

## GUIDE TO PLANNING A WALK

***National Walk at Lunch Day – Wednesday, April 30, 2014***

Planning a walk at your workplace or school is easier than you think. Walks vary in size and shape, but there are a number of steps in the planning process necessary for any walk. The checklist/timeline below will help you plan your own successful ***National Walk at Lunch Day***<sup>®</sup> event.

Ideally, you'll want to get started at least a couple months in advance to finalize details and leave yourself plenty of time to promote the walk within your organization.



1. Organize a planning team to plan the walk
2. Identify a walking path, whether around your facility or at a nearby park
3. Contact any public safety departments necessary to ensure the safety of your event
4. Reach out to other organizations to participate in ***National Walk at Lunch Day***, such as neighboring businesses or schools
5. Consider offering incentives for employees, including providing a light lunch, holding a contest or giving random prizes
6. Promote the walk, using BCBSNE-provided materials at [www.nebraskablue.com](http://www.nebraskablue.com) and/or through your own ideas
7. Set a deadline and get a headcount of walkers
8. Register your organization at [www.nebraskablue.com](http://www.nebraskablue.com)
9. Finalize and distribute a news release to local media about your walk
10. Walk for 30 minutes
11. Send "Thank You" letters to those who helped with the planning and execution of the walk
12. Make walking a healthy habit, and continue walking as an organization or a department, or just grab a co-worker and do it!