



## IMPLEMENTATION GUIDE FOR COMMUNITY LEADERS

### WHAT IS A COMMUNITY?

A community can be any organization or group that wishes to participate with UWALK. For example, workplaces, primary care networks, libraries, schools, and municipalities would all be communities.

### WHY START A COMMUNITY CHALLENGE?

Community physical activity challenges can be a great way to motivate people to get more active. Simple forms of activity, like walking or taking the stairs, can improve one's health.

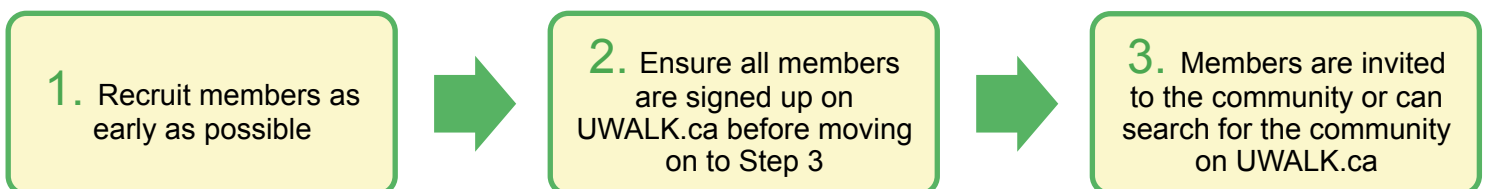


## 1. PLAN THE CHALLENGE

- Talk with community members about what your community is looking for and what your organization is capable of doing.
- Choose your start date carefully! Remember to leave time for recruitment, ordering pedometers (if needed), and establishing incentives (e.g. prizes). (See Promotional Tools & Extras section below for more info)
- In the chart below, the information is provided for creating either a stair climbing challenge or a step challenge on your own. The same information will be helpful if the community chooses to participate in one of the established challenges on UWALK.ca.

<b>LENGTH</b>	<ul style="list-style-type: none"> <li>• 3-6 week challenges are most popular and seems to provide participants with enough time to make a positive change in their activity.</li> </ul>
<b>TARGET TYPE</b>	<ul style="list-style-type: none"> <li>• <b>DISTANCE:</b> Who can reach a set distance or be closest to the goal at the end date.</li> <li>• <b>TIME BASED:</b> Who can achieve the most steps or flights in the allotted time.</li> <li>• <b>LAST WO(MAN) STANDING:</b> Who can successfully achieve the target number of steps for the most consecutive days. If a day is missed, that person is eliminated, so it is very important to log steps on UWALK.ca every day!</li> </ul>
<b>PARTICIPANT TYPE</b>	<ul style="list-style-type: none"> <li>• <b>INDIVIDUAL</b> <ul style="list-style-type: none"> <li>• Steps will be taken cumulatively and each participant will compete individually during the challenge.</li> </ul> </li> <li>• <b>TEAMS</b> (We suggest 8-12 people per team)           <ul style="list-style-type: none"> <li>• <b>CUMULATIVE:</b> Create teams of equal numbers to collect steps cumulatively. All steps/activity from all members of the team will be added together to determine progress.</li> <li>• <b>AVERAGE:</b> Create teams (you do not have to have equal amount of members in each team) and collect steps as an average. All steps/activity from all members of the team will be averaged together to determine progress.</li> </ul> </li> </ul>

## 2. RECRUIT MEMBERS





1. It's best to recruit community members as early as possible. By doing this, it will be easier to make teams and get the challenge started. As well, members will have time to become familiar with the website before the official community challenge is started.
2. It is essential that all participants sign up for UWALK before the next step is completed.
3. Once all members are logged in they can either search for the community name and request to join or the community leader can send a unique URL through email. This URL will automatically allow people into the community.

### 3. ORGANIZE TEAMS

- If your community decides to participate in a team challenge, it is important to decide whether your community will work best with or without a team captain.
- Not all communities need team captains, but having team captains will make the community leaders job easier.

#### TEAM CAPTAINS

##### • IF THE COMMUNITY LEADER CHOSSES TO HAVE TEAM CAPTAINS...

- Team captains will create their team and invite members of the community to be part of their team
- The team captains will look after their respective teams and encourage them to log their activity. (See the Help Guide for Communities for more details).

#### NO TEAM CAPTAINS

##### • IF THE COMMUNITY LEADER CHOSSES NOT TO HAVE TEAM CAPTAINS...

- It is the community leader's responsibility to create the teams
- As the community leader creates the teams they will automatically be a member of each team they create
- Once this happens, the community leader will need to remove themselves from all but one team and make someone on each team that they left have admin capabilities. This is important because if someone is on more than one team, those teams cannot participate in the same challenge.

- Most communities find it easiest to:

1. Invite members to the community



2. Assign team captains using the edit group function and have the team captains create their own teams within the group



## 4. PROMOTIONAL TOOLS & EXTRAS

- Building up interest and engagement in your challenge is important!
- UWALK offers and suggests a variety of promotional resources and extras, most are completely free and ready to print! In addition, UWALK has several resources and extras that are available to order at an additional cost, if it's in your budget. Find these on the Resources page on UWALK.ca.
- To help generate interest, we suggest that the community leader puts up posters and sends out emails to remind members of the challenge start date.

### POSTERS

- UWALK has a variety of fun free posters available to promote your challenge. On the poster there is room to add the details of your challenge and a logo of your choice. Check out UWALK.ca to find the free printable PDF.

### VIDEOS

- Check out our free exciting videos at <http://vimeo.com/uwalkca>. You Can include these in your staff emails or share on your social media sites if you wish.

### PRINTABLE MAPS

- To visually track progress, UWALK has developed printable maps. Print these free maps from UWALK.ca and track the communities progress.

### DOOR HANGERS

- Printed with fun, cheeky messaging, these door hangers will encourage participation and increase office awareness of your challenge. Email [uwalk@uwalk.ca](mailto:uwalk@uwalk.ca) for the free PDF.

### STAIR STICKERS

- Engage your community with motivational stair stickers. These stickers are designed to stick to the face of the stairs and can be read while you climb the stairs. Contact us at [uwalk@uwalk.ca](mailto:uwalk@uwalk.ca) for pricing options.

### PEDOMETERS

- Establish whether your community can provide pedometers to the employees. This is an extra cost which will be funded by your community. Activity can be tracked without pedometers but they are a helpful tool for people to self-monitor their activity and have been shown to increase motivation.

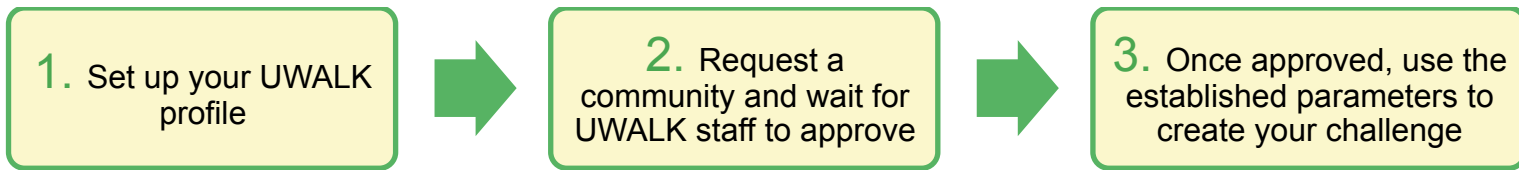
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### INCENTIVES

- Providing prizes can help increase motivation. This is an extra cost which will also be funded by your community.



## 5. SET UP CHALLENGE ON UWALK.ca



## 6. LAUNCH CHALLENGE

- Make sure that if you have ordered or purchased pedometers that they are distributed to the members before the challenge begins.
- Hang promotional material- if you choose.
- Launch challenge and have fun!

## 7. TRACK AND ENCOURAGE

- UWALK encourages people to use the online tracking system. However, if some members are uncomfortable or do not want to use the online tracking system, they can be set up as 'offline members' and the team captains can enter their steps.
  - UWALK offers printable activity tracker in the resources section that allows anyone to track their activity on paper instead of online.
- Encouragement is important to keep the community motivated and engaged. This can be done through 'lunch and learns,' walking groups and weekly or monthly emails with suggestions on ways to get more active. UWALK is more than happy to assist with resources and ideas for encouragement.
- Prizes/incentives are also a good way to keep the momentum of the challenge going.

## 8. EVALUATE

- It is important to reflect on the process. This can be done by sending out a short questionnaire or by holding a small focus group to discuss the challenge. This will help gauge what went well and what could be done better next time.
- For help with resources or suggestions for evaluation questions please contact [uwalk@uwalk.ca](mailto:uwalk@uwalk.ca)

WHAT'S YOUR NEXT STEP?