

Hit the Ground Walking

**A package to start
every week on the right foot**



Walking is one of the simplest physical activities a person can do to improve their health. This 12-week package is designed to support the health-related goals of your organization, community, or workplace by encouraging the adoption of regular participation in a Monday Mile to start off each week.

By using this walking series, your audience will become accustomed to incorporating walking into their weekly routines. Our research shows that people who start a healthy activity on Monday describe a higher likelihood of continuing that activity for the rest of the week.¹

Why this Behavior is Important

Walking is an accessible and effective exercise that can help people of all ages and fitness levels ease their way into physical activity. [Research](#) shows that even low-impact movements, such as walking, can help prevent future injury, support a healthy weight, regulate blood sugar, and reduce the risk of developing type 2 diabetes and certain cancers.

What is Included in this Package

The following package includes 12 visual assets with links to supplementary articles and actionable practices designed to making walking easier, safer, and more accessible to individuals of all fitness levels. Each informational article outlines the specific details and benefits of each practice.

How to Use the Contents of this Package

Use this package to promote a Monday Mile program in your organization, community, or workplace. The assets are designed to be shared through a variety of different digital and print communication channels. The graphics and URL can be cut-and-paste into digital messaging such as email, company website, or social media feeds, or printed out for signage and bulletin boards; just remember to include the URL for users to access additional information. We recommend using Monday as the day to send out these weekly cues because research shows individuals are more likely to adopt healthy habits towards the beginning of the week.

¹ Data Decisions Group, 2019. 1,000 online survey respondents.

Week 1

Walking unlocks a treasure trove of benefits.
A daily stroll can lower blood pressure, burn calories, regulate blood sugar, and ease joint pain.



#MoveItMonday MoveItMonday.org **MOVE IT MONDAY!**

Week 2

On your mark, get set, walk!
All you need to start is a reachable goal and a good pair of walking shoes.



#MoveItMonday MoveItMonday.org **MOVE IT MONDAY!**

Week 3

Think you can walk the walk?
Proper form can improve your pace and reduce your risk of injury.



#MoveItMonday MoveItMonday.org **MOVE IT MONDAY!**

Week 4

Talk the talk while you walk the walk.
Walking with a partner keeps you focused and motivated.



#MoveItMonday MoveItMonday.org **MOVE IT MONDAY!**

Week 5

Walk Around the Clock
You can sleep in or shape up.



#MoveItMonday MoveItMonday.org **MOVE IT MONDAY!**

Week 6

The only motivation you need to get moving on Monday has four legs and bad breath.



#MoveItMonday MoveItMonday.org **MOVE IT MONDAY!**

Week 7

IT'S ALWAYS WALKING WEATHER SOMEWHERE
And if it's not outside, take it inside this Monday.



#MoveItMonday MoveItMonday.org **MOVE IT MONDAY!**

Week 8

Walk Around the Clock: Evening.
Walk to wind down.



#MoveItMonday MoveItMonday.org **MOVE IT MONDAY!**

Week 9

THIS MONDAY, GET FIT WHILE GIVING BACK.
Doing good makes you feel good.



#MoveItMonday MoveItMonday.org **MOVE IT MONDAY!**

Week 10

WRITE YOUR OWN SUCCESS STORY
Keep a fitness journal to document your progress.



#MoveItMonday MoveItMonday.org **MOVE IT MONDAY!**

Week 11

Fitting in a walk is as easy as finding a bad parking spot.
Make any errand an opportunity to get in extra steps.



#MoveItMonday MoveItMonday.org **MOVE IT MONDAY!**

Week 12

THIS MONDAY, WHIP UP A DELICIOUS AND HEALTHY CELEBRATION!
Reward yourself for a year of physical activity and fitness challenges!



#MoveItMonday MoveItMonday.org **MOVE IT MONDAY!**

Preparation:

What Needs to be Done Before the Start of Your Program

Before implementing the program, you'll want to do some preparation to ensure that the goals and objectives you set are realistic and achievable. Below is a brief outline of key steps to get ready.

- Get buy-in from your leadership. Talk to the head of your company and explain the benefits of the program.
- Recruit ambassadors. Identify people in your organization who are strong advocates and will drive the program and engage the staff. You can often find these people among those who are already participating in healthy activities.
- Conduct pre-surveys and prepare post-surveys. Create questions that will both gauge where your

organization is currently (health-wise) and can assess the progress at the end of the program. Assign a budget (if needed). Calculate if there are expenses with rolling out the program effectively (I.E. cost of printing materials to be handed out, cost of the kick-off breakfast or lunch).

- Compile an email list of participants. Gather addresses of everyone participating in the program so they may be reached via email.
- Become familiar with materials of 12-week program modules (both Phase I and II). Review the materials from the program, and make adjustments based on your organization's needs. Feel free to contact us with any questions.
- How would you rate your current health and wellness programming? Be honest. It's important to know where you are now and what will indicate success before starting a program. Are you hoping to increase physical activity? Improve knowledge about the benefits of eating more plant-forward meals? Are you hoping to reduce the number of smokers in your participant group? Set clear goals so you know what is succeeding, what you may want to improve, and any new measures you may want to develop.

Getting the message out

Program Delivery

Once your organization has designed a Healthy Monday program, whether with The Healthy Monday team or independently, try to keep each Monday message across all your communication channels uniform each week. Delivering the message through different media is always a good tactic for maximizing the effectiveness of your program.

While not all work sites have control over all channels, it is important to align whatever channels you can to support the weekly messaging.

Below is an outline of some possible messaging channels that can be used to create awareness for the program at your organization. **The first five channels** below are what we recommend as the acceptable minimum to measure some impact. In order to see results similar to what the pilot program at Columbia University Irving Medical Center achieved, we recommend doing all of the items listed. If all of the channels listed can't be implemented, we recommend you base your goals on what you can realistically deliver. If you can only deliver messages through one or two channels, it's important to adjust expectations.

1. **Email blast** – Each Monday morning at 6:30 a.m., the program manager or department representative will send the weekly Healthy Monday practice out to staff.
2. **Printed banners** – It is recommended that banners featuring the Health Monday logo and program name be displayed internally.
3. **Website** – You can either add new pages onto your organization's current website or simply point to existing webpages on the Healthy Monday websites to share information about the program.
4. **Visuals** – Poster graphics can be downloaded from our website, then printed to post around the work area.
5. **Bulletin/whiteboard board** – Affirmations, as well as the schedule of lectures or experiential mini-workshops, should be posted in the work space.

THIS MONDAY I'M GONNA
SMILE ALL DAY.
IT'LL DRIVE PEOPLE CRAZY!



HAPPY NEW WEEK!

DE STRESS
MONDAY

- **Video monitor** – If your organization has monitors, videos that create program awareness may be played on them. If videos can't be played on your in-house monitors, still images may be displayed. Both of these options should be coordinated with the email blast.
- **Positive intentions signs** – These can be placed throughout the work space. They can be changed each week to correspond with the weekly message.
- **Weekly lecture or experiential mini-workshops** – Hosting talks and workshops that coincide with each Healthy Monday topic has shown to greatly increase success of the program. It is best when these are provided by experts.
- **Social media messaging** – A quick note on any social media channel can quickly and simply announce your participation in the program, as well as announce the weekly theme.
- **Stickers** – The Healthy Monday team has stickers that support the program for your organization to print and give out.

What You can Do Next:

How to Keep Healthy Monday Going After the First 24 Weeks

For starters, make sure you subscribe to all The Monday Campaigns e-newsletters, and visit our websites every week to download Monday-focused material that addresses your organization's needs.

mondaycampaigns.org/subscriptions

You can forward content from our emails or social media to your group every week, or dig into our websites to hand-pick the material that supports your health goals.

Meatless Monday:

facebook.com/MeatlessMonday

twitter.com/meatlessmonday

instagram.com/meatlessmonday

pinterest.com/meatlessmonday

Move it Monday:

facebook.com/LetsMoveItMonday

twitter.com/moveitmonday

instagram.com/moveitmonday

pinterest.com/moveitmonday

Destress Monday:

facebook.com/DeStressMonday

twitter.com/destressmonday

instagram.com/destressmonday

pinterest.com/DeStressMonday

MOVE IT MONDAY!

Quit and Stay Quit Monday:

facebook.com/QuitMonday

twitter.com/quitmonday

instagram.com/quitmonday

pinterest.com/quitmonday

Teach Kids to Cook Monday:

facebook.com/KidsCookMonday

twitter.com/kidscookmonday

instagram.com/kidscookmonday

pinterest.com/kidscookmonday

Need more guidance on how to create a Healthy Monday program for your organization?

- By email: info@mondaycampaigns.org
- Fill out a form on our website: mondaycampaigns.org/contact-us-organization

These materials are designed for informational purposes only. Always seek the advice of a qualified health professional before making changes to your current diet, exercise or health regimen.