
 **MASTER WELLNESS**
VOLUNTEER PROGRAM

 **WALK ACROSS TEXAS!**
TEXAS A&M AGRILIFE EXTENSION


MWV Statewide Training Cohort - Walk Across Texas!

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1

Session Overview

- Background
- Describe ways to implement Walk Across Texas! (WAT!)
- Identify best practices for MWV implementation and promotion of WAT!
- Know where to go to learn more!



2

Texas...

- Ranks **14th** as the state with the highest adult obesity rates
- Ranks **5th** as the state with the highest high school student obesity rates
- Ranks **10th** (Diabetes) and **23rd** (Hypertension) in obesity-related health issues
- Ranks **5th** as the most physically inactive state

Trust for America's Health and Robert Wood Johnson Foundation (2018). The State of Obesity: Obesity Rates and Trends. <https://stateofobesity.org/> (accessed December 2018).

3

Quick Review...

We know we **should** be physically active...



http://everybodywalk.org/media_assets/WalkingAsAWayOfLife1_Final.pdf

4

Quick Review...

We know we **should** be physically active...most of us are **not**...



http://everybodywalk.org/media_assets/WalkingAsAWayOfLife1_Final.pdf

5

Quick Review...

We know we **should** be physically active...most of us are **not**...

Simply telling people to **be active** doesn't *generally* work...

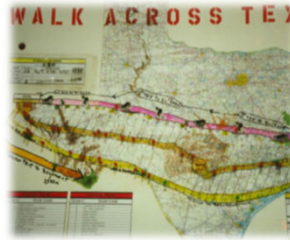
**I'M GOING TO
EDUCATE THEM
BIG TIME.**



6

So what does work?

- Positive outcomes have been seen in programs that include:
 - Self-monitoring
 - Goal setting
 - Modeling
 - Social Support
 - Providing Educational Content
 - Repeated Contacts
 - Regularly Updated Websites
 - Social Media Applications



Vandelanotte et al, 2014

7

New Physical Activity Guidelines for Americans released 11/12/18!

What we should know:

- Key recommendations for ***amount*** has not changed
- “More is better, and any is better than none”
- Guidance for preschoolers to be active (at least 3 hrs. per day)



https://health.gov/paguidelines/second-edition/pdf/Physical_Activity_Guidelines_2nd_edition.pdf

8

Move Your Way campaign materials

- Promotional campaign
- Goal to “help people live healthier lives through increased PA”
- Fact sheets, posters, videos, interactive tools, web badges and widgets



Walk. Run. Dance. Play. What's your move?

Everyone needs physical activity to stay healthy. But it can be hard to find the time in your busy routine.

The Move Your Way tools, videos, and fact sheets on this page have tips that make it easier to get a little more active. And small changes can add up to big health benefits!

No matter who you are, you can find safe, fun ways to get active — to move your way.

Find tools and resources:

- [For adults](#)
- [For parents](#)

<https://health.gov/moveyourway/>

9

Get more information about physical activity

Use these resources from our partners to find activities that work for you.

For older adults

- The Go4Life campaign from the National Institute on Aging (NIA) has tips for staying active and healthy as you get older. [Check it out.](#)

For pregnant women and new moms

- The Centers for Disease Control and Prevention (CDC) has guidance on getting active before, during, and after pregnancy. [Get the facts.](#)

For people with disabilities

- The National Center on Health, Physical Activity and Disability (NCHPAD) has tips for adapting physical activities so they work for you. [Check out these resources](#) [Ⓔ].

For people with health conditions

- If you have **diabetes**, the American Diabetes Association (ADA) can help you learn why physical activity is important for you. [Get the facts](#) [Ⓔ].
- If you have **arthritis**, CDC has the details on joint-friendly physical activity. [Read more.](#)
- If you have **overweight or obesity**, the National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK) has great ideas for fun ways to get moving. [Check it out.](#)
- If you've had a **concussion**, CDC can help you learn how to return to sports and activities safely. [Find out how.](#)

For everyone

- MedlinePlus has information to help you get active safely and avoid injuries. [Use these tips.](#)
- Get more tips from the American Heart Association (AHA) to make physical activity part of your routine. [Find more information](#) [Ⓔ].

<https://health.gov/moveyourway/>

10



Walk Across Texas! Overview

Extension's Goal: "Help people of all ages and abilities to establish the habit of regular physical activity"



11



Walk Across Texas!

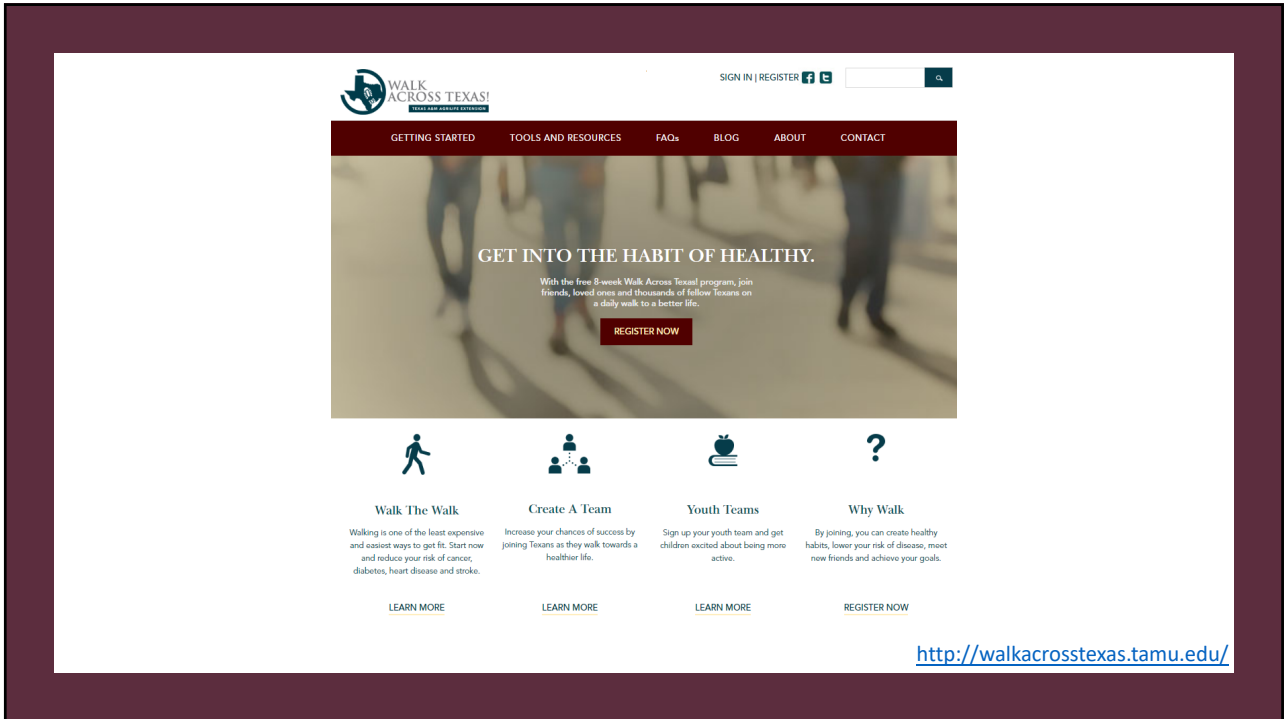
Program Goal: Each team will walk (log miles) across Texas = **832 MILES!**



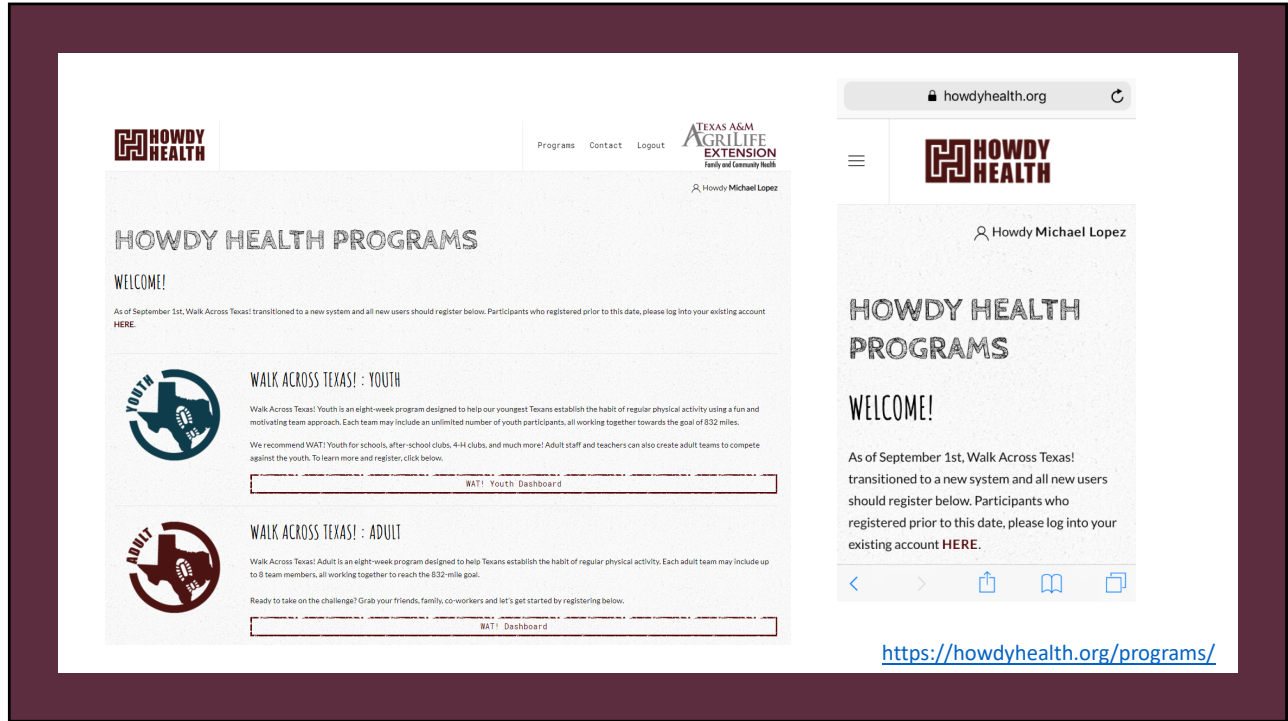
12



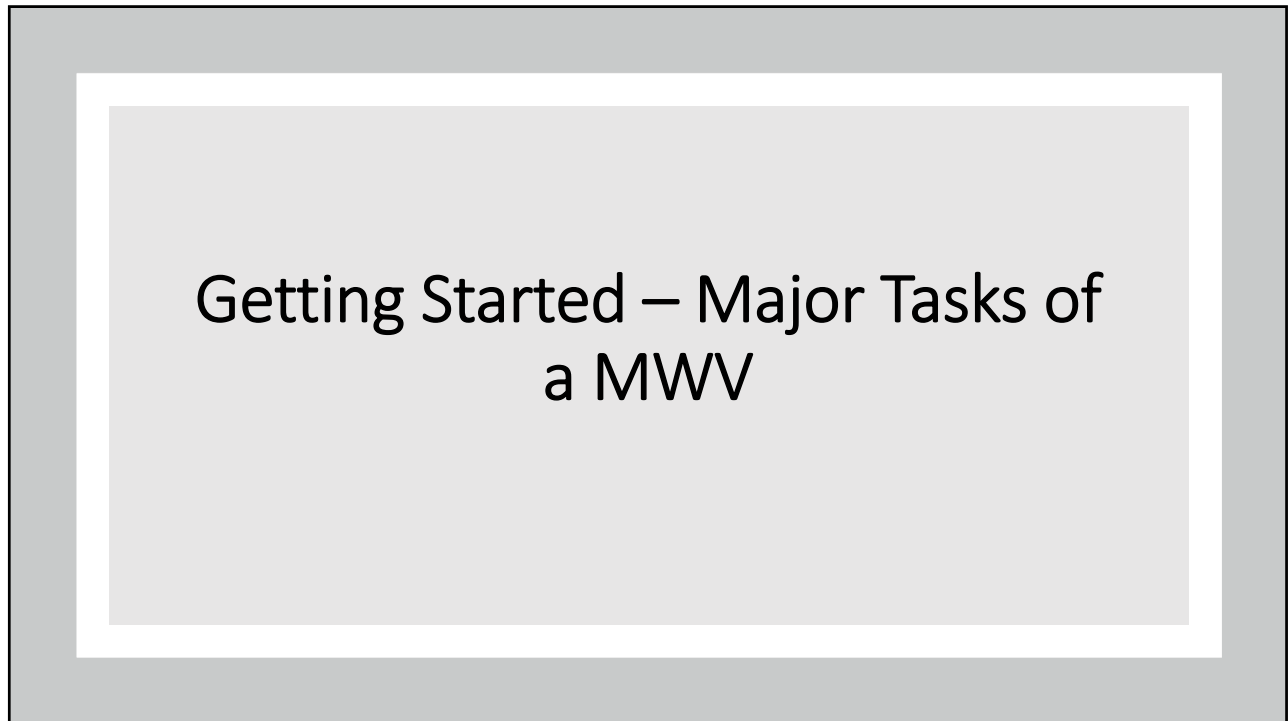
13



14



15



16

Major *Potential* MWV Tasks

1. Identify your role
2. Select resources
3. Promote WAT! / Motivation / Communication
4. Events / Incentives

17

Identify Your Role – Agent Support

- Your primary role would be to support your local Agent with implementation
- Includes, but not limited to:
 - Co-meet with person(s) / group(s) that will be participating in the program
 - Assist with website navigation / basic program questions
 - Help direct and locate program materials
 - Tutorial videos / screenshots
 - Registration tips / support
 - Help with events, marketing, promotion or another specific task!


18

Identify Your Role – Leading Implementation

- Your primary role would be to provide leadership of the program locally!
- Includes, but not limited to:
 - Establish WAT! Task Force / Committee
 - Meet with person(s) / group(s) that will participate in the program
 - Assist with website navigation / basic program questions
 - Prepare program materials
 - Help direct and locate program materials
 - Tutorial videos / screenshots
 - Registration tips / support
 - Lead events, marketing, promotion, etc.!

19

Select Resources

- Adult
 - Community wide
 - County Employees
 - Worksites
 - HOA's / Apartments
 - Friends and Family
 - Schools – Teachers / Staff
- 
- Training & Participation Materials
 - Tutorial Videos
 - Registration Guide
 - Marketing
 - Media Resources
 - Press Releases
 - Wrap Up & Awards
 - Certificates



WALK ACROSS TEXAS! : ADULT

Walk Across Texas! Adult is an eight-week program designed to help Texans establish the habit of regular physical activity. Each adult team may include up to 8 team members, all working together to reach the 832-mile goal.

Ready to take on the challenge? Grab your friends, family, co-workers and let's get started by registering below.


20

Select Resources

- Youth
 - Schools – Classrooms
 - After School Clubs
 - 4-H Clubs

➔

- Training & Participation Materials
 - Tutorial Videos
 - Teacher Starter Kit
- Marketing
 - Media Resources
- WAT! Activities
 - Teacher Lesson Plans
 - Parent Newsletters
- Wrap Up & Awards
 - Certificates



WALK ACROSS TEXAS! : YOUTH



Walk Across Texas! Youth is an eight-week program designed to help our youngest Texans establish the habit of regular physical activity using a fun and motivating team approach. Each team may include an unlimited number of youth participants, all working together towards the goal of 832 miles.

We recommend WAT! Youth for schools, after-school clubs, 4-H clubs, and much more! Adult staff and teachers can also create adult teams to compete against the youth. To learn more and register, click below.

21

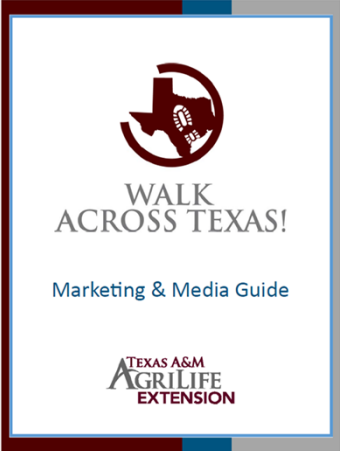
Motivate Participants

- How do **YOU** as a Master Wellness Volunteer motivate and encourage participation?
- Examples include:
 - Regular communication with participants
 - Weekly updates
 - WAT! blog articles
 - Dinner Tonight! Videos or other Extension Programs
 - Hosting / planning events
 - Kick-Off, Mid-Way / Recharge, Finish Strong, Celebration
 - 1K / 5K or Fun Runs / Walks
 - Health Fairs
 - Weekly walking groups
 - Utilize media guide
 - Marketing / logos
 - Premade media prompts

22

Marketing & Media Guide



Event Planning Guide

- Pre-Event Planning**
- Recruit / Invite Planning Committee (PC) Members
 - Set roles and responsibilities
- 4-6 Month Prior to Event**
- Set Date and Time of Event
 - Select Venue (Review Venue Checklist)
 - Submit venue contract for approval/signature
 - Secure Venue – Deposit (if applicable)
 - Prepare Budget
 - Permits/Liability Insurance (if applicable)
 - Make list of media & potential corporate sponsors (if applicable)
 - Start/Obtain In-kind Donations (water, food, volunteers, etc.)
 - Draw tentative Site Plan
 - Assign Duties (Legal/Logistics, Sponsorship/Donation, Marketing/PR, Budget)
 - Plan for Plan B (inclement weather)
 - Create/Obtain Forms for Sponsors & Exhibitors (if applicable)
 - Create/Print Promotional Items, Save-the-Date promotions & Event Flyer
 - Create/Print Promotional Items, Save-the-Date promotions & Event Flyer
 - Begin Sponsorship requests

23

Events / Incentives

- Plan special events that will get media attention and get participants excited about the program
- Activities
 - Determine what type of event(s) to host
 - Select Dates and Locations
 - Create Agendas / Activities



24

Activities during Events

- Walking the “first mile”
- Pedestrian & Bicycle safety
- Demonstration of warm up stretches
- Zumba / Yoga / Tai Chi
- Have local merchants & businesses have stations
- Celebrate local culture or activities



25

Incentives and Door Prizes

- Attract and motivate participants to complete the eight week challenge
- Activities
 - Obtain Prizes
 - Decide on number and type of prizes / awards
 - Organize fun activities during events



26

Door Prizes

- Healthy lifestyle items i.e. bandanas, desk bicycles, etc.
- Golden Shoe Award / Shoe Animal
- Donated gift cards
- Create a WAT! Participant Card
- Subscriptions to local fitness centers



27

Low or No-Cost Prizes

- Certificates
- Highlight on webpage / social media
- Name posted in courthouse / public bulletin
- Coach for a day
- Lunch with local dignitary
- Article in local newspaper
- Teacher / principal dare challenges
- Healthy Celebration or Party with popcorn cups / yogurt parfaits



28



29

We are here to help!

Variety of ways to get support:

- WAT! website
- Support Ticket / Help Desk
- FAQs
- Video Tutorials

30

Connect with US!

For more resources, updates, and information
Like us on Facebook and Follow us on Twitter!

- <http://www.facebook.com/walkacrosstexas>
- <https://twitter.com/walkacrosstexas>
- @walkacrosstexas
- #walkacrosstexas



31



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32

Walk Across Texas! – An Example of a Program Master Wellness Volunteers Can Support Volunteer Training Activity Sheet

Walk Across Texas! (WAT!) is an eight-week program to help people of all ages and abilities support one another to establish the habit of regular physical activity.

Getting Started

Action: create a mock (or real!) WAT! Task Force based on the Adult **OR** Youth version of the program. Create this list with the idea that this is who you will reach out to when you begin to plan for WAT! (if applicable).

List the individual(s) or organization(s) that will comprise of your task force. For example, one task force member could be from the Health Department or a City Official. Be specific.

Potential Task Force Members Include:

- _____
- _____
- _____
- _____
- _____

- _____
- _____
- _____
- _____
- _____

Motivating Participants

Action: Using the list of Potential Task Force Members that was created in the previous section, create a list of what they could provide to support your WAT! program. For example, the Health Department may not be able to provide a space for an event, but perhaps they could provide staff to host an educational program during an event. Similarly, perhaps the City Official cannot provide staff members, but is willing to have dinner with the winning team (and pay)! Think outside the box, you never know until you ask!

Potential In-Kind / Support from Task Force Members

- _____
- _____
- _____
- _____
- _____

- _____
- _____
- _____
- _____
- _____