

GO WALK HOUSTON

Local Call to Action

The Go Healthy Houston Taskforce is stepping it up and responding to the Surgeon General's Call to Action by galvanizing communities and partners to GO Walk Houston.

PURPOSE

Go Walk Houston is a declaration of active living for all Houstonians. The multi-sectoral campaign aims to advance strategies identified in the city-wide Houston Active Living Plan to encourage a culture shift that will promote walking and walkability across generations, abilities and activity levels throughout Houston, Texas. The comprehensive approach will unify sectors, align messaging, promote the use of existing walking facilities and advocate for a more pedestrian-friendly Houston.

STEP IT UP CALL TO ACTION GOALS

1. Make walking a community priority
2. Design, promote or highlight community spaces that are safe and easy for people of all ages and abilities to walk
3. Promote programs and policies that support walking where people live, work, learn and play
4. Provide information and resources to encourage walking and improve walkability
5. Practice data sharing and monitoring of walking projects and physical activity behaviors

WHAT YOU CAN DO

- Complete a registration form
- Make a public announcement of your participation
- Summarize your organization's opportunities and incentives for walking to share
- Promote the Go Walk Houston campaign and hashtag on all social media and digital platforms
- Host a walking challenge or team activity for your organization or your community

JOIN THE CAMPAIGN

Complete a registration form online at www.gohealthyhouston.org/gowalk.
For additional inquiries, email gowalkhouston@houstontx.gov.

Grab your shoes, set your path, snap a pic, and share it on social media using [#GoWalkHouston!](https://twitter.com/GoWalkHouston)

READY – SET – GO WALK HOUSTON!

