

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.
- ✓ Is it going to be too cold in your community on NRHD? Too hot? 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.

3

MARKET YOUR WALK

- ✓ Invite your patients.
- ✓ Get viral with social media.
- ✓ Reward movement! Consider printing giveaways for those who show up (water bottles, t-shirts, pedometers, etc.).

[[SEE NATIONAL OSTEOPATHIC MEDICAL WEEK TOOLKIT FOR MORE RESOURCES INCLUDING:](#) logos, flyers, patient 'prescription' (invitation to walk), social media graphics]

Contact us for personalized marketing advice
614-714-0407

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KEEP THE MOMENTUM

Thanks for walking with us April 14-22, 2018. As an honorary **Walk with a Doc chapter for National Osteopathic Medical Week**, healthcare providers can take advantage of the Walk with a Doc name, logo, and marketing material for the week.

As a thank you for participating in NOMW, we invite your organization to join Walk with a Doc as an annual member to keep your community on the path to health and happiness