



## OVERVIEW

# WALKING CHALLENGE

A TURNKEY PROGRAM

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### DOCTOR'S NOTE

Before starting the Walking Challenge, make sure you consult your physician or other health care professional. This is particularly important if you have a history of type 1 or type 2 diabetes, high blood pressure, or heart disease, or if you have ever experienced discomfort while exercising.

Congratulations on implementing the Walking Challenge! The following overview provides tools and resources that have been created to help you implement this challenge.

The Walking Challenge is a fun way to encourage others to walk more every day. During the **four-week event**, participants challenge each other to increase how much they walk from week to week.

The Walking Challenge includes **weekly newsletters with quick tips and ideas** that anyone can use to walk more. Participants try to follow these tips every day during the challenge period. **For every 10 minutes of walking, the participant receives 1 point.** The Walking Challenge log offers an easy way to record the number of points accumulated each day during the challenge. Participants will be using the log to keep track of their points.

At the end of the challenge, participants count the total number of points accumulated on their Walking Challenge log. Prizes or recognition may be given to the participants who earn the most points during the competition.

The Walking Challenge can also be done with **teams**. Each team encourages its participants to complete the four-week challenge. The team that earns the most points wins the challenge prize.

Sample materials for the challenge are available for download at **MoveMoreWalkNowNC.com**.

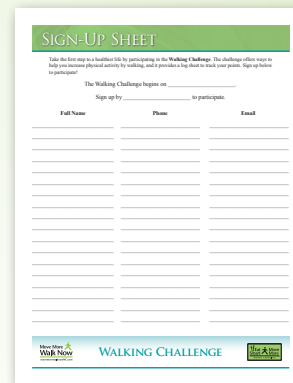
### These materials include:

- Announcement poster
- Sign-up sheet
- Log sheet
- Weekly newsletters
- Certificate of achievement
- Evaluation survey



# ORGANIZING THE WALKING CHALLENGE

1. **TALK** with your leadership about implementing the Walking Challenge. Show them the challenge materials, and discuss prizes for the participants. Remind the leaders that increasing physical activity will help people to be healthier and more productive.
2. **DESIGNATE** a Walking Challenge coordinator. The coordinator will distribute and collect log sheets from participants.
3. **DETERMINE** the prizes (e.g., fun socks, water bottle, etc.) or type of recognition for the winning participants or teams. Be creative!
4. **ANNOUNCE** the Walking Challenge. A sample announcement poster can be downloaded at [MoveMoreWalkNowNC.com](http://MoveMoreWalkNowNC.com). Post the announcement in several locations and on bulletin boards. Consider sharing information through email messages, meeting announcements, and bulletins or by word of mouth.
5. **RECRUIT** participants for the Walking Challenge by posting a sign-up sheet in appropriate places. The sign-up sheet can be downloaded at [MoveMoreWalkNowNC.com](http://MoveMoreWalkNowNC.com). Decide if competition will be between individuals or teams.
6. **DISTRIBUTE** the Walking Challenge log to participants. Remind the participants to keep a copy of the walking log with them most of the time so that they can enter points any time they complete 10 minutes of walking.
7. **SEND** weekly newsletters to participants. These tips can be printed or emailed to participants. Download newsletters at [MoveMoreWalkNowNC.com](http://MoveMoreWalkNowNC.com).
8. **REMIND** participants of the Walking Challenge end date one week in advance. Set a designated place for collecting the Walking Challenge logs. If the logs will be collected via email, be sure participants know the date and time their logs are due as well as the email address where they should send walking logs.
9. **COLLECT** Walking Challenge logs on the designated collection date.
10. **NOTIFY** winners within two days of collection. Sending out an email or posting an announcement is a great way to conclude the Walking Challenge and recognize the participants. You might also consider making an announcement at a meeting or event.
11. **EVALUATE** the Walking Challenge. Make a note of how many people participated. Talk with the participants to ask if they enjoyed it. Use the evaluation survey to find out what they found helpful and what they thought was missing. Participants can visit [MoveMoreWalkNowNC.com](http://MoveMoreWalkNowNC.com) and search “walking challenge” to fill out the brief survey online.
12. **TALK** with your organization leaders about the program’s successes and challenges and share the evaluation results. If participants had any ideas about how to promote walking in your organization, talk with the leaders about these ideas.



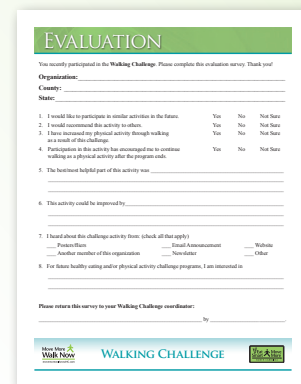
## Sign-Up Sheet



## Walking Log



## Certificate



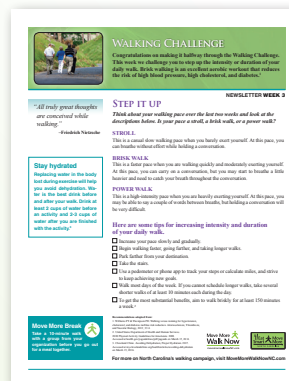
## Evaluation



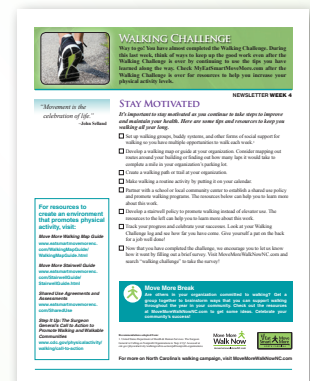
## Newsletter Week 1



## Newsletter Week 2



## Newsletter Week 3



## Newsletter Week 4