

> WORKFORCE HEALTH | RESOURCES



# Walking for workforce health toolkit





People who spend more time

→ sitting ←

increase their diabetes risk by

91%

and their cardiovascular disease risk by 14%.

Source: Biswas et al., *Annals of Internal Medicine*, January 20, 2015.

# Welcome to your walking program toolkit

Starting a walking program at your organization 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

Ready to get started? 

## ✓ 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 organization. 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:



Not your first workforce health program? Skip ahead to the "Plan" section on page 7.

Let's go! >

# ① Assess

Steps	What to do	Tools and resources	Notes
<ul style="list-style-type: none"> <li>○ Get leadership endorsement.</li> </ul>	<ul style="list-style-type: none"> <li>○ Present a business case to your leadership team that focuses on the benefits of exercise and walking.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Build a case for workforce health</b> shows how to engage leadership with facts and figures.</li> </ul>	
	<ul style="list-style-type: none"> <li>○ Have your leadership demonstrate their commitment to your organization’s walking program.</li> <li>○ Ask leaders to host leadership walks.</li> <li>○ Ask leadership to support and implement environmental changes like unlocking stairwells and allowing time for walking breaks.</li> </ul>	<ul style="list-style-type: none"> <li>• The value of a <b>walking meeting</b>.</li> </ul> <div data-bbox="1073 662 1587 802" style="border: 1px solid orange; padding: 5px;"> <p><b>TIP</b> Learn how to make meetings healthier with the <i>Healthy Meetings Guide</i>.</p> </div>	

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# 1 Assess (continued)

Steps	What to do	Tools and resources	Notes
<ul style="list-style-type: none"> <li>○ Gather baseline organization data.</li> </ul>	<ul style="list-style-type: none"> <li>○ Survey your employees on their interest in a walking program.</li> </ul>	<ul style="list-style-type: none"> <li>• Gauge readiness and measure results with our <a href="#">employee interest survey on walking</a>.</li> <li>• Create your own free surveys with <a href="#">SurveyMonkey</a> or <a href="#">Google</a>.</li> <li>• For more ideas, see our <a href="#">employee health interest survey</a>.</li> </ul> <div data-bbox="1045 649 1585 782" style="border: 1px solid orange; padding: 5px; margin-top: 10px;"> <p><b>TIP</b> To generate more responses, keep surveys brief and limit open-ended questions.</p> </div>	
	<ul style="list-style-type: none"> <li>○ Take a look at your facility to see if it's set up to make walking easy for employees.</li> </ul>	<ul style="list-style-type: none"> <li>• Assess the walkability of your workplace with this <a href="#">worksite walkability audit tool</a>.</li> </ul> <div data-bbox="1045 917 1585 1019" style="border: 1px solid orange; padding: 5px; margin-top: 10px;"> <p><b>TIP</b> Map out and share potential walking routes at your location.</p> </div> <div data-bbox="1045 1047 1585 1185" style="border: 1px solid orange; padding: 5px; margin-top: 10px;"> <p><b>TIP</b> Encourage employees to walk, bike, or take public transportation to work.</p> </div>	

Ready to plan? Let's go! 

## ② Plan

Steps	What to do	Tools and resources	Notes
<ul style="list-style-type: none"> <li>○ Form a wellness committee to manage your program.</li> </ul>	<ul style="list-style-type: none"> <li>○ Identify walking ambassadors among leadership, in different departments and on different campuses, to serve as walking program advocates.</li> </ul> <div data-bbox="617 625 1144 730" style="border: 1px solid orange; padding: 5px;"> <p><b>TIP</b> Get your employees engaged by putting them in charge!</p> </div>	<ul style="list-style-type: none"> <li>• <a href="#">Wellness Committee Toolkit</a></li> <li>• <a href="#">Healthy Meetings Guide</a></li> </ul>	
<ul style="list-style-type: none"> <li>○ Create your program.</li> </ul>	<ul style="list-style-type: none"> <li>○ Decide on a program name.</li> <li>○ 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"> <li>• implement walking meetings</li> <li>• start a lunchtime walking group</li> <li>• create a walking challenge</li> </ul> </li> <li>○ Set benchmarks to measure your success:                             <ul style="list-style-type: none"> <li>• walking group formation</li> <li>• number of participants</li> <li>• time spent walking per week</li> </ul> </li> </ul> <div data-bbox="617 1352 1144 1458" style="border: 1px solid orange; padding: 5px;"> <p><b>TIP</b> Keep your goals easy to achieve so employees stay motivated.</p> </div>	<ul style="list-style-type: none"> <li>• Get program inspiration with <a href="#">Every Body Walk!</a></li> <li>• Use this <a href="#">goal-setting worksheet</a> to set your program goals.</li> <li>• Start walking clubs with help from the <a href="#">American Heart Association Walking Club</a> or use this <a href="#">guide to establishing worksite walking clubs</a>.</li> </ul>	<p>(continues on next page)</p>

## ② Plan *(continued)*

Steps	What to do	Tools and resources	Notes
<ul style="list-style-type: none"> <li>○ Plan your promotional strategy.</li> </ul>	<ul style="list-style-type: none"> <li>○ Plan fun activities like:                             <ul style="list-style-type: none"> <li>• program kickoff event</li> <li>• Walk with a Friend Day</li> <li>• Walk to Lunch Wednesday</li> <li>• Take the Stairs Thursday</li> </ul> </li> <li>○ Create a communications plan to spread the word.</li> <li>○ Create a calendar of events to solidify your plan.</li> </ul> <div data-bbox="646 841 1123 1052" style="border: 1px solid orange; padding: 5px; margin-top: 10px;"> <p><b>TIP</b> Tap into your existing communications channels – newsletters, leadership emails, workplace intranet, break rooms, etc.</p> </div>	<ul style="list-style-type: none"> <li>• Walking program promotional materials:                             <ul style="list-style-type: none"> <li>○ <a href="#">Lunch on the Go flier</a></li> <li>○ <a href="#">Find your path to good health poster</a></li> </ul> </li> <li>• Check out our <a href="#">monthly health topics</a>.</li> <li>• Align with <a href="#">national health observance days</a>.</li> <li>• <a href="#">Five tips to communicate workplace wellness</a></li> <li>• <a href="#">Getting results-based wellness communications right</a></li> </ul>	
<ul style="list-style-type: none"> <li>○ Prepare to track progress.</li> </ul>	<ul style="list-style-type: none"> <li>○ Give employees tools to track their walking efforts.</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Monthly walking log</a></li> <li>• <a href="#">Daily walking journal</a></li> <li>• <a href="#">Map My Walk mobile app</a></li> </ul>	

Ready to engage? Let's go!





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


With the average person sitting between 7 and 10 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.

Source: Finger, Newsweek, June 2, 2015.

# ③ Engage

Steps	What to do	Tools and resources	Notes
<ul style="list-style-type: none"> <li>○ Kick off your program.</li> </ul>	<ul style="list-style-type: none"> <li>○ 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"> <li>• video screenings</li> <li>• worksite walkathon</li> <li>• walking program sign-ups and pledges</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <b>Participation pledge form</b></li> <li>• <b>Enroll in exercise classes</b> offered at Kaiser Permanente medical facilities.*</li> </ul> <div style="border: 2px solid orange; padding: 5px; display: inline-block; margin-top: 10px;">  <b>Consider launching your program on National Walking Day.</b> </div>	
<ul style="list-style-type: none"> <li>○ Get your employees motivated.</li> </ul>	<ul style="list-style-type: none"> <li>○ Post promotional materials.</li> <li>○ Circulate educational material.</li> <li>○ Have leadership send encouraging messages.</li> <li>○ Schedule leadership walks with executive/management sponsors.</li> </ul>	<ul style="list-style-type: none"> <li>• Walking program promotional materials:                             <ul style="list-style-type: none"> <li>○ <b>Lunch on the Go flier</b></li> <li>○ <b>Find your path to good health poster</b></li> </ul> </li> <li>• <b>Tips to boost calories burned walking</b></li> <li>• <b>Get Out and Walk infographic</b></li> <li>• Tips on how to <b>walk for your health</b></li> <li>• Advice on how to <b>get moving, keep moving</b></li> </ul>	

\* 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.

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## ③ Engage (continued)

Steps	What to do	Tools and resources	Notes
<ul style="list-style-type: none"> <li>○ Keep the momentum going.</li> </ul>	<ul style="list-style-type: none"> <li>○ Profile walking program participation in your organization’s communications – individuals, walking clubs, and success stories.</li> <li>○ Reward participants for meeting program milestones.</li> </ul>	<div style="border: 2px solid orange; padding: 10px;"> <p>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"> <li>• gift cards, prizes, or merchandise</li> <li>• group awards or celebrations for hitting targets</li> <li>• posting photos of participants around the office</li> <li>• acknowledging accomplishments at meetings or in a newsletter</li> </ul> </div> <p><b>TIP</b></p>	

Ready to measure? Let's go! 

## ④ Measure

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

➤ Contact your Kaiser Permanente representative for more information.

Information may have changed since publication.

Kaiser Foundation Health Plan, Inc., 1950 Franklin St., Oakland, CA 94612, 510-987-1000 • Kaiser Foundation Health Plan, Inc., 393 E. Walnut St., Pasadena, CA 91188, 626-405-5000 • Kaiser Foundation Health Plan of Colorado, 10350 E. Dakota Ave., Denver, CO 80247, 303-338-3800 • Kaiser Foundation Health Plan of Colorado, 1975 Research Pkwy., Ste. 250, Colorado Springs, CO 80920, 719-867-2100 • Kaiser Foundation Health Plan of Georgia, Inc., Nine Piedmont Center, 3495 Piedmont Rd. NE, Atlanta, GA 30305, 404-364-7000 • Kaiser Foundation Health Plan, Inc., 711 Kapiolani Blvd., Honolulu, HI 96813, 808-432-5955 • Kaiser Foundation Health Plan of the Mid-Atlantic States, Inc., 2101 E. Jefferson St., Rockville, MD 20852, 301-816-2424 • Kaiser Foundation Health Plan of the Northwest, 500 NE Multnomah St., Ste. 100, Portland, OR 97232, 503-813-2000 • Kaiser Foundation Health Plan of Washington or Kaiser Foundation Health Plan of Washington Options, Inc., 601 Union St., Suite 3100, Seattle, WA 98101

# → Congratulations! ←

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

support physical activity



and build a culture of health  
in your workplace.