordinator for RCM, states that "although event planning is the early phases, we are confident that Manitobans will be a significant portion of the total world record count on October 3<sup>rd</sup>." To date, there have been discussions with schools, workplaces, trail organizations, community groups and municipalities about hosting WRW events. If you would like to learn more about WRW events in Manitoba or share your ideas, Lise would love to hear from you. You can reach her at 204-925-3773 or [worldwalk@resourceconservation.mb.ca](mailto:worldwalk@resourceconservation.mb.ca).

**ANNOUNCING:**  
WRW on Facebook!  
Meet the WRW team  
and view up to the  
minute news at  
[www.facebook.com](http://www.facebook.com)

## Events Registered to Date August 27, 2007

Province	Registered Events
Alberta	47
British Columbia	1
Manitoba	8
New Brunswick	1
Nova Scotia	1
Ontario	162
Quebec	3
Saskatchewan	5
Yukon	1

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