Monday Mile Starter Kit

All You Need to Start a Monday Mile in Your Workplace, School or Community.
Walking a Monday Mile with friends, family, and co-workers is a fun way to jump start your week with a healthy dose of physical activity. The CDC recommends 150 minutes of exercise per week for adults and with a Monday Mile you’re well on your way to fulfilling that commitment. Not only will you get the health benefits of walking, you’ll also get to enjoy a little socializing.

The Monday Mile is part of Move It Monday, an international campaign which encourages people of all fitness levels to get moving each week starting on Monday.

**Why Monday?**

Our research shows that people who start their week with exercise are more likely to keep exercising throughout the week. And since exercise can boost your mood and increase brain power, why not start the week off right?
What You Will Find In This Toolkit:

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3. Samples of Email and Social Media Posts - p. 7
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First Steps to Getting a Monday Mile Going

Decide if you want to offer the Monday Mile to members only or include the wider community.

Choose an initial walking route, a time and a meeting place, such as the front desk.

Invite People to Join You! Promote your walk via local or campus media, email, and/or social media. If applicable, print fliers and post them at your office or campus.

Encourage people to mix - the social aspect is part of the fun.
Monday Mile at Work

Walk with a Boss
Invite company leaders to join the walk or lead it. Their participation reinforces this is time well spent.

Make it a Walking Meeting
Instead of sitting inject new energy and enthusiasm by having a walking meeting.

Walk Together, Work Better Together
Invite departments to join together and head out for a walk as a group.

Start a Walking Club
Set a goal for total miles walked.
Monday Mile on Campus

Walk with the Professor
Invite a professor to lead a walk. Encourage faculty, staff, and students to mix on the walk.

Make the Walk a Campus Tour
Plan a Monday Mile route which includes historical spots or quirky points of interest that your walkers might enjoy.

Get Your Dorm Walking
Gather in a common area and set off together. Challenge other dorms to see who walks more miles.

Give People a Sign
Syracuse University, where the Monday Mile has flourished, now has permanent signs marking routes. That takes time, but in the interim do what they’ve done at Johns Hopkins – paint the sidewalk with little feet.

Walk with the Quarterback
Get school athletes to lead the walks. Make it part of a rally to support the team.
Walk with the Mayor
Recruit local leaders, like your city mayor, to lead a weekly walk with the public.

Map a Cultural Mile
Choose a route that focuses on the cultural institutions or points of interest in your community. Be creative and plan routes inside museums as well as outside.

Design a Downtown Loop
Support local businesses by walking downtown. Link up with a restaurant or retailer to help promote the walk or sponsor it.

Partner with Parks
Nothing’s more beautiful than walking a Monday Mile around a lake or among trees.

Reach out to Seniors
Create a route that starts at a senior center.

Start a School Mile
Parents and kids can start the week walking to school together.
Email

Hi All,

It’s Monday and time to walk the Monday Mile! Let’s get together at TIME and LOCATION near the elevators and enjoy the fabulous weather. Curious where we’re headed? Check out our route on the map below:

From,
Your Leader

Twitter Posts (Use #MondayMile)

1. Exercise can be as simple as walking. Join me this week for a #MondayMile.

2. How are you getting active tomorrow? Try a #MondayMile walk! It’s refreshing and a great way to socialize.

3. Make exercise a fun event by inviting friends, co-workers and family along for a #MondayMile walk.

4. Meet up and walk a mile this Monday with us at X time and X place. #MondayMile

Facebook Posts (Use #MondayMile)

Let’s get together today at 12pm at the front of the building for a Monday Mile. I’m your leader today and we’re walking downtown and back. Walking is an excellent way to manage stress. Join us for a Monday Mile today at 3pm starting from the cafeteria. Burn off some steam and get social during a Monday Mile walk today. Join our CEO and let’s take a walk around the block. #MondayMile
Using RouteBuilder.org

1. Enter the full address of your starting point underneath ‘Enter a Starting Location’ on the right hand side.

2. Zoom in on the exact place you’d like to begin your route, proceed to left click on the starting point of your route.

3. The green marker is the starting point. Continue left clicking on each turn to begin drawing a route.

4. Once you’ve marked the route, click ‘Save Route’ on the right hand side.

5. Underneath ‘Save Route’ a link will appear. Click on the link to open your route. Right click on the URL to copy and share.

6. (Optional) Take a screen shot of your route, save the graphic to your computer, and insert it into your promotional email.

MapMyWalk App

MapMyWalk is a fitness tracking application that enables you to use the built-in GPS of your mobile device to track all of your fitness activities. Record your workout details, including duration, distance, pace, speed, elevation, calories burned, and route traveled on an interactive map.

You can even effortlessly save and upload your workout data to MapMyWalk where you can view your route workout data, and comprehensive workout history.
Graphic Assets

Here are some graphic assets you can use to publicize your Monday Mile and encourage people as they walk. Feel free to add your company logo or otherwise alter them as you see fit.

Download graphics here: moveitmonday.org/mondaymile
How to Join the National Movement

moveitmonday.org

facebook.com/LetsMoveItMonday

twitter.com/moveitmonday

youtube.com/MoveItMonday

pinterest.com/moveitmonday

instagram.com/moveitmonday

Other Resources

Let’s Move
letsmove.gov

Centers for Disease Control – Physical Activity:
cdc.gov/physicalactivity

CDC Steps to Wellness (2008)
Why Offer Walking?

Walking is one of the lowest barrier entry points to starting a physically active lifestyle, and research has shown that walking can have positive physical and mental health benefits. Offering accessible, low barrier options like walking can be a good way to reach out to members of your local community, some of whom may be intimidated by health clubs. Opening the Monday Mile to non-members can give them a chance to see your club and interact with your members, making it feel less intimidating. It may give them a chance to see the great work your club does, and place a higher value on belonging there.

However, opening the Monday Mile to non-members is not the only benefit. Among existing members, it’s a good way to promote socializing and a sense of community, which can help with retention. It can provide an easy way for a newer or older member to meet new people at the club, and for prospective members it highlights your club as a place that values its community of members.
Why Offer Walking?

**Control Weight**

In combination with a healthy diet, physical activity is critical to controlling weight. The CDC recommends that adults get approximately 150 minutes of moderate-intensity aerobic activity each week in order to maintain your weight. This includes walking briskly (about a 15-minute mile).²

**Reduce Stress, Anxiety, and Depression**

Regular physical activity has been linked to many mental health benefits such as reduced stress, anxiety, and depression.³ This may be because exercise increases your body’s production of “feel good” chemicals (i.e. serotonin, dopamine, endorphins) that improve mood and increase motivation.⁴

**Increase Brain Power**

Studies show that exercise can help increase mental capacities.⁵ In studies of college students, those who exercised on a regular basis had higher grades and GPAs than those who were sedentary.⁶

**Reduce the Risk of Early Death**

A brisk, 20-minute walk each day reduces the risk of early death by 16-30% in both men and women.⁷

**Reduce the Risk of Type 2 Diabetes**

Research demonstrates that around 150 minutes a week of moderate intensity physical activity, such as brisk walking⁸, can reduce the risk of type 2 diabetes.⁹

**Reduce the Risk of Some Cancers**

Meeting the CDC physical activity guidelines can lower your risk of colon¹⁰, breast¹¹, endometrial¹², and lung¹³ cancer. It has also been shown to help improve the quality of life for cancer survivors.
Monday has a special significance in our culture as the beginning of the week. It’s the day people are most open to starting or recommitting to healthy behaviors, like walking. What’s more, since Monday comes around every seven days, Monday health messages can be sustained year-round. Research conducted by Johns Hopkins Bloomberg School of Public Health and The Monday Campaigns found that:

**People are “open to buy” health on Monday.** They’re more likely to start diets, exercise regimens, quit smoking, and schedule doctor’s appointments on Monday than any other day. This “Monday surge” can be seen in gym attendance, calls to tobacco quit lines, and health-related Google searches.*

**People go to the gym more on Monday** than later in the week. Unpublished data looking at 2012 gym check-ins showed that more people used the gym facilities at the beginning of the week than at the end of the week.

**Exercising on Monday encourages** more exercise through the rest of the week. People report that they are likely to exercise more frequently throughout the rest of the week if they jump start their week with exercise. In a 2014 national survey, 76% of people either agreed (or strongly agreed) that Monday exercise would help them exercise throughout the rest of the week.*

*References can be found on the “Research” page of TMC website.
The Monday Mile:
in Syracuse

A Case Study

The Monday Mile is about walking your way to better health and the story of its success in Syracuse is a compelling one for those wanting to improve public health.

To date there are 17 Monday Mile routes across the city of Syracuse and Onondaga County ranging from downtown to campus neighborhoods to parks with signs guiding and inspiring walkers. For the last two years, Healthy Monday Syracuse and SU’s Recreation Department have sponsored ‘Walktober,’ a month-long walking initiative encouraging teams and individuals to stay active by walking the Monday Mile. In October of 2014, over 550 people registered and walked more than 45,000 miles. Other programs in Spring and Summer feature guest speakers and coaches who teach groups about mindful walking, correct posture, and helpful breathing techniques.

It all began with Healthy Monday, the campaign for a collection of national public health initiatives that encourage healthy behavior to help reduce chronic, preventable diseases. Healthy Monday founder and Syracuse alum Sid Lerner planted the seeds for Healthy Monday Syracuse and The Monday Mile grew out of that.

Rebecca Bostwick, program director for the Lerner Center, recalls the Healthy Monday Syracuse team brainstorming about The Monday Mile in April of 2012. That led to Syracuse students and staff designing signage that could mark routes and encourage walkers. The team then worked with the offices of the mayor and county executives, as well as city and county parks, SUNY Upstate and Syracuse University to get signs posted along ten 1-mile routes. Dr. Tom Dennison, Director of the Lerner Center and key advocate for The Monday Mile program summed up the important role signs played. “By creating literal stakes in the ground, we are creating an environment that supports movement and being active.”

In addition to the signs, another key to the program’s success was gathering support from a broad coalition of city and county officials, university staff, hospital administrators, and the business community. Syracuse Mayor Stephanie Miner and Onondaga County Executive Joanie Mahoney issued a joint proclamation declaring Monday September 10th, 2012, Move it Monday Day. They presented the proclamation in front of the trail that begins at City Hall, and joined in an inaugural walk with a crowd of supporters.
The geographic diversity of the routes also played a role in the program’s popularity. The downtown route is great for people wanting to take a break from work and for downtown residents, while the university loop gets students and staff to participate. A loop on Syracuse’s north side helped launch a Monday Mile walking club at St Joseph’s Hospital Health Center as part of their employee wellness program. And the county park loops encourage people to come to the parks and motivate those already there to get more exercise. Park loops have become so popular that Monday Mile pavement markers were installed in Onondaga Lake Park alongside additional trail signage. The markers preserve the natural aesthetic of the park while encouraging walkers, runners, bikers and rollers to follow the Monday Mile route.

In 2014, a new route was introduced that bridged Upstate Hospital and Van Duyn Center for Rehabilitation and Nursing. Partners at both institutions demonstrated their dedication by braving some of the coldest, snowiest days of winter to assist with planning the route and sign placement in preparation for the springtime sign installation and launch. As part of their Upstate’s Pathways to Wellness program, employees are eligible to receive a pin of recognition when they complete a number of Monday Mile walks.

Community organizations in Syracuse are also utilizing the Monday Mile as part of their wellness programming. Syracuse Healthy Start is a program of the Onondaga County Health Department focused on supporting healthy moms and babies and encouraging families to be active together. Interest is spreading to neighboring communities with the Village of Manlius incorporating the Monday Mile into their programming. The increased foot traffic is also good for business. Last April Syracuse University’s Connective Corridor sponsored a ‘Green Streets, Local Eats’ event in celebration of Spring with four simultaneous Monday Mile walks.

Perhaps the most basic reason for the success of The Monday Mile can be found right in its name. Research has shown that Monday is the day of the week people are most ‘open to buy’ when it comes to health. And, as County Executive Joanie Mahoney says, “The mile distance is long enough to provide health benefits and short enough that it should be easy for almost everyone to participate.”

In the summer of 2015, in collaboration with Syracuse City Parks, Onondaga County parks, and the Fitness Inclusion Network, Healthy Monday Syracuse rolled out the Monday Mile Parks Passport program to encourage the community to visit the city and county parks to walk the Monday Mile and have a chance to earn prizes for completing different routes. Participants established their walking goal and chose which routes they wish to walk. Group walks were held weekly throughout the summer in various parks.

Go to healthymonday.syr.edu to see the latest news. Keep up the good walk, Syracuse!
10 STRETCHING TIPS

1. Warm up muscles before stretching by walking or doing other gentle movements.

2. Start slow and stretch gently. Never stretch to the point of pain.

3. Breathe slowly and rhythmically as you stretch.

4. Use proper posture when stretching.

5. Slowly increase your stretch as you feel your muscles relax. Don’t bounce.

6. Hold each stretch for 20 to 30 seconds.

7. Try stretching while talking on the phone, reading email or doing chores.

8. Stretch with a buddy. Use each other for resistance, but be gentle.

9. Set reminders to stretch. Use your online calendar or watch alarm.

10. Keep a copy of these stretching tips handy.

MOVE IT MONDAY! Time to move!
Monday Mile
START
MOVE IT MONDAY!
Half Way! Keep it Up!

MOVE IT MONDAY!
Monday Mile
FINISH
References

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