



MON DE STYLE MARCHÉ CAMPAIGN

Activity Organization Guide
to Promote Workplace Walking

**Do it
for you!**



www.vasy.gouv.qc.ca

A stylized illustration of a man with dark hair, wearing a red tunic and a blue backpack. He is walking on a green path, and a pedometer on his belt shows the number 6924. The background features green trees and a yellow sky.

From October 1 to 31, 2005,
join in and get
your colleagues
WALKING!

The workplace is the perfect place to create a walking-friendly environment. The workplace **Mon style de marche** campaign is designed to encourage people to make walking part of their daily routine. Why? Because walking is a simple and affordable activity that can be easily incorporated into a busy work day, whether at lunch or during your morning or afternoon break.

By introducing the **Mon style de marche** campaign into your working environment, you'll help energize your workplace and improve the quality of life of your employees or coworkers.

Kino-Québec **Tips & Advice**

During the **Mon style de marche** campaign, Kino-Québec hopes that you'll not only distribute our promotional material, but also—time and resources permitting—organize a walking-related activity to help employees opt for an active lifestyle. This guide features plenty of tips and advice from Kino-Québec. By following the suggested steps and taking advantage of the resources you have available, you'll find it even easier to organize an activity that best suits your workplace.

TAKE IT STEP BY STEP!

A stylized illustration of a woman in a blue dress and orange backpack walking on a path. A dog is walking alongside her. The background is a bright yellow and blue gradient. The text is arranged in a way that follows the path of the woman and the dog.

Prepare the terrain

Ask for support from management

- Check with management whether it's possible to take time to organize a walking activity.
- Suggest that managers send a message to all employees encouraging them to take part in the campaign from October 1 to 31, 2005.
- If possible, set aside a budget to organize your activity (door prizes, certificates of recognition, etc.)
- Check whether it's possible to arrange a more flexible work schedule to allow as many employees as possible to take part in your activity.

Seek out partners

- Invite colleagues or members of your social club to help out with the activity and promotional efforts.

Draw up a communication strategy

Make good use of Kino-Québec promotional tools

- **Posters:** Put them up in prominent and strategic locations. Be sure to post some near elevators and stairways to motivate employees to boycott the former and opt for the latter. Other posters can be used to promote your activities.
- **Walking logbooks:** Include them with pay stubs, hand them out to employees when they arrive at work, or distribute them during breaks or by making the rounds of your company departments.

Advertise your activity

- Send a memo to all employees to announce the campaign and your special activities (See sample at the end of the guide).
- Launch the campaign during break.
- Publish an article in your company newsletter (See appended sample).



Select a theme to liven up the campaign

- Plan lunchtime or breaktime walks and explore interesting areas around your workplace. You may wish to spice up your walks with variations such as walking with weights, walking at varying speeds, a walk-o-thon, or other ideas. In some cases, you may require the services of a physical activity specialist to lead these walks.
- Organize a Sneaker Day when everyone comes to work in sneakers. Take advantage of the opportunity to propose an easy and enjoyable itinerary.
- Encourage people to always take the stairs. Organize a special Stair Week. Tip: Decorate the stairwell with pictures and words of encouragement to motivate your colleagues and employees to use the stairs more often.
- Organize workshops on topics such as how to choose good walking shoes, selecting energy-rich snacks for long hikes, and stretching exercises to do before going for a walk or bike ride (Ask your Kino-Québec consultant to recommend a resource person).
- Propose an inter-department challenge, or set a goal for your workplace to shoot for, i.e., a certain number of steps or minutes of walking.
- Set up a walking club that will continue its activities even after the campaign ends (Ask for the guide *L'ABC de la formation d'un club de marche* from your Kino-Québec consultant. Available in French only)
- Encourage employees to walk or ride to work, and treat those who do to a free breakfast.
- Offer lunchtime activities likely to appeal to employees: workout, tai chi, stretching, introduction to judo, etc.
- Make a computer available to employees so they can visit the Kino-Québec website (www.kino-quebec.qc.ca). It's a great place to find out more about walking and to use the *Actimètre* program. This user-friendly software helps adults assess their level of physical activity.
- Suggest longer walks that can be organized as family weekend outings, for example, a hike in one of the SÉPAQ parks or a walk on an historic route.
- There's no shortage of great ideas!



Acknowledge top walkers and plan followup

- Take photos of participating employees and post them or publish them in the company newsletter.
- Hold a door prize draw for discount coupons, season's passes for a provincial or national park, or other.
- Thank the people who helped organize the activities (door prizes, word of thanks in the company newsletter, etc.)
- Identify the strong and weak points of the campaign for the following year.
- Consider the possibility of continuing to promote an active lifestyle by forming a committee in charge of promoting fitness activities. The committee could draw up an annual program and propose setting aside a room for fitness activities and installing bike racks.
- Complete the Kino-Québec assessment form to share your successful initiatives and make suggestions.

Together, let's get Quebecers walking—a simple and essential gesture to improve our quality of life.

SAMPLE MEMO

To all employees

Re: *Mon style de marche* campaign

Fall is just around the corner and this is a great time of the year for walking—the weather is perfect for this popular activity that everyone can enjoy.

From **October 1 to 31, 2005**, Kino-Québec is encouraging adults to discover the joys and benefits of walking at their workplaces. The goal of the *Mon style de marche* campaign is to get people to incorporate walking into their daily lives, because there are so many good reasons to walk, and walking is good for you, no matter what your style.

You can walk for recreation, to get to work, with a friend at lunch, with the family in the evening, or simply to explore your neighborhood parks. By walking every day (or almost every day), you can greatly improve your quality of life.

That's why we're enthusiastically supporting the Kino-Québec *Mon style de marche* campaign. We would like to take this opportunity to encourage you to take part by walking a little more and a little further every day. During the campaign, which runs from **October 1 to 31, 2005**, we urge you to take part in the activity that will be organized in our workplace and step up to the four challenges laid out in your walking logbook.

A logbook that will get you moving!

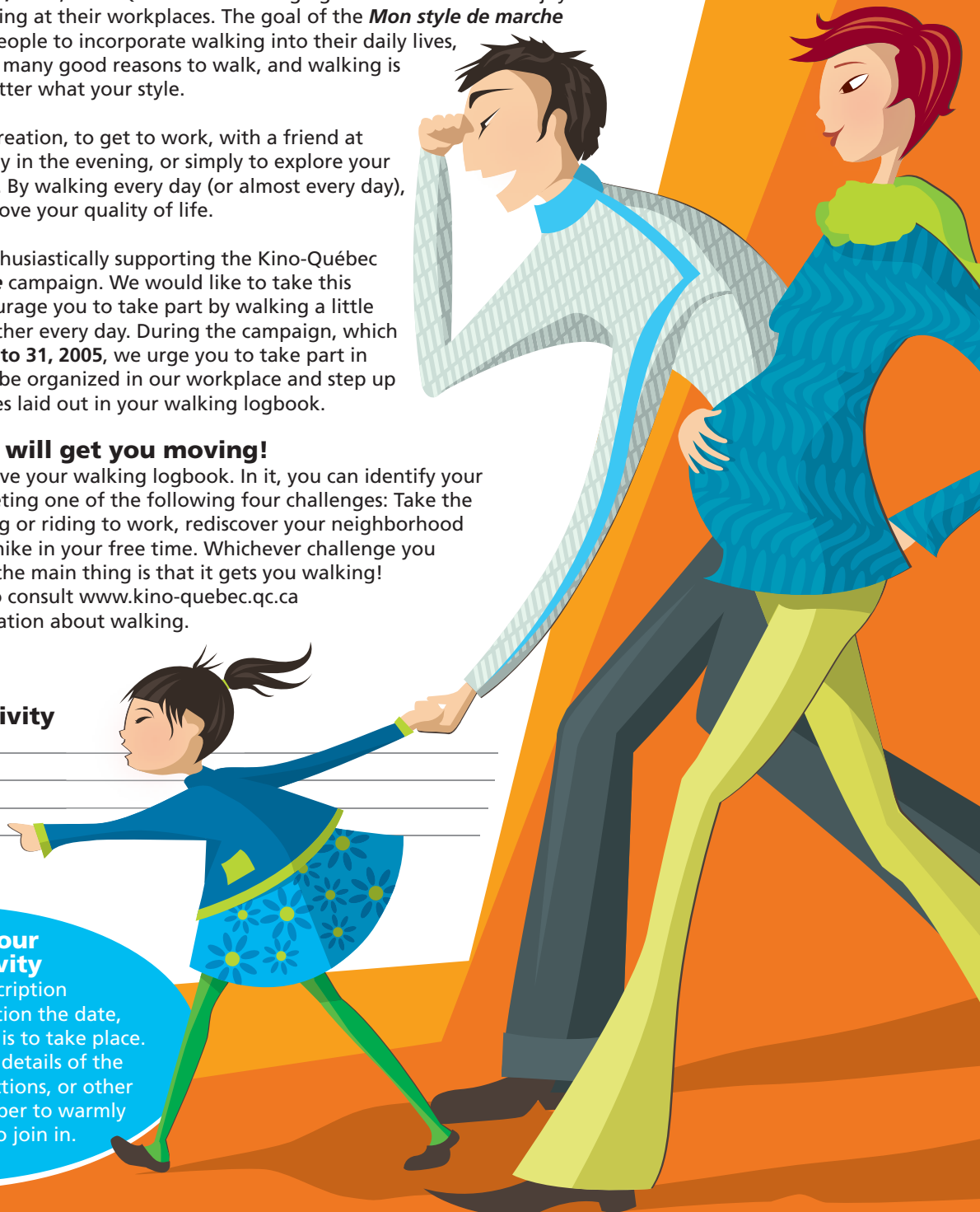
You will shortly receive your walking logbook. In it, you can identify your walking style by meeting one of the following four challenges: Take the stairs, opt for walking or riding to work, rediscover your neighborhood on foot, or go for a hike in your free time. Whichever challenge you take on, remember, the main thing is that it gets you walking! We also invite you to consult www.kino-quebec.qc.ca for lots more information about walking.

Our feature activity

Happy walking!

Advertise your feature activity

Provide a brief description of your activity and mention the date, time, and location where it is to take place. If necessary, mention the details of the door prizes, special instructions, or other information. And remember to warmly encourage people to join in.



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CAMPAGNE
2005



www.kino-quebec.qc.ca

