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Purpose

This manual is designed to assist communities, worksites, churches, and schools in developing walking trails and physical activity or walking programs. This manual will assist in the planning of a trail from conception to completion and provide resources for each stage of development.

Each potential setting for a walking trail (community, school, church, and worksite) and its specific needs are addressed in this manual.



Introduction

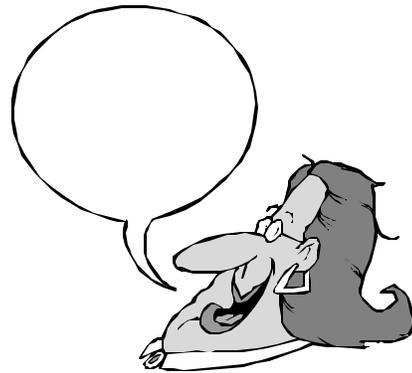
Cardiovascular disease, including heart disease and stroke, are the most common causes of death in Texas, accounting for almost 37% of all deaths in 1998. In the same year, cancer accounted for 23% of all deaths. Diabetes is one of the leading causes of disability in Texas, and our state has one of the highest rates of diabetes in the nation. It has been proven that physical activity reduces the risk of heart disease, high blood pressure, some cancers, and diabetes, as well as reducing the severity of debilitating conditions such as arthritis. In addition to these benefits, regular physical activity improves strength and endurance, builds bone mass, and controls weight.

However, in the late 1990's 28% of Texans surveyed by the Texas Department of Health reported no exercise, recreation, or physical activity during the previous month, and 56% of those surveyed reported leading a sedentary lifestyle. In addition, almost a third of the Texas adult population reported being overweight. Thus the need for Texans to incorporate regular physical activity into their lives is great. Unfortunately, many people believe that physical activity must be strenuous, costly, and time-consuming to be effective. On the contrary, physical activity is doing anything other than just sitting, and health benefits can come from accumulating just 20 to 30 minutes of physical activity on most days of the week. The 1996 Surgeon General's Report on Physical Activity and Health recommended walking as the easiest form of exercise for most Americans. Walking can be done by people of all ages and fitness levels, and it costs almost nothing.

With the development of environmental supports such as walking trails within communities, Texans would have the power to increase their level of physical activity and decrease their risk for chronic health conditions. The goal of this manual is to assist with increasing the availability and accessibility of walking and fitness trails.

Chapter 1

Getting Support and Finding the Funds



Getting Started

Looking for help in developing a walking trail? Before you start making contacts, looking for materials, raising funds, or soliciting donations, check into what resources are already available in your community, worksite, church, or school. Existing walking clubs can be valuable resources to draw upon. The experiences of those people who have developed trails before can be an effective asset in your endeavors. You do not want to “reinvent the wheel,” just improve upon it.

Garner support from an active walking club. They already know who has an interest in walking. Tap into the group’s resources and find out who to contact for references in the field of walking trails.

Do some research on existing trails in the area. Find out what was involved in getting the trail established. Ask how they went about the process and what resources were used. The big question to ask is “What would they do differently in the development of a new trail?”

Starting a Trail: Who to Contact

When beginning to develop a walking trail for a school, community, church, or worksite, there are various contact persons in each setting. On the next page is a list of suggested persons to contact in establishing a walking trail at the various sites. You may know of other persons who may be an ideal contact for your area. However, it is recommended that you find out the background of the group before presenting the

concept of a walking trail.

The key is to get the highest person in command to “buy into” the idea of a walking trail. Sometimes your best contact may be a friend or someone you know in the church, school, or worksite who can “pave” the way for you. In a church, for example, the minister may not be your key contact, but he or she may refer you to the “movers and shakers” of the church.

Once you have made contact by telephone expressing your intent, a follow-up letter should be sent. After you have sent the letter, an appointment should be made to meet with the contact person to begin planning details for the walking trail(s). A committee can be organized to help with the planning, however, this decision should be made by the contact person.

Schools:

- Superintendent
- Principal
- Physical Education Teachers
- Clubs/Organizations (PTO/PTA - Parent Teacher Organizations)

Community:

- Mayor
- City Manager
- Chamber of Commerce
- Neighborhood Associations
- Clubs/Organizations that take on special projects such as Rotary, Jaycees, Sororities, Fraternities
- Running and Biking Clubs
- YMCA/YWCA
- Senior Citizen Groups
- Community Leaders
- Girl/Boy Scouts
- City and County Recreation Departments
- Real Estate Companies
- Local Developer in the Community

Churches:

- Ministers
- Deacons

Church Leaders
Ministerial Alliance
Church Organizations
Men's and women's groups, Sunday school classes, youth groups, senior citizen groups, church council board

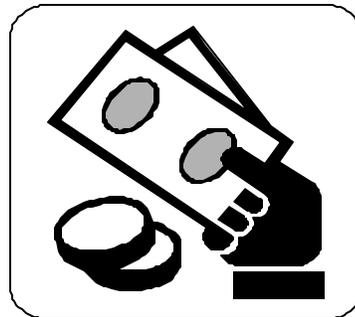
Worksites:

Contact person at the highest level (Plant or Personnel Manager)
Plant or Occupational Nurse

Financial Resources

Funding for a walking trail can be either relatively inexpensive or require significant amounts of money. There are a variety of resources available for whatever finances you may need to develop a trail. Listed below are some suggested sources for locating these funds. See the following page for a sample letter to use as a guide when contacting these sources.

- Private Foundations
- Worksites
- Churches
- School Districts
- City/County Councils
- Recreation departments
- YMCA
- Health Care Agencies
- Civic and Fraternal Organizations



Your Parks and Recreation Department may also have funds available.

If funding is a problem, it is possible to build a walking trail at minimum costs.

January, 23, 1998

Dear Community Leader,

Did you know that physical activity can improve the quality of life and even increase life expectancy? Cardiovascular diseases, including heart disease and stroke, are the most common causes of death in Texas, accounting for almost 37% of all deaths in 1998. In the same year, cancer accounted for 23% of all deaths. Diabetes is one of the leading causes of disability in Texas, and our state has one of the highest rates of diabetes in the nation. It has been proven that physical activity reduces the risk of developing heart disease, high blood pressure, some cancers, and diabetes, as well as reducing the severity of debilitating conditions such as arthritis. In addition to these benefits, regular physical activity improves strength and endurance, builds bone mass, and controls weight.

Walking is one of the easiest forms of physical activity because it can be done by people of all ages and fitness levels, and costs almost nothing. With the development of environmental supports such as walking trails, community members would have the power to increase their level of physical activity and decrease their risk of chronic health conditions in a safe and accessible place.

The (organization) has the hopes of decreasing the number of Texas residents leading sedentary lifestyles with the development of a walking trail in (city, county). The trail will be open all hours and to all ages to ensure maximum usage.

Through the community efforts and hard work of a group of concerned individuals and businesses, we will be able to begin work on this trail. We need funding for lights, mile markers and signs, and landscaping. Once the trail is complete, we will need funds for trail maintenance.

We are dependent on donations given by businesses and concerned individuals, like yourself, to reach our goal. Please join us in trying to improve the health and well-being of (city, county) residents with your donation. Donations can be made to "City of..." and can be dropped off or mailed to ...

Please contact me at (xxx) xxx-xxxx for more information.

Sincerely,

Chapter 2

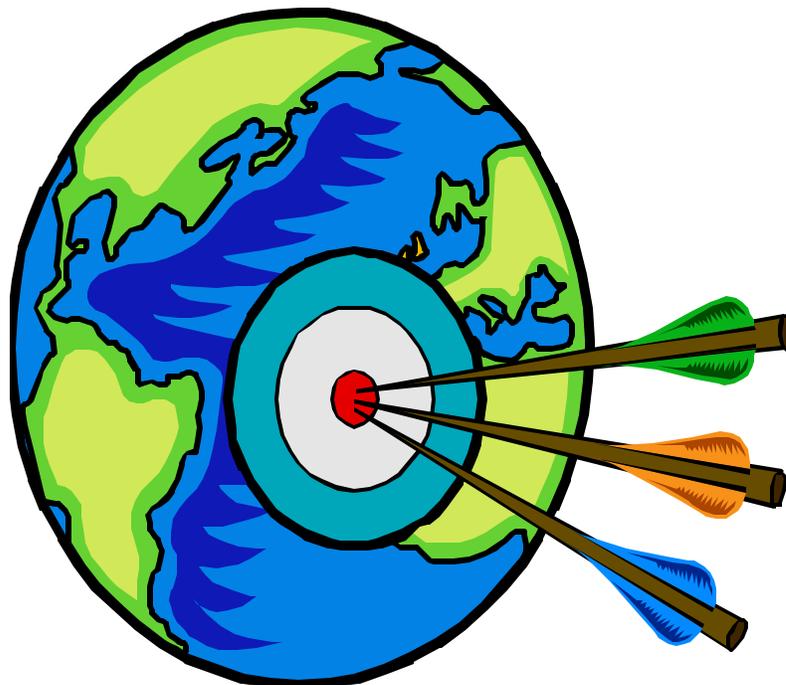
Potential Trail Locations

Trail Location and Materials

Your walking trail can be located anywhere that is suitable for walking. Make sure that your trail is located in a safe area. A successful trail is easily accessible and attractive in its layout.

Keep in mind that your walking trail can cost as much or as little as you care to spend. For example, a 1/2 mile asphalt trail with screened metal signs can cost in the neighborhood of \$10,000. On the other hand, a very attractive, cost-efficient trail could be located in an open field with wooden signs for less than \$50.

The following section is provided as a general guide to help you with developing your walking trail. Remember, your trail is limited only by your creativity!



Potential Trail Locations By Site

This is a list of areas frequently used for building walking trails, but it is not all the possibilities. Your possibilities will vary depending on your surroundings. Remember, creativity is the key!

Church:

- Around parking lots
- On church grounds
- Around existing recreation fields
- Inside gymnasiums
- Nearby neighborhoods
- Around cemeteries
- Between local churches

Community:

- Neighborhood sidewalks and streets
- Inside recreation centers
- Around existing recreation fields
- In city and county parks
- Public schools and college campuses
- Adjacent to inner & outer city greenways/greenbelts

Mall:

- Inside enclosed malls
- Parking lots (if there are pedestrian lanes)

School:

- Along hallways
- Inside gymnasiums
- Around parking lots
- On school grounds
- Around existing recreation fields, blacktops, and playgrounds
- Nearby neighborhoods

Worksite:

- Inside the plant using OSHA (Occupational Health and Safety Act) lanes
- Around parking lots
- On plant grounds
- Nearby neighborhoods

Along business parks

Trail Location Points to Consider

Church Setting

- | | |
|------------|---|
| Permission | Get permission from the church to locate the trail on their property. Make them aware that the property owner may be liable for injuries sustained by users of the trail. Get approval for all trail markers and signs being placed on the trail. |
| Access | Make sure that trail users can have access to the trail at all times. The more barriers to the trail, the less likely people are to use it. |
| Security | Consider visibility and security. Will people feel safe enough walking the trail? When walking, are people visible or are there blind spots? Are there enough light fixtures or does the require its own set? |
| Traffic | If the trail uses a parking lot, how much traffic will walkers encounter? If the trail uses neighborhood sidewalks and streets, how many busy intersections will walkers cross? Try to route walkers away from these dangers. Avoid busy intersections and limit the number of streets to be crossed. |
| Parking | Consider parking space. Is parking space available and adequate during peak usage? |
| Amenities | Are restroom facilities and water fountains available? If not, can you provide them? |

Community Setting

- | | |
|------------|--|
| Permission | Scout out a potential location and get permission to locate the trail on the property. Who owns the land? If leased, what are the provisions for the land and its upkeep when the lease expires? Make them aware that the property owner may be liable for injuries sustained by trail users. Get approval for all trail markers and signs to be used. |
| Access | Make sure that trail users can have access to the trail at all times. The more barriers to overcome, the less likely people are to use it. |
| Security | Will people feel safe when walking the trail? Will people feel safe |

enough walking the trail? When walking, are people visible or are there blind spots? Are there enough light fixtures or does the require its own set?

Traffic If the trail uses a parking lot, how much traffic will walkers encounter? If the trail uses neighborhood sidewalks and streets, how many busy intersections will walkers cross? Try to route walkers away from these dangers. Avoid busy intersections and limit the number of streets to be crossed.

Parking Consider parking space. Is it available and adequate during peak usage?

Amenities Are restroom facilities and water fountains available? If not, can you provide them?

Mall Setting

Permission Get permission from the mall to locate the trail on their property. Make them aware that the property owner may be liable for injuries sustained by users of the trail. Get approval for all trail markers and signs to be used.

Access Establish times when walkers will have access to the trail. Establish security measures such as photo IDs to allow walkers access to the trail before the mall's business hours.

Traffic If the trail uses a parking lot, how much traffic will walkers encounter? Are there pedestrian lanes available or can you provide them? If the trail is located in an enclosed mall, make sure there are measures to avoid slick floors and stairs.

Security Study visibility and security. Will people feel safe when walking the trail? When walking, are people visible or are there blind spots? Are there enough light fixtures or does the require its own set?

Parking Consider parking space. Is it available and adequate during peak usage?

Amenities Are restroom facilities and water fountains available within the mall?

School Setting

Permission	Get permission from the school to locate the trail on their property. Make the staff aware the school may be liable for injuries sustained by trail users. Get approval for all markers and trail signs to be used.
Access	Is there easy access to the trail? The more barriers to overcome, the less likely people are to use it. If the trail is located outside, make sure that the users will have access to the trail at all times. If the trail is inside, establish times when walkers will have access to the trail.
Security	Study visibility and security. Will people feel safe when walking the trail? When walking, are people visible or are there blind spots? Are there enough light fixtures or does the require its own set?
Traffic	If the trail uses a parking lot, how much traffic will walkers encounter? If the trail uses neighborhood sidewalks and streets, how many busy intersections will walkers cross? Try to route walkers away from these dangers. Avoid busy intersections and limit the number of streets to be crossed.
Parking	Consider parking space. Is it available and adequate during peak usage?
Amenities	Are restroom facilities and water fountains available at the school site? If not, can you provide them?

Worksite Setting

Permission	Get permission from the plant to locate the trail on their property. Make personnel aware that the property owner may be liable for injuries sustained by trail users. Get approval for use of all trail markers and signs.
Access	Is there easy access to the trail? The more barriers to overcome, the less likely people are to use it. If the trail is located outside, assure that the users will have access to the trail at all times. If the trail is inside, establish times when walkers will have access to the trail.
Security	Study visibility and security. Will people feel safe when walking the trail? When walking, are people visible or are there blind spots? Are there enough light fixtures or does the require its own set?

Traffic	If the trail uses a parking lot, how much traffic will walkers encounter? If the trail uses neighborhood sidewalks and streets, how many busy intersections will walkers cross? Try to route walkers away from these dangers. Avoid busy intersections and limit the number of streets to be crossed.
Parking	Consider parking space. Is it available and adequate during peak usage?
Amenities	Are restroom facilities and water fountains available? If not, can you provide them?

Making the Trail Location Attractive and Safe

1. If soil is available, consider planting a nature trail. Different species of trees, bushes, grasses, and flowers can be grown along the trail. Identify and label various species to provide an educational opportunity for trail users. When planting trees and bushes, consider walker visibility for safety. While trees and bushes can offer some privacy, be careful not to facilitate a hiding place.
2. If the trail is located outside, consider placing benches around the trail. These benches can provide a rest stop for beginner walkers or walkers with special needs.
3. If possible, consider providing a bulletin board near the trail's starting point. This board can be the communication medium for ongoing wellness activities. If the trail is located outside, consider providing a covered bulletin board.
4. If the trail is a marked trail, laminated pictures can be placed at strategic points along the trail. The pictures may contain health messages or motivational messages. Rotate pictures in a timely manner to maintain trail users' interest.
5. If space and funds are available, consider installing a grouping of outdoor fitness equipment known as a "fitness cluster". Trail walkers can work on their cardiovascular endurance and muscular strength while using the equipment. Install a cluster at the beginning or end of a trail instead of dispersing fitness stations along the trail, because walkers will not want to stop walking to use the equipment. Choose a cluster that will meet the population's needs. How readable are the instructions on the signs? Are drawings used?

Chapter 3

Walking Trail Materials

Surface Materials

Materials	Typical Costs	Sources
Wood Bark	\$40-50/ton	Wood product and paper product
Sawdust	\$40-50/ton	Lumber suppliers

Comments:

Wood bark is less desirable due to the unevenness of the surface. All wood products are considered short-life materials due to oxidation and erosion. Crushed bark or Bark-a-Mulch may also be used as a surface material if it is available in your area. Wood by-product surfaces do require edging.

Gravel	Typical Costs	Sources
Railroad ballast gravel 2-2.5" diameter	\$10-25/ton	Concrete plants, rock quarries, and gravel companies
57 Gravel 1-1.25" diameter	\$10-25/ton	
P Gravel	\$10-25/ton	
River Rock	\$8-15/ton	
Crusher run (gravel dust and 57 gravel mixture)	\$8-15/ton	

Comments:

Railroad ballast is acceptable only as a paving base. It is unsafe as a walking surface.

Crusher run can be a poor surface in wet weather. The prices will vary according to the amount purchased and trucking distances involved. Shop around before purchasing! The best gravel for walking surfaces is 57 stone or P-Gravel. Any gravel requires edging and packing.

Gravel Coverage Formula

1. Convert trail surface area into square feet (length x width = square feet).
2. Square feet/324 = # of cubic yards needed to cover 1" deep.
3. Multiply cubic yards by depth of surface desired.
4. Multiply this figure by 1.25 = # tons surface material needed.

Example

How many tons of gravel is needed for 1/4 mile trail that is 6' wide and 4" deep?

1. 1320 ft. X 6 ft. = 7920 sq. Ft.
2. $7920/324 = 24.44$ cubic yds. For 1" deep surface
3. 24.44×4 " deep = 97.6 cubic yds.
4. $97.76 \times 1.25 = 122.2$ tons gravel needed

Asphalt

- 4" asphalt slab is acceptable on compacted topsoil as a base.
- 2" asphalt slab is acceptable on a 4-6" compacted gravel base.

Typical cost (including base preparation and surfacing)
Asphalt paving \$22-26/ton.

Coverage

- 1 ton of asphalt 4" deep will pave a 6' wide trail 7.5 feet
- 1 ton asphalt 2" deep will pave a 6' wide trail 15 feet.

Comments

Asphalt is the most expensive surface available but also the longest lasting. It is a low-maintenance surface that can be painted or otherwise marked if so desired. Asphalt does not need edging.

Grading

2%-5% grade is acceptable for hills. (2% maximum grade if trail is used by seniors) A 1% slope will ensure adequate drainage.

Architects, civil engineers, and soil conservation officers are good information sources.

Surface Edging Materials

Plastic Edging	\$15/20'	Can be found at most lawn and garden suppliers
4' x 4' Landscape Timbers	\$3-4/8 foot timber	Home Improvement/ Industrial Supply
Railroad tie timbers 7" x 9" x 8'	\$12.50/timber	Industrial/Rail Road Supply

Comments:

Plastic edging can be shaped easily around tight corners. It weathers acceptably, but it is not as long-lived as other edging materials. Timber weathers well and is a low-maintenance edging. It can be expensive for lengthier trails. Timber blends well with natural settings. Beveled dirt banking is the least expensive edging, but may have possible erosion problems in the long run.

Lighting

Type	Cost/Pole	Lighted Area
100 Watt Sodium	\$4.80/month	120 ft. diameter Round
High-pressure 250 Watt Sodium	\$12.50/month	180 ft. diameter Oval
400 Watt Metal Halide	\$19.03/month	variable (based on directional angle) Rectangle

Comments:

Install dusk-to-dawn lighting as this will allow more trail usage and is safer. Work with lighting utility engineers to develop a lighting layout that is economical, functional, and

attractive. Lighted area is based on a standard 30-foot pole, 6 feet of which is buried. The quoted costs come from the City of Austin's Night Watching Program. Different types of lights and/or programs may be available in your area.

Measuring Equipment

Type	Cost	Source
Rolotape 400	\$139.95 (single counter) \$186.95 (dual counter)	Forestry Suppliers, Inc. 1-800-647-5368
Rolotape 415	\$142.50 (single counter) \$191.50 (dual counter)	Measuring equipment may also be borrowed from Health
Rolotape 600	\$161.90	Departments, Highway
Rolotape 623	\$173.50 (single counter) \$204.00 (dual counter)	Departments, Surveyors, and School Physical Education
Rolotape 660	\$172.50	Departments

Comments:

Most of these measuring wheels will measure up to 100,000 feet. Some models have dual counter which allow total distance as well as various increments to be measured. You may also be able to find other types of distance wheels for about \$80-90 in outdoor equipment stores.

Distances

1/8 mile-660 feet
 1/4 mile-1320 feet
 1/2 mile-1640 feet
 3/4 mile-3960 feet
 1 mile-5280 feet

Comments:

1/4 mile is the acceptable minimum distance for a trail. Longer trails (1 mile or more) should have a "shortcut" at some increment to allow lesser conditioned walkers the opportunity to choose their walking distance. Choose a location large enough for the desired distance and use standard distances like those listed above.

Signs

Type	Cost	Source
Painted pavement markings	minimal	Any paint source
Laminated paper	minimal	Any print source
Painted wood	\$5-25/sign	Hardware stores, sign shops
Routed wood	\$25-50/sign	Hardware stores, cabinet shops, sign shops
Screened metal	Varies	County sign shops

Comments:

Signs should blend with the locale and theme of the trail. The signs need to be visible yet attractive. Visibility may be increased with landscaping around the base of sign posts. When designing your own signs, also remember to keep them simple. Complicated signs are hard to understand. Signs are meant to inform and guide the trail users and it is important for them to properly convey their message. Signs that are reflective are helpful to night users, and posting them at eye level or lower better attracts trail users' attention. This level also makes them more visible along the trail. Bilingual signs may be appropriate in your area, or larger signs might be useful if the trail will receive heavy usage from the elderly. Incremental signs are helpful to allow walkers to measure progress and time if they so desire.

The price of screened metal signs depends on the type and thickness of the metal used. Many plant maintenance departments have sign making capability. Always be sure and obtain permission before painting or posting any markers.

Chapter 4

Walking Trail Signs

Walking Trail Signs





Walking Trail



Walking Trail



Walking Trail





1.5 Miles

Chapter 5

Promoting the Walking Trail



Promoting the Walking Trail

Promotion is the publicity and visibility you give your walking trail. Its purpose is to generate interest among potential users of the trail and to raise awareness for the value of the trail with regards to physical activity. Promotion and education are the most crucial elements in the success of a walking trail in any type of setting.

Promotion can involve a variety of channels to make people aware of the trail. These methods include:

- Public displays, announcements, and kick-off events
- Personal communications
- Newspaper and other print promotions
- TV and radio promotions

Education of the trail's value in providing environmental support for physical activity is essential to the success of the trail. It is vital for potential users to realize that using the trail is an easy way to increase their levels of physical activity. Stressing the importance of physical activity to a person's health is another avenue of promoting the trail. In addition to the health benefits, trails enhance city beautification efforts, help control crime and act as a natural haven for small wildlife and native vegetation.

The following information may help you to both promote your trail and educate potential users of the trail.

Media Promotion

Using the media will help the community become aware of the importance of physical activity and also will increase the community's interest in the walking trail.

Activities for promoting awareness:

- Posters
- Flyers
- Signs
- Exhibits
- Payroll stuffers
- Church bulletins
- Pamphlets, brochures
- Employee/church newsletter
- Bulletin boards
- Newspaper articles
- Meetings
- One-time events such as a “Wellness Walk”
- Discount coupons
- Logo/theme T-shirts
- Games/Trivia

Public address systems such as radio, television, business, and school address systems can be used for short announcements to inform the public of the walking trail.

Here are some suggestions to keep people interested in using the walking trail:

1. Sponsor periodic public awareness walking campaigns such as “Walk Texas.”
2. Organize walking teams and have competitions among the different groups. Offer incentives and other prizes.
3. Encourage walking at the worksite during lunch and coffee breaks; at the church before the mid-week service and as part of the vacation bible school program; and before and after classes at school.

Chapter 6

Kick-Off Event

Planning the Big Day

Listed below is a series of important steps one should consider when planning the “kick-off” promotional event for the opening of your walking trail.

1. Form a committee to plan and publicize the event. The committee membership should be drawn from the leaders and “movers and shakers” within each setting (worksite, school, church, and community) and the Health Promotion Team from the Health Department.
2. Decide upon place, date, and time for event kick-off.
3. Develop and publicize the goals, guidelines, and rules for the users of the walking trail.
4. Develop a plan of action for publicity for the kick-off event.
5. Solicit contributions for prizes and incentives.
6. Make it easy for people to sign up by having a wide variety of places to register for the event.
7. Place basic tips and articles about physical activity and its benefits along with the notice about the opening of the walking trail. The notices could be placed in newsletters, flyers, payroll stuffers, radio and television public service announcements, and local newspapers.
8. Encourage physicians to endorse a letter recommending that all their patients exercise by using the walking trail. Use the letter as part of the publicity campaign.

9. Develop and distribute table tents or flyers with messages such as “Would You Like More Energy? Exercise With Us” or “Don’t Excuse Yourself from Exercising.”
10. Arrange for a motivational presentation on exercise before or during the kick-off event.

Promotion Possibilities

Television

Public Service Announcements
 Paid Ads
 News Stories
 News Series
 Public Affairs Programs
 Talk Programs
 Magazine Programs
 Special Programs
 Community Calendar
 Community Opinion
 Management Editorials

Letters to Editor
 Feature Columns

Newsletters

Stories
 Paid Ads
 Columns

Printed Materials

Flyers
 Posters

Radio

Public Service Announcements
 News Stories
 Public Affairs Programs
 Talk Programs
 Packaged Series
 Community Calendar
 Management Editorials

Distribution Outlets

Retail Outlets
 Public Locations (library,
 chamber of commerce)
 Health Agencies
 Doctor/Dentist Offices
 Workplaces
 Churches
 Shopping Centers
 Unions
 Schools

Community Events

Health Events
 Civic Events
 Meeting Presentations
 School Events

Newspapers

Paid Ads
 News Stories
 Editorials

The Big Day

Here is a check-off list which may be used in the organization of the activities for the kick-off event.

- A. Contact authorities for permission to use the area designated for the start of the festivities.
- B. Contact Rescue Squad for emergency first aid services.
- C. Contact police department for traffic flow and escort.
- D. Contact local restaurants to provide water coolers at trail sites.
- E. Obtain platform and public address system for warm-up activities.
- F. Obtain trash cans.
- G. Secure instructor for warm-up activities.
- H. Obtain ribbon for ribbon cutting ceremonies.
- I. Make or buy certificates for awards.
- J. Line up people for judges and presenters of awards.
- K. Make posters and walker identification cards.
- L. Arrange for volunteers to work the registration table. Registering participants, tabulating award winners, and filling out the award certificates are the responsibilities of the registration table.
- M. Arrange for volunteers to hand out packets and collect walker identification cards.
- N. Secure shuttle services back to the starting point of the walk if necessary.
- O. Arrange for volunteers to set up and clean up.

Additional Kick-Off Activities

1. Tie the walk in with the on-going site events such as a community festival, National Employee Health and Fitness Day activities at the worksite, field days at schools, and church family activities.
2. Offer different types of screenings (i.e., height, weight, blood pressure, body composition analysis) in conjunction with the kick-off.
3. Invite different agencies/community groups (i.e., American Heart, American Lung, Cancer Society, local hospital wellness programs) to provide displays.
4. Have fruit and healthy foods available for participants. Local grocery stores may donate fresh fruit and fruit juices for the event.
5. Recruit a local television or athletic personality to begin the first walk on the walking trail.
6. Get a volunteer to dress up in a “walk man” costume (like Superman, but with a “W” instead of an “S”). This person could lead the walkers during the event.
7. Make activity logs or some type of walking journal available to the walkers to assist them in keeping track of their mileage for future walks.

Chapter 7

Incentives for Walking

Incentives for Walking

Incentives are important in any type of physical activity program. They can be used in a variety of ways to get people involved in a walking trail activity. Incentives can encourage people to sign up for the program, participate in the activity, or develop a walking program after the initial event is over. Incentives do not have to be expensive or elaborate - donations are free to you and provide the donor with advertising.



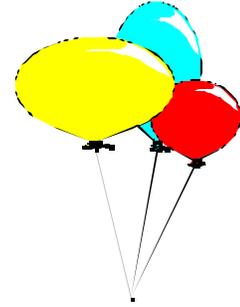
Keep in mind the following points about incentives:

- Periodic, ongoing incentives are better than one time rewards
- Group incentives enhance the effect of the program
- Incentives serve as valuable reminders to people to continue participation
- The more appropriate the reward, the better the effect

Incentive Idea List

Here are some suggestions of different items which make nice prizes:

1. Flower or balloon bouquet
2. Coupons/discount at an athletic store
3. Preferred parking space at worksite, church, or school
4. “Jane/Joe Smith” Appreciation Day
5. Recognition in company newsletter, bulletin boards, newspaper, local media
6. T-shirt with an appropriate logo
7. Movie theater tickets
8. Exercise equipment donated by a local sporting good store
9. Lunch with “the boss” or a local personality
10. Juice packs/fruit basket for health and hydration
11. Gift certificate for services--free oil change or dry cleaning
12. Night for two at a beach resort or local resort
13. Subscription to a health- or fitness-related magazine
14. Heart-healthy cookbook



Site-Specific Incentive Ideas

Worksite

1. Employee leave time for participants with certain mileage
2. Free lunch from the worksite cafeteria
3. Trophies for walking teams and/or individuals
4. Recognition in the company newsletter or bulletin boards

Community

1. Free lunch or dinner donated by local restaurants
2. Gift certificates donated by local businesses and utility companies
3. Lunch with a local celebrity

Church

1. Covered-dish supper using heart-healthy dishes honoring walkers
2. Recognition in the church bulletin or newsletter
3. Lunch or dinner with the minister
4. Special hymn sung by the choir in honor of the walkers

School

1. Healthy foods provided by the school cafeteria honoring walkers
2. Lunch with the principal or district superintendent
3. Recognition in the school newspaper or public address system
4. T-shirt or cap with the school logo

Chapter 8

Physical Activity

Information

General Information

The following pages contain information which can be used for newspaper articles, brochures, flyers, table tents, and other means of communication. Table tents are flyers containing information on the front and back and can be folded to stand on table tops. Table tents are useful as public awareness and educational tools. Samples of how to use the information are included.



Tips On Choosing Heart-Healthy Activities

To improve your lungs, your activity should be “aerobic”.

What does “aerobic” mean?

Aerobic means “with oxygen”. During aerobic activity, your muscles use oxygen to make energy for you to move. After about 6-8 weeks of regular aerobic activity, your body begins to use oxygen more efficiently.

What are aerobic activities?

These are activities that move the large muscle groups in your arms and legs nonstop for 10-60 minutes. Some examples include:

- Brisk walking
- Jogging
- Stationary cycling
- Bicycling
- Rowing
- Swimming
- Dancing



Some activities can be aerobic if done briskly and nonstop.

Some examples include:

- Basketball
- Tennis
- Racquetball
- Gardening
- Soccer



Some activities are not aerobic but are still good for you. Some examples include:

- Bowling
- Softball
- Golf
- Volleyball

Safety Tips

Most injuries that occur during physical activity are the result of overuse or trying to do too much too soon. The following tips may help prevent problems:

Set realistic goals for yourself. Start with short walking distances and gradually increase.

Begin and end physical activity with 5-10 minutes of slow activity and stretching exercises. Stretch your muscles slowly, holding each stretch 10-15 seconds.

Do not bounce!

Know how hard you are working by either monitoring your heart rate or using the “Talk Test” method. You are working too hard if you cannot talk while active.

Listen to your body! Pain is your body’s way of telling you to slow down or stop.

Drink plenty of fluids, especially during hot weather.

Wear sturdy comfortable shoes and socks to prevent blisters.

Wear a minimum of light-colored, loose-fitting clothes in hot weather. In cooler weather, layer your clothing to trap heat between layers and remove layers as you feel warm.

At night, walk with a buddy and wear reflectors. Face oncoming traffic and do not assume drivers will see you.

Do not wear ankle weights. The added weight may injure your back and joints.

Try to walk on soft, even surfaces such as a level grass field, dirt path or large running track, or a trail.

If you feel any unusual discomfort during activity, slow down or stop. Stop your exercise and call your doctor if you feel any of the following symptoms: pressure or pain in the chest, arms, or neck; dizziness; nausea.

Physical Activity

There are many ways you can stay healthy. One of the most important is to be physically active. It costs nothing, but the benefits are great. Regular physical activity can improve your fitness, appearance, and sense of well-being.

The Facts

Your body works better when you use it. Physical activity helps your heart, lungs, and muscles work hard, which is the best reason for being active. Other benefits from physical activity are:

- Lowered blood pressure and stress
- Stronger muscles
- More energy and flexibility
- Better posture

Types of Physical Activity

There are three basic kinds of physical activity. Each one benefits you in different ways. Activities that help you move, bend, stretch, and twist easily keep your muscles flexible. Examples of these are yoga and stretching exercises like arm circles and trunk twists.

Activities that help you build muscle strength and endurance include push-ups, sit-ups, weight-lifting, and activities like tennis, softball, and bowling.

The best activity to make your heart and lungs strong are aerobic activities. Fast walking, jogging, running, riding a bike, and swimming are some examples. In order to benefit from aerobic activities, you should do them most days of the week for at least 30 minutes.

Physical Activity

QUESTION: How do I know when I am walking too fast?

ANSWER: Use the Talk Test; if you are unable to comfortably carry on a conversation, you are probably walking too fast.

Normal responses to increased physical activity:

1. Deeper and quicker breathing
2. An accelerated heart beat
3. Mild to moderate sweating
4. Minor muscle aches and soreness

Abnormal responses to increased physical activity that may indicate overexertion, incorrect exercising technique, or physical limitations:

1. Extreme shortness of breath or labored breathing
2. Painful muscles
3. Excessive perspiration
4. Blueness in lips or fingers
5. Irregular fluttering heart beat
6. Failure of pulse to slow down
7. Chest discomfort, pain, pressure or tightness
8. Light headedness, dizziness
9. Lack of coordination
10. Nausea

Note: If you experience any of the listed symptoms, stop immediately and contact your physician.

Physical Activity—A Good Insurance Policy for

- good muscle tone
- strong heart
- good circulation
- good sense of balance
- prevents joint pain and stiffness
- sense of mental well-being
- energy
- strengthen bones (helps retard osteoporosis)

Physical Activity—Helps Prevent

- early aging
- weak or aching muscles
- poor circulation
- stiffness of joints
- chronic low back pain
- lack of energy and flexibility

The Risks of Physical Inactivity

Little or no physical activity lessens the strength of your heart and lungs. It may also lead to high blood pressure and weight gain. All of these things can increase your chances of heart disease and stroke.

Other problems that come from inactivity include:

- weak muscles
- bones that break easily
- chronic low back pain
- stiff joints and muscles that ache
- lack of energy
- aging too early

Proper Shoes for Being on the Move

A good pair of shoes is the only “special equipment” required for walking. Any shoes that are comfortable, provide good support and do not cause blisters or callouses will do. Here are some tips to help you make a better selection:

- Look for good support and cushioning.
- Leather, canvas, or nylon mesh is recommended.
- Allow for 1/4" between your big toe and the tip of the shoe.

MEMORANDUM

TO: Company Supervisors

THROUGH: Company President

FROM: Company Wellness Coordinator

SUBJECT: Encouraging Employee Physical Activity

We now have a marked walking trail. Please encourage your employees to use the trail by allowing them to combine their breaks or use part of their lunch hour to walk.

Exercise is well-known for reducing stress and improving health problems such as chronic back pain. Did you now there are definite benefits to the employers? According to the American Heart Association, any type of regular physical activity may yield the following:

- Reduced health care costs by lowering the number and severity of employee medical claims.
- Decreased absenteeism and increased productivity.
- Improved employee morale and decreased employee turnover.
- A greater understanding and awareness of cardiovascular disease risk factors and ways to prevent disease among employees.
- Improved employer/employee relationship and morale.
- Increased sense of belonging and team spirit.
- Less time lost due to cardiovascular illness or disability.

Most companies that start an employee exercise program become convinced that both the tangible and the intangible benefits (morale and perception of company interest in individual employees' well-being) justify the investment of the program.

Please find enclosed our policy statement on Health Promotion, guidelines for employee exercise, and an excerpt on monetary benefits of health promotion.

Chapter 9

The Legal Aspect of Walking Trails

Legal Aspects of Walking Trails

One concern when developing a walking trail is liability. Sponsors of the trail might wonder about their responsibility if a participant should become injured or suffer a heart attack.

Attorneys have been consulted regarding this issue. Their position is that potential liability is controlled by proceeding prudently and following accident preventing precautions. Also, most schools, churches, and worksites carry liability insurance.

Nevertheless, a disclaimer of liability should be included on any registration forms for special events involving the walking trail. Participants should also be educated on safe physical activity habits.

Following are sample forms for liability and medical clearance which can be used for your walking trail and special events.

TDH WELLNESS PROGRAM

Physical Fitness Readiness Questionnaire

This survey will help you determine if you are ready to participate in a vigorous physical activity program and if you might benefit from medical evaluation before starting such a program. For most people physical activity should not pose any problem or hazard. This questionnaire will help identify those small number of adults for whom vigorous physical activity might be inappropriate or for those people who should have medical advice about the kinds of activities or intensity levels most suitable for them. Common sense is the best guide in answering these questions. Please read them carefully and check either yes or no for each one.

YES___ NO___ 1. Has your doctor ever said you have heart trouble?

YES___ NO___ 2. Have you ever had chest pain or heavy pressure in your chest as a result of exercise, walking, or other physical activity such as climbing a flight of stairs? (This does not include the normal out-of-breath feeling that results from vigorous exercise.)

YES___ NO___ 3. Do you often feel faint or experience severe dizziness?

YES___ NO___ 4. Has a doctor ever told you that you have high blood pressure or diabetes?

YES___ NO___ 5. Have you ever had a real or suspected heart attack or stroke?

YES___ NO___ 6. Do you have any physical condition, impairment or disability, including any joint or muscle problem, that should be considered before you begin an exercise program?

YES___ NO___ 7. Have you ever taken medication to reduce your blood pressure or your cholesterol levels?

YES___ NO___ 8. Are you excessively overweight?

YES___ NO___ 9. Is there any good physical reason not mentioned here why you should not follow an activity program even if you wanted to?

YES___ NO___ 10. Are you over age 35 and not accustomed to vigorous exercise?

YES___ NO___ 11. Are you pregnant?

If you answered YES to one or more questions, and if you have not recently done so, consult with your doctor by phone or in person **BEFORE** starting an exercise program. Ask your doctor if you may participate in:

1) unrestricted physical activity on a gradually increasing basis

OR

2) restricted activity to meet your specific needs.

If you answered **NO** to **All** questions, you have reasonable assurance that you may begin a graduated exercise program or have an exercise test.

TDH WELLNESS PROGRAM

Participation In State Agency Fitness Program

The undersigned desires to voluntarily participate in the programs and/or use the facilities and equipment provided by the State of Texas, through the Texas Department of Health (TDH) for the purpose of personal fitness. In consideration of the right and privilege of being permitted to participate in these programs and/or to have access to and the use of said facilities and equipment, the:

___ undersigned does hereby agree to the conditions set forth herein and acknowledges that the voluntary participation in the aforementioned programs and/or access to and use of facilities and equipment is not a condition of employment, is not related to his or her employment and therefore, the undersigned's participation in the aforesaid programs and/or use of facilities and equipment, should any injury occur, will not be covered by worker's compensation.

___ undersigned acknowledges that he or she is fully aware that there are risks for certain individuals participating in activities involving physical exertion.

___ undersigned affirmatively acknowledges that he or she has obtained independent medical approval, or satisfactorily completed the Physical Fitness Readiness Questionnaire provided by TDH, prior to participating in these programs and/or using these facilities and equipment, for any activities involving physical exertion and has no knowledge of any physical condition or disease which would preclude his or her participation in these programs and/or use of these facilities or equipment.

___ undersigned specifically agrees to withdraw from the programs and/or discontinue use of these facilities and equipment should he or she become aware by any means whatsoever that participation is medically contraindicated.

___ undersigned agrees to notify the building manager and/or wellness/fitness coordinator if he or she detects any hazards or defects in any of the facilities or equipment to which he or she is allowed access for these activities.

___ undersigned agrees to accept full responsibility for any injuries sustained while participating in a fitness program or using facilities and equipment made available for that purpose if he or she fails to meet the conditions described herein under which access to and use of the programs, facilities and/or equipment is being allowed.

In executing the foregoing, the undersigned acknowledges and affirms that he or she has carefully read the same and has obtained a satisfactory explanation of any part thereof that he or she does not understand.

Printed Name

Bureau

Phone

E-Mail

Participant's Signature

Date

Chapter 10

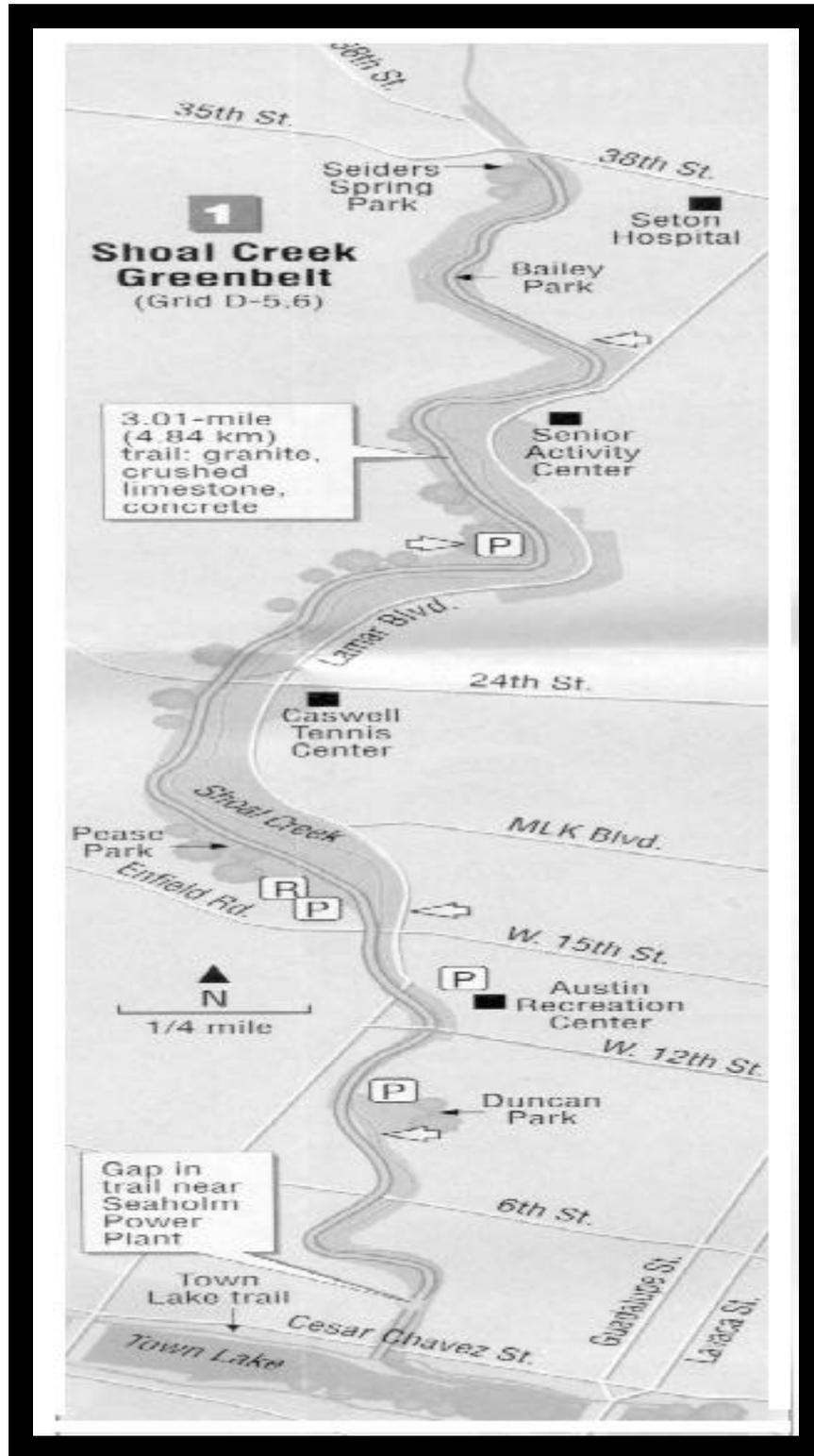
Walking Trail Maps

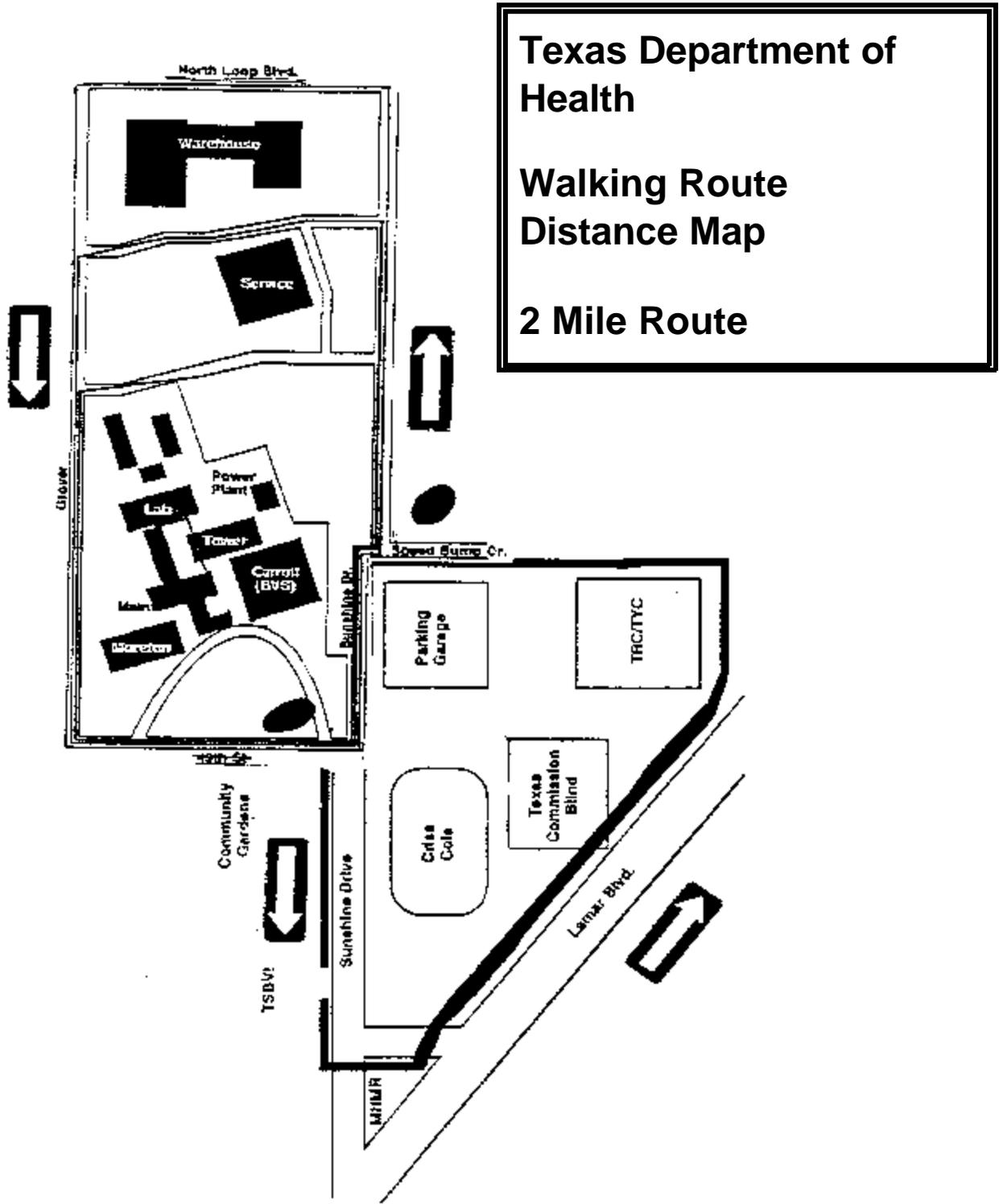
Walking Trail Maps

A map or a diagram of the walking trail is an important tool, especially if the trail is difficult to follow or signs are not available to clearly mark the trail. Maps can be simple or very sophisticated.

Several points to consider when developing a map of the walking trail:

- The length of the trail should be in a prominent place on the map.
- Landmarks and primary streets should be marked for orientation.
- The start and finish points of the trail need to be highlighted. Noting the halfway mark is nice for longer trails.
- Make sure the maps are readily available to potential trail walkers.



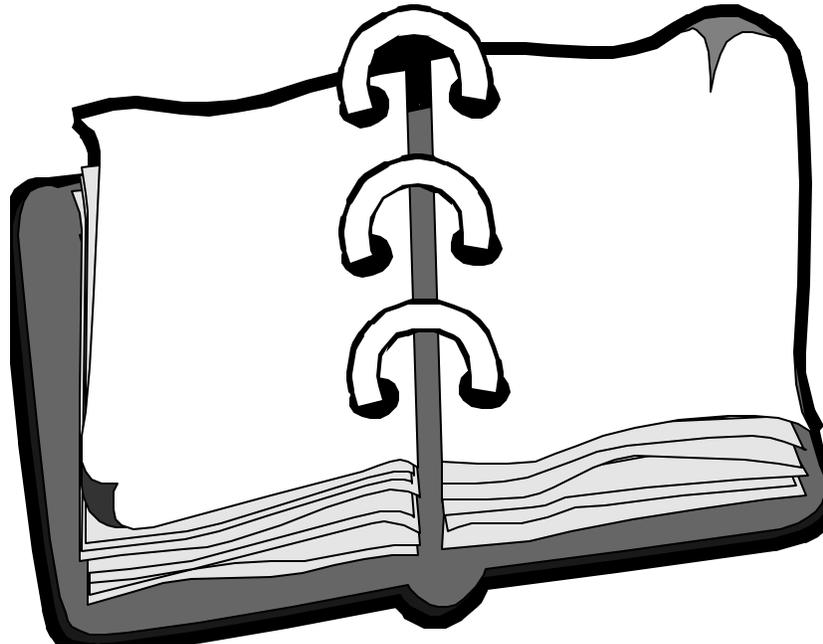


Chapter 11

Recording Miles

Recording Miles

Keeping track of one's walking mileage can be an important tool to building a successful walking program. The log may be used in planning and maintaining a walking program. Logging miles can be simple or elaborate. Following are several different examples of walking logs which may be used as part of a walking trail program.



Monthly Walking Log*

Month: _____

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 st Week							
Total: Time Distance	Time: Distance:						
2 nd Week							
Total: Time Distance	Time: Distance:						
3 rd Week							
Total: Time Distance	Time: Distance:						
4 th Week							
Total: Time Distance	Time: Distance:						
5 th Week							
Total: Time Distance	Time: Distance:						

Grand total for month:

Time: _____

Distance: _____



*Photocopy this form 12 times to have a monthly walking log for a year.

Name: _____

Month: _____

Fitness is a frame of mine! Page 1

Date	Weight (lbs.)	Resting Pulse 1 minute	Type of Exercise	Distance Covered	Time (minutes)	Cumulative Distance/ Time	Daily Comments
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							
15							
16							
17							
18							
19							
20							
21							
22							
23							
24							
25							
26							
27							

28							
29							
30							
31							

Name: _____

Month: _____

Fitness is a frame of mine! Page 2

Weekly Goals and Rewards

- Keep weekly goals easy to reach.
- Don't reward yourself if you don't reach your weekly goal.

Weeks	Goal	Reward
Week 1		
Week 2		
Week 3		
Week 4		

Additional Resources

Centers for Disease Control
and Prevention
Division of Nutrition and
Physical Activity
888-232-4674
[www.cdc.gov/nccdphp/dnpa/re
adysset](http://www.cdc.gov/nccdphp/dnpa/re
adysset)

800-626-6772

Rails to Trails Conservancy
1100 17th Street, NW, 10th Floor
Washington, DC 20036
202-331-9696

National Bicycle and
Pedestrian Clearinghouse
Campaign to Make America
Walkable
1506 21st Street, NW, Suite
200
Washington, DC 20036
800-760-NBPC
www.bikefed.org

American Volkspport Association
Organizes local walking clubs
1001 Pat Booker Road, Suite 203
Universal City, TX 78148
512 659-2112

Partnership for a Walkable
America
National Safety Council
1121 Spring Lake Drive
Itasca, IL 60143
630-285-1121
www.nsc.org/walkable.htm

Prevention Walking Club
Rodale Press
Box 6099
Emmaus, PA 18099
800 441-7761

Walkable Communities
320 South Main Street
High Springs, FL 32643
904-454-3304

Rockport Walking Institute
Educational walking materials
P.O Box 480
Marlboro, MA 01752
508 485-2090

National Recreation and Park
Association
P.O. Box 6287
Arlington, VA 22206

Walkabout International
Organizes and publishes information about walks
835 Fifth Avenue, Room 407
San Diego, CA 92101
619 231-SHOE

WalkWays Center
Non-Profit Clearinghouse

733 15th Street, NW
Washington, DC 20005
202-737-9555

American Association of
Retired Persons
“Planning Walking Activities”
Health Advocacy Services
601 E Street, NW
Washington, DC 20049

