

4

Planning Checklist for *Walk for Better Health*

Task	Person Responsible	Deadline	Completed
Review program materials			<input type="checkbox"/>
Get management support			<input type="checkbox"/>
Convene a Wellness Committee			<input type="checkbox"/>
Determine program goals			<input type="checkbox"/>
Plan program promotion – materials and timing			<input type="checkbox"/>
Plan the kickoff			<input type="checkbox"/>
Determine incentives (prizes) and when they will be given			<input type="checkbox"/>
Plan other program activities (e.g. educational sessions)			<input type="checkbox"/>
Order incentives			<input type="checkbox"/>
Develop promotional materials			<input type="checkbox"/>
Promote kick off			<input type="checkbox"/>
Distribute registration materials			<input type="checkbox"/>
Distribute program materials			<input type="checkbox"/>
Conduct the program			<input type="checkbox"/>
Collect program evaluations			<input type="checkbox"/>
Analyze data and report results			<input type="checkbox"/>



Walk for Better Health

Program Overview

1



Walk for Better Health is a self-paced walking program designed to increase physical activity and reduce the risk of disease. Walking is a fun, low cost activity that has been proven to reduce the risk of heart disease, obesity, diabetes, and some cancers.

This kit contains the materials you'll need to get started with *Walk for Better Health*. Sample participant materials, as well as camera-ready forms and promotional materials are included. Take a moment to review the materials and this overview; it will guide you in implementing the program. All *Walk for Better Health* materials are also available on the HAP web site under the Healthy Living/Worksite Health Promotion link.

The goal of *Walk for Better Health* is to walk 10,000 steps or to engage in 30 minutes of physical activity every day. Participants will record their activity in the Log provided (see Participant Guide). Your organization may choose to reward those who meet program or personal activity goals. Incentive ideas are also included in this kit.

2



Why Walk for Better Health?

Physical activity is at an all-time low in the United States. Most people don't get the amount of exercise they need for good health and almost one in four get no regular physical activity at all. Increasing physical activity by just a little can have a big impact on health. And walking is a great, easy activity that almost everyone can do.

Everyone knows regular exercise greatly improves health, but getting started is not easy. *Walk for Better Health* is a program that motivates people to make that most important change...to get started with physical activity. It's simple, inexpensive, and safe.

THE "STATE" OF MICHIGAN:

- Over half of Michigan adults get no regular physical activity
- Michigan has one of the highest rates of overweight in the country with two out of every three individuals overweight
- Almost half of Michigan adults are trying to lose weight
- Cardiovascular disease is the number one cause of death in Michigan and almost half of those deaths could be prevented with changes in lifestyle and behavior.

3

Getting started with *Walk for Better Health*

Your organization may be an old pro at launching health promotion programs or *Walk for Better Health* may be your first formal program. Whatever your level of expertise, there are a few basics to getting started with health promotion. Planning is essential to the success of any program.

IDENTIFY A PROGRAM COORDINATOR

Assigning a point-person to oversee the program will help to ensure its success. The Coordinator will make sure all the steps in program planning and implementation happen. This includes promoting the program, distributing and collecting materials and incentives, and collecting and recording program data.

* Michigan Surgeon General's Health Status Report Healthy Michigan 2010

To help you track program information we've created the *Walk for Better Health* Data Manager. This Microsoft Access-based program is available on the HAP website under the Healthy Living/Worksite Health Promotion link. Using the Data Manager you can track and report on program participation, steps walked, pre- and post-program survey results, and other important program data.

GET MANAGEMENT SUPPORT

Gathering support from upper management can be achieved in many ways depending on the size and culture of your organization. For some groups, a meeting with the Chief Executive Officer is the best place to begin. For others, it may be the Director of Human Resources who needs to sign off on the program. And yet for others, getting your program on the agenda of the company executive leadership team might be the best place to start.

DEVELOP GOALS AND OBJECTIVES FOR YOUR PROGRAM

The goals and objectives of the program will vary according to your group. Generally, the goals of a walking program are to:

- Increase physical activity among employees
- Reduce the risk of chronic health conditions
- Increase the visibility of health promotion at the workplace
- Motivate employees to make positive health behavior changes
- Collect data to support future programs

OBJECTIVES MAY INCLUDE:

- 75 percent of employees will register for the *Walk for Better Health* Program
- 50 percent of those who register will complete the program
- 50 percent of participants increase the number of steps walked each day



DEVELOP AN EVALUATION PLAN

Evaluating your program is an important step. Many organizations do not take the time to evaluate their programs and as a result have no outcomes data to use when it comes time to plan another program. Evaluating your program will take time but the rewards will be great.

To collect data for your evaluation, survey participants at the end of the program, track the number of steps walked each week, do a pre- and post-program weight check. You could also measure pre- and post-exercise habits using the enclosed survey.

WRITE AND FOLLOW A PLANNING CHECKLIST

A planning checklist is a good idea for keeping details straight and remembering who is handling which piece of the project. A sample checklist is included but you may wish to come up with your own.

ESTABLISH A BUDGET

Items to include in your budget: materials (purchased handouts, etc.), promotional materials (posters, flyers, table tents), gifts/giveaways and pedometers. Your budget should also reflect whether or not you choose to charge employees to participate in the program.

ESTABLISH A WELLNESS COMMITTEE

The Wellness Committee should be composed of individuals at your company who have a personal interest in wellness, fitness, health promotion and the like. Try to get people from many different areas of the company. If your workplace has multiple locations, it is helpful to get representatives from each location to attend committee meetings. This will be useful for program promotion, delivery of incentives, room reservation, set-up, clean up and other logistical details.