

SWL WEB SITE STORY SHARING

DISTRICT: Cedarburg **#BLDS** 5 **#EMPLOYEES** 400+
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PROGRAM TOPIC: Walking Program – Steps and Minutes

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

WALKTOBER—Saw it online and thought it would be easy to administer.

PROGRAM DESCRIPTION:

Participants were asked to log their minutes or their steps with a pedometer each day and to make progress on the number of steps/minutes they completed through the four-week program. Participants were able to receive daily WALKTOBER e-mails, and partway through the program, I sent out two supportive packets—fun walking ideas and great fall recipes—so it gave me a chance to keep in touch with them.

COST OF PROGRAM:

\$100+ for incentives from WALKTOBER.

SUCCESS OF PROGRAM:

Great participation, great feedback, and a great time to encourage walking! The top 10 people received incentives!

LESSONS LEARNED:

We had more participation than I anticipated, so I did not feel prepared when they were promised a water bottle as an incentive, it became costly! I would get a \$5 donation and do the incentives differently. The WALKTOBER incentives were fairly pricey, so I would be more creative about it. I also recognize the value of coordinating a wellness team.