



WELCOME TO THE WALK!

Thank you for your interest in increasing the health and happiness of your community. We are here to support you every step of the way.

We've been implementing Walk with a Doc programs since 2005, and we're so excited to share what we've learned over the years (marketing tips, insurance, success stories, etc). Our turn-key program is designed to be both simple and sustainable to help you, the Walk Champion, hit the ground ~~running~~ walking!

Take a look at this guide to getting started, and keep us posted on your progress. We're indeed thrilled to welcome you to our Walk family!



WALK WITH A DOC MEMBERSHIP

To gain access to the Walk with a Doc name, resources, network, and website we'll just need a few simple Housekeeping Items:

- marketing and licensing agreement
- application for liability insurance
- website template
- select a membership package



WWAFD FAQs



WHO CAN JOIN WALK WITH A FUTURE DOC?

Walkers and rollers of all ages, fitness levels and backgrounds are welcome and encouraged to attend these ongoing, free events-no registration necessary.

WHAT HAPPENS DURING A WALK?

During a Walk with a Future Doc, the participating medical student begins with a brief discussion on a current health topic and then participants spend the rest of the hour enjoying a healthy walk and conversation.

HOW OFTEN ARE THE WALKS?

Walk events occur weekly, bi-weekly or monthly in each community. Each partnering organization chooses a day/time that works best for the population they serve.

WHY PARTICIPATE IN WALK WITH A FUTURE DOC?

We have 100 reasons to walk - reducing blood pressure, stimulating mental capacity, preventing diabetes and enriching social relationships to name a few. Check out the other 96 reasons [here!](#)

ARE THERE SCHOLARSHIP OPPORTUNITIES?

To honor Dr. Annemarie Sommer's legacy a scholarship fund has been established from her generous gift. [Learn more.](#)



TIPS FOR PLANNING YOUR WALK

1

BUILD YOUR TEAM

FLY SOLO: One healthcare provider invites their patients, friends, and family then walks on the time/day they decide.

A TEAM: An organization rallies a team of healthcare providers, the marketing department, and a few excited staff members to get involved.

A VILLAGE: One Walk champion or organization recruits a variety of community partners (i.e. YMCA, rec and parks, health department, businesses, hospital systems, etc.). 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 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! Get creative if your access to trails or parks is limited.
- ✓ 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 22 participants per event, but as many as 200 at some Walks! Plan accordingly.
- ✓ Too cold in the winter? Too hot in the summer? Consider moving indoors to a shopping mall, rec center, or school gymnasium if available.

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.

[PRO-TIP] The healthcare professional at the Walk can walk the opposite direction of the groups of walkers in order to be able to smoothly move between groups and connect with more people.

3

MARKET YOUR WALK UPON MEMBERSHIP YOU'LL RECEIVE:

- ✓ A sample marketing plan
- ✓ Access to Leader Portal with marketing resources (flyers, press releases, etc.)
- ✓ Walk Webpage - maintained by us, for you
- ✓ Do have a marketing professional handy? Great! We won't stifle your creative freedom. We'd love to see what you come up with. You're welcome to co-brand anything electronic + flyers 11x13 or smaller.

Don't have a marketing professional handy? No problem! We are here to help.

[LOOKING FOR MORE CO-BRANDING RIGHTS? JUST ASK!]

You are a little bit closer to enjoying increased health and happiness with your community.

WE CAN'T WAIT TO CELEBRATE YOUR FIRST WALK!

Contact us anytime at: contact@walkwithadoc.org or 614-714-0407

WALK WITH A FUTURE DOC

NEW CHAPTER CHECKLIST



FAMILIARIZE YOURSELF WITH ALL THE INS AND OUTS OF WWAD:

- ☐ Watch these videos: [CNN Hero](#), [WWAD Overview](#) and [Visionary Video](#)
- ☐ Visit this to see what comes with [membership](#) and your [return on investment](#)
- ☐ Like the international [WWAD Facebook page](#)
- ☐ Join the Walk with a Future Doc [Facebook group](#)



IDENTIFY PARTNERS

- ☐ Find a faculty member or physician who can serve as your advisor to help you get started, attend the Walks (when they can), and help transition the program to future med students.
- ☐ Patients are a prime audience for Walk with a Doc. [Use this form](#) to get a commitment from at least one other physician, resident, or local clinic to promote the Walk events to their patient group.
- ☐ Your campus is filled with potential walkers too! Connect with university human resources to promote to employees and reach out to student health services or student groups to invite fellow students to join your walks.
- ☐ Build a team of fellow students. Include at least one Med1 for continuity. You could also connect with other groups of students such as pre-med, public health, and marketing majors to join your leadership team.



MAKE IT OFFICIAL

- ☐ Complete the WWAD "Housekeeping Items"
 - ☐ Marketing and licensing agreement
 - ☐ Website template
 - ☐ Physician Commitment Form
 - ☐ Application for liability insurance
 - ☐ Membership fee
- ☐ Get help from your faculty advisor to answer some questions:
 - Where do I send the Marketing and Licensing agreement?
 - Should we make Walk with a Doc a club, student org, or just do it?
 - Are there resources for funding that I should know about?