

Training Manual
for a
Media-Based Campaign
for
Walking
based on



In today's world, the most powerful means of communicating with the public is with the use of mass media. This manual is a tool box of materials to promote increased physical activity among adults in the community. **Our message is simple: walk 30 minutes a day.**

“The intervention...effected significant sustained population-wide changes among the most sedentary in Wheeling.”

Family & Community Medicine, Spring 2004

The **Training Manual** describes how to design, plan, implement, and evaluate a community-wide, media-based walking program. The several segments of the campaign can be used together as in *WHEELING WALKS*, or they can be used separately. The model materials allow you to direct your time and efforts on the task at hand: getting people up and moving.

The manual includes the following:

- **Model letters**; handouts; consent, enrollment, recruitment, and evaluation forms
- **T-shirt design**, logo, fact sheets, survey questions
- **Prescription pad design** and press packets; TV, radio, and newspaper ads and scripts
- **Donation request letters**, Certificates of appreciation for volunteers and others, and “Thank You” notes
- **30+ articles** for use in a weekly newspaper/newsletter column on walking
- Printable Microsoft Word documents of all manual content.

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