

Are You Ready to

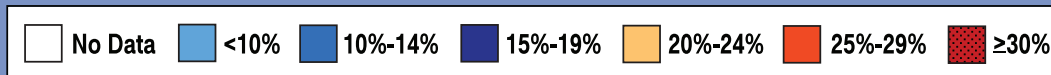
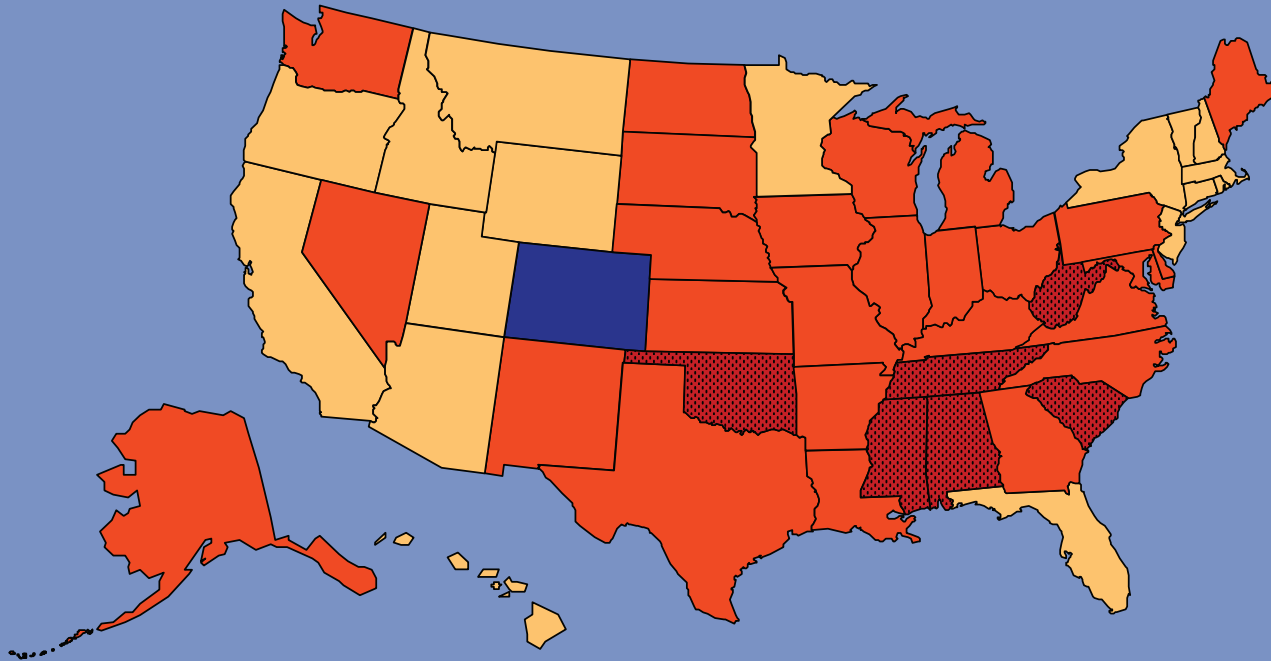
# GET WALKING?

NEW HAMPSHIRE LOCAL GOVERNMENT CENTER



# Obesity Trends\* Among U.S. Adults

(\*Body Mass Index  $\geq 30$ , or about 30 lbs. overweight for 5' 4" person)



Source: 2008 data from Centers for Disease Control and Prevention Behavioral Risk Factor Surveillance System



**N**ew Hampshire Local Government Center (LGC) is proud to provide our *Get Walking* campaign. We created it to help LGC's members incorporate more physical activity in their lives.

The *Get Walking* campaign is the first step to LGC's *GET MOVING!* Program, which is designed to help LGC members live healthier lifestyles.

### **Growing Obesity Trends**

As the nation's obesity epidemic continues to grow, LGC remains committed to developing programs that are designed to help our members live healthier lives. Lack of physical activity is a leading risk factor of obesity. According to the Centers for Disease Control and Prevention, obesity among adults has risen significantly in the United States during the past 20 years. Recent data from the National Center for Health Statistics shows that 67 percent of U.S. adults 20 years or older are considered overweight or obese—34 percent of whom are considered obese.

### **Walk to Keep Pounds Off**

*Get Walking* is designed to provide your employees with the chance to participate in a walk-at-work program for increased physical activity. Studies show that lack of physical activity is a major factor in the obesity epidemic. Regular physical activity like walking can play an important role in preventing and addressing the problem.

Walking is an aerobic exercise that helps you take off extra weight—and *keep it off*. The information in this booklet is a step-by-step guide to help you successfully implement the *Get Walking* campaign at your worksite.

Are You Ready  
to **GET**  
**WALKING?**

**Good luck and *Get Walking!***

# Obesity Facts

## What is Obesity?

Obesity is a condition in which a person is very overweight, which increases their risk for developing major health problems like diabetes, heart disease and stroke among others.

### Did You Know...

- ... 64 percent of adults in the United States are overweight?
- ... 30 percent of adults in the United States are obese?
- ... Approximately 300,000 people die prematurely from obesity?
- ... Obesity is the second leading cause of unnecessary deaths?
- ... Obesity increases one's risk of developing conditions like high blood pressure, type 2 diabetes, heart disease and stroke?
- ... More than 50 percent of adults do not get enough physical activity to provide health benefits?
- ... 25 percent of adults are completely sedentary or not active at all?

**Sources:** American Heart Association; American Obesity Association; Centers for Disease Control and Prevention



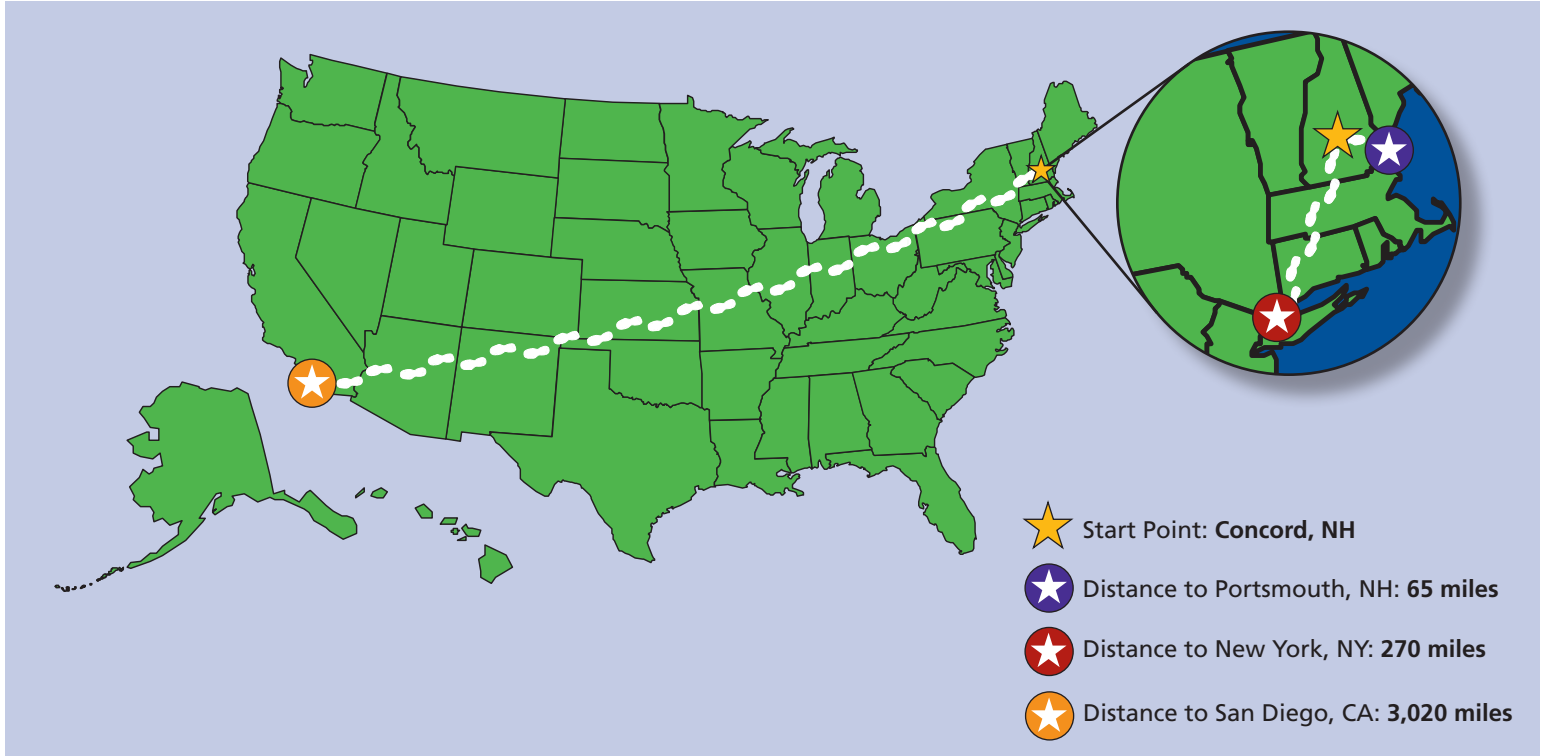
# The Benefits of **Walking**

- Helps control weight
- Improves circulation
- Helps breathing
- Combats depression
- Reduces stress
- Helps prevent osteoporosis
- Helps prevent and control diabetes
- Boosts energy level



# Welcome to Get Walking

The *Get Walking* campaign provides individuals and groups with an opportunity to participate in physical activity at work. Routes shown on the map below include the following: Concord, New Hampshire to Portsmouth, New Hampshire; Concord, New Hampshire to New York City, New York; and Concord, New Hampshire to San Diego, California. (See next page for program details.)



# Get Walking Challenges

## **Individual Walking Challenge: Concord, NH – Portsmouth, NH**

- An eight-week, individual walking challenge
- Each participant walks 65 miles (from Concord, NH to Portsmouth, NH).
- Complete weekly log sheets.
- Use a bulletin board to post motivation messages to participants.
- Offer an incentive or individual prize for completing the walk (water bottles, etc.).

## **Team Walking Challenge: Concord, NH – New York City, NY**

- An eight-week, team walking challenge
- Each team walks 270 miles (from Concord, NH to New York City, NY).
- Select team captains and divide up into teams (recommended group size is 4, including captain).
- Challenge goal is to arrive in New York City first.
- Participants complete log sheets and turn into team captain each week.
- Team captain logs weekly team mileage total.
- Use a bulletin board to visually track each teams' progress.
- Offer an incentive, e.g., first team to arrive in New York City, NY wins a team prize.

## **Group Walking Challenge: Concord, NH – San Diego, CA**

- A 12-week, group walking challenge
- As a group, walk 3,020 miles from Concord, NH to San Diego, CA.
- 30 participants are recommended for large groups; for smaller groups, reduce goal mileage.
- Each participant completes a log sheet and turns it in at end of each week to group leader.
- Use a bulletin board to track group progress.
- Offer an incentive, e.g., host a healthy lunch celebration when group reaches final destination.

# Get Walking – Steps to Take for a Successful Campaign

## Step 1:

### Finding Program Support

- Change in an organization happens from the top down.
- Communicate with your group's top decision-maker or management team to gain support for the campaign before rolling it out.

## Step 2:

### Setting Up Your Walking Route

- The *Get Walking* starter kit includes 100 sneaker markers to use for mapping a walking route at your worksite. Use these markers to map out a ¼-mile or ½-mile mile route that participants can walk on breaks, during lunch or on free time. If your participants like to walk outside, write out directions for additional 1-, 1.5- or 2-mile routes.
- Things to consider when mapping routes:
  1. Everyone has different walking abilities; make the course user friendly.
  2. Some participants may have time constraints; provide multiple distance options for varying employee needs.
  3. E-mail and/or post mapped routes to encourage participation.

## Step 3:

### Publicizing Your Campaign\*

- Plan a “Walk Out on Work” event.
- Ask your group's top decision-maker and/or management team to participate in the “Walk Out on Work” walk.
- Market the program to participants by using e-mail messages, newsletter articles, payroll stuffers and by hanging the Group Progress Tracking Map and a campaign goal poster in well-trafficked areas.
- Send out motivational e-mails on a weekly basis.
- Create a worksite bulletin board to track campaign progress.
- Publicize the campaign's end date and grand finale celebration.

\*For your convenience, templates of sample campaign materials are available on the *Get Walking* starter kit's enclosed CD, including the following tracking sheets.

**GET MOVING**



**Get Walking**

Walker's Name: \_\_\_\_\_

# Individual/Team Tracking Sheet

WEEK	Date/Miles Walked	Date/Miles Walked	Date/Miles Walked	Date/Miles Walked	Date/Miles Walked	Date/Miles Walked	Date/Miles Walked	Total Miles
1	/	/	/	/	/	/	/	
2	/	/	/	/	/	/	/	
3	/	/	/	/	/	/	/	
4	/	/	/	/	/	/	/	
5	/	/	/	/	/	/	/	
6	/	/	/	/	/	/	/	
7	/	/	/	/	/	/	/	
8	/	/	/	/	/	/	/	

Total: \_\_\_\_\_

# GET MOVING



## Get Walking

Walker's Name: \_\_\_\_\_ Group Name: \_\_\_\_\_

# Group Tracking Sheet

WEEK	Date/Miles Walked	Date/Miles Walked	Date/Miles Walked	Date/Miles Walked	Date/Miles Walked	Date/Miles Walked	Date/Miles Walked	Date/Miles Walked	Total Miles
1	/	/	/	/	/	/	/	/	
2	/	/	/	/	/	/	/	/	
3	/	/	/	/	/	/	/	/	
4	/	/	/	/	/	/	/	/	
5	/	/	/	/	/	/	/	/	
6	/	/	/	/	/	/	/	/	
7	/	/	/	/	/	/	/	/	
8	/	/	/	/	/	/	/	/	
9	/	/	/	/	/	/	/	/	
10	/	/	/	/	/	/	/	/	
11	/	/	/	/	/	/	/	/	
12	/	/	/	/	/	/	/	/	

Total: \_\_\_\_\_

# *Slice of Life* Program Resources

The following *Slice of Life* health management resources are available to individuals who are medically covered through LGC HealthTrust and LGC HealthTrust member groups. For more details, visit [www.nhlgc.org](http://www.nhlgc.org) or contact your group's LGC Health Management Representative at **800.852.3358**.

## For Individuals

### Personal Health Analysis

The *Get Healthy* Personal Health Analysis (PHA) Questionnaire is the most advanced tool on the market for determining an individual's health risk. Individuals covered by an LGC HealthTrust medical plan annually receive a PHA questionnaire in a *Slice of Life* activation kit (covered spouses receive their PHA in a separate mailing due to confidentiality practices and compliance with all applicable privacy laws). Participants can earn a cash incentive for completing either the paper or online PHA during the start of each enrollment year.



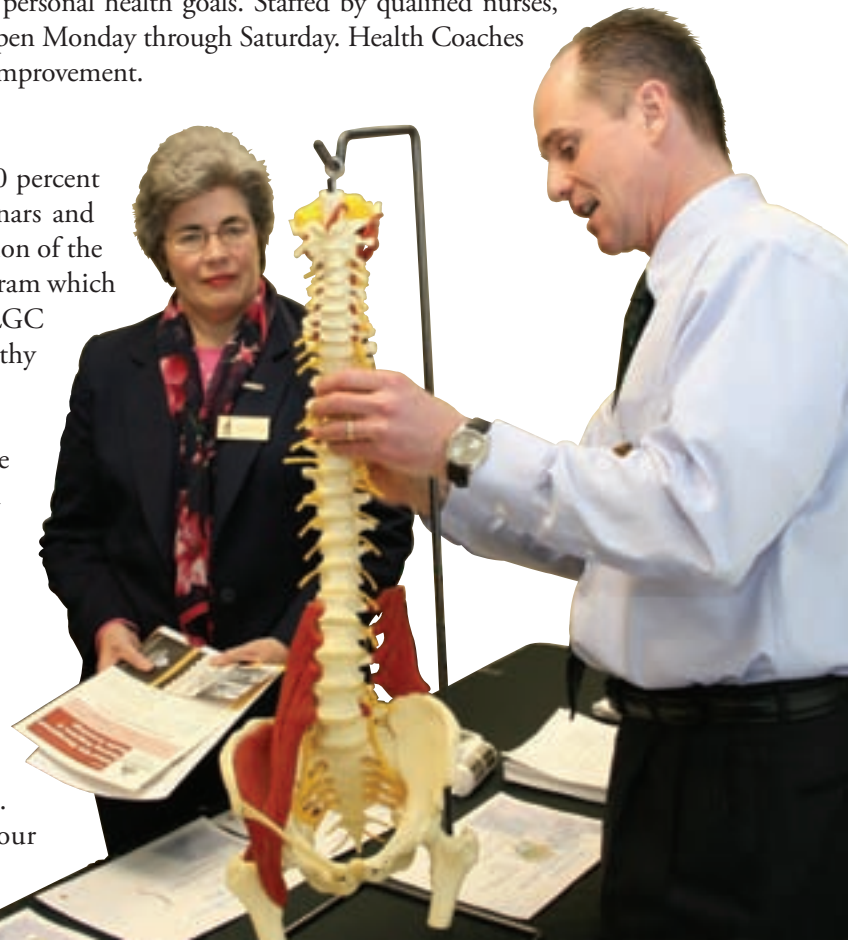
## Health Coaching

After completing the *Get Healthy* PHA, participants will receive a *Personal Wellness Report* containing valuable information about any major health risks they may have and will learn how to reduce them by adapting their health habits. Experienced Health Coaches are available to help design a Personalized Action Plan for achieving personal health goals. Staffed by qualified nurses, dietitians and exercise physiologists, the Health Coach Center is open Monday through Saturday. Health Coaches are also reachable by phone (toll-free) and are dedicated to health improvement.

## Health Awareness

The LGC HealthTrust *Health Awareness* Program reimburses 100 percent of the cost of many health and safety related educational seminars and classes as well as for self-reported physical activity. Upon completion of the PHA, each participant is eligible to use our *Health Awareness* Program which offers up to \$300 in annual reimbursements for every covered LGC HealthTrust member, including children who engage in healthy activities like yoga, karate, kick boxing and Weight Watchers®.

**NOTE:** For information on additional program offerings, please consult the *Slice of Life—Steps to Get Healthy* booklet enclosed in your *Get Walking* starter kit. A PDF of the booklet is also available from the CD provided in the back of this booklet.



## For Groups

### Health Management Workshops

We are pleased to offer a variety of health and safety seminars, which are designed to be about 1 hour in length.

(NOTE: *Women's Health* seminars are available in 1-, 2- or 3-hour

presentations, depending on selected course content.) Sample seminars include *Fitness 101*, *Nutrition 101* and *Obesity...What Can You Do?*, For more program specifics and listings, please refer to the *Health Management Services and Programs* brochure included in the *Get Walking* starter kit.

### **Interactive Demonstrations**

At LGC, we understand the power of health prevention and how health risks can significantly contribute to chronic illness and disease. That's why we offer such interactive demonstrations as the *Body Fat Monitor* and *Nutrition Lunch Box*. For more program specifics and listings, please refer to the *Health Management Services and Programs* brochure included in the *Get Walking* starter kit.

### **WELLDollars Discretionary Grant Program**

Through LGC HealthTrust, we offer financial grants of up to \$4,000 to assist member groups in designing and implementing on-site health and safety programs.





**D**o you have a personal or group wellness success story to share in our quarterly *Coordinator Connection* newsletter for inspiring healthy lifestyles in others? Submissions could earn a \$50 gift certificate to Dick's Sporting Goods, Target or Best Buy if selected for publication. So don't delay—share your story today by calling LGC at **800.852.3358** and asking for your group's LGC Health or Risk Management Representative. You can also e-mail your story to: [risk&health@nhlgc.org](mailto:risk&health@nhlgc.org).

# CD

## Contents:

- Sample Motivational E-mail Messaging
- *Get Walking* Challenges
- Sample Invite Letter from Group CEO/ Decision-maker or Management Team
- Sample Invite Letter from Campaign Coordinator
- “Walk Out on Work Day” poster template
- Individual & Group Tracking Sheets
- *Slice of Life—Steps to Get Healthy* Brochure (PDF)
- *Health Awareness Program Reimbursement Form* (PDF)
- Group Progress Tracking Map





NEW HAMPSHIRE

**Local Government Center**

New Hampshire Municipal Association  
Workers' Compensation Trust  
Property-Liability Trust  
HealthTrust

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