

# Ditch the Car & Walk



Liz Ferioli-Brown

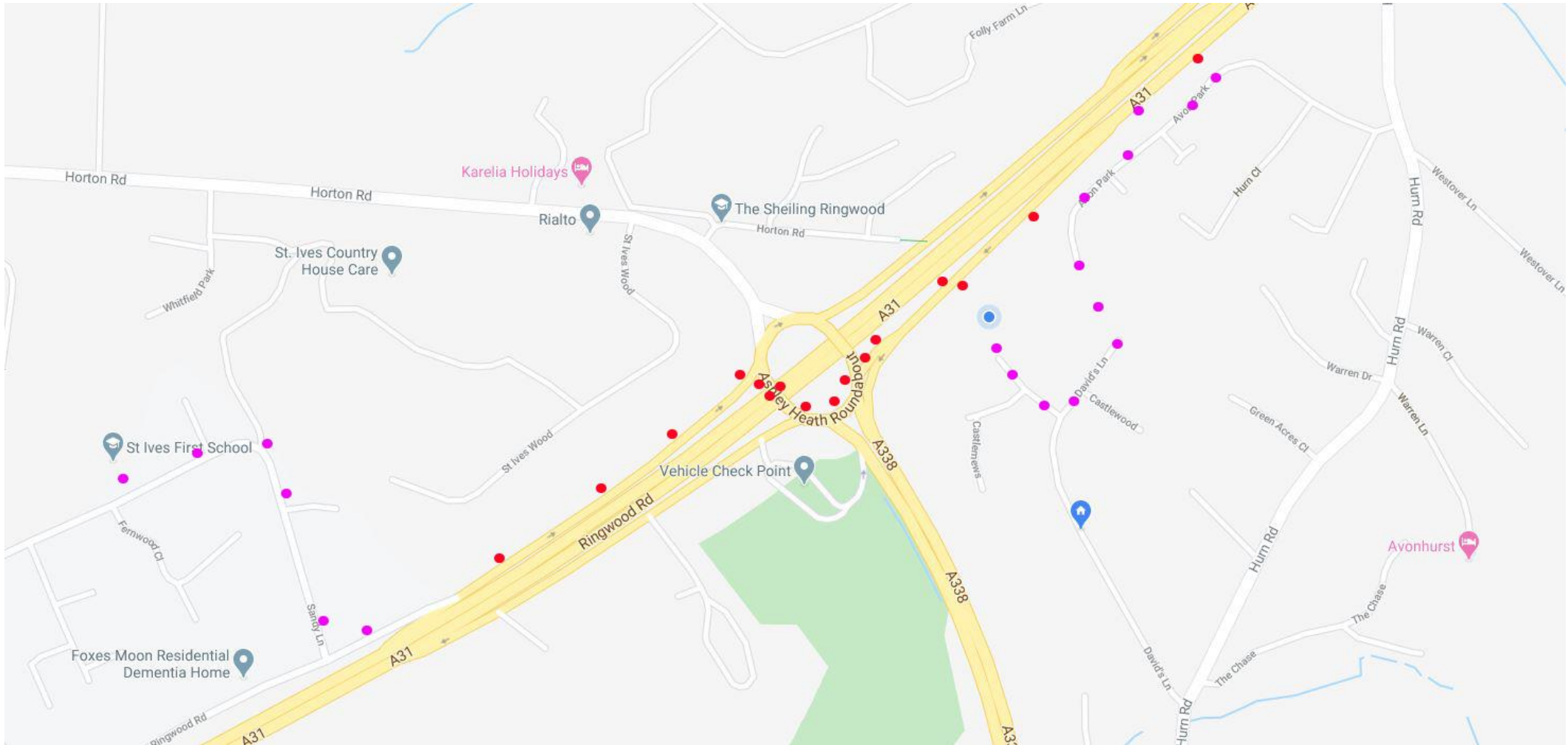
# Reasons for Not Walking

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



# Road Dangers

Route to School 2 miles





# 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



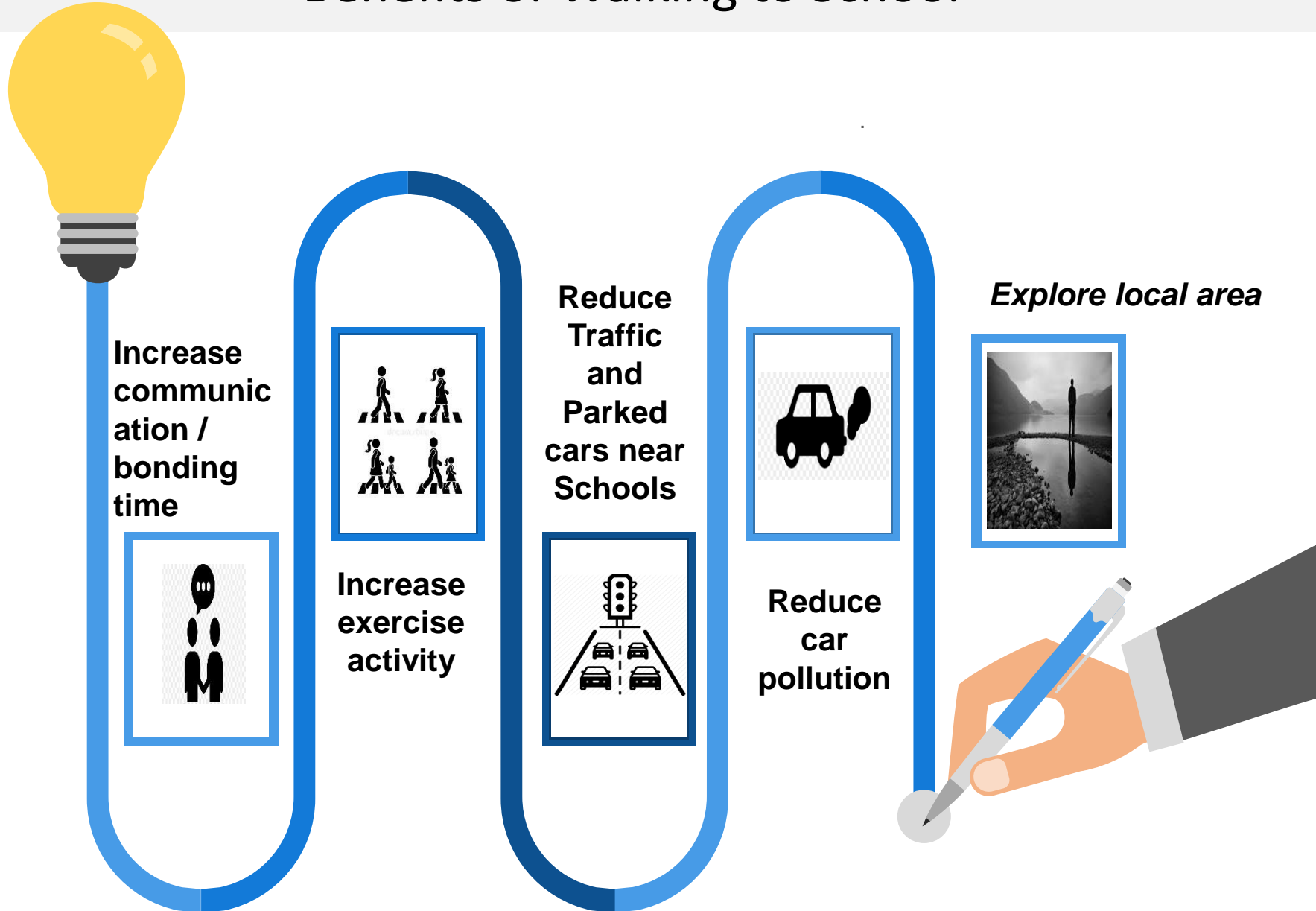
School Time Speed Zones

# Habits Need to be Changed Early





# Benefits of Walking to School



# Motivation

- Rewards

Prizes Apples etc.. – Discount Shoes

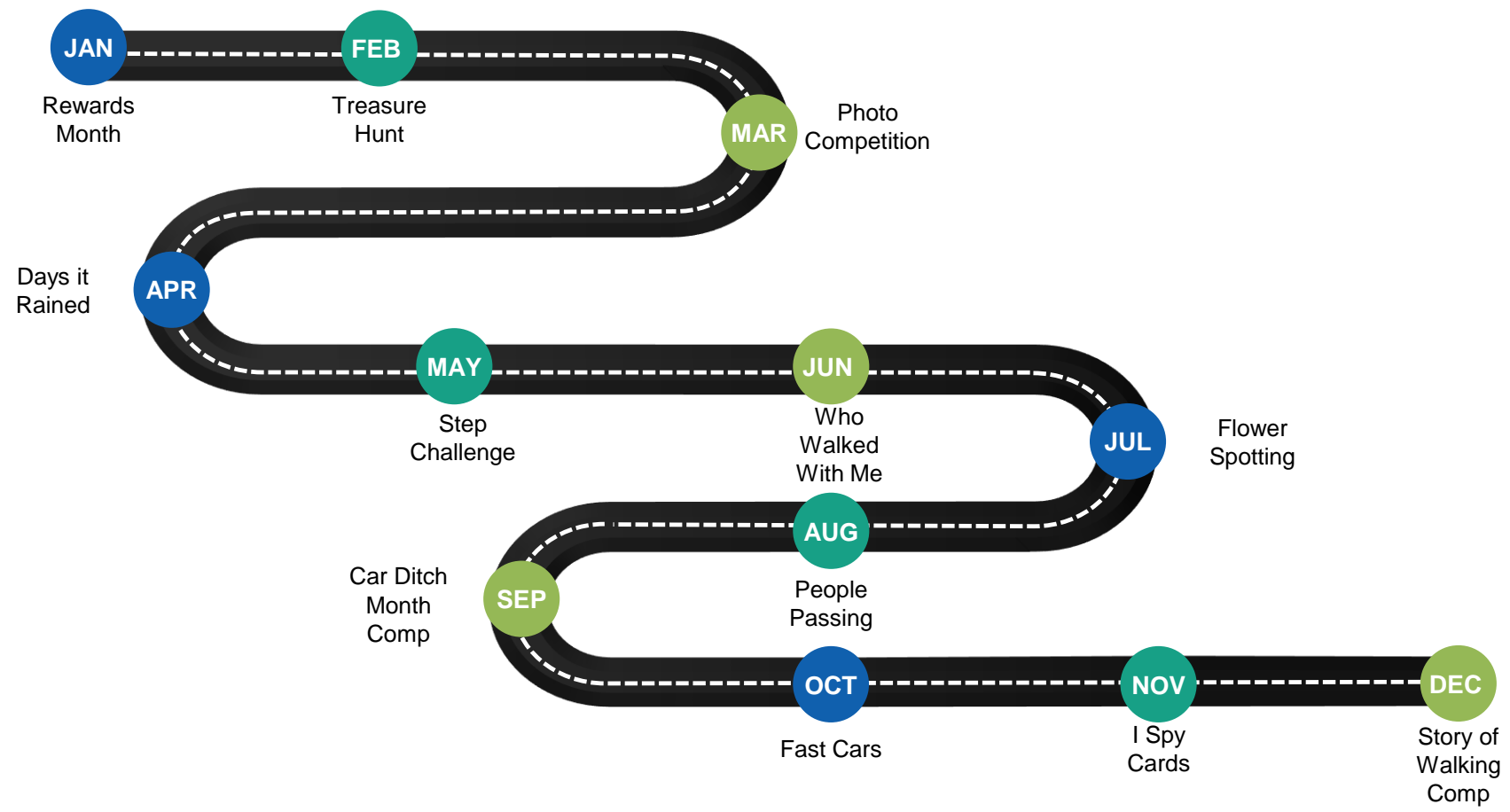
- Children Encouraged by Schools

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