

TIPS FOR PLANNING YOUR WALK

1

PREPARE FOR THE EVENT

SECURE THE MEDICAL PROFESSIONAL: If you completed our survey and said that you need assistance finding a medical professional, we are working now to get a doctor connected with you. Once you have the doctor, it's time to set your date, location, and advertise!

BE PREPARED: By signing up to host a Walk with a Doc Health and Nature Awareness Event, you'll be covered under Walk with a Doc's general liability insurance during your one day September event. At your event, please have participants sign the e-waiver and consider providing a paper sign-up for those who don't have a smartphone ([click here to download both](#)). If you decide to host additional WWAD events in the future, you will work with the WWAD team to sign up as a chapter and have full insurance coverage for the entire year

BUILD YOUR TEAM: Park and Recreation Professionals or Conservation Organizations should recruit a variety of community partners (i.e. health departments, hospital systems, and businesses) Volunteers may be helpful to greet walkers and offer optional items such as blood pressure readings and healthy refreshments.

There's no team too small or too large. Here are a few options

2

CHOOSE A LOCATION

- ✓ People with a variety of fitness abilities will attend your Walk. If you have access to a walking/trail loop, it will allow people to walk as short or as long of a distance as they'd like without losing sight of one another.
- ✓ People like to walk in pretty places but that is not a must! Showcase your park assets and hold the event in your park, trail, open space or public land.
- ✓ Think about participants with limited mobility. Are the surfaces even? Are there benches to rest on along the way?
- ✓ Make sure there is ample parking. Nationally, Walk with a Doc has an average of 16 participants per event, but as many as 200 at some Walks! Plan accordingly.
- ✓ We encourage you to host the event outdoors, rain or shine! Consider a backup date in case of severe weather.

The best thing about walking is that you can do it almost anywhere! If you're looking for a perfect spot, here are some tips.

3

MARKET YOUR WALK

- ✓ Doctors invite your patients. Organizers invite your community members.
- ✓ Share the type of accommodations with the trail, if they may bring socialized pets, strollers, and if they need to bring water.
- ✓ [Register with DCNR](#) to have your event on the [DCNR Events Calendar](#) and be included in our press releases.
- ✓ Get viral with social media.
- ✓ Reward movement! Consider providing giveaways for those who show up - water bottles, t-shirts, pedometers, etc. You can order swag from the Walk with a Doc [online store](#).

Contact us for personalized marketing advice
contact@walkwithdoc.org

[[CLICK HERE FOR A TOOLKIT WITH MORE RESOURCES](#)]
logos, flyers, patient 'prescription' (invitation to walk), social media graphics

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KEEP THE MOMENTUM

Thanks for walking with us for Advancing Wellness through Nature. As an honorary Walk with a Doc chapter for September, healthcare providers can take advantage of the Walk with a Doc name, marketing materials, and customized logo for the event. Afterward, we invite your organization to join Walk with a Doc as an annual member and host monthly WWAD events to keep your community on the path to health and happiness. Learn more [here](#).