

WALK

there today

WALK WEEK



WORKPLACE
WALKING EVENT
INFORMATION KIT

www.dpi.wa.gov.au/walking



Department for Planning
and Infrastructure
Department of Sport and Recreation
Department of Education and Training



What is Walk Week?

Walk Week is a week of state-wide activities and events promoting walking. Last year saw more than 43,000 people involved in over 300 school, community and workplace walking events. These ranged from 'walk to school' days and pedometer challenges, to local neighbourhood walks and workplace walks followed by breakfasts and BBQs.

Walk Week encourages Western Australians to be active by walking for transport, health, recreation and the environment. Regular walking improves health and well being, helps reduce traffic congestion and pollution and is a great way to get to know your colleagues or local community.

Walking is an accessible and low cost way to be active. Many of us can find opportunities every day to walk short trips—walk to public transport, work, school, the local park and shop.

Walk Week 3 – 9 November 2008 brings the release of the new and improved *Walk There Today Walking Guide 2008–2009*, a free and accessible resource including information about the benefits of walking, WA's Top 10 Walks, suggestions on how to fit more walking into your day, walking group contacts across WA and lots more!

Walk Week is coordinated by the Heart Foundation in partnership with the Departments for Planning and Infrastructure, Education and Training, Sport and Recreation and Main Roads WA.

For more information or to register your walk event visit
www.dpi.wa.gov.au/walking

Organising Your Walk Week Event

It's easy to get involved in Walk Week 2008. Here are five simple steps;

1. Decide how you are going to get involved

There are many activities you could organise as part of *Walk Week*. Create your event with the help of our 'Workplace Walking Event Ideas' on page 4.

2. Register your event

Register your walk event online by **Friday 3 October** at www.dpi.wa.gov.au/walking .

3. Start planning

Start thinking about what you need to do to get your walk event off the ground. Have a look at our checklist and start organising your event!

4. Promote your event

For help with promoting your walk event, take a look at 'Promoting Your Event' on page 6. You may want to send a media release to your local paper to increase the profile of your event.

5. Tell us how your event went

Fill out the Workplace Event Feedback Form to help us evaluate the success of *Walk Week*! You may even win a prize for returning your Form.

For further information about *Walk Week* please contact the Heart Foundation on 9388 5953 or visit www.dpi.wa.gov.au/walking .

Workplace Walking Event Ideas

Here is a list of event ideas that staff in your workplace could participate in during *Walk Week*:

- Organise a healthy 'walk to work' breakfast.
- Go for a lunch time walk with colleagues to a café or park. It's an opportunity to socialise with workmates and find thirty minutes of physical activity.
- Link up with other workplaces close by and organise a joint walking event.
- Encourage employees to walk to meetings or to deliver messages around the workplace or nearby.
- End your day with an energising walk around your workplace neighbourhood.
- Hold an information seminar and display on active transport. Please contact the DPI Walking Unit on 9216 8447 if you'd like a presentation on walking.
- Host a walking challenge at your workplace. Go to www.dpi.wa.gov.au/walking for workplace walking challenge resources, including personal tally sheets, score sheets, newsletter templates and certificates.
- Organise a pedometer challenge in the workplace.

Make your walk fun! Try...

- Being creative with a theme e.g. everyone wear their football team's colours.
- Offering prizes to walkers who participate.
- A treasure hunt around the local area.
- An 'Amazing Race' style walk event.
- Distributing awards or certificates to walkers.
- Walking to a nearby park and playing soccer.

Link your walk with another event. Try using your event to launch...

- A workplace health and wellbeing initiative.
- A workplace health and activity information day.
- A come and try activity day.
- A workplace pedometer challenge or 10,000 Steps program.
- A green transport plan for your organisation. For information contact Department for Planning and Infrastructure Walking Unit on 9216 8447.

Checklist for Walk Event

Things to consider...

Pre Event

- Appoint a coordinator or group of people to coordinate the event.
- Send a media release to your local paper to raise the profile of your event.
- Invite staff to participate via email and the intranet.
- Promote the event using event poster and flyers provided.
- Source prizes to distribute to walkers.
- Ensure your event is safe by choosing a safe route for the walk and encourage staff to use sun protection
- Consider inviting a special guest or VIP to lead or attend the walk? (e.g. CEO of the company)
- Consider setting up a health information stand on the day.

Event Day

- Remember to acknowledge *Walk There Today* and *Walk Week* in speeches and introductions.
- Distribute Walk Week merchandise and Walking Guides provided.
- Take photos

Post Event

- Return the event evaluation/feedback form to the Heart Foundation for your chance to **Win a Walk Week Prize Pack**.
- Send copies of any media/photos relating to your event to the Heart Foundation's Walk Week Project Officer Anna.Sheppard@heartfoundation.org.au

Promoting Your Walk Event

Remember to place *Walk Week* posters for your event with the date, time, location and duration of the walk in prominent locations around your workplace!

You could also:

- Post information on your website or intranet.
- Circulate information electronically to colleagues via email.
- Include information in a newsletter.

Visit www.dpi.wa.gov/walking to download this document in Word format.

Sample Promotional Article for Use Before the Event

Each year in Perth, more than 90 million private car trips of less than one kilometre are made.

A one kilometre car trip generates 300g of carbon dioxide which means these 90 million short car trips are generating about 27 million kilograms of carbon dioxide into our environment each year. That's enough carbon dioxide to fill about 27 million large family fridges.

This year **<workplace name>** is proudly supporting **Walk Week 3 – 9 November 2008** by holding a Workplace Walking Event on the **<day>** November 2008 at **<time and location of event>**. **Walk Week** encourages Western Australians to walk for transport, health, recreation and the environment.

All staff members are invited and encouraged to show their support for this event by participating in the walk. Walking is a great way to improve fitness and health and can reduce the risk of developing heart disease, stroke, diabetes and some cancers. Walking is also a low cost mode of transport that helps our environment by reducing traffic congestion and pollution.

Entry for this event is FREE so come along for a great social walk with all your work mates. You can have fun and be active at the same time! All participants can enter into a draw to win **giveaways** including caps and water bottles.

For more information please contact: **<workplace event coordinator name>**

Sample Promotional Article for Use After the Event

Congratulations to staff who participated in the *Walk Week* Workplace Walking Event on <day> November 2008. A total of **<number of walkers>** were involved in this event to raise awareness about the benefits of walking.

Walking is an inexpensive form of physical activity and is a great investment for your health. You can include walking as part of your day by walking to work or the local bus stop, park or shop. Walking with a workmate at lunchtime can make exercise a great social activity. Why not walk to your favourite café together and have a healthy lunch?

Remember to keep on walking! It's free, better for our environment and keeps us fit and healthy.

Media Release Template

<date>

WALKING A WINNER ALL ROUND

Each year in Perth, more than 90 million private car trips of less than one kilometre are made. A one kilometre car trip generates 300g of carbon dioxide and these short car trips generate about 27 million kilograms of carbon dioxide into our environment each year.

That's enough carbon dioxide to fill about 27 million large family fridges.

But there is a way you can help reduce this load on the environment and enjoy a number of health and other benefits. How? Start walking!

<Workplace> employees will be among more than 40,000 West Australians participating in walking events held in and around *Walk Week* 3 – 9 November 2008.

Walk Week encourages all Western Australians to enjoy the health, transport and environmental benefits of walking. Walking to work, the bus stop, the local shops or park can help you find the 30 minutes of physical activity that you need each day for good health and at the same time help to reduce our impact on the environment by reducing car emissions.

“Walking is the most popular way for West Australians of most ages and abilities, to be active. Only about half of us are active enough to benefit our health” (WA Adult Physical Activity Survey, 2006).

Staff who walk to work are more productive, have less sick days and have improved fitness. These are great benefits for the individual and the workplace.

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(Workplace Spokesperson) said “<Workplace Name> is organising a Workplace Walking Event <include your event details>. For more details please contact <name>, <position>, <phone number>.

Photo Opportunity Details:

Who: <Contact person at your Workplace>

Where: <Location for best photograph>

When: <Best time for photograph of participants>

Sample Newsletter or Email Template

Workplace Event Feedback Form

For a chance to **WIN A PRIZE PACK** please complete the information below and return with promotional information to the Heart Foundation by Friday 14 November 2008:

Fax: (08) 9388 3383 *Walk Week* Project

Name: _____ Organisation: _____

1. Briefly describe your workplace walking event.

2. Approximately how many people participated in your event? _____

3. Is this the first time you have held an event for *Walk Week*?

5. How did you promote your event? (tick those that apply)

- Posters
- Pamphlets/brochure/flyers
- Display in workplace
- Newsletter (please attach copy)
- Community newspaper (please attach copy)
- Workplace events calendar
- Intranet
- Email
- Website
- At another event
- Word of mouth
- Other _____

6. Do you have any comments/feedback regarding *Walk Week* and this resource kit?

Thank you for your participation in Walk Week 2008!