

Walking and Biking to School: *Addressing Risk*



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Why do we need to address risk?

“The Escalator of Fear”

Fear Produced

Behavior Change

Fear Produced

Sheer Volume of Alarmist
Media Accounts



Key Questions:

How much escalation will we allow?
What are the consequences?

How “realistic” are our fears?

Is it possible to de-escalate?

YES!!



How can we de-escalate?

Share the **FACTS** and **STATISTICS**

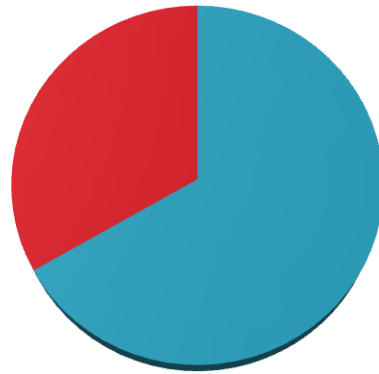
Risks of walking and biking to school

Consequences of physical inactivity



Walking and Biking are Healthy

% Childhood Obesity in Sacramento County



■ Normal Weight

■ Overweight or Obese

**1 in 3 Youth
Overweight/Obese**

Valley Vision: Healthy Living. *Community Health Needs Assessment 2007*

Kids need at least 1 hour of activity per day

Increased activity helps prevent:

- Obesity
- Diabetes
- Heart Disease later in life

It's Safe

There is a ***decline*** in the number of child pedestrian and bicycle injuries in areas that implement Safe Routes to School programs*



* Orenstein, M.R., B.T.S.C. University of California, and T. California. Dept. of, *Safe routes to school, safety & mobility analysis report to the California Legislature*. 2007, [Sacramento, Calif.]: California Dept. of Transportation.

It's Fun

Children report enjoying walking or biking to school, especially when they walk or bike with others.



It Teaches Responsibility and is Empowering

Walking or biking to school develops time and task management skills.



It also gives kids opportunities to learn independence and lets them know we believe they are competent and trustworthy.

It Saves Money

By making fewer car trips, we can save money on gas, as well as wear and tear on our cars.



We also *collectively* save money by preventing disease. In 2000, the costs due to obesity and physical inactivity were over \$21 billion*.

* Chenoweth, D.H. and S. California. Dept. of Health, *The economic costs of physical inactivity, obesity, and overweight in California adults during the year 2000 : a technical analysis*. 2005, Sacramento: California Dept. of Health Services.

It's Good for my School

When our kids walk and bike to school, there is less traffic congestion around the school.



With fewer cars around the school, the chance of pedestrian and bicyclist injuries decreases.

It's Good for our Air



In Sacramento County,
20% of adults and 17%
of youth have asthma*.

When our kids walk and bike to school, we get cars off the road – which means less pollution going into our air.

* California Health Interview Survey. *2007 Ask CHIS* 2007

It's Good for our Planet

Fewer cars on the road translates into less carbon dioxide emissions.



When our kids walk and bike to school, we're doing our part to help prevent global warming.

Putting Risk into Perspective

Chance of your child being overweight or obese in our region: 1 in 3

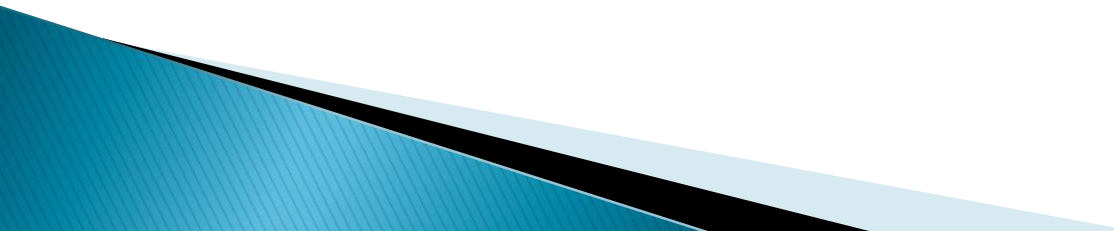
Chance of your child having asthma in our region: 1 in 6

Lifetime chance of your child dying of heart disease
(leading cause of death in the U.S.): 1 in 5

Chance of your child being killed in an automobile accident next year:
1 in 7,700

Chance of your child being struck by lightning next year:
1 in 500,000

Chance your child will be abducted by a stranger next year:
1 in 610,000



Are Walking and Biking More Dangerous Modes of Travel?

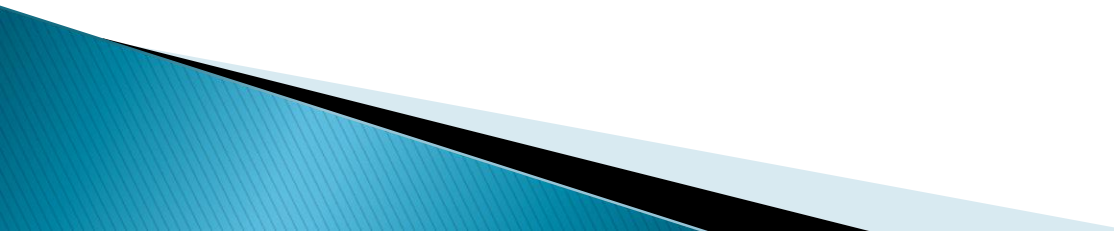
We don't currently have a good idea of how many miles or how many minutes people walk and bike per year, so we can't answer this question.



However, we know that there has been a drop in pedestrian and bicyclist fatalities over the past 10 years.

Bringing it Home

The health risks from being sedentary are far greater than any other risks facing our children.



De-escalating Fear:

Share the **FACTS** and **STATISTICS**

Be **LEADERS** and **ROLE MODELS**

Promote **CREATIVE ALTERNATIVES**
to fear



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