

WalkingWorks[®] Employer Reference Guide



Thank you for participating in the WalkingWorks program! This reference guide is intended to give you the tools and structure to make this program successful and easy to implement.

WalkingWorks is a fun, motivational program designed to help you encourage your employees to increase their physical activity. For 10 weeks, participants measure their daily steps or time spent walking and record their activity online, working their way up to a healthy dose of physical activity every day.

Here's how it works:

- Participants can be divided into WalkingWorks teams competing against each other to see which team really walks the walk. We recommend you assign team leaders to provide encouragement to team members along the way. Teams can be divided by location, department, function or another method that works for your organization. The WalkingWorks program does not have to be a team competition; it can be implemented on an individual employee level as well.
- To measure team or individual progress, each employee will enter his or her weekly step or walking time totals online at www.walkingworks.com.
- Individuals with disabilities may participate by logging miles traveled in a wheelchair, laps in a pool or time spent performing an appropriate physical activity.
- You may choose to offer incentives to individuals and teams who reach various milestones and walk the farthest over the 10 week competition.
- You can visit www.carefirst.com/walkingprogram to download template e-mails and walking facts as well as view posters, paycheck stuffers and table tents that you can order to encourage employees to make physical activity a part of their daily routine.

As participants track their progress, their information will be aggregated to move them “virtually” across the county from the Washington Monument to the Golden Gate Bridge in San Francisco- 2,800 miles. Participants can check their progress as often as they'd like.

Participant Materials

Once your employees register for WalkingWorks, we recommend you provide them with the following materials, offered at no charge by CareFirst BlueCross BlueShield or CareFirst BlueChoice, Inc. (collectively, CareFirst):

- Pedometers- Pedometers are available to those employees who are registered online **3 weeks** before your launch date. If you indicate to your broker or CareFirst representative you would like pedometers for your program, these will automatically be ordered for you. You can order additional pedometers after the cutoff date at www.walkingworks.com at \$3.75 a piece.
- Participant Guide- Employees will use this guide to record the number of steps or time they walked each day. Once a week, they will transfer this information onto their online tracking tool at www.walkingworks.com.



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WalkingWorks Program Set-Up Checklist

- Decide to implement the WalkingWorks program at your workplace.
- Choose a launch date.
- Designate a facilitator for your WalkingWorks program.
 - The facilitator will keep the program on track. He/she is charged with distributing participant guides and pedometers (if applicable) to those employees who sign up online for the program. If you choose to order health-related material from CareFirst, your facilitator will distribute these communications throughout the program.
- Contact your broker or CareFirst representative at least **4-6 weeks** before your launch date and provide them with some basic information about your program. Don't forget to let them know if you plan on distributing pedometers to participants.
- Receive your secure log-in information.
- Log in to www.walkingworks.com and create your program and teams (if applicable). Once you do this, your employees will be able to sign up for the program under your company.
- Communicate the program to your employees. Hold a pre-launch event to recruit participants, if needed. Don't forget to communicate any incentives you plan to offer.
- Give participants up to 3 weeks prior to your launch date to register.
- E-mail the pre-challenge survey to those employees who are registered for your program.
- Visit www.carefirst.com/walkingprogram to view the materials you can order from CareFirst. Contact your broker or CareFirst representative with your order. We strongly recommend you order a participant guide for each person registered for the program. Materials are delivered 7-10 days after the order is placed.
- Plan activities for your WalkingWorks launch day. Distribute pedometers and participant guides.
- Team leaders should use template e-mails to send instructions to their team each week throughout the 10-week program.
- Your WalkingWorks facilitator should coordinate promotions to encourage physical activity throughout the program. Use table tents, posters, and paycheck stuffers to make your program a success.
- Track and promote team progress throughout the program.
- At the completion of the program, recognize top performers and award prizes.
- E-mail the post-challenge survey to those employees who participated in the program.

Don't forget- CareFirst's Health Promotion Specialists can help you with your program strategy, including recommending communications, incentives, evaluation methods, etc. On behalf of CareFirst BlueCross BlueShield, good luck with your WalkingWorks program!



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