



Mile Markers for **STARTING**  
your **FIRST** walk

# To our Walk with a Doc LEADERS

Welcome to Just Walk, Walk with a Doc. We are thrilled to have you as a leader in our program! It is through the dedicated effort of volunteers like you that we are improving the health of our nation, one walk at a time.

Enclosed is a “mile by mile,” how-to guide for organizing a walk, with plenty of helpful tips for getting started. We have included logos, forms, signs and other materials for you to use in your promotion of the walk. We also have enclosed a pedometer, t-shirt and water bottle as a thank-you gift for you.

Now let's get moving ...

## Mile 1 – Build your TEAM

- ✓ Call on leaders in the medical community to participate in one or more walks. Leaders can include other doctors, nurses, physical therapists, pharmacists, medical residents, etc. The goal is to provide access to, and education from, a variety of providers within the medical community.
- ✓ Hold an informational meeting to present the benefits of the program and getting involved.
- ✓ Gather contact information from medical groups and individuals who are willing to volunteer their time.

## Mile 2 – Choose a LOCATION and TIMES

- ✓ Parks are a perfect place to meet and walk. For winter months, consider an indoor location such as a mall or a recreation facility with a track. Make sure to check with the appropriate representatives to gain permission to walk at these locations and obtain any required permits. All locations should be safe and centralized with the following amenities:
  - Paved, handicap-accessible paths for those in wheelchairs or with strollers.
  - Accessible bathrooms.
  - A meeting place, such as a park pavilion with picnic tables. Available tables offer a convenient place to register participants for the walk, as well as a place for participants to rest their arms during blood pressure screenings.
  - Plenty of parking.
- ✓ It is a good idea to have a “home-base.” Consistency is key to establishing a successful walk so that participants feel comfortable knowing where to go and what to expect when they get there. On the other hand, occasionally mixing it up and having a “special occasion” walk at a different location can keep things fun and interesting.
- ✓ Once you have established a location, schedule your dates and let us know when and where you plan to walk. We will publish this information on our website.

## Mile 3 – Spread the word with PUBLICITY

- ✓ We can provide a customizable press release for local media outlets. In addition, we will build your webpage on our website.
- ✓ Market via Facebook, Twitter, Meetup, and Email (Constant Contact, MailChimp).
- ✓ Distribute walk “prescriptions” to your patients and encourage them to invite others to attend.
- ✓ Meet with community groups and leaders, such as volunteer organizations and religious institutions, to encourage attendance of members. People are much more likely to attend if they know someone is planning to go with them.
- ✓ Hang posters and distribute flyers using the templates that we have provided in your offices and around town.
- ✓ Encourage participants to log on to our website and to sign up for our weekly newsletter. These invaluable tools give participants a sense of connection with walkers and walk programs around the country. Our newsletter contains health related information and encouragement to keep walking. Our website is a repository of pictures, archived newsletters and weekly walk information.

## Mile 4 – Harness the Power of VOLUNTEERS

Volunteers are critical to helping your walk run smoothly. Volunteers can:

- ✓ Perform blood pressure checks. Use qualified nurses, medical students, physicians, EMTs, etc.
- ✓ Bring water, coffee, fruit, granola, or other healthy foods. Invite sponsors to provide these items.
- ✓ Register participants and collect information (waivers and emails for the newsletter).
- ✓ Take pictures. Pictures are a fun way to capture the spirit of the day and can be added to the webpage for the walk.

Volunteers should wear nametags so that they can be easily identified.

Make sure to recognize the medical personnel. Participants love to know that their physicians, nurses, etc. are willing to come out and walk with them.

## Mile 5 – Tips for WALK DAY

- ✓ Mark your location with the yard sign and banner provided for the walk.
- ✓ Don't forget to have participants register. Registering helps track the number of participants and gives those participants the opportunity to sign up for our national newsletter.
- ✓ Ask participants to sign a waiver as part of the registration process. Hand out t-shirts or pedometers to new participants to encourage them to register.
- ✓ Be prompt and stick to your starting time. It is a sign of respect to our walkers who have come to collect information and exercise.
- ✓ Provide a short presentation on a health-related topic and allow time for a few questions. Nurses and other medical personnel can provide free blood pressure checks at this time.
- ✓ Walk! Encourage participants to determine their own pace and distance, while setting a goal to walk 150 minutes per week.
- ✓ After the walk, thank your volunteers and sponsors for their support. Congratulate yourself on making a difference in your community!

## Finish Line – A few words about JUST WALK

Just Walk, Walk with a Doc, is a 501(c)(3) organization that was founded by Dr. David Sabgir, a board-certified cardiologist, in Columbus, Ohio in 2005. Our mission is to encourage healthy physical activity in people of all ages, and to reverse the nationwide epidemic of obesity, by implementing free physician-led walking programs across the country. This mission is achieved through the critical support of our sponsors, as well as the dedicated efforts of physicians, community organizations, and volunteers.

Thank you for your interest! For more information, visit [www.walkwithadoc.org](http://www.walkwithadoc.org).

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