



Physicians Caring for Texans

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



WALK WITH A DOC FAQs

WHO CAN JOIN WALK WITH A 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 Walk with a Doc, the participating doctor 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. During the walk, participants are not just allowed, but emboldened, to ask the doc about health-related issues in a relaxed setting.

WHEN IS WALK WITH A DOC?

Each Walk with a Doc community leads weekly, bi-weekly or monthly walking opportunities. Each partnering organization chooses a day/time that works best for the population they serve.

WHERE CAN SOMEONE FIND THE CLOSEST WALK WITH A DOC LOCATION TO THEM?

Walk with a Doc is located all around the nation and the world; find a Walk closest to you by using the search tool on the Walk with a Doc website. If there isn't a location near them, walkers can take [this flyer](#) to their doctor to encourage them to sign up.

WHY PARTICIPATE IN WALK WITH A 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!](#)



INSPIRING COMMUNITIES THROUGH MOVEMENT AND CONVERSATION

walkwithadoc.org | contact@walkwithadoc.org | (614) 714-0407

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