

WORKFORCE HEALTH | RESOURCES

Walking for workforce health toolkit





People who spend more time

→ **sitting** ←

increase their cardiovascular problem risk by

147%

and their diabetes risk by 112%*

*Wilmot et al., *Diabetologia*, August 14, 2012.

Welcome to your walking program toolkit

Starting a walking program at your business can help reduce the impact of inactivity on your bottom line. And with this customizable toolkit, creating a walk-friendly workspace is easier than you think. The kit is packed with the resources you need to get your employees moving and run an effective program. There's no special equipment required, and it's easy on your budget.



Promotional materials – posters, fliers, email templates, and more – to engage your employees



Surveys to gauge employee interest and measure progress



Wellness committee toolkit to help you form your own wellness committee



Goal-setting worksheet to help you make a specific, measurable plan

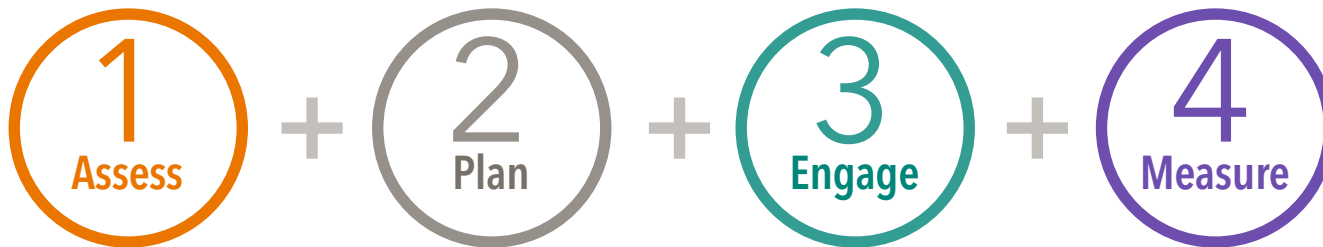


Walking tracker to encourage employees to keep up with their efforts



✓ Take the first step

Maximize your program's impact with this hands-on guide. It's easy to follow and designed to be custom-fit for your business. You simply check off each step after you complete it – and add your own notes – as the toolkit walks you through the four basic steps of a successful program.



Assess – Use data to learn where your company stands on workforce health.

Plan – Set goals, schedule events and activities, and develop a communications strategy.

Engage – Launch and promote the program to your workforce.

Measure – Evaluate your program's success and set future goals.



① Assess

| Steps | What to do | Tools and resources | Notes |
|--|--|---|-------|
| <ul style="list-style-type: none"> ○ Get leadership endorsement | <ul style="list-style-type: none"> ○ Present a business case to your leadership team that focuses on the benefits of exercise and walking. | <ul style="list-style-type: none"> • Build a case for workforce health shows how to engage leadership with facts and figures. • Physical inactivity cost calculator shows how much inactivity costs your company. | |
| | <ul style="list-style-type: none"> ○ Get your company recognized for healthy activities. | <ul style="list-style-type: none"> • Apply for the American Heart Association's Fit-Friendly Worksites program. | |
| | <ul style="list-style-type: none"> ○ Have your leadership demonstrate their commitment to your company's walking program. ○ Ask leaders to host leadership walks. ○ Ask leadership to support and implement environmental changes like unlocking stairwells and allowing time for walking breaks. | <ul style="list-style-type: none"> • The value of a walking meeting. <div data-bbox="1073 1027 1587 1179" style="border: 2px solid orange; padding: 10px; margin-top: 20px;"> <p>TIP Learn how to make meetings healthier with the healthy meetings guide.</p> </div> | |



① Assess

| Steps | What to do | Tools and resources | Notes |
|---------------------------------------|---|--|-------|
| <p>○ Gather baseline company data</p> | <p>○ Survey your employees on their interest in a walking program.</p> | <ul style="list-style-type: none"> • Gauge readiness and measure results with our employee interest survey on walking. • Create your own free surveys with SurveyMonkey or Google. • For more ideas, see our employee interest survey on workforce health. <div data-bbox="1050 682 1564 828" style="border: 1px solid orange; padding: 5px;"> <p>TIP To generate more responses, keep surveys brief and limit open-ended questions.</p> </div> | |
| | <p>○ Take a look at your facility to see if it's set up to make walking easy for employees.</p> | <ul style="list-style-type: none"> • Assess the walkability of your workplace with this worksites walkability audit. <div data-bbox="1039 950 1549 1063" style="border: 1px solid orange; padding: 5px;"> <p>TIP Promote taking the stairs using the StairWELL online toolkit.</p> </div> <div data-bbox="1039 1079 1549 1193" style="border: 1px solid orange; padding: 5px;"> <p>TIP Map out and share potential walking routes at your location.</p> </div> <div data-bbox="1039 1209 1549 1356" style="border: 1px solid orange; padding: 5px;"> <p>TIP Encourage employees to walk, bike, or take public transportation to work.</p> </div> | |



② Plan

| Steps | What to do | Tools and resources | Notes |
|--|---|---|-------|
| <ul style="list-style-type: none"> ○ Form a wellness committee to manage your program | <ul style="list-style-type: none"> ○ Identify walking ambassadors among leadership, in different departments, and on different campuses to serve as walking program advocates. <div data-bbox="625 618 1129 727" style="border: 1px solid orange; padding: 5px;"> <p>TIP Get your employees engaged by putting them in charge!</p> </div> | <ul style="list-style-type: none"> • Wellness committee toolkit • Healthy meetings guide | |
| <ul style="list-style-type: none"> ○ Create your program | <ul style="list-style-type: none"> ○ Decide on a program name. ○ Based on your survey results, set goals to support your employees in walking 30 minutes a day, five days a week. For example: <ul style="list-style-type: none"> • implement walking meetings • start a lunchtime walking group • create a walking challenge ○ Set benchmarks to measure your success: <ul style="list-style-type: none"> • walking group formation • number of participants • time spent walking per week <div data-bbox="632 1349 1167 1458" style="border: 1px solid orange; padding: 5px;"> <p>TIP Keep your goals easy to achieve so employees stay motivated.</p> </div> | <ul style="list-style-type: none"> • Get program inspiration with Every Body Walk! • Use this goal-setting worksheet to set your program goals. • Start walking clubs with help from the American Heart Association Walking Club or use this guide to establishing worksite walking clubs. • Establish and promote walking paths around or near your workplace with signs and route maps. | |



② Plan

| Steps | What to do | Tools and resources | Notes |
|--|---|---|-------|
| <ul style="list-style-type: none"> ○ Plan your promotional strategy | <ul style="list-style-type: none"> ○ Plan fun activities like: <ul style="list-style-type: none"> • program kickoff event • Walk with a Friend Day • Take the Stairs Thursday • Walk to Lunch Wednesday ○ Create a communications plan to spread the word. ○ Create a calendar of events to solidify your plan. <div data-bbox="630 844 1192 1010" style="border: 2px solid orange; padding: 5px; margin-top: 10px;"> <p>TIP Tap into your existing communications channels – newsletters, leadership emails, company intranet, break rooms, etc.</p> </div> | <ul style="list-style-type: none"> • Walking program promotional materials • Check out our monthly health topics. • Align with national health observance days. • Five tips to communicate workplace wellness • Getting results-based wellness communications right | |
| <ul style="list-style-type: none"> ○ Prepare to track progress | <ul style="list-style-type: none"> ○ Give employees tools to track their walking efforts. | <ul style="list-style-type: none"> • Monthly walking log • Daily walking journal • Every Body Walk! mobile app • Map My Walk mobile app | |



Diabetes and cardiovascular health issues are linked to increased absenteeism, lower productivity, and higher health expenses.

With the average person sitting between 7 and 9.5 hours a day,



most of that time at work, it's clear that encouraging physical activity could be your key to improved workforce health – and lower overall costs.*

*Hellmich, USAToday.com, November 3, 2011.



③ Engage

| Steps | What to do | Tools and resources | Notes |
|--|---|---|-------|
| <ul style="list-style-type: none"> ○ Kick off your program | <ul style="list-style-type: none"> ○ Host a fun event to launch your program, create some buzz, and engage your employees. Some ideas to consider: <ul style="list-style-type: none"> • video screenings • worksite walkathon • walking program sign-ups and pledges | <ul style="list-style-type: none"> • Every Body Walk! documentary • Every Body Walk! videos • Participation pledge form • Enroll in exercise classes offered at Kaiser Permanente medical facilities.* <div data-bbox="1079 703 1610 850" style="border: 2px solid orange; padding: 5px; margin-top: 10px;"> <p>TIP Consider launching your program on National Walking Day.</p> </div> | |
| <ul style="list-style-type: none"> ○ Get your employees motivated | <ul style="list-style-type: none"> ○ Post promotional materials. ○ Circulate educational material. ○ Have leadership send encouraging messages. ○ Schedule leadership walks with executive/management sponsors. | <ul style="list-style-type: none"> • Walking program promotional materials • Anatomy of walking infographic • Health benefits of walking infographic • Tips on how to walk for your health • Advice on how to get moving, keep moving | |

* Not all classes are available at all Kaiser Permanente medical facilities or in all regions. Check your nearest facility for class lists. Select classes are open only to Kaiser Permanente members, but others may be offered to nonmembers for a fee.



③ Engage

| Steps | What to do | Tools and resources | Notes |
|---|--|---|-------|
| <ul style="list-style-type: none"> ○ Keep the momentum going | <ul style="list-style-type: none"> ○ Profile walking program participation in your company communications – individuals, walking clubs, and success stories. ○ Reward participants for meeting program milestones. | <div style="border: 2px solid orange; padding: 10px;"> <p>TIP Here are a few ideas for recognizing your employees or giving them incentives. Choose the ones that fit your budget:</p> <ul style="list-style-type: none"> • gift cards, prizes, or merchandise • group awards or celebrations for hitting targets • posting photos of participants around the office • acknowledging accomplishments at meetings or in a company newsletter </div> | |



④ Measure

| Steps | What to do | Tools and resources | Notes |
|-------------------------|---|---|-------|
| ○ Evaluate your success | ○ Survey participants and capture results. | <ul style="list-style-type: none"> • Have employees fill out the “end of program” portion of the employee interest survey on walking. • Create your own post-program survey with SurveyMonkey or Google. • For more ideas, see our employee interest survey on workforce health. | |
| ○ Share your results | <ul style="list-style-type: none"> ○ Post program results in company break rooms. ○ Send results via email and/or include in your company newsletter. | | |

➤ Contact your Kaiser Permanente representative for more information.

Kaiser Foundation Health Plan, Inc., in Northern and Southern California and Hawaii • Kaiser Foundation Health Plan of Colorado • Kaiser Foundation Health Plan of Georgia, Inc., Nine Piedmont Center, 3495 Piedmont Road NE, Atlanta, GA 30305, 404-364-7000 • Kaiser Foundation Health Plan of the Mid-Atlantic States, Inc., in Maryland, Virginia, and Washington, D.C., 2101 E. Jefferson St., Rockville, MD 20852 • Kaiser Foundation Health Plan of the Northwest, 500 NE Multnomah St., Suite 100, Portland, OR 97232.

→ Congratulations! ←

You're now ready to enact company policies and make changes to your work environment that

support physical activity



and build a culture of health
in your workplace.

Information may have changed since publication.