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# Family Fun walk implementation kit

**sponsored by the MASSACHUSETTS ASSOCiATION OF COUNCILS ON AGING AND THE WALKING CLUBS with support from blue cross blue shield of Massachusetts**

**Lynn Wolf, Communications Manager**



**How to Organize and Participate in the** 

**Family Fun Walk**

***Celebrate walking and its direct link to sustained independence***

**WORK PLAN**

**July 1-30:** Select a site, date and time. Invite town leaders to walk. Decide upon target size of group to recruit and register for walk. If working with a partner, engage them to organize pre-walk preparations.

**July 30:** Inform MCOA that your community is going to participate in the Family Fun Walk. Do this by registering your Go4Life Walk event. Register your center name, date for walk, location of 1-mile route, local contact name with email and phone, on the MCOA website at [www.mcoaonline.com/keepmoving](http://www.mcoaonline.com/keepmoving). For help with registration or if you have any issues with the website, contact Lynn Wolf at lynn@mcoaonline.com or at 413-527-6425.

**August 1-3:** Prep the receptionists to handle pre-walk registration. Modify poster (to be posted at [www.mcoaonline.com/keepmoving](http://www.mcoaonline.com/keepmoving) no later than July 31) and then post them all around town. Modify the press release (attached) and publish in newsletter/town paper.

**August 1-31:** Solicit and/or buy water (or use large coolers to supply water) and/or gifts (optional) for the targeted number of people. If you want to include some health fair vendors, extend invitations to them. This is a great time to line up local business sponsors for food, water, and other items.

**September 1-30: Get Ready. Get Set. Go4Life!!** And, once walk is complete, send names of the 1-mile walkers to lynn@mcoaonline.com for raffle entry. If you take pictures or generate local news stories, please share them with Lynn as well.

**October 15th**: Lynn will contact Senior Center staff to arrange for the delivery of prizes to raffle winners.**Template Newsletter Article/Memo to Invite Walkers to the Event – Modify as appropriate based upon your plans.**

**Go4Life® Family Fun Walk**

**Come join us as we celebrate and encourage each other to live an active, healthy, independent lifestyle!!! Walking is** directly linked with good health and sustained independence.

* Date: *Pick a date during first 2 weeks of September, 2019*
* Time/Place*: 10:00 - 12:00 at the \_\_\_\_\_\_\_\_\_\_\_\_* *Park/Field/Track/Forest*
* We have designated a 1-mile loop at the *\_\_\_\_\_\_\_\_\_\_\_\_ (park/track/field/town center).* Take as long as you need to finish walking 1 mile.
* All walkers with varying speeds and abilities are welcome to participate in the walk. Bring your family and friends to walk with you!
* Please register in advance. Register to walk by calling or visiting the reception desk of the Senior Center. Call xxx-xxx-xxxx to register.
* On the day of the walk, check-in will begin at \_\_\_\_\_\_\_\_\_\_ AM.
* Directions for Parking: *e.g. use the south entrance at 386 Summer Street*
* Raffles will add to the fun! Your name with our senior center will be entered into a state-wide raffle for special prizes.
* So, begin getting ready today!! Start with a shorter distance and build up to walking 1 mile (about 20-25 minutes) gradually over the next several weeks!!

*Other Optional Details for your Press Release, depending upon your local event planning:*

* *Thanks to our generous local sponsors, the first 100 registrants will receive a (insert, as available, hat, t-shirt, bottle of water, complimentary gift, map of the route).*
* *Due to parking limitations, participation is limited to X # of walkers.*
* *Elder agencies and public health nurses will have informational tables for you to peruse.*
* *Only those who are pre-registered will receive a gift (t-shirt, hat, snack, etc.), generously provided by our sponsors.*
* *Parking is limited – so carpooling with your neighbors and friends or from the Senior Center is suggested.*





Date

Signature



Family Fun Walk

MA Councils on aging and Walking Clubs Sponsored by Blue Cross Blue Shield of Massachusetts

This certificate is awarded to you in recognition of your

*successful completion of the 1-mile walk challenge.*

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**Q: What are the 3 Steps You Can Take to Successfully Adopt a New Healthy Behavior --- like Walking at Least 30 Minutes a Day 5 Days a Week?**

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**Answer:**

**1. Making a Personal Plan**

**2. Tracking Your Success (use chart), and**

**3. Celebrating Your Achievements.**

**Start walking now and be ready to Go4Life Family Fun Walk in September!**

**Q: How can you get in shape for Summer by becoming a walker who can walk briskly for 30 uninterrupted minutes??**

**Answer: By printing up multiple copies of the monthly Keep Moving Walking Journal (see next page) and tracking your time walking!!**

**Make walking a regular part of your daily life again!**

**Keep Moving Walking Program of the MA Association of Councils on Aging**