

Starting a program in your community...
The first steps are easier than you think!



“I have two doctors, my left leg and my right.”

- G.M. Trevelyan

Why Start?



How It Works



Support Services



Sponsorship



Community



Get Started!



Partnerships



Why Start?

How It Works

Support Services

Sponsorship

Community

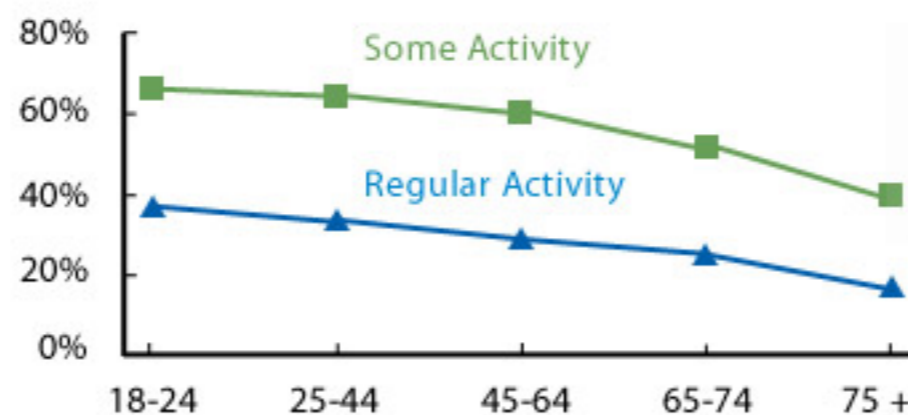
Get Started!



Dr. Wendy Anderson Willis, the volunteer physician on hand at the Franklin Park Conservatory weekly walk in Columbus, OH says she is passionate about moving our culture from an indoor, sedentary lifestyle to an outdoor, active culture.

» Watch a Clip

Sedentary lifestyles increase health risks as your patients grow older.



Overall, only 30.7% of all adults engage in activity sufficient in frequency and duration to be classified as "regular."

- From the Centers for Disease Control (CDC), "Health Behaviors of Adults: United States, 2005-2007. Page Page 38, Series 10, No. 245

What every physician knows.

Risk of death from heart disease could be reduced by 34 percent by walking at least 2 hours per week. The American Medical Association's Journal of American Medical Association (JAMA) findings in a study on participants with Stage I, II and III breast cancer were that the women who had physical activity equivalent to walking at a steady pace of 2 to 3 miles per hour for 3 to 5 hours a week had a death rate of only 50% of the death rate of women who had physical activity equivalent to walking less than one hour a week.

What 1 hour each week can do.

- Dramatically alter your patients lives by replacing a sedentary behavior with a healthy, active one
- A 3-5 minute informational talk can educate your patients on exercise, nutrition and health
- Immediately become recognized as a community leader and impact your community in a positive, life-changing way.





Why Start?

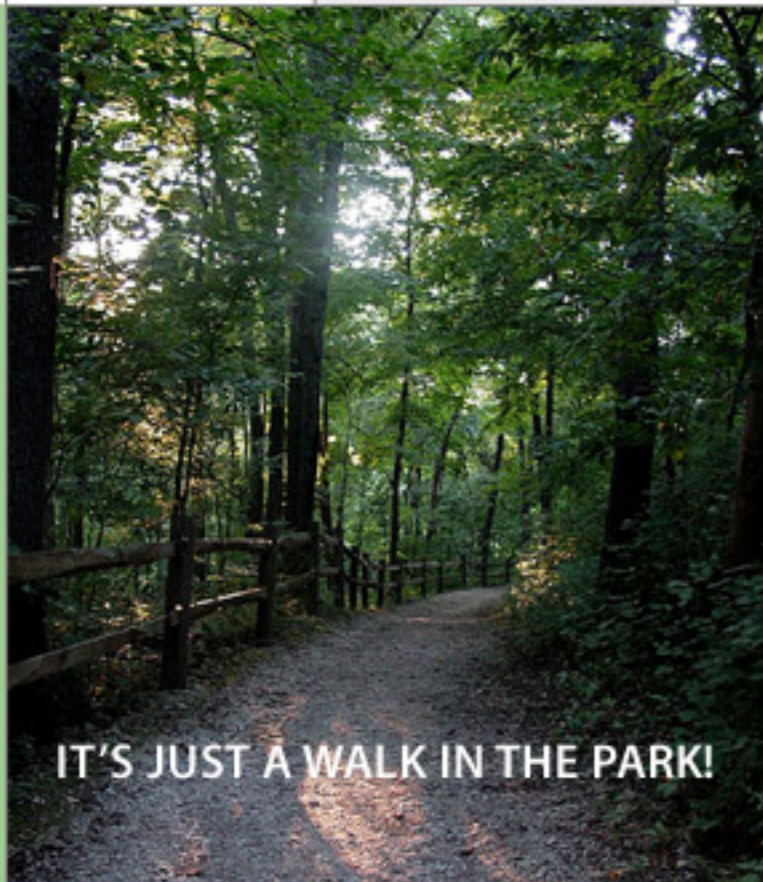
How It Works

Support Services

Sponsorship

Community

Get Started!



IT'S JUST A WALK IN THE PARK!

Pick a location that's right for you!
We have walking programs in the Rocky mountains, city streets, on pristine Florida beaches, community parks and even shopping malls!

- » Always be open to the public
- » Always stress FREE
- » Always have a professional healthcare volunteer on hand

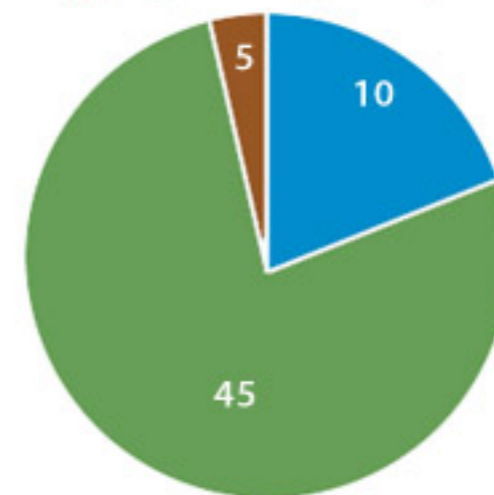
Personnel Ratio



1 Doc + 2 Assistants

can service **100** walkers

Typical 1-Hour Plan



- Doc gives Presentation (3-5 min.)
- Walking! (45 min.)
- Blood Pressure checks, questions, nourishment (10 min.)

Steps to Success:

Have fun... but be efficient!

- The Doc makes a short presentation on choice of topic (we have 100 topics to choose from)
- Everyone walks at their own pace (we encourage 30-45 minutes)
- Option to provide water and a healthy snack





Why Start?

How It Works

Support Services

Sponsorship

Community

Get Started!



Free Web Marketing

Your walk will get its own, personal web page on walkwithadoc.org



You will also be added to our national walk directory on walkwithadoc.org



Share our growing Social Media networks! Promote your walk to our growing thousands of Facebook Friends!

GEARING UP FOR YOUR WALK

If you're going to walk, you better look good! Your walkers made a commitment to your program, so our gear promotes their new healthy lifestyle choice.

- » Shirts in different colors and styles
- » Pedometers
- » Thermal water bottles
- » Prescription pads
- » Banners
- » Marketing Fliers



Personal Support

We have dedicated staff in our Columbus, OH headquarters that will personally assist you in setting up and maintaining your walk.

- » **Kathryn Stephens, Executive Director**
kathryn@walkwithadoc.org, 614-714-0407
- » **Dr. David Sabgir, Founding CEO/President**
david@walkwithadoc.org, 614-714-0407



Why Start?

How It Works

Support Services

Sponsorship

Community

Get Started!



Dr. Richard Kratche has utilized the leverage of the Cleveland Clinic and some outstanding volunteers to develop eight different walks in the Cleveland area.

» Watch a Clip

Getting sponsors requires a community-focused vision.



What sponsors want to see.

Passion. As you generate enthusiasm, good work ethic, and vision to a program like Walk With A Doc, your sponsors know that you will represent them well in the community. It helps to have glowing endorsements, but those are a natural by-product of a job well done.

Healthy snacks, fresh fruit and bottled water are all ways sponsors can help your walk immediately.



Tips for building a program that will thrive and encourage sponsorships.

- Start out within your means and abilities; We are here to help every step of the way.
- Be consistent with your program and become a model of efficiency.
- Like-minded volunteers will be drawn to your enthusiasm.
- Remember to "ask" - Be confident and bold about what you are doing and don't be shy about sharing your success.





Why Start?

How It Works

Support Services

Sponsorship

Community

Get Started!



DID YOU EVER THINK YOU...

- » could walk with an Alpaca?
- » could walk, garden, and play?
- » could start a kids fitness program?
- » could dance in a flash mob?
- » could ask your local mascot to attend your walk?

We have! Community events are great ways to gain exposure and open your walk to new people. We are always happy to share our ideas with you.

Community is our true passion

Community is the cornerstone to our Walk With A Doc Program.

Our Doctors are all passionate about giving back to the communities in which they serve. As a member of our program, you can tap into the infinite resources available through our committed network of professionals.



Our Walks as of 2011

- *Arizona
- Arkansas
- Colorado
- Connecticut
- Florida
- Iowa
- *North Carolina
- Ohio
- Pennsylvania
- Ontario
- *Coming Soon!

Special Programming



Why Start?

How It Works

Support Services

Sponsorship

Community

Get Started!



3 simple steps to getting patients off the couch and in your program.



Get a Doc, a helper...

We can help!

Find a park...

We can help!

Get some walkers.

We can help!

Organization is key and we know it. That's why we've assembled a Starting Kit for organizations wanting to start a walk. Let us know if you're interested and we'll send you our kit absolutely free.

Each kit includes:

- » Steps for starting your own walk
- » Shirt
- » Water bottle
- » Prescription pads
- » Pedometer
- » Insurance Information and Waiver

OK. So here's a few more steps to consider...

- Start with your staff and patients. You will get exponential growth.
- It's easy to develop a "community", email addresses allow for quick communication within your group.
- Establish and secure a meeting place and a walking site.
- Spread the word! It will catch on fast.

Have Fun! We know you will be a great success!!