

# Walk Across America

## Program overview and instructions

Walk Across America is a great program to promote healthy habits for your employees. All they have to do is walk! All walking counts. The goal is for all participants to walk enough miles combined to reach a chosen destination in the United States.

In this kit, you'll find ideas and information you need to set up a program that's easy to administer.

Remember, do what's right for you. You can do as much or as little as you want. There are many ways to create a successful program. Have fun!





# Walk Across America key steps

Here are some important steps to take before you start the program, and things to think about along the way.

1. Identify who will monitor the program. This person or group will be in charge of the following:
  - a. Tracking the miles and progress toward the goal (A good way to do this is to use pins on a large map of the United States that is posted in a common area. It's fun to add landmarks that are on the route to indicate how far you've progressed. For example, Philadelphia is 270 miles from Worcester. Once the group has accumulated 270 miles, publicize that you have made it to the Liberty Bell. There is map you may use in the Motivate and Succeed section of the kit.)
  - b. Communicating progress to the participants, using emails, intranet notices and posters of the map.
2. Decide on a destination spot. Show progress toward the destination at regular intervals using maps, emails and your intranet site.
3. Promote the walk beginning a few weeks before the start date. Get everyone involved. Put up posters, send emails, put a notice on your intranet site, use payroll stuffers. Ask managers to invite their staff to participate. Organize department competitions.
4. Send log sheets to employees ahead of time so they know how they'll be keeping track of their miles. You can use the log sheets in the Every Step Counts section.
5. Kick off the walk in a warm season, if possible. Have a short pep rally. Publicize the kickoff with flyers, emails, posters and payroll stuffers. Invite the company president to speak. Pump music through speakers, serve healthy snacks. Have everyone start walking from the pep rally. Choose a short route—about a mile—that everyone can do.
6. Keep up the interest with progress reports, inspirational emails, department contests or even a mid-way pep rally.
7. Give out prizes and hold raffles. You can give prizes for participation, or to an individual who reached a personal goal, or to the first team to reach a certain milestone.
8. Always welcome new walkers.

Review the contents of this kit to see what materials you may want to use. If you have any questions, contact Fallon's Health Promotions Department at [Health.Promotions@fallonhealth.org](mailto:Health.Promotions@fallonhealth.org).