

SWL WEB SITE STORY SHARING

DISTRICT: West DePere **#BLDS** 1 **#EMPLOYEES** Approx. 290
SWL NAME: Kathy Dolata
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PROGRAM TOPIC: 10K-A-Day (12-week walking program)

CHOICE OF PROGRAM (how and why was this chosen):

Because physical activity was one of our top three prioritized risks, and the pedometer with safety leash for only a \$5 charge valued at \$14.75 was a nice incentive.

PROGRAM DESCRIPTION:

Revamped 10K-A-Day kit. Twelve-week step program started after the new year hoping to attract more attendees due to New Year's resolutions. Sent e-mails and flyers starting in October informing them to watch for registration materials and step log forms. Had posters at all locations. Sent e-mails out regarding the program once a week. Gave out a prize once a week during the program by drawing names from the registrations. Grand prize the 12th week was drawn from turned in step log forms.

COST OF PROGRAM:

\$5 for a pedometer with safety leash valued at \$14.75.

SUCCESS OF PROGRAM:

Very successful! I had approximately 150 to 160 employees participate in the program including men. Employees were getting together before school and after so they could meet step goals for the day. Everyone was always checking pedometers to see how many steps they put on for that day.

LESSONS LEARNED:

Registration process was too long. I had the registration open for four weeks to sign up.