



Coordinator Toolkit

Welcome to *MapWalk*, a free, fun-to-use tool that will get your participants walking — at home and at work.

Table of Contents

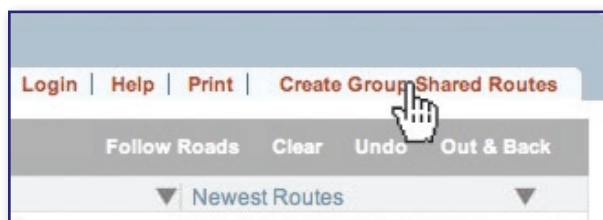
	Page
Create a Walking Community Map a series of routes near your location and other sites.	1
Make the Most of Your <i>MapWalk</i> Page Check out these fun, simple ways to optimize the tool's great features.	3
Promote <i>MapWalk</i> Communicate the benefits for high participation and great results.	4
Review Technical Considerations Confirm system requirements to guarantee a smooth <i>MapWalk</i> rollout.	7
Contact Us Give us a call if you have any questions.	8

Create a Walking Community

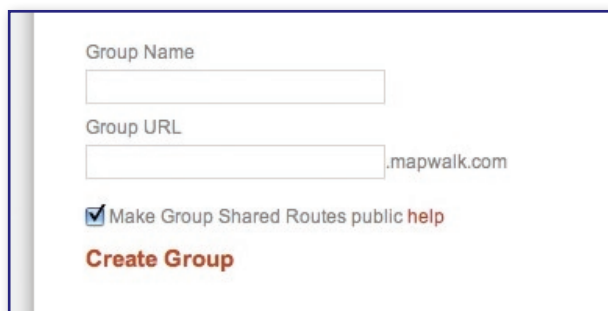
Not only is *MapWalk* easy on your health promotion budget, it's also a streamlined, fun-to-use tool to help you create a culture of physical activity. By mapping routes near your location and sharing them with coworkers, family, and friends, you can develop a walking community — inspiring everyone to make walking a lifelong habit.

Getting Started

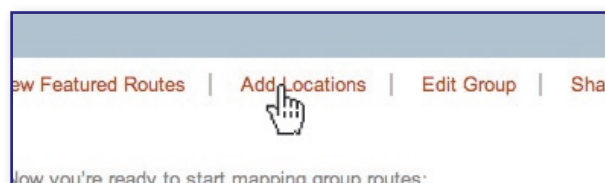
1. Create Group Shared Routes — To begin mapping routes on a unique *MapWalk* page, click on Create Group Shared Routes.



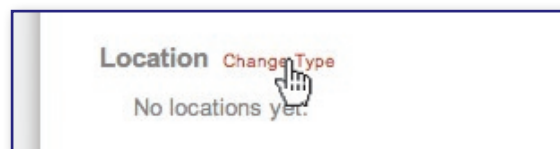
2. Specify Your Group Name — As you add your Group Name, your Group URL will auto-fill. Make your Group Shared Routes public (visible to other *MapWalk* users) or private (only visible to those who have access to your unique *MapWalk* URL).

A screenshot of the 'Create Group' form. It has two input fields: 'Group Name' and 'Group URL'. The 'Group URL' field has '.mapwalk.com' auto-filled. There is a checkbox labeled 'Make Group Shared Routes public help' which is checked. Below the form is a 'Create Group' button.

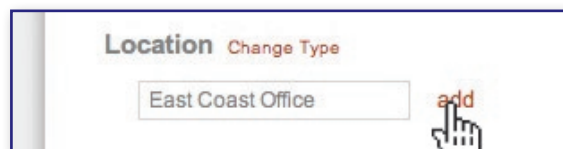
3. Add Locations — If you have different locations (departments, regions, buildings, divisions, etc.), you can assign administrators to each and have them create featured routes specific to their location.



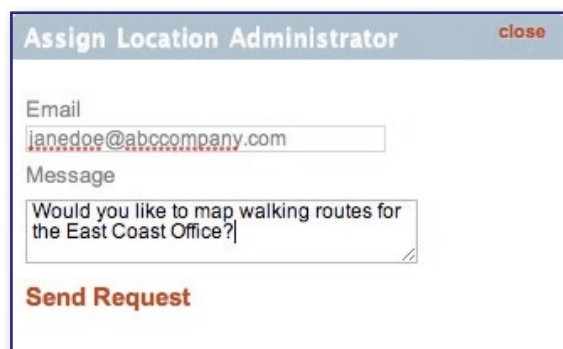
A. You can change the label for Location to fit your needs.



B. Add the location name.

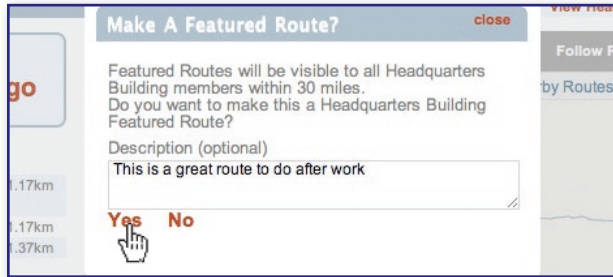
A screenshot of the 'Location Change Type' dialog. It shows the text 'Location Change Type' and a text input field containing 'East Coast Office'. To the right of the input field is an 'add' button with a hand cursor over it.

C. Assign an administrator for each location.

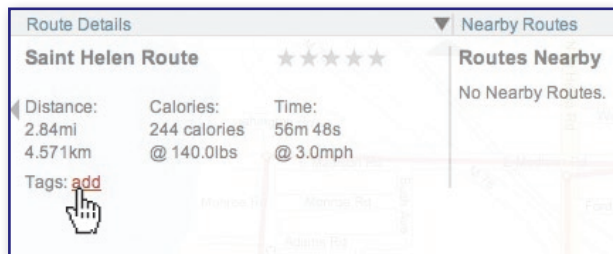
A screenshot of the 'Assign Location Administrator' dialog. It has a title bar with 'Assign Location Administrator' and a 'close' button. The form contains an 'Email' field with 'janedoe@abccompany.com' entered, a 'Message' field with the text 'Would you like to map walking routes for the East Coast Office?', and a 'Send Request' button.

Create a Walking Community Continued

4. Create Routes — Once you save a route, as the coordinator or administrator you'll have the option to make it a featured route* — one that will be visible to everyone in your group within 30 miles — and add a description.

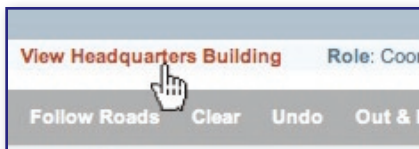


You can also “tag” it with shorter, more detailed specifics (such as hilly, difficult, easy, etc.).

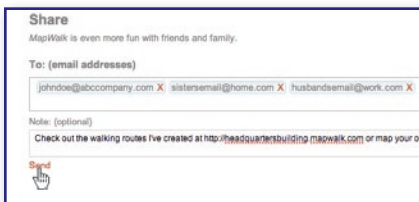


Only 5 routes will be visible at a time under Featured Routes — with the newest listed first.

5. Share Group Routes — After you've created featured routes for your location, click on View (your group name).

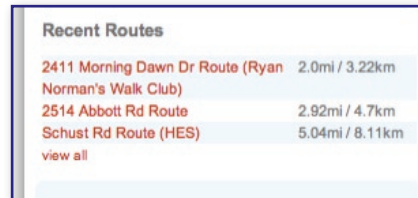


Send your unique *MapWalk* address to an unlimited number of email recipients and invite them to visit your Group Shared page.

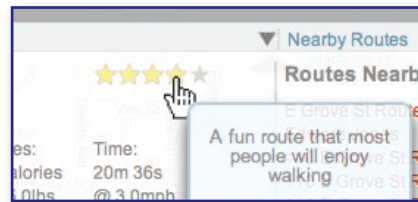


Other *MapWalk* Features

Recent Routes — The 3 newest routes you created will be visible — those featured in your Group will include your Group name in parentheses. To see all your routes, click view all.

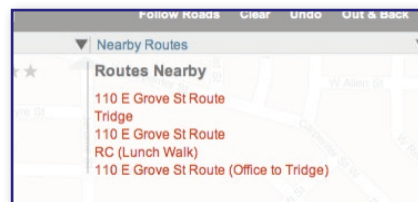


Most Popular Routes — Users have the ability to rate routes by clicking on each one in Featured Routes, then highlighting the correct number of stars. The 5 highest-rated routes are listed.



Newest Routes — The 5 newest routes, created by you or administrators in your *MapWalk* group, will show up here.

Nearby Routes — Routes created by other *MapWalk* users within 5 miles (the default) of a Featured Route will appear here.



Help — The Help feature covers all the basics, from building a new route to fixing a route, adding labels, or changing the map type.

* If you pick “no” and later decide to make it a featured route, click View (your group name), View All Routes, and Unfeature.

Make the Most of Your *MapWalk* Page

Here are some ideas and tips on how to optimize this online mapping tool:

- 1.** Plan fun walking events. Create a route, place it in Featured Routes, and email it to participants along with event information.
- 2.** Organize walking groups and send emails with info about established routes: *This Friday, 11:45-12:15, Baker Street Route; leave Building B lobby at 11:45. Have fun getting fit!*
- 3.** Encourage participants to create home and workplace walking routes, as well as walk- and bike-to-work routes.
- 4.** Map the walking distance between 2 locations (try interesting spots like Disneyland to Disneyworld or the White House to the Alamo) and create a challenge to simulate walking from one to the other.
- 5.** Distribute step counters and encourage participants to use *MapWalk* to get in 10,000 steps/day (1 mile = approximately 2000 steps).
- 6.** Lobby your legislators to create more walkable communities. Email them route wish lists, detailing why they aren't currently walkable and what it would take to improve them. You could also include information on the benefits of exercise.
- 7.** Train for a 5K, 8K, or 10K run or walk by mapping out similar distances; sponsor a team.
- 8.** Create an organization-wide walking mileage challenge (distance across US or Europe, Earth's circumference, etc.) using local routes. Participants could self-report their miles weekly or monthly. Keep a cumulative total of miles walked in a central location (Intranet, cafeteria) to keep everyone motivated.

Promote *MapWalk*

Taking the time to plan an integrated communication effort for the launch of this simple tool will ensure a consistent message to participants and their families.

We favor a short (3- or 4-week), intense promotion period with a combination of strategies such as email messages, posters, presentations, paycheck stuffers, and personal invitations. You'll need a few weeks before that to get organized. Because *MapWalk* is available to you at no cost year-round, consider semiannual or quarterly promotions.



Reproducible Ideas

Download, customize, and reproduce these materials using your desktop or commercial printer.

Spread the Word

Announce your *MapWalk* launch with an internal [press release](#).

Post It

Use [posters](#) to notify employees, members, or patients, and draw interest to *MapWalk*.

To Read All About It

Submit a *MapWalk* newsletter or blog [article](#) to your intranet site.

Inside Job

Send [postcards](#) through internal mail or online to invite potential participants to *MapWalk* events, such as demos, fun walks, or lunch 'n learns.

Email Blitz

Before launching *MapWalk*, email routes to local stakeholders, along with information about the tool. Then send [email messages](#) to potential participants announcing your upcoming launch. Once you have a list of participants, announce new routes and events with periodic update emails.

A Good Sign

Hang a *MapWalk* [banner](#) at the main entrance or in a high traffic area to boost participation.

Make a Statement

Stuff [home mailings](#) with important program messages, including website address, dates, incentives, and other reminders.

Pointing You in the Right Direction

Use the *MapWalk* [PowerPoint presentation](#) to show participants what the tool is and how it works.



Other Promotion Ideas

Use the Big Screen

Schedule brief *MapWalk* demos in a meeting room with Internet access and a projector or set up laptops in the lunchroom.

Create a Buzz

Select ambassadors for different departments, floors, or locations and orient them to *MapWalk* before you launch.

Walk This Way

Create a path with footprints leading to a *MapWalk* display or demo. Along the way, post fun facts about health benefits of walking.

Calling All Participants

Send out a broadcast phone message that announces the launch, along with when and how potential participants will receive more details. An example: "Tired of your walking route? Now you can map a course from work, home, or almost anywhere with *MapWalk*, a new fun, interactive tool. Look for more information (add specifics)."

Invite an Expert

Invite a fitness professional from a local gym or hospital to host a lunch 'n learn and discuss local day hikes, training for a fun walk or run, or Get Walking 101.

Wear Fair

Have local athletic wear or shoe stores hold an onsite clinic and sale; ask them to contribute merchandise that can be given away as a door prize or offer discount coupons to everyone who attends. Promote *MapWalk* along with the event.

Trail Mix

Contact your Chamber of Commerce or Parks and Recreation department for maps of local hiking and biking trails. Create routes of varying distances along the trails and distribute them to participants, encouraging them to send routes of other interesting spots in the area.

Team Up

Promote a team walking competition along with *MapWalk*. Invite groups to form teams based on their building, floor, department, or other geographic or functional affiliation, and have them compete for the highest number of miles or minutes walked in a given time. Have each team create a XX-mile route or provide one for them using *MapWalk*.

Step It Up

Hold a drawing for participants who complete your walking program or fun walk, and give away prizes such as a weekend walking vacation or gift certificates to a local sporting goods store.

Map It Out

Have a contest to see who can map out the longest or most scenic route for a half-hour or 1-hour walk around or near your organization. Draw a winner and award items, such as a step counter or water bottle.

Review Technical Considerations

MapWalk is designed to work on a broad range of systems. All that's required is Internet access to www.MapWalk.com.

1. Verify system requirements.

Have your IT representative confirm that *MapWalk* configurations and requirements cover the range of your browser/operating systems:

- Microsoft Internet Explorer 6.0 - 8.0
- Mozilla Firefox 3.0
- Apple Safari 3.0 or 4.0.

Confirmed on ____/____/____

2. Prepare for email delivery.

Make sure your participants can receive and send *MapWalk* routes. To keep SPAM filters from preventing delivery, have your IT representative ensure your system will accept emails from admin@mapwalk.com.

Completed on ____/____/____

Contact Us

If you have any questions, call Health Enhancement Systems at 800.326.2317 (989.839.0852).