

# **Walking Out on Your Job: Creating a Walking Program at Your Worksite**



## **Free Resources For:**

**Satellite mapping for accurate, custom walking routes**

**How to recruit employees**

**How to kick-off the event**

**List of the top free smartphone pedometer apps**

**Facts about the benefits of walking**

**Web links to comprehensive campaign guides**

**CDC “worksite walkability audit”**

**Information on shoe selection, stretching and more**



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**Meet Your Presenter:** Sean Kenny is a certified trainer, health educator and nationally published author and lecturer on fitness and corporate wellness. Sean has been designing successful wellness programs for corporations, schools, the medical community and organizations at the city, county, state and federal level for more than 15 years. He has worked with companies such as Grimmway Farms, Chevron, Ford, Occidental, State Farm and many others. For more information, please contact Sean at: (661) 716-7118 or [sean@advancedcarewellness.net](mailto:sean@advancedcarewellness.net)

## Walking Resources

### Free Mapping:

[www.mapmywalk.com](http://www.mapmywalk.com)

Top pick for its smart phone integration and course icons

[www.walkjogrun.net](http://www.walkjogrun.net)

[www.google.com](http://www.google.com)

Use the map feature and select “walking” icon

### Walking Specific Information:

American Council on Exercise offers up to date health and fitness information.

[www.acefitness.org](http://www.acefitness.org)

American Heart Association

[www.startwalkingnow.org](http://www.startwalkingnow.org)

72 page guide to establishing a walking campaign complete with sample health and legal forms.  
From WELCOA 2012

[http://welcoa.org/freeresources/pdf/stepbystep\\_ic.pdf](http://welcoa.org/freeresources/pdf/stepbystep_ic.pdf)

A guide to establishing worksite walking clubs—California Dept. of Public Health

<http://www.cdph.ca.gov/programs/cpns/Documents/Network-FV-WP-WalkingClubTool.pdf>

### Free Smartphone Pedometer Apps

#### Android:

- TeknoHealth Pedometer (top rated)
- Simple Steps
- Universal Pedometer

#### Iphone:

- Pedometer Free GPS+ (top rated)
- Runtastic Lite
- Pedometer Step Counter
- Runkeeper

## Walking Facts and Benefits

- Walking an extra 20 minutes each day will burn off 7 pounds of body fat per year.
- To burn off 1 plain M&M candy, you need to walk the full length of a football field. Think about that next time you dip your hand into a candy bowl at someone's office!
- Longer, moderately-paced daily walks (40 minutes at 60% to 65% maximum heart rate) are best for losing weight.
- Shorter, faster walks (20-25 minutes at 75% to 85% maximum heart rate) are best for conditioning your heart and lungs. Walking provides the following benefits:
  - Improves efficiency of your heart and lungs
  - Burns body fat
  - Raises your metabolism so you are burning calories faster, even while you rest
  - Helps control your appetite
  - Increases your energy
  - Helps relieve stress
  - Slows aging
  - Lowers high blood pressure
  - Helps control and prevent diabetes
  - Reduces risk of some forms of cancer including colorectal, prostate, and breast
  - Promotes intestinal regularity
  - Helps promote restful sleep
  - Strengthens your bones and reduces bone density loss in older women
  - Reduces stiffness in your joints due to inactivity or arthritis
  - Relieves most cases of chronic backache
  - Improves flexibility
  - Improves posture
  - Promotes healthier skin due to increased circulation
  - Improves mental alertness and memory
  - Spurs intellectual creativity and problem solving
  - Elevates mood
  - Helps prevent and/or reduce depression
  - Improves your self-esteem
  - Helps control addictions to nicotine, alcohol, caffeine, and other drugs

Walking is preferable to running or jogging because it creates less stress on your joints, including hips, knees, and ankles. Remember to properly warm up before and cool down after every walking session!

## Get Peace of Mind

- The Duke University Medical Center found that a brisk 30-minute walk or jog around a track three times a week was just as effective as antidepressant medication in relieving the symptoms of major depression in middle-aged and elderly people.
- A study published in the Archives of Internal Medicine last year showed that older women who walked regularly were less likely to develop memory loss and other declines in mental function than women who were less active. Those who walked 18 miles or more per week fared best.
- According to the American Academy of Orthopedic Surgeons, walking helps you maintain a positive outlook, and can make you look and feel younger.
- Walking increases the blood flow to the brain. A 1999 study of people over 60 found that walking 45 minutes a day at a 16-minute mile pace increased their thinking skills.
- The Mayo Clinic also has evidence that exercise positively affects the levels of certain mood-enhancing neurotransmitters in the brain. Exercise may also boost feel-good endorphins, release tension in muscles, help you sleep better and reduce levels of the stress hormone cortisol.

## Get a Better Body

- Walking one mile a day burns 100 calories. You could lose ten pounds in a year without changing your eating habits.
- The experts agree, walk 6,000 steps a day to improve your health, and 10,000 to lose weight.
- A University of Tennessee in Knoxville study with pedometers revealed that women who averaged more than 10,000 steps a day had 40% less body fat and waist and hip measurements that were four to six inches narrower than those who averaged fewer than 6,000 steps.
- If you add just 2,000 more steps a day to your regular activities, you may never gain another pound. So says research by Dr. James O. Hill of the Center for Human Nutrition at the University of Colorado Health Sciences Center.
- A recent Harvard study shows that walking at a moderate pace (3mph) for up to 3 hours a week — or 30 minutes a day — can cut the risk of heart disease in women by as much as 40%.
- The October 20, 1999 issue of the *Journal of the American Medical Association* reported that one hour of brisk walking every day can cut a woman's risk of developing Type 2 diabetes in half.
- The Journal of the American Medical Association found that women who walk in their 30s and 40s can greatly reduce their risk of breast cancer.
- If you walk regularly (3 or more times a week for a half hour or more) you are saving \$330 a year in health care costs, according to a survey published in the October, 2000 issue of *The Physician and Sportsmedicine*.

## Promoting the Walking Route

Promotion is the publicity and visibility you give your walking route. Its purpose is to generate interest among potential users of the route and to raise awareness for the value of the route with regards to physical activity. Promotion and education are the most crucial elements in the success of a walking route in any type of setting.

Promotion can involve a variety of channels to make people aware of the route. These methods include:

- Public displays, announcements, and kick-off events
- Personal communications
- Newspaper and other print promotions

Education of the route's value in providing environmental support for physical activity is essential to the success of the route. It is vital for potential users to realize that using the route is an easy way to increase their levels of physical activity. Stressing the importance of physical activity to a person's health is another avenue of promoting the walking route. The following information may help you to both promote your walking route and educate potential users of the route.

### **Possible Worksite Walking Routes:**

- Inside the plant using OSHA (Occupational Health and Safety Act) lanes
- Around parking lots
- On plant grounds
- Nearby neighborhoods

### **Promotion Ideas**

Using the following to help employees become aware of the importance of physical activity and also increase their interest in the walking route.

Activities for promoting awareness:

- Posters
- Flyers
- Signs in halls, break rooms, etc.
- Exhibits
- Payroll stuffers
- Pamphlets, brochures
- Employee newsletter
- Bulletin boards
- Meetings
- One-time events such as a "Wellness Walk"
- Logo/theme T-shirts
- Games/Trivia/Incentive programs.

Broadcast voicemail and email can be used to keep employees informed about the walking route and engaged.

Here are some suggestions to keep people interested in using the walking path:

1. Sponsor periodic public awareness walking campaigns such as “Walk at Work.”
2. Organize walking teams and have competitions among the different groups or departments.
3. Encourage walking at the worksite during lunch and coffee breaks

## Promotion Channels

### ***Television***

Public Service Announcements  
 Paid Ads  
 News Stories  
 News Series  
 Public Affairs Programs  
 Talk Programs  
 Magazine Programs  
 Special Programs  
 Community Calendar  
 Community Opinion  
 Management Editorials

### ***Radio***

Public Service Announcements  
 News Stories  
 Public Affairs Programs  
 Talk Programs  
 Packaged Series  
 Management Editorials

### ***Community Events***

Health Events  
 Civic Events

Meeting Presentations

School Events

### ***Newspapers***

Paid Ads  
 News Stories  
 Editorials  
 Letters to Editor  
 Feature Columns

### ***Newsletters***

Stories  
 Paid Ads  
 Columns

### ***Printed Materials***

Flyers  
 Posters

### ***Distribution Outlets***

Public Locations (library,  
 Chamber of Commerce)  
 Health Agencies  
 Workplaces  
 Unions  
 Schools



## Planning the Big Day

Listed below is a series of important steps one should consider when planning the “kickoff” promotional event for the opening of your walking route.

1. Form a committee to plan and publicize the event. The committee membership should be drawn from the leaders and “movers and shakers” within the worksite, community and health department.
2. Decide upon place, date, and time for event kick-off.
3. Develop and publicize the goals, guidelines, and rules for the users of the walking route.
4. Develop a plan of action for publicity for the kick-off event.
5. Solicit contributions for prizes and incentives.
6. Make it easy for people to sign up by having a wide variety of places to register for the event.
7. Place basic tips and articles about physical activity and its benefits along with the notice about the opening of the walking trail. The notices could be placed in newsletters, flyers, payroll stuffers, email and voicemail.
8. Encourage physicians to endorse a letter recommending that all their patients exercise by using the walking path. Use the letter as part of the publicity campaign.
9. Develop and distribute table tents or flyers with messages such as “Would You Like More Energy? Exercise With Us” or “Don’t Excuse Yourself from Exercising.”
10. Arrange for a motivational presentation on exercise before or during the kick-off event.

## **The Big Day**

Here is a check-off list which may be used in the organization of the activities for the kick-off event.

- Contact Rescue Squad for emergency first aid services.
- Contact local restaurants to provide water coolers at trail sites.
- Obtain platform and public address system for warm-up activities.
- Obtain trash cans.
- Secure instructor for warm-up activities.
- Obtain ribbon for ribbon cutting ceremonies.
- Make or buy certificates for awards.
- Line up people for judges and presenters of awards.
- Make posters and walker identification cards.
- Arrange for volunteers to work the registration table.
- Arrange for volunteers to hand out packets and collect walker identification cards.
- Secure shuttle services back to the starting point of the walk if necessary.
- Arrange for volunteers to set up and clean up.

## **Additional Kick-Off Activities**

1. Tie the walk in with the on-going site events such as a community festival, National Employee Health and Fitness Day activities at the worksite, etc.
2. Offer different types of screenings (i.e., height, weight, blood pressure, body composition analysis) in conjunction with the kick-off.
3. Invite different agencies/community groups (i.e., American Heart, American Lung, Cancer Society, local hospital wellness programs) to provide displays.
4. Have fruit and healthy foods available for participants. Local grocery stores may donate fresh fruit and fruit juices for the event.
5. Recruit a local television or athletic personality to begin the first walk on the walking path.
6. Get a volunteer to dress up in a “walk man” costume (like Superman, but with a “W” instead of an “S”). This person could lead the walkers during the event.
7. Make activity logs or some type of walking journal available to the walkers to assist them in keeping track of their mileage for future walks.

## **The Legal Aspects of Walking Routes and Paths**

One concern when developing a walking trail is liability. Sponsors of the route might wonder about their responsibility if a participant should become injured or suffer a heart attack.

Attorneys have been consulted regarding this issue. Their position is that potential liability is controlled by proceeding prudently and following accident preventing precautions. Also, most schools, churches, and worksites carry liability insurance.

Nevertheless, a disclaimer of liability should be included on any registration forms for special events involving the walking routes. Participants should also be educated on safe physical activity habits.

On the next page there is a sample release/disclaimer.

***SAMPLE RELEASE: WALK TO WELLNESS PROGRAM***

The undersigned desires to voluntarily participate in the programs and/or use the facilities and equipment provided by \_\_\_\_\_ for the purpose of personal fitness. In consideration of the right and privilege of being permitted to participate in these programs and/or to have access to and the use of said facilities and equipment, the:

\_\_\_\_\_undersigned does hereby agree to the conditions set forth herein and acknowledges that the voluntary participation in the aforementioned programs and/or access to and use of facilities and equipment is not a condition of employment, is not related to his or her employment and therefore, the undersigned's participation in the aforesaid programs and/or use of facilities and equipment, should any injury occur, will not be covered by worker's compensation.

\_\_\_\_\_undersigned acknowledges that he or she is fully aware that there are risks for certain individuals participating in activities involving physical exertion.

\_\_\_\_\_undersigned affirmatively acknowledges that he or she has obtained independent medical approval prior to participating in these programs and/or using these facilities and equipment, for any activities involving physical exertion and has no knowledge of any physical condition or disease which would preclude his or her participation in these programs and/or use of these facilities or equipment.

\_\_\_\_\_undersigned specifically agrees to withdraw from the programs and/or discontinue use of these facilities and equipment should he or she become aware by any means whatsoever that participation is medically contraindicated.

\_\_\_\_\_undersigned agrees to notify the building manager and/or wellness/fitness coordinator if he or she detects any hazards or defects in any of the facilities or equipment to which he or she is allowed access for these activities.

\_\_\_\_\_undersigned agrees to accept full responsibility for any injuries sustained while participating in a fitness program or using facilities and equipment made available for that purpose if he or she fails to meet the conditions described herein under which access to and use of the programs, facilities and/or equipment is being allowed.

In executing the foregoing, the undersigned acknowledges and affirms that he or she has carefully read the same and has obtained a satisfactory explanation of any part thereof that he or she does not understand.

Printed Name \_\_\_\_\_ Participant's Signature \_\_\_\_\_

Date \_\_\_\_\_ Phone \_\_\_\_\_ E-Mail \_\_\_\_\_

## **Additional Resources for Walking at the Worksite**

Centers for Disease Control  
and Prevention  
Division of Nutrition and  
Physical Activity  
888-232-4674  
[www.cdc.gov/nccdphp/dnpa](http://www.cdc.gov/nccdphp/dnpa)

National Bicycle and  
Pedestrian Clearinghouse  
Campaign to Make America  
Walkable  
1506 21st Street, NW, Suite  
200  
Washington, DC 20036  
800-760-NBPC  
[www.bikefed.org](http://www.bikefed.org)

Partnership for a Walkable  
America  
National Safety Council  
1121 Spring Lake Drive  
Itasca, IL 60143  
630-285-1121  
[www.nsc.org/walkable.htm](http://www.nsc.org/walkable.htm)

National Recreation and Park Association  
P.O. Box 6287  
Arlington, VA 22206  
800-626-6772

Rails to Trails Conservancy  
1100 17th Street, NW, 10th Floor  
Washington, DC 20036  
202-331-9696

American Volkspport Association  
Organizes local walking clubs  
1001 Pat Booker Road, Suite 203  
Universal City, TX 78148  
512 659-2112

Prevention Walking Club  
Rodale Press  
Box 6099  
Emmaus, PA 18099  
800 441-7761

Rockport Walking Institute  
Educational walking materials  
P.O Box 480  
Marlboro, MA 01752  
508 485-2090

Walkabout International  
Organizes and publishes information about  
walks  
835 Fifth Avenue, Room 407  
San Diego, CA 92101  
619 231-SHOE