



WALKWELL TOOLKIT

FOR EMPLOYERS



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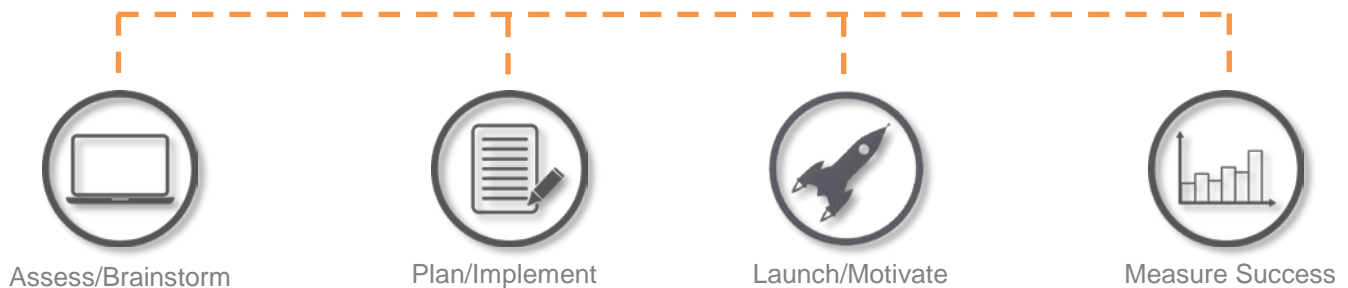
Introduction: Why Walk Well?

Many jobs and places of work do not require a significant amount of activity during a typical workday, leading to increased risks of injuries and other health issues related to inactivity such as diabetes or heart disease. Fortunately, there are ways to mitigate these common problems through creating, promoting, and motivating activity throughout the workday. One of the easiest ways to accomplish activity is through walking. Walking just 5 minutes after each 60 minutes of sitting can decrease many sedentary health issues and can ultimately, lead to lower healthcare costs for employers. Employees who walk also increase their mood, creativity, problem solving abilities, and reduce their stress levels. So what are you waiting for? Let's get to walking.

Important Concepts

- Providing outlined, well-marked, and safe walking routes is the foundation to getting employees to increase their activity.
- Promoting and encouraging employees to walk can greatly increase employee health, productivity, and overall wellbeing.
- Motivating employees to change starts with leadership utilizing walking routes and recognizing employees who use them as well.

Walk Well Timeline



Getting Started

- When beginning to explore the idea of creating walking routes it is important to assess employee interest, worksite feasibility, and to include employees in the ideation process.

Employee Communication Sample: [Organization Name] understands physical activity is a vital part of a healthy lifestyle, but knows it can be hard to fit the CDC recommended minimum of at least 30 minutes of activity a day into an already busy calendar. In order to provide a supportive environment for physically activity [Organization name] and Live Well @ Work have partnered to develop walking routes for employees to use for breaks, meetings, or brainstorming/problem solving sessions.

WalkWell Fun Fact: Did you know walking just 15-30 minutes a day can add years to your life? There are many benefits to adding a walking routine to your day that ultimately lead towards a healthier lifestyle!

We will continue to update you as we develop walking routes and will be looking for your help and input into the walking routes so keep an eye out for WalkWell emails.

For now, feel free to take the 2-minute option walking survey [attached or linked], to provide us with your preferences related to walking.

In Good Health,

[Name]

STEPS	TIMEFRAME	RESOURCES	NOTES
<p>Assess Staff: Survey your employees to gain insight into their walking interest.</p> <p>Assess Worksite: Survey your worksite to determine where walking routes could be located, how many routes are feasible, and if there are any challenges that will need to be addressed.</p>	1-3 Weeks	<p>Walking Survey</p> <ul style="list-style-type: none"> Pre-Program Survey <p>Worksite Resources</p> <ul style="list-style-type: none"> MapMyWalk Website MapMyWalk App QR Code Design Walkability Audit 	Add notes here:
<p>Brainstorm with Staff: Get your employees involved by asking them to create routes, walk routes, and provide feedback.</p> <p>Design: After gathering possible routes, decide/modify those that work best for your worksite. Have your employees mock up route(s) and share with employees for additional feedback.</p>		<p>Sample Routes</p> <ul style="list-style-type: none"> Route Examples 	

Planning/Implementing

- Planning and creating the walking paths with the help from Live Well @ Work is a vital step towards a successful walking route all your employees will enjoy. Make sure frequently communicate with the champion employees contributing to the project and update all employees on the process periodically.

Employee Communication Sample: We have greatly appreciated the fantastic feedback we have received regarding our new walking routes. As some of you may know the route has been officially created and is ready for use. The route map is located [location of map of routes] and a small map of the routes is attached. Thank you to all who have contributed to making the WalkWell Routes possible. But enough talk, it is time to walk.

WalkWell Fun Fact: Did you know walking regularly can lower your risk of diabetes and high blood pressure? There are many benefits to adding a walking routine to your day that ultimately lead towards a healthier lifestyle!

We will continue to update you as we will be having an official kickoff event soon so stay tuned for more information.

As always please feel free to send over ideas and feedback. If you would like to volunteer to help out at the upcoming kickoff event please let me know.

In Good Health,

[Name]

STEPS	TIMEFRAME	RESOURCES	NOTES
<p>Tally Marker Needs: Determine how many signs/stencils/arrows/mile markers are needed for each of your walking routes. Confirm these final tallies with Live Well @ Work and they will order the materials needed.</p> <p>Buy Paint (If needed): Purchase the number of spray paint cans Live Well @ Work recommends for each route color.</p>	1-2 Weeks	<p>WalkWell Marker Tally</p> <ul style="list-style-type: none"> • Walk Well Routes Marker Tool <p>Paint Colors:</p> <ul style="list-style-type: none"> • Green • Blue • Orange 	Add notes here:
<p>Plan Promotion/Communications: Coordinate with employees to determine who is responsible for communicating what. For example, give one employee the responsibility of sending out weekly/monthly exciting updates on the walking route creation, upcoming events, and motivational content.</p>	1-2 Weeks	<p>Communication Tips</p> <ul style="list-style-type: none"> • Communicating Wellness • Wellness Results <p>Communication Templates</p> <ul style="list-style-type: none"> • Sample Communications 	

Launch

- Creating buzz around the launch of your walking route(s) is important to get employees and leadership motivated to give walking a try. Asking if employees want to sign an optional written pledge to walk is one way you can help employees feel committed to being physically active at work. Additionally, a launch event can be a way to connect with employees and their families and cultivate a culture of health at your organization.

Employee Communication Sample: Thanks to your help and hard work we are proud to announce the WalkWell Celebration Day, where we will be officially opening our walking routes. This day will be focused on [Organization] effort to support physical activity in the workplace and to give back to our employees. The event will be held [location of event, date, time, activities, and giveaways] and a flyer is attached. Thanks again to all who have contributed to making the WalkWell Routes possible. To get in the walking spirit feel free to watch the [Choice of Motivational Walking Video] Video. I hope it is as inspirational as it was for me.

WalkWell Fun Fact: Did you know walking can reduce stress and improve memory? There are many benefits to adding a walking routine to your day that ultimately lead towards a healthier lifestyle!

More details to come surrounding the official kickoff event soon so stay tuned for more information.

As always please feel free to send over ideas and feedback.

In Good Health,

[Name]

STEPS	TIMEFRAME	RESOURCES	NOTES
Kick Off Communications:	1 Week	Motivational Walking Videos	Add notes here:
Employee Pledge:		<ul style="list-style-type: none"> • Walk For Health • Work Walking • Walk For Your Heart Pledge Template <ul style="list-style-type: none"> • Pledge Event Flyer Template <ul style="list-style-type: none"> • Event Flyer 	
Kick Off Event:	1 Week	Live Well @ Work Goodies <ul style="list-style-type: none"> • Pedometers • Water Bottles 	

Motivating Employees

- Inspiring employees is a continual process that is important to maximize participation in wellness activities. One way to do this is to motivate employees through positive leadership, peer, and organizational communication. If employees feel the organization/leadership/peers are supportive of participating in walking and walking initiatives they are much more likely to participate themselves. Want to get your motivation a step further? Consider implementing an optional walking challenge with great prizes, motivational marketing materials like walking posters, and email blasts such as leaderboard updates foster a culture of health at your organization.

Employee Communication Sample: Hope everyone has had time to check out and walk our brand new walking routes at work! They are great for a quick break from sitting, walking meetings, or lunch time walk. If you have been walking or plan to start why not track your progress? That's why I have attached [Walking Log or Walking Journal], which you can use to track your walks!

It is a great time to ramp up your walking routines because I'm proud to announce we will be providing an optional WalkWell Challenge. The top walkers will be entered into a drawing to win some great prizes such as [Prize examples] and more. If you want to participant add your name to the challenge list located [location of sign-up sheet]. See you on the walking trail!

WalkWell Fun Fact: Did you know walking can boost your energy levels and creativity? There are many benefits to adding a walking routine to your day that ultimately lead towards a healthier lifestyle!

In Good Health,

[Name]

STEPS	TIMEFRAME	RESOURCES	NOTES
Promotion and Motivation: Print, email reminders, updates, and motivational posters.	Throughout the Year	Motivational Walking Posters <ul style="list-style-type: none"> Walk Well Posters 	Add notes here:
Walk Challenge: Walking challenges/initiatives can help boost your employees' motivation and drive success of your walking routes. Make sure to offer great prizes in a drawing for those who participate.	Hold monthly, quarterly, bi-annually, or annually.	Walking Forms <ul style="list-style-type: none"> Walking Log Walking Journal Awards <ul style="list-style-type: none"> Award Template Prize Ideas Challenge Ideas <ul style="list-style-type: none"> MyFitnessPal 30 Walk Day Challenge American Heart 6 Week Challenge 	

Measuring Success/Evaluation

- Evaluating the success of your walking program is essential to determine how to continue to improve and increase participation in the program. Collecting data is the first step and this should be completed by getting quantitative data (Surveys) and qualitative data (Interviews and quotes). Consider having employees help motivate/encourage employees to fill out surveys and interview fellow co-workers about their experience of the program. This can lead to changes in the program that will help motivate/include a greater number of employees.

Employee Communication Sample: [Organization Name] appreciates your participation, dedication, and help in supporting the WalkWell Routes and program. I'd also like to thank everyone for their patience and great feedback thus far on the project. Many of you completed a survey to give us feedback on walking and we would like to reassess and gain feedback on the program thus far. Attached you will find a quick 5 minute survey, please fill out and send back to me by [Date]. We will use this feedback to improve the program.

In addition to the survey, a few employees will be asking to interview you to get a deeper insight into how to improve the program. Please note this is completely option.

Thank you again for all your help and participation!

In Good Health,

[Name]

STEPS	TIMEFRAME	RESOURCES	NOTES
Measure Success: Conduct interviews, document quotes, and send out post-program survey	After program is well established.	Surveys/Interview Guides <ul style="list-style-type: none"> Interviews Post-Program Survey 	
Return On Investment:	End of year.	Understanding Return on Investment <ul style="list-style-type: none"> Wellness ROI 	