

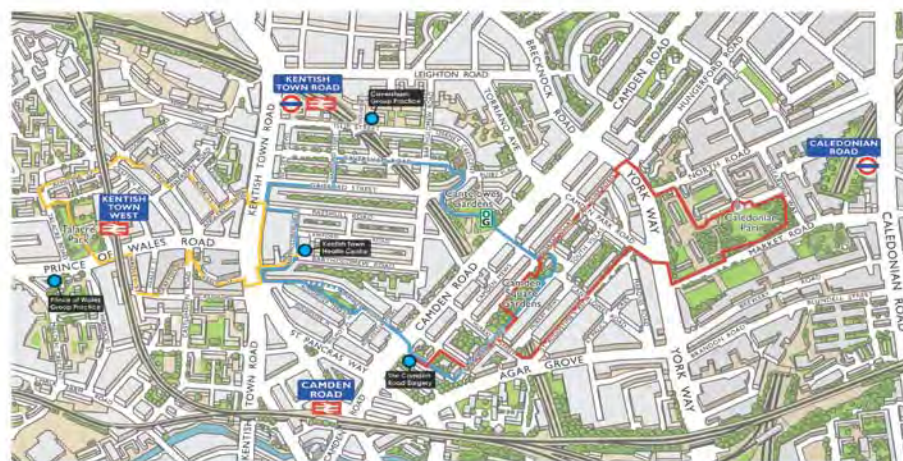
Dr Maps

How do you get sedentary people to take exercise ? There is no easy answer but NHS Camden is working with Walk England¹ and The Access Company² to pilot a project to do just that.

The project uses well designed maps to show people where they can walk, and to encourage them to improve their fitness. The walks are designed to offer different experiences including the “stress buster”; walks to link places and encourage modal shift³, and health walks offering opportunities to walk at a brisk speed and improve fitness.

Community consultation is key to the success of this project. Once identified routes are audited to check they are interesting, and feel safe, as well as to identify any potential barriers such as steep gradients or steps. Maps are then individually drawn providing clear, easy to follow routes without the need for written directions. Locally significant landmarks are shown to help navigation.

The maps are published in a tear-off pad form, and are ‘prescribed’ by GPs and health professionals. They can also be picked up in waiting rooms, clinics and community centres. Local businesses can also use them to encourage lunch-time walks.



The project is being evaluated, early findings are positive with the maps proving popular and effective.

Get Active with NHS Camden's Walking Maps

walk 4 life
kentish town

For more information or to download a map visit:
www.camden.nhs.uk/walkingmap or www.walkengland.org.uk
www.nhs.uk/change4life

- Talacre Loop: 1.4 miles / 28 mins
- Caledonian Loop: 1.9 miles / 38 mins
- Canteloves Loop: 1.7 miles / 34 mins
- Alternative route avoiding steps and steep gradients
- Rail Station
- Underground Station
- Outdoor Gym
- Surgey

Walk England

NHS Camden

For more information contact anne.glover@theaccesscompany.com

¹ Walk England is a social enterprise which aims to improve health through encouraging walking

² The Access Company is a consultancy working to improve walking for everyone.

³ Changing from using the car or public transport to walking instead.

