

Ditch the Car & Walk



Liz Ferioli-Brown

Reasons for Not Walking

- Road and Traffic Dangers
- Lack of Motivation
- No Time
- Habit



Photos On Route



Poked and Prickled on Path



Ashely Heath Roundabout

Fast moving traffic hard to cross road and no safe walk way



Fixing Safety Issues

Increase Armco along slip road



Traffic Light System on Ashley Heath Roundabout

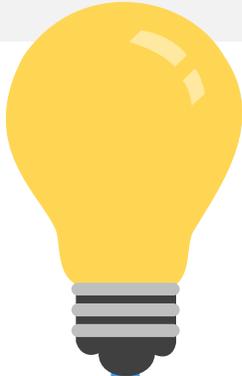


School Time Speed Zones

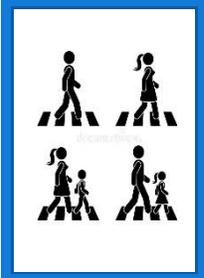
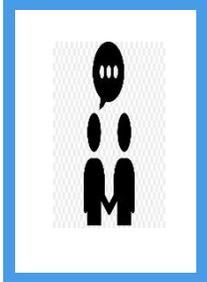
Habits Need to be Changed Early



Benefits of Walking to School



Increase communication / bonding time



Increase exercise activity

Reduce Traffic and Parked cars near Schools



Reduce car pollution

Explore local area



Motivation

- Rewards

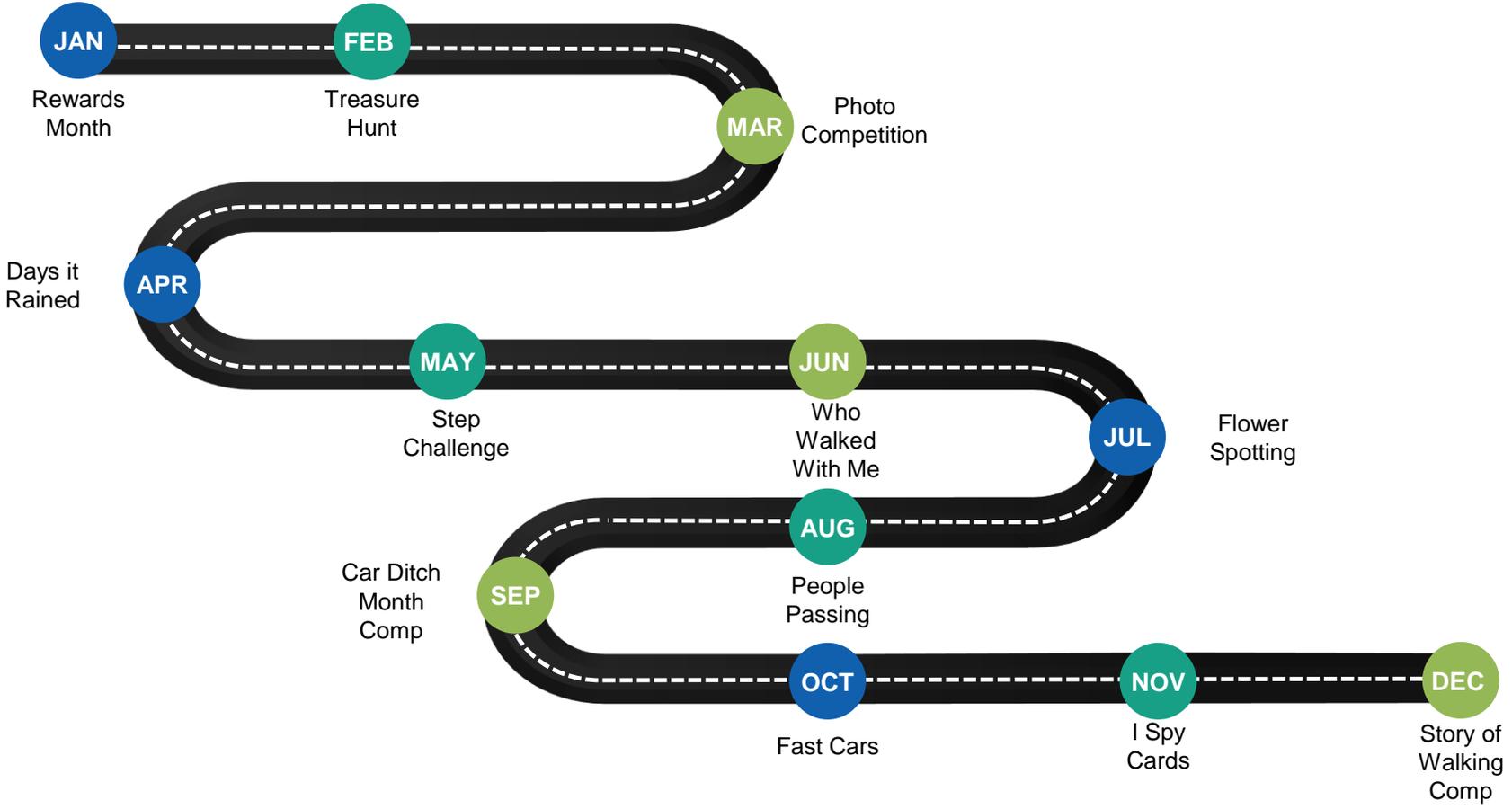
Prizes Apples etc.. – Discount Shoes

- Children Encouraged by Schools

house marks – rewards slips

- Month by Month Motivation

Monthly Motivations



Childhood Habits

Leave the Car

Explore your Town

Be more aware

Walking Clubs

Group Walking



Make walking cool

Understanding Nature

Make walking safe

Rain Walking

Footwear