

INTRODUCTION

This project was conducted by Master of Community and Regional Planning Student, Devon Harlos, as part of the UBC Sustainability Scholars Program. The project took place over a 4-month period under the guidance of Suzanne Jolly, Physical Activity Manager with UBC Athletics and Recreation. The aim of the project is to promote walking at UBC by providing a package of resources that encourages members of the UBC campus community to integrate walking into their work or school day.

The author would like to thank Suzanne Jolly for her mentorship and all the stakeholders who offered their time and expertise in the interest of enhancing the health and wellbeing of the UBC community.

CURRENT WALKING PROGRAMS

A review of current walking programs was conducted in order to identify the walking opportunities available on campus.

PROGRAM	HOST	LEAD CONTACT
UBC Walkabout	UBC Faculty of Education	Walkabout Committee walkabout.ubc@gmail.com
Pick Your Peak Stair Challenge	UBC Human Resources	Melissa Lafrance melissa.lafrance@ubc.ca
Walk n' Roll to School	UTown@UBC and University Neighbourhoods Association	Shiloh Bouvette shiloh.bouvette@ubc.ca
Step It Up	UBC Recreation	Suzanne Jolly suzanne.jolly@ubc.ca
Green Building Walking Tours	UBC Sustainability	greenbdlg.tour@ubc.ca
UBC Jane's Walk	Jane's Walk Organization	Shiloh Bouvette shiloh.bouvette@ubc.ca
Walking School Bus	UTown@UBC and University Neighbourhoods Association	Shiloh Bouvette shiloh.bouvette@ubc.ca
Classroom Walking Challenge	UBC Recreation	Suzanne Jolly suzanne.jolly@ubc.ca
#ProfWalks	Chapman Learning Commons	Neil Armitage neil.armitage@ubc.ca

CURRENT WALKING RESOURCES

Current walking resources at UBC were researched in order to identify gaps in what is currently available.

RESOURCE	HOST
30 Minute Walking Routes in Nature	UBC Sustainability
UBC Outdoor Art Tour	Morris and Helen Belkin Art Gallery
Walking Meetings	UBC HR
Walking Meditation	UBC HR
UBC Arts and Culture District Map	UBC Arts & Culture District
UBC Sustainability Walk	UBC Sustainability

CONSULTATION

Consultations with key stakeholders took place over the summer and included one-on-one interviews as well as facilitated group discussions. Stakeholders were chosen based on their formal role in recreation at UBC, their representative role of certain groups on campus, their knowledge of walking research, their role as a provider of a walking program, and their expertise in promoting walking on campus. Because the project took place over the summer term, the data does not capture in the input of the student body. This is a limitation in the scope of the data collected and presents an opportunity for further research.

STAKEHOLDERS	DISCUSSION HIGHLIGHTS
<p>Physical Activity Working Group Consultation:</p> <p>Suzanne Jolly, Activity Manager, UBC Rec Guy Faulkner, Professor, UBC School of Kinesiology Alan Ehrenholz, AMS President Desmond McEwan, PhD Candidate Shiloh Bouvette, Manager, Community Programs and Outreach Matt Dolf, Wellbeing Initiative Director Gabriella Scali, Content and Engagement Strategist, UBC Wellbeing Mike Tan, Director, Intramurals and Recreation Miranda Massie, Health Promotion Coordinator, UBC HR Tracey Hawthorn, Director, UBC Wellbeing, UBCO Layne McDougall, Recreation Manager, UBCO</p>	<ul style="list-style-type: none"> • Walking meetings need to be officially legitimized, tips sheet would help • Lack of awareness about distances and timing are barriers to walking on campus • Office hours could become moving hours • Map distances and clock average walking time to make people aware of where they can go and how long it will take • Better communication is needed regarding timing, weather, resources, and steps
<p>Alan Ehrenholz, AMS President</p>	<ul style="list-style-type: none"> • Consult with AMS clubs that have a walking component and find out what resources would benefit them • A stair challenge “contract” could promote walking

<p>Matt Dolf, Wellbeing Initiative Director</p>	<ul style="list-style-type: none"> • Design routes that start from different zones on campus • Design routes of varying lengths for walking meetings • Set up a “Wellbeing Tune-In” consultation
<p>Wellbeing Tune-In Consultation:</p> <p>Matt Dolf, Wellbeing Initiative Director Shannon Lambie, Communications Coordinator, School of Kinesiology Gabriella Scali, Content and Engagement Strategist, UBC Wellbeing Mustafa Akhtar, Community Programs and Outreach Coordinator, Campus + Community Planning Karen Taylor, Program Manager, UBC Sustainability Initiative</p>	<ul style="list-style-type: none"> • Managerial buy-in and a culture shift are needed in order to normalize walking during the workday • Walking champions within the workplace could help shift workplace culture • Micro-walks and micro-maps
<p>John Yamamoto, Faculty of Education, Walkabout Committee Member</p>	<ul style="list-style-type: none"> • A modest start as well as the social and competitive aspects led to Walkabout’s success • A guide to walking meetings would be a beneficial resource for Walkabout participants
<p>Steve McGinley, Lecturer, Faculty of Education</p>	<ul style="list-style-type: none"> • Walking meetings could be promoted during faculty orientation • A walking champion or wellbeing mentor within each faculty could disseminate info and promote walking • Everyone knows that walking is beneficial but there are structures and cultures that need to change
<p>Linda Roseborough, Health, Wellness & Safety Advisor, Building Operations</p>	<ul style="list-style-type: none"> • A map with timed routes to popular destinations on campus would be helpful for people • We need to correct the myth that being away from your desk means less productivity • A top down approach is required to promote walking during the work day

Charlene Ponto , Sustainability Engagement Lead	<ul style="list-style-type: none"> Walking resources can be promoted in the Sustainability Coordinator newsletter and linked to in the Sustainability Coordinator Health and Wellbeing Toolkit
Deb Pickman , Communications and Marketing Manager, Arts & Culture District	<ul style="list-style-type: none"> Indicate cultural venues on walking map Identify key distribution points for walking map around campus such as Welcome Centre and at UBC Attractions
Gloria Chan , Undergraduate Student	<ul style="list-style-type: none"> Designed a wheelchair accessible nature route to be included on map

TRENDS

An analysis of the verbal-textual data was conducted in order to identify trends in the consultation results. Coding the data revealed 3 key trends: (1) the need for a culture shift regarding walking during the work and school day, (2) walking meetings as an opportunity to integrate walking into the work or school day, and (3) issues that can be addressed through maps, routes and wayfinding.

The three trends that emerged are highly interrelated and should not be treated as solitary issues that can be addressed separately. The culture of a work place, for example, is related to whether or not walking meetings are accepted and common place within that workplace. Furthermore, maps, routes and wayfinding resources cannot be effective if the culture of a workplace does not support their use. It is therefore imperative that a holistic approach be taken to promote walking at UBC.

NEW RESOURCES

In response to the trends found in the consultation process, three resources have been created to promote walking on campus: (1) walking promotion cards, (2) a Walk N' Talk tip sheet, and (3) a UBC walking map. These three resources will be bundled into one pamphlet, which will be displayed at strategic locations on campus and handed out at key events.

1. Walking promotion cards

One of the key takeaways from the consultation process was that a shift in workplace culture will be required in order to legitimize walking during work hours. Buy-in from managers is essential to normalizing more active behaviour at work and to make staff feel comfortable breaking up sedentary behaviour with walking breaks and meetings. While campus-wide walking campaigns may be effective at generating awareness, it is important for staff to have the support and permission of an immediate supervisor to integrate walking into their day. Buy-in at the departmental level is therefore an important component to any workplace walking strategy and has been essential to UBC's most successful walking program—the UBC Walkabout. The Program had a grassroots beginning, designed and launched by a sole organizer, Dr. Joy Butler, within the Faculty of Education. According UBC Walkabout Committee Member, John Yamamoto, the smaller scale gave the program more concentrated attention within the Faculty, therefore making it more popular amongst Education faculty members and staff.

Learning from Walkabout's success, the "Walk/wheel with me?" promotion cards are designed to promote walking at a small scale, between individuals. The cards are meant to be used by UBC campus community members to invite others to walk with them, whether it be for a walking meeting, a walking break, or simply to get outside. The simple act of handing out these cards will signal support of walking breaks and meetings within a department or amongst colleagues and friends in general. The cards will be most effective in changing the culture of walking during the work/school day if handed out by those in a managerial or supervisory role.

2. Walk N' Talk tip sheet

The Walk N' Talk tip sheet is designed to provide a quick and easy overview of how to hold a successful walking meeting. The sheet will be particularly useful for those who are not used to moving meetings and divides the planning process into three simple stages: “before you go”, “on your way”, and “at the end”.

3. UBC walking map

The walking map is designed to allow users to locate sites of interest within walking distance. The distance measure is at 5 minute intervals (approximately 420 steps) making it easy for users to estimate the duration of their walk from any starting location. The consultations revealed that uncertainty about timing and distances may be barriers to walking on campus. However, because the size of campus is so large, it is impractical to design specific timed routes as people start their walks from such a large range of locations on campus. The walking map gives users walking options for “right here and right now” and allows users to pick a destination that simultaneously meets their timing needs and location interests from wherever they are on campus. The map also includes step counts as a secondary measure to timing. Whether or not counting steps is something the user is actively pursuing, it will cause users to be more aware of their daily steps as they navigate campus. The step counts will also be beneficial for those participating in the UBC Walkabout program. Participants can choose destinations based on a step count that helps them meet their daily goal.

The walking map is also available as a digital Google Map, which can be accessed on the UBC Rec walking website. Using a mobile device, users can choose a destination and their walking time will be automatically calculated from their current location. To find out more about a destination or site of interest, users can click on the icons, which will lead them to more information and relevant links.

RECOMMENDATIONS

1. Create walking champions by adding walking resources into the Sustainability Coordinator Toolkit.

As seen with the UBC Walkabout Program, walking champions within each department can help foster a cultural shift towards legitimizing walking during the workday. UBC's Sustainability Coordinator Program provides an avenue to communicate the benefits of walking and share walking resources at a departmental level. The addition of walking resources to the Sustainability Toolkit will provide Sustainability Coordinators with the ability to easily communicate to coworkers that the department supports walking during works hours as well as the health and wellbeing of the staff in general.

2. Develop a Sustainability Scholar project that specifically targets students' sedentary habits on campus and aims to promote walking amongst the student population.

Due to the time constraints of this project and the consultations being conducted during the summer season, the input of students and faculty members was limited. It is recommended that an additional study be conducted that focuses on students and that this project take place during the school year when students' input is more easily solicited. As a part of this study, it is recommended that the researcher investigate the possibility of incorporating walking into more classes on campus.

3. Add elements to the map that indicate the living culture and history of First Nations on the land.

The Land Beneath our Feet project is currently undertaking this work and there could be an opportunity to promote the project in UBC Rec's walking resources.

4. Conduct a vision impairment review of the resources created.

A vision impairment review could provide insight into how to make the walking resources more accessible and useful to UBC community members with vision impairments.