

**Let's Walk**  
MINNESOTA

# Let's Walk Minnesota

## PARTNER TOOLKIT

Let's promote walking as a way to help Minnesotans improve their health and reduce arthritis and joint pain.

August 2021



# TOOLKIT COMPONENTS

View and download toolkit materials on [Google Drive](#).  
See Part 1 for details on how to locate & edit the materials and source files.

## PART 1

### ABOUT & INTRODUCTION

This section provides the backstory behind the Let's Walk Minnesota campaign as well as serves as an introduction for the rest of the toolkit.

- > About Let's Walk Minnesota
- > About Walk with Ease
- > Walk with Ease: Formats
- > Walk with Ease: Leader Kits
- > Walk with Ease: Evidence
- > How to Locate and Edit Materials
- > Quick Start Guide
- > Contact Us

## PART 2

### PROMOTE THE WALK WITH EASE PROGRAM

This list of materials can be customized to promote and run the group, workplace, self-directed, or self-directed enhanced programs.

- > Talking Points & Messaging
- > Poster
- > Flyers & Handouts
- > Rack Card
- > Postcard
- > Program Content
- > Email
- > Banner Ad

## PART 3

### PROMOTE THE BENEFITS OF WALKING

This list of materials can be used to support a walking program and promote the overall benefits of walking.

- > Flyer
- > Postcard
- > Rack Card
- > Digital Content
- > Social Media (Illustrations)
- > Point of Decision Wayfinding
- > Motivational Posters & Memes

## PART 4

### WORKPLACE WELLNESS

Keeping your workforce healthy and active has many benefits, and is not only limited to mobility and pain.

- > Arthritis in Minnesota
- > Your Coordinator Role
- > Four Simple Steps to Get Started
- > Arthritis and Walking Resources for Workplaces
- > Stay Connected with the Minnesota Department of Health

# TOOLKIT COMPONENTS

View and download toolkit materials on [Google Drive](#).  
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## PART 5

### HEALTH CARE PROVIDERS

Physical activity counseling for people with arthritis.

- > **5.1: Using an evidence-based process for individual counseling for people with arthritis.**
- > **5.2: Partnering with the community – referral to community programs and intervention.**
- > **5.3: Resources for clinic communications promote physical activity.**

## PART 6

### ARTHRITIS AWARENESS MONTH

The month of May is National Arthritis Awareness Month. Use these images on social media to raise awareness.

- > **Social Media images**

## PART 7

### DESIGN SYSTEM & ASSETS

This section contains the logos, images, and design guidelines for the Let's Walk Minnesota walking program.

- > Logos
- > Tagline
- > Patterns
- > Colors
- > Typography & Font
- > Editorial Content Calendar
- > Facebook Group
- > Social Media Hashtags
- > Image Bank

## APPENDIX

### HELP AND SUPPORT

This section contains links to find the Google Drive, images, assets and how to get help.

- > **Downloading all files to your computer**
- > **About using Google Drive**
- > **Contact and Questions**

# PART 1

# About this Toolkit and Introduction

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- > About Let's Walk Minnesota
- > About Walk with Ease
- > Walk with Ease: Evidence
- > Walk with Ease: Formats
- > Walk with Ease: Leader Kits
- > How to Locate & Edit Materials
- > Quick Start Guide
- > Contact Us with Questions

This section provides the backstory behind the Let's Walk Minnesota campaign, information about the Arthritis Foundation's Walk with Ease program, and serves as an introduction for the rest of the toolkit.

# ABOUT LET'S WALK MINNESOTA

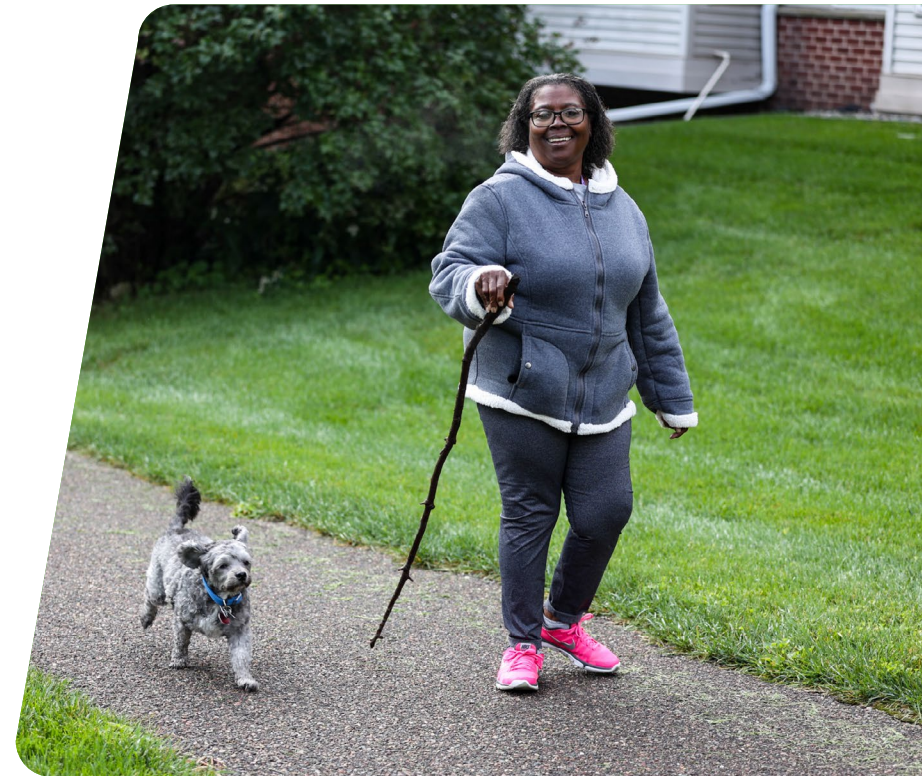
**Let's Walk Minnesota** is a campaign sponsored by the Minnesota Department of Health (MDH) as funded by the Centers for Disease Control and Prevention (CDC) through its funding to national organizations and state programs to ease pain and improve quality of life of adults with joint pain, stiffness, or a diagnosis of arthritis through walking or increasing physical activity.<sup>1</sup>

MDH seeks to expand the reach of proven physical activity and self-management education programs by partnering with health, community and workplace organizations that can embed these programs into their routine operations and sustain them over time. MDH also seeks to promote the benefits of walking to all Minnesotans.

Minnesota organizations—such as health care, local senior centers and aging agencies, community- and faith-based groups, entities serving veterans, and employers—have partnered with state arthritis programs to deliver self-management education and physical activity programs in their communities.

CDC and MDH utilize the Arthritis Foundation's Walk with Ease program because it is proven to ease pain and improve the quality of life of adults with joint pain, stiffness, or a diagnosis of arthritis through walking or increasing physical activity. It is generally appropriate for adults of all ages and physical ability levels.

This Let's Walk Minnesota **Partner Toolkit** offers communication tools & materials for MDH partners, health professionals, and organizations who seek to promote walking as an evidence-based intervention.



<sup>1</sup>This publication was developed with funding from the Centers for Disease Control and Prevention (CDC), Cooperative Agreement Number NU58DP006450. The contents are solely the responsibility of the authors and do not necessarily represent the official views of the CDC or the U.S. Department of Health and Human Services.

# ABOUT WALK WITH EASE

The **Arthritis Foundation's Walk with Ease program** is an evidence-based program that has been proven to improve the quality of life of people with arthritis.

It is the only walking program identified as arthritis-appropriate by the CDC. The program can benefit people with or without arthritis who want to live a healthier lifestyle.

Walk with Ease is a fun, safe six-week program that people can do as a group with a trained leader or individually using the Walk with Ease guidebook.

While walking is the central activity, Walk with Ease is a multi-component program that includes health education, stretching exercises, and motivational strategies to stay physically active.



**Walk With Ease** |  Arthritis Foundation®



# WALK WITH EASE EVIDENCE

The [Arthritis Foundation's Walk with Ease](#) program is an evidence-based program that has been proven to ease pain and improve the quality of life of people with joint pain and arthritis through walking or increasing physical activity.

Studies by the Thurston Arthritis Research Center and the Institute on Aging of the University of North Carolina show that Walk with Ease is proven to:

- Reduce the pain and discomfort of arthritis.
- Increase balance, strength and walking pace.
- Build confidence in one's ability to be physically active.
- Improve overall health.

## Selected References

Callahan LF, Shreffler JH, Altpeter M, Schoster B, Hootman J, Houenou LO, Martin KR, Schwartz TA. Evaluation of group and self-directed formats of the Arthritis Foundation's Walk with Ease Program. *Arthritis Care Res (Hoboken)*. 2011 Aug;63(8):1098-107. doi: 10.1002/acr.20490. PMID: 21560255.

Brady TJ, Jernick SL, Hootman JM, et al. Public health interventions for arthritis: expanding the toolbox of evidence-based interventions. *Journal of Women's Health*. 2009;18(12):1905-1917.

Centers for Disease Control and Prevention Arthritis Program. *Arthritis Appropriate Physical Activity and Self-Management Education Interventions: A Compendium of Implementation Information*. August 2012.



# WALK WITH EASE FORMATS

Walk with Ease is offered as a self-directed course, an in-person group, community, or workplace setting, or as part of a virtual, online group where individuals walk on their own.



## WALK WITH EASE SELF-DIRECTED (SD)

Participants register on [startwalkwithease.org/minnesota](https://startwalkwithease.org/minnesota). Create an account; check Self-Directed; check I agree to purchase the Walk with Ease guidebook, and a link to purchase the book is provided; then click on register.

Once the book is received, log back into the account and click on I have received my book. The welcome e-mail will be sent.

## WALK WITH EASE WORKSITE

The Walk with Ease in the Worksite program is a low-cost, 6-week walking program that can easily be integrated into an employer's wellness program or provide an excellent starting point for a new wellness program. Learn about [Walk with Ease in the Worksite](#).

## WALK WITH EASE IN-PERSON GROUP PROGRAM

Groups meet 3 times per week for 6 weeks. Trained group leaders begin each exercise session with a pre-walk talk covering a specific topic related to exercise and arthritis, followed by a 10- to 40-minute walk that includes a warm-up and a cool-down. Participants receive weekly motivational emails and reading assignments. For info about running this program virtually, contact the MDH Arthritis Program at: [health.arthritis@state.mn.us](mailto:health.arthritis@state.mn.us)

## WALK WITH EASE SELF-DIRECTED ENHANCED

This can be a virtual or in person program or both . A group of participants will begin and finish the program at the same time. You can meet once a week for six weeks and the participants are on their own for the other two days. The program leader will share regular updates about the program and opportunities for interactions through email, social media, message boards, text, and phone/video calls. Participants will walk on their own, or with others for social support. The [startwalkwithease.org/minnesota](https://startwalkwithease.org/minnesota) can be used. To learn how, contact MDH at [health.arthritis@state.mn.us](mailto:health.arthritis@state.mn.us)



# WALK WITH EASE LEADER KITS

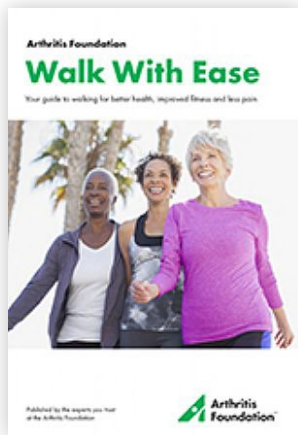


## SELF-DIRECTED ENHANCED PROGRAM

### Lead a program on your own - no training needed

This kit can be used to coordinate a Walk with Ease Self-Directed Enhanced Program for your **co-workers, family, friends, and neighbors**. A group of participants will begin and finish the program at the same time. The program leader will share regular reminders and updates about the program and opportunities for interactions through email, social media, message boards, text, phone/video calls. Participants will walk on their own. The kit and program include everything needed to develop a walking plan, keep the crew motivated, share ways to manage pain and provide exercise safety tips.

[Self-Directed Enhanced Leader Kit \(pdf\)](#)



## BECOME A WALK WITH EASE CERTIFIED LEADER

### Train to lead an organization or community program

An on-demand online video workshop trains you to become an Arthritis Foundation Walk with Ease Program leader. As a leader, you'll help arthritis pain sufferers build confidence in their ability to be physically active, and show them how they can make physical activity part of their everyday lives. You'll learn the relationship between arthritis, exercise and pain, develop and implement walking plans with realistic goals, and get tips and strategies. Participants receive an Arthritis Foundation certification, a leader's manual filled with exercise illustrations, health education information, and a 6-week walking plan. **CPR certification is required.**

[Learn about becoming a certified leader](#)

# WALK WITH EASE SELF-DIRECTED AND SELF-DIRECTED ENHANCED REGISTRATION

## WALK WITH EASE SELF-DIRECTED

### Using the portal

The [Start Walk With Ease Self-Directed portal](#) will allow participants to create a secure account to register for the program, purchase the book, and track progress. The portal was created by the OA Action Alliance and is utilized by various partners across the country.

## WALK WITH EASE SELF-DIRECTED ENHANCED

### Using the portal

To have your organization listed on the [portal](#) for the self-directed enhanced version, send an email to [health.arthritis@state.mn.us](mailto:health.arthritis@state.mn.us) and list the following information.

Subject line: Enhanced Portal

In the message include:

- Name of your organization or enhanced group.
- Your contact information.
- Dates to open and close registration.
- Start date of the class; make sure the start date allows enough time for the books to be delivered to the registered participants – about a week and a half.

### Once your organization is listed:

- Promote the program to your community (include the registration end date).
- Promotion should include the [www.startwalkwithease.org/minnesota](http://www.startwalkwithease.org/minnesota) registration site.
- Ask participants to let you know when they have received the guidebook.

The screenshot shows a web form titled "Create Portal Account (Step 1 of 2)" from the Minnesota Department of Health. The form is for creating a secure account. It contains several input fields: First Name, Last Name, Address (with Address Line 2), City, Country (set to USA), Username, Email, Password, and Confirm password. There are also radio buttons for "I already have a book, will be receiving one from the program host, or do not need one at this time" and "I would like to purchase a book. (Note: you will be provided with a link to purchase the discounted book via AF or the ebook via Amazon)". A checkbox for "Sign up for emails from the Osteoarthritis Action Alliance" is present. A "NEXT STEP" button is at the bottom right. An inset box titled "Group" lists three options: "Self-Directed - Register for the self-directed Walk With Ease (self guided using the Walk With Ease guidebook)", "StepTolt Hennepin County (Registration open 06/04/21 - 04/30/22) Register for the self-directed Walk With Ease program + live events (live events might include walking meet-ups, webinars, conference calls, etc)", and "Wisdom Steps (Registration open 06/04/21 - 06/04/22) Register for the self-directed Walk With Ease program + live events (live events might include walking meet-ups, webinars, conference calls, etc)".

[startwalkwithease.org/minnesota](http://startwalkwithease.org/minnesota)

Self-Directed Enhanced Group Listing

## WALK WITH EASE SELF-DIRECTED ENHANCED

### Using the portal

To have your organization listed on the [portal](#) for the self-directed enhanced version, send an email to [health.arthritis@state.mn.us](mailto:health.arthritis@state.mn.us) and list the following information.

Subject line: Enhanced Portal

In the message include:

- Name of your organization or enhanced group.
- Your contact information.
- Dates to open and close registration.
- Start date of the class; make sure the start date allows enough time for the books to be delivered to the registered participants – about a week and a half.

### Once your organization is listed:

# HOW TO LOCATE & EDIT MATERIALS

You can customize the materials provided in this toolkit with your own logo and images. All the files are available on a [Google Drive](#) to download and edit as desired. [Refer to Appendix A for instructions.](#)

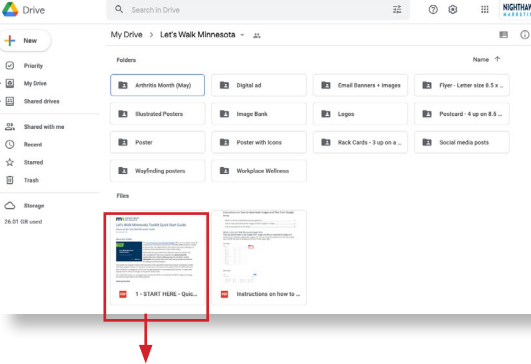
## Step 1: Download the materials to your Computer

- Download this Let's Walk Minnesota toolkit pdf. The most up-to-date version of the toolkit is located on the [MDH Arthritis web page](#). (Look for the Spotlight information.)
- Locate and download the files you want to use (flyers, posters, digital ads, postcards, etc. ) from the [Google Drive](#).
- Read the Quick Start Guide available in the main folder of the [Google Drive](#).
- You can use the [Image Bank](#) in the toolkit Google Drive or use your own photos.

## Step 2: Edit the materials to customize for your own use.

- Source files are provided for Adobe InDesign, Illustrator, Photoshop etc. If you have access to Adobe products, you can edit the source files directly. You can edit pdfs using Adobe Acrobat. Adobe provides nonprofits with [discounted subscriptions](#).
- You can edit pdfs using a free online tool such as [Sejda pdf editor](#).

All the files are available on a [Google Drive](#) to download and edit. Read the [Quick Start Guide](#) to get started using the toolkit.



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### Let's Walk Minnesota Toolkit Quick Start Guide

How to use the "Let's Walk Minnesota" toolkit  
Date updated: 5/13/21

**About the Toolkit**

The [Let's Walk Minnesota Partner Toolkit](#) offers communication tools & materials for Minnesota Department of Health (MDH) partners, health professionals, and organizations who seek to promote walking as an evidence-based intervention in their communities.

MDH seeks to expand the reach of proven physical activity and self-management education programs by **partnering with organizations to embed walking programs into their routine operations** and sustain them over time and promote the benefits of walking to all Minnesotans.

The Centers for Disease Control and Prevention (CDC) and MDH utilize the Arthritis Foundation's Walk with Ease program because it is proven to ease pain and improve the quality of life of adults with joint pain, stiffness, or a diagnosis of arthritis through walking or increasing physical activity. It is generally appropriate for adults of all ages and physical ability levels.

Let's Walk Minnesota is a campaign sponsored by the MHH as funded by the CDC through its funding to national organizations and state programs.

# CONTACT AND QUESTIONS

For any questions about the use of these materials, please contact us.

 **MDH Arthritis Program Contact Information**  
[health.arthritis@state.mn.us](mailto:health.arthritis@state.mn.us)

## PART 2

# Promote The Walk with Ease Program

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- > Talking Points & Messaging
- > Poster
- > Flyers & Handouts
- > Rack Card
- > Postcard
- > Program Content
- > Email
- > Banner Ad

This section contains text that leaders can copy and paste into their own marketing materials to support their programs.

# TALKING POINTS & MESSAGING

## Program Text - Signup

Use this text to promote the Walk with Ease program—Group or Self-Directed. Copy and paste this text and customize with your program details.

### LET'S WALK MINNESOTA

Walk safely toward better health

#### **Reduce pain, improve your health and be more active**

Join Walk with Ease, the Arthritis Foundation's doctor recommended program that is proven to reduce pain while improving your overall health. The six-week program provides motivation and tips to safely make walking a part of your everyday life. If you can be on your feet for 10 minutes, this program is for you—even if you use a walker, cane or other aid.

#### **Walk with Ease can help you:**

- Reduce joint pain.
- Feel great while getting in shape.
- Learn how to walk safely, comfortably, and at your own pace.
- Increase balance, strength, and stamina.
- Learn stretching and strengthening exercises.

### Program Details

[Partner name here]

**Dates:** [Partner name here]

**Time:** [Enter time of day for program]

**Location:** [Enter walking location]

**Cost:** [Free or cost]

**Url:** [website url address ]

#### **Space is limited. Sign up today!**

Call XXX-XXX-XXXX, or email.

[Enter sign up details.]

# TALKING POINTS & MESSAGING

## Group Program Text

Use this text to promote the Walk with Ease In-person (Group) Program. Copy and paste this text and customize with your program details.

### **About the Walk with Ease Group Program**

Walk with Ease is a program for people with joint pain...or anyone who wants to improve their health. You will learn how to start walking safely and stick with it.

A group of up to 15 people meets 3 times a week for 6 weeks. Sessions include a brief education discussion, warm-up and cool-down exercises, and a 10–35 minute walk at your own pace. If you use a device like a cane or a walker to help you get around, you can still participate in the program.

### **How Can It Help Me?**

Research studies on Walk with Ease have found it to be safe and effective. It can help you:

- Reduce arthritis pain and stiffness.
- Feel less tired.
- Increase your stamina, strength, and balance.
- Be more active and independent.
- Feel more confident that you can control your joint pain and arthritis.

# TALKING POINTS & MESSAGING

## Self-Directed Program Text

Use this text to promote the Walk with Ease Self-Directed Program. Copy and paste this text and customize with your program details.

### About the Walk with Ease Individual Program

Walk with Ease is a program for people with joint pain...or anyone who wants to improve their health. You will learn how to start walking safely and stick with it.

You do the activities and exercises on your own using the Walk with Ease guidebook and walking diary. Walk three times a week, working up to at least 30 minutes per session for 6 weeks. If you use a device like a cane or a walker to help you get around, you can still participate in the program.

### How Can It Help Me?

Research studies on Walk with Ease have found it to be safe and effective.

It can help you:

- Reduce arthritis pain and stiffness.
- Feel less tired.
- Increase your stamina, strength, and balance.
- Be more active and independent.
- Feel more confident that you can control your joint pain and arthritis.

### Registration

Participants sign up on their own at [startwalkwithease.org/minnesota](http://startwalkwithease.org/minnesota) create an account, click on I agree to purchase a book, purchase the book at a discounted rate, click on register.

When the book arrives participants log back in to their account and click on the blue box that says I have received my book. They will receive the Week 1 e-mail and they are ready to start.



# TALKING POINTS & MESSAGING

## Self-Directed Enhanced Program Text

Use this text to promote the Walk with Ease Self-Directed Enhanced Program. Copy and paste this text and customize with your program details.

### **About the Walk with Ease Self-Directed Enhanced Program**

Want to reduce pain, improve your health and be more active?

Join Walk with Ease, the Arthritis Foundation's doctor recommended program that is proven to reduce pain while improving your overall health. You'll join other individuals in a six-week in-person or online walking program. Each week, you'll attend an online meeting where you'll receive health education, motivation and tips to safely make walking a part of your everyday life. You'll also walk on your own three times a week. It's okay to walk with others using COVID-19 precautions such as wearing a mask and staying 6 feet apart. It's important to keep up your health.

Walk with Ease can help you:

- Reduce joint pain.
- Feel great while getting in shape.
- Learn how to walk safely, comfortably, and at your own pace.
- Increase balance, strength, and stamina.
- Learn stretching and strengthening exercises.

# WALK WITH EASE POSTER WITH ICONS

Promote the group program benefits and sign up call to action.

[View all and Download on Google Drive](#)

Multiple versions targeting different audiences

11" wide x 17" high

Full color, one-sided

Personalize bottom and lower right



# WALK WITH EASE POSTER WITH FILLABLE FORM

Promote the group program benefits and sign up call to action. These pdfs contain a fillable form area for customization.

[View all and Download on Google Drive](#)

11" wide x 17" high

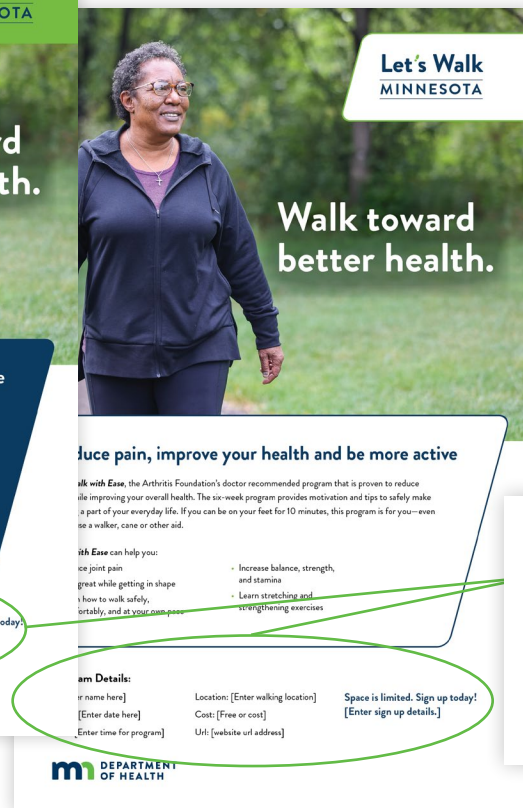
Full color, one-sided

Customize at bottom

Version Examples: one bold color version, one light color version



**Bold Version**



**Light Version**

Version Examples: one bold color version, one light color version

**Program Details:**

<input type="text"/>	Location: <input type="text"/>	Space is limited. Sign up today!
Dates: <input type="text"/>	Cost: <input type="text"/>	<input type="text"/>
Time: <input type="text"/>	Url: <input type="text"/>	<input type="text"/>

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# WALK WITH EASE POSTER WITH FILLABLE FORM

Walk with Ease self-directed program poster alternative images

[View all and Download on Google Drive](#)

**Let's Walk MINNESOTA**

**Walk toward better health.**

**Reduce pain, improve your health and be more active**

Join **Walk with Ease**, the Arthritis Foundation's doctor recommended program that is proven to reduce pain while improving your overall health. The six-week program provides motivation and tips to safely make walking a part of your everyday life. If you can be on your feet for 10 minutes, this program is for you—even if you use a walker, cane or other aid.

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**Program Details:**  
 [Partner name here]      Location: [Enter walking location]      **Space is limited. Sign up today!**  
 Dates: [Enter date here]      Cost: [Free or cost]      **[Enter sign up details.]**  
 Time: [Enter time for program]      Url: [website url address]

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# WALK WITH EASE FLYER

Promote the group program benefits and sign up call to action.

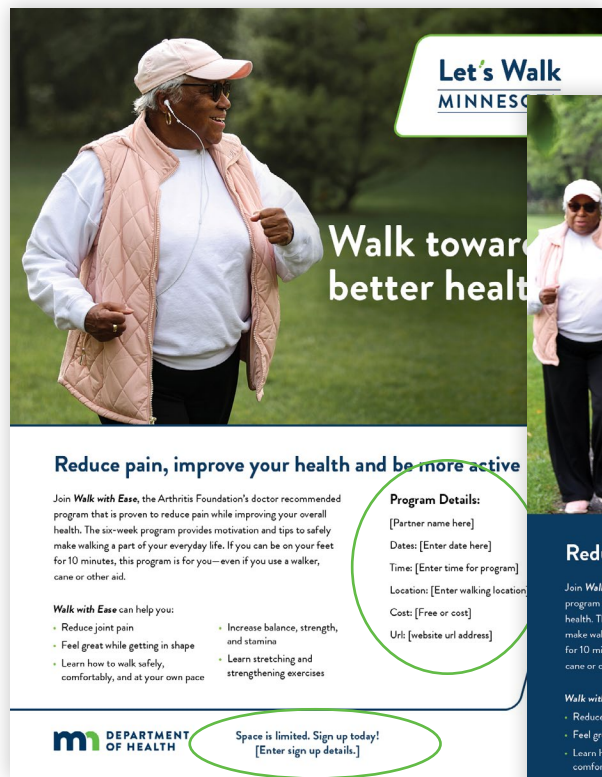
[View all and Download on Google Drive](#)

8.5" wide x 11" high

Full color, one-sided

Personalize lower right

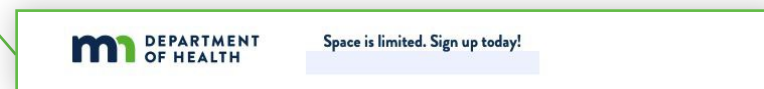
Version Examples: one bold color version, one light color version



Light Version



Bold Version



# WALK WITH EASE FLYER

Walk with Ease **group or self-directed enhanced program** flyer alternative images

**Let's Walk MINNESOTA**

**Walk toward better health.**

**Reduce pain, improve your health and be more active**

Join *Walk with Ease*, the Arthritis Foundation's doctor recommended program that is proven to reduce pain while improving your overall health. The six-week program provides motivation and tips to safely make walking a part of your everyday life. If you can be on your feet for 10 minutes, this program is for you—even if you use a walker, cane or other aid.

**Walk with Ease can help you:**

- Reduce joint pain
- Increase balance, strength, and stamina
- Feel great while getting in shape
- Learn stretching and strengthening exercises
- Learn how to walk safely, comfortably, and at your own pace

**Program Details:**  
 [Partner name here]  
 Dates: [Enter date here]  
 Time: [Enter time for program]  
 Location: [Enter walking location]  
 Cost: [Free or cost]  
 Url: [website url address]

**m DEPARTMENT OF HEALTH** Space is limited. Sign up today!  
 [Enter sign up details.]

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 Time: [Enter time for program]  
 Location: [Enter walking location]  
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 Url: [website url address]

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 [Enter sign up details.]

# WALK WITH EASE FLYER

Walk with Ease self-directed or self-directed enhanced program flyer alternative images



**Let's Walk MINNESOTA**

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### Reduce pain, improve your health and be more active

Join *Walk with Ease*, the Arthritis Foundation's doctor recommended program that is proven to reduce pain while improving your overall health. The six-week program provides motivation and tips to safely make walking a part of your everyday life. If you can be on your feet for 10 minutes, this program is for you—even if you use a walker, cane or other aid.

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**Program Details:**  
 [Partner name here]  
 Dates: [Enter date here]  
 Time: [Enter time for program]  
 Location: [Enter walking location]  
 Cost: [Free or cost]  
 Url: [website url address]

**m DEPARTMENT OF HEALTH**      Space is limited. Sign up today!  
 [Enter sign up details.]



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 [Partner name here]  
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 Url: [website url address]

**m DEPARTMENT OF HEALTH**      Space is limited. Sign up today!  
 [Enter sign up details.]



# RACK CARDS

Promote the group program benefits and sign up call to action.  
 Could be used in clinical setting.

[View all and Download on Google Drive](#)

3.5" wide x 8" high

Full color, one-sided

Personalize on back

Print 3-up on a page



**Bold Version**

**Version Examples:** one bold color version,  
 one light color version

**Light Version**

# POSTCARD

Promote the group program benefits and sign up call to action.

[View all and Download on Google Drive](#)

4 up on 8.5" x 11" sheet

Full color, two-sided

Personalize on back

Self mail or fits in standard A6 envelope (4 ¾ x 6 ½)

Join **Walk with Ease**, the Arthritis Foundation's doctor recommended program that is proven to reduce pain while improving your overall health. The six-week program provides motivation and tips to safely make walking a part of your everyday life. If you can be on your feet for 10 minutes, this program is for you.



**Bold Version**



**Light Version**

**Version Examples:** one bold color version, one light color version

# PROGRAM CONTENT

Promote Walk with Ease each week on your **social media** channels, **newsletter** or **emails**.

Page\_Name  
Sponsored · 🌐

DID YOU KNOW... walking actually helps reduce arthritis/joint pain and stiffness?  
GET READY TO GET MOVING!

- If you have it, read Chapter One of your Walk with Ease guidebook.
- Start thinking about where, when and who you'll be walking with.
- Start planning now if you need any gear (shoes, socks, water bottle, pedometer, or step tracking app).
- Optional: Join the Live! Yes! Arthritis Network and find others in your community and online committed to living their best life.

WEBSITENAME.COM  
Headline copy here [Learn More](#)

👍❤️ 541 26 Comments 87 Shares

Personalize on social media channel  
Additional text provided

# PROGRAM CONTENT

## Welcome Email

### IMAGE



### TEXT

**Congratulations. You took the first step to helping relieve arthritis and joint pain.**

Thanks for joining Walk with Ease, the Arthritis Foundation's doctor recommended program that is proven to reduce pain while improving your overall health. The six-week program provides motivation and tips to safely make walking a part of your everyday life.

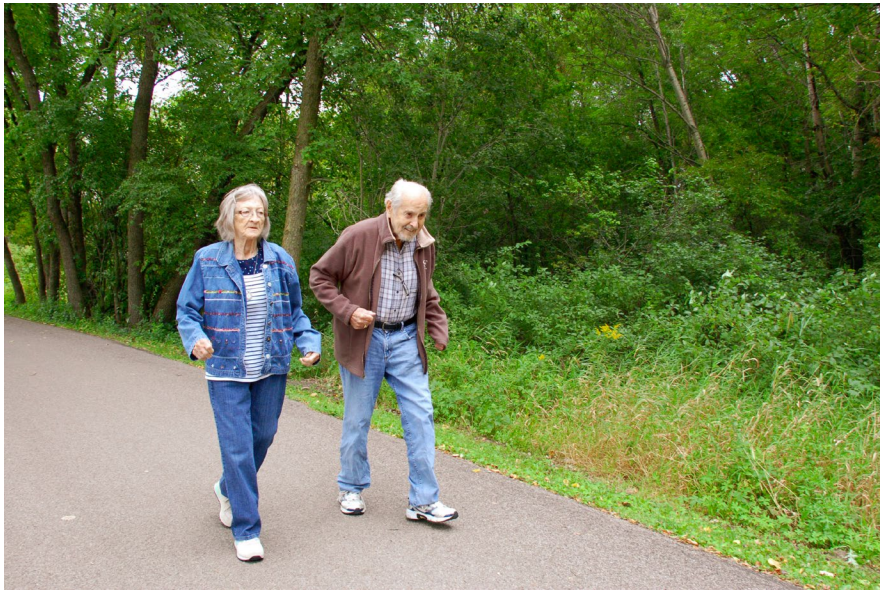
Useful Walk with Ease resources are available online:

- The Arthritis Foundation website contains a wealth of online tools and resources.
- Walk with Ease webtool includes pre- and post-tests and other health resources.
- Bad hip? Arthritis in your knee? Check out [Your Exercise Solution](#) for personalized exercise modifications just for you.
- We're so glad you've joined this program! Please let us know if you have any questions or concerns.

# PROGRAM CONTENT

## Week 1 Start Walking

### IMAGE



### TEXT

**DID YOU KNOW...** walking actually helps reduce arthritis/joint pain and stiffness?

GET READY TO GET MOVING!

- If you have it, read Chapter One of your Walk with Ease guidebook.
- Start thinking about where, when and who you'll be walking with.
- Start planning now if you need any gear (shoes, socks, water bottle, pedometer, or step tracking app).
- Optional: Join the Live! Yes! Arthritis Network and find others in your community and online committed to living their best life.

# PROGRAM CONTENT

## Week 2 The 5-step Walking Pattern

### IMAGE



### TEXT

#### **Way to go. You're on week 2.**

Let's skip ahead in your book to learn a key Walk with Ease strategy — the 5-step walking pattern (pages 100-104). This is fundamental to the program.

1. Warm-Up: Start your walks with a slower pace for 3-5 minutes to warm up.
2. Gentle Stretching: Take time to stretch (find instructions starting on page 150).
3. Walk: Set a target/goal for each walk (can be time-based or distance-based).
4. Cool-down: Once you've hit your target, slow your pace for 3-5 minutes to recover.
5. Stretch again: Take the time to do this! Repeat beginning stretches and hold longer (30-45 seconds).

Give it a try this week! Make the 5-step walking pattern a habit so that warm-ups, cool-downs and stretching don't get lost. Taking the time to invest in your wellbeing through proper walking strategies will give you greater success with less pain.

Grab your shoes and head out for a walk!

# PROGRAM CONTENT

## Week 3 Goal Setting

### IMAGE



### TEXT

**Keep up the good work. This week's focus is making walking a regular part of your day by setting goals.**

Some people find it helpful to create a contract and set goals. Don't forget to add rewards for your accomplishments. (See page 60)

- Make a contract with yourself and write down your goals.
- Keep records.
- Use self-measurement tools to check your progress.
- Check your plan every week.
- Set rewards for yourself.

# PROGRAM CONTENT

## Week 4 Stretching and Strengthening

### IMAGE



### TEXT

#### **You're halfway there.**

Each week you should be adding more minutes of walking. This week's topic is about stretching and strengthening. You've already learned some stretches, but here are some more resources and it's time to start strengthening exercises.

Appendix B in your book will provide graphics and instructions. Watch these [videos of the stretches](#). Try out the stretches while you watch.



# PROGRAM CONTENT

## Week 5 Anticipating and Overcoming Barriers

### IMAGE



### TEXT

This week's focus is on anticipating and overcoming barriers (Chapter 4). Problems will arise so having a plan for how to deal with them will help you be successful.

Walk with Ease promotes a 3-step problem strategy:

1. Focus on the problem that is most on your mind.
2. Ask yourself, "What might be causing this problem?"
3. Try out different solutions.

Chapter 4 will help you solve problems by providing strategies for and tips about anticipating and overcoming physical and mental barriers to walking.

# PROGRAM CONTENT

## Week 6 Tools and Resources

### IMAGE



### TEXT

#### **You've made it! This is our final week.**

If you haven't already, join the Arthritis Foundation's Arthritis Network. You'll find local support groups and an online forum to share your experiences, health tips and feedback about the program. You'll also find:

- Individualized support including financial assistance, mental health support and help with access to care.
- Tailored exercise modifications based specifically on YOUR arthritis and YOUR exercise preference. Over 4,000 variations created by medical professionals.
- An online tool to keep digital walking diaries and goals.
- Stretching and strengthening exercise videos.
- Toolkits to Understand & Manage Your Disease.

# PROGRAM CONTENT

## Walk with Ease Follow Up - Keep Walking

### IMAGE



### TEXT

Thank you for joining the Walk with Ease program. We hope that you have felt encouraged and supported in your efforts to be more active and have less pain.

- Remember that walking can ease your pain.
- Walk at your own pace.
- Remember to use your walking plan and diary to stay on track.
- Don't forget to stretch.
- Setbacks are normal.
- If you stop for a bit, start again.
- Reward yourself.

# PROGRAM CONTENT

Want to Reduce Pain, Improve Your Health and Be More Active?

## IMAGE



## TEXT

Join Walk with Ease, the Arthritis Foundation's doctor recommended program that is proven to reduce pain while improving your overall health. The six-week program provides motivation and tips to safely make walking a part of your everyday life. If you can be on your feet for 10 minutes, this program is for you.

Walk with Ease can help you:

- Reduce joint pain.
- Feel great while getting in shape.
- Learn how to walk safely, comfortably, and at your own pace.
- Increase balance, strength, and stamina.
- Learn stretching and strengthening exercises.

# PROGRAM CONTENT

## Walking During COVID-19.

### IMAGE



### TEXT

As a new member of the Walk with Ease program, we want to assure you that it's okay to get out and walk during COVID-19. Follow these tips to stay safe:

- Remember to keep 6 feet apart (about 2 arm lengths). When walking with others, pick wide open places to walk like a soccer field, park, track and stay 6 feet apart. Do not walk in groups unless you can stay 6 feet apart.
- If possible, cross the street if others are coming at you and you can't safely pass each other.
- Wear a mask when walking with others outside your household.
- If you're walking by yourself in an uncrowded area, you do not need to wear a mask but carry one with you to be safe.
- Find places to walk that are not crowded. This may mean going during times that are less crowded such as early or late in the day.
- Don't share any food or drink.
- Bring the essentials: pack a bag with a mask, hand sanitizer and a water bottle. Wash or sanitize hands before and after using any public facilities.

# PROGRAM CONTENT

Want to Reduce Pain, Improve Your Health and Be More Active?

## IMAGE



## TEXT

Join Walk with Ease, the Arthritis Foundation's doctor recommended program that is proven to reduce pain while improving your overall health. You'll join other individuals in a six-week online walking program.

Each week, you'll attend an online meeting where you'll receive health education, motivation and tips to safely make walking a part of your everyday life. You'll also walk on your own three times a week. It's okay to walk with others using COVID-19 precautions such as wearing a mask and staying 6 feet apart.

It's important to keep up your health.

Walk with Ease can help you:

- Reduce joint pain.
- Feel great while getting in shape.
- Learn how to walk safely, comfortably, and at your own pace.
- Increase balance, strength, and stamina.
- Learn stretching and strengthening exercises.

# EMAIL BANNER AND TEXT

Promote the group program benefits and sign up call to action.



## Email layout

Use an image in the top of your emails as a headline. Copy and paste the text from the following page to customize your program materials.

## LET'S WALK MINNESOTA

Walk safely toward better health

### Reduce pain, improve your health and be more active

Join **Walk with Ease**, the Arthritis Foundation's doctor recommended program that is proven to reduce pain while improving your overall health. The six-week program provides motivation and tips to safely make walking a part of your everyday life. If you can be on your feet for 10 minutes, this program is for you.

**Walk with Ease** can help you:

- Reduce joint pain.
- Feel great while getting in shape.
- Learn how to walk safely, comfortably, and at your own pace.
- Increase balance, strength, and stamina.
- Learn stretching and strengthening exercises.

### Program Details:

Minneapolis Community Example

Dates: July 1 through August 12

Time: 6pm

Location: Minneapolis

Cost: Free

Url: [communityexample.org](http://communityexample.org)

**Space is limited. Sign up today!**

Call XXX-XXX-XXXX, or email.

# DIGITAL AD

Promote the group program benefits and sign up call to action.

[View all Ads and Download on Google Drive](#)

Sizes noted

For use on websites, newsletters

## 300 x 250 - Inline Rectangle



## 728 x 90 - Horizontal Rectangle



# PART 3

# Promote the Benefits of Walking

---

- > Flyer
- > Postcard
- > Rack Card
- > Digital Content
- > Social Media (Illustrations)
- > Point of Decision Wayfinding
- > Motivational Posters & Memes

# WALKING TIPS FLYER

Promote ways to stay motivated in a walking program.

[View all and Download on Google Drive](#)

8.5" wide x 11" high

Full color, one-sided

Personalize lower right



**Let's Walk**  
**MINNESOTA**

Walk toward better health

**4 TIPS**  
TO BE SUCCESSFUL  
AT WALKING

**Mix it up.**  
Choose different places to walk to keep it interesting. Find all the parks in your area and make a plan to visit each one. With 10,000 lakes to choose from, there is probably one nearby. Choose a different neighborhood or walk around a school track or ball field.

**Find a buddy.**  
Walking with someone makes time fly, helps you feel safe and helps you stay committed. Ask a friend, coworker or family to walk with you. Look for a local walking group. And don't forget that a furry friend counts as a buddy.

**Track your progress.**  
Pin a calendar up or write in your walking diary and write down your walking minutes. Tracking your walking helps you stay focused and see your progress. Some people find it rewarding to write down what they have accomplished. You can also write down what things are helping you to keep walking.

**Plan ahead for success.**  
Schedule a time each day to walk. Having a scheduled time helps you to be successful. Is it raining, too hot, or cold? Look for other places to walk. Many malls, grocery stores, big box stores and schools allow you to walk indoors, or march in place at home. Feeling achy or tired? Take a shorter walk.



**Let's Walk**  
**MINNESOTA**

Walk toward better health

**4 TIPS**  
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**MINNESOTA**

Walk toward better health

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**Find a buddy.**  
Walking with someone makes time fly, helps you feel safe and helps you stay committed. Ask a friend, coworker or family to walk with you. Look for a local walking group. And don't forget that a furry friend counts as a buddy.

**Track your progress.**  
Pin a calendar up or write in your walking diary and write down your walking minutes. Tracking your walking helps you stay focused and see your progress. Some people find it rewarding to write down what they have accomplished. You can also write down what things are helping you to keep walking.

**Plan ahead for success.**  
Schedule a time each day to walk. Having a scheduled time helps you to be successful. Is it raining, too hot, or cold? Look for other places to walk. Many malls, grocery stores, big box stores and schools allow you to walk indoors, or march in place at home. Feeling achy or tired? Take a shorter walk.

Walking tips flyer versions

# POSTCARD

Promote tips for walking.

[View all and Download on Google Drive](#)

4 up on 8.5" x 11" sheet

Full color, two-sided

Personalize on back

Self mail or fits in standard A6 envelope (4 ¾ x 6 ½)

**Cold? Rainy? Don't let that stop you from walking.**

Can you put on some warm clothes? Use an umbrella and rain jacket if it is raining lightly.

There are many places that will let you walk inside. Malls often open early for walkers. Some schools will let you walk inside after school and into the evening. Walk



**Bold Version**



**Light Version**

**Version Examples:** one bold color version, one light color version

# POSTCARD

## Bold Version



## Light Version



## Back sides

### Cold? Rainy? Don't let that stop you from walking.

Can you put on some warm clothes? Use an umbrella and rain jacket if it is raining lightly.

There are many places that will let you walk inside. Malls often open early for walkers. Some schools will let you walk inside after school and into the evening. Walk inside at an indoor track or use a treadmill. And you can always march in place at home.

### Make Walking Fun

- Listen to music
- Listen to a podcast and learn something new
- Invite a friend, family or coworker
- Drive places and walk somewhere new
- Walk a dog
- Count objects like trees or flowers
- Alternate your walking speed. Walk slow, then fast.
- Talk to someone on your phone

Be safe. If talking on the phone or listening to music, be sure you are still able to hear and pay attention.

### Walking for Energy

Just 5 minutes of walking can help you feel better mentally and physically, and can even help your aches and pains. Take a shorter walk or march in place at home, but keep moving.

Walking is one of the safest and most beneficial forms of exercise for people with arthritis or joint pain. If it hurts when you walk, slow down, and talk to your healthcare provider to find a plan that works for you.

# WALKING TIPS RACK CARD

Promote ways to stay motivated in a walking program.

[View all and Download on Google Drive](#)

3.5" wide x 8" high

Full color, one-sided

Personalize on back

Print 3-up on a page



Group Version

Version Examples: one bold color version, one light color version

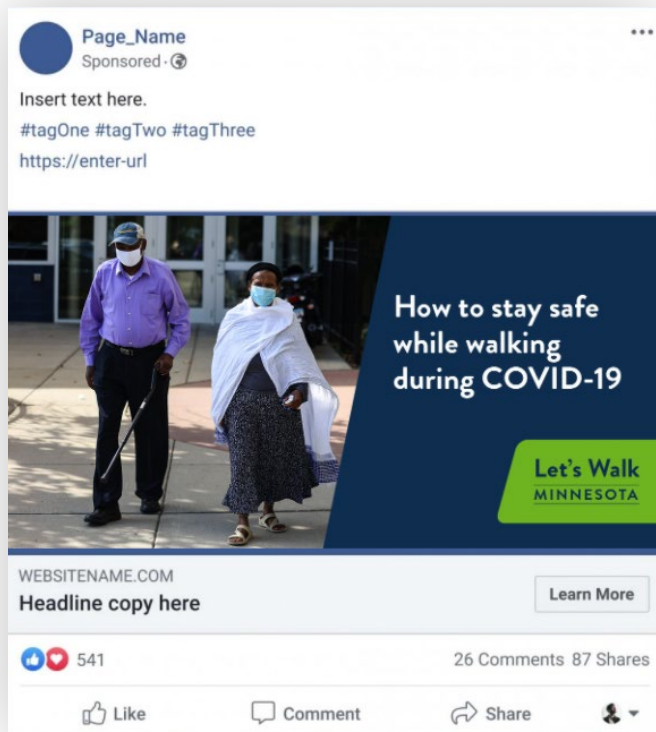
Individual Version

# DIGITAL CONTENT FOR SOCIAL MEDIA, NEWSLETTERS, EMAILS, ETC.

Promote ways to stay motivated and interested in walking.

[View all and Download on Google Drive](#)

**Digital images for social media posts etc.**



Personalize on social media channel

Additional text provided

# DIGITAL CONTENT FOR SOCIAL MEDIA, NEWSLETTERS, EMAILS, ETC.

## HEADLINE

How to stay safe while walking during COVID-19.

[View all and Download on Google Drive](#)

**Digital images for social media posts etc.**

## IMAGE



## TEXT

It's okay to get out and walk during COVID-19.

Follow these tips to stay safe:

- Remember to keep 6 feet apart (about two arm lengths) and wear a mask if you can when walking with people outside your household.
- Do not walk in groups unless you can stay 6 feet apart.
- Find places to walk that are not crowded. This may mean going during times that are less crowded such as early or late in the day.
- Don't share your water bottle.
- Bring the essentials: pack a bag with a mask, hand sanitizer and a water bottle. Wash or sanitize hands before and after using any public facilities.

# DIGITAL CONTENT FOR SOCIAL MEDIA, NEWSLETTERS, EMAILS, ETC.

## HEADLINE

Is it safe to walk during COVID-19?

[View all and Download on Google Drive](#)

**Digital images for social media posts etc.**

## IMAGE



## TEXT

Getting outside and walking is a great activity that can lift your spirits during COVID-19.

- If you're walking by yourself in an uncrowded area, you do not need to wear a mask.
- If possible, cross the street if others are coming at you and you can't safely pass each other.
- Wear a mask when walking with others.
- When walking with others, pick wide open places to walk like a soccer field, park, track and stay 6 feet a part.
- Walk in less crowded places or walk at less crowded times of the day.
- Don't share any food or drink.



# DIGITAL CONTENT FOR SOCIAL MEDIA, NEWSLETTERS, EMAILS, ETC.

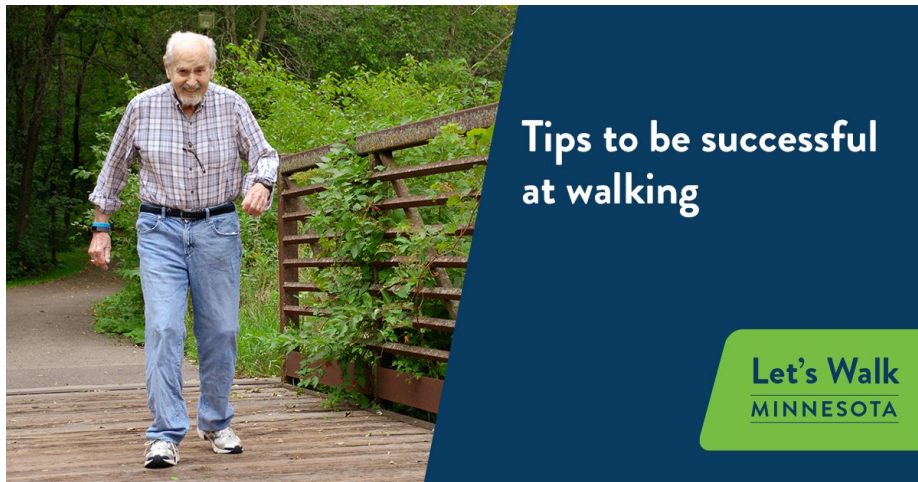
## HEADLINE

Tips to be successful at walking. [Part 1]

[View all and Download on Google Drive](#)

**Digital images for social media posts etc.**

## IMAGE



## TEXT OPTION A

Mix it up. Find different places to walk to keep it interesting. Choose from over 10,000 lakes for a walk near the water, or find all the parks in your area and make a plan to visit each one.

## TEXT OPTION B

Mix it up. Find different places to walk to keep it interesting. Choose a different neighborhood to walk through. Walk around a school track or ball field.

# DIGITAL CONTENT FOR SOCIAL MEDIA, NEWSLETTERS, EMAILS, ETC.

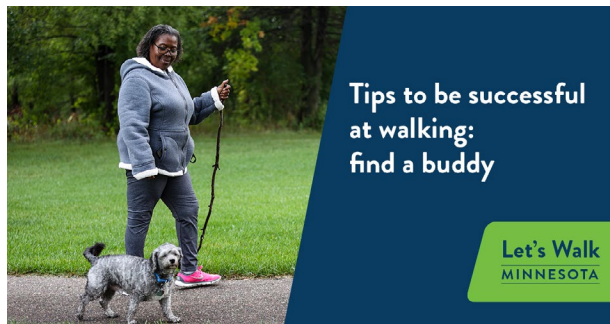
## HEADLINE

Tips to be successful at walking. [Part 2]

[View all and Download on Google Drive](#)

Digital images for social media posts etc.

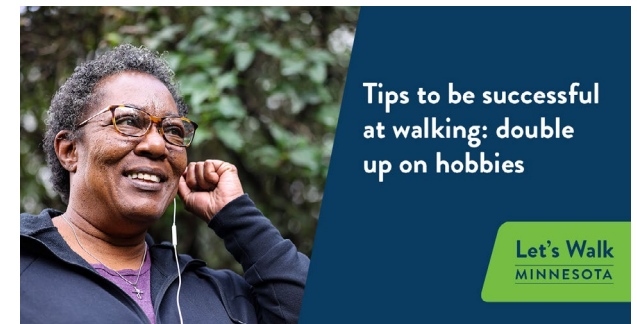
## IMAGE A



## IMAGE B



## IMAGE C



## TEXT OPTION A

Find a buddy. Walking with someone makes time fly, helps you feel safe and helps you stay committed. Ask a friend, coworker or family to walk with you. Look for a local walking group. And don't forget that a furry friend counts as a buddy. Don't have a dog? Walk your neighbors or see if your local humane society needs dog walkers.

## TEXT OPTION A

Find a virtual walking buddy: talk on the phone to pass the time or send each other text updates to stay motivated and celebrate your progress.

## TEXT OPTION A

Double up on hobbies. Use your walk as time to explore both new and old hobbies, like listening to your favorite album or finding a new podcast.

# DIGITAL CONTENT FOR SOCIAL MEDIA, NEWSLETTERS, EMAILS, ETC.

## HEADLINE

Tips to be successful at walking. [Part 3]

[View all and Download on Google Drive](#)

**Digital images for social media posts etc.**

## IMAGE



## TEXT

Track your progress. Tracking your walking helps you stay focused and see your progress. Some people find it rewarding to write down what they have accomplished.

You can also write down what things are helping you to keep walking or what you did to overcome a challenge that was keeping you from walking.

Don't forget to rate your pain or stiffness before and after walking.

# DIGITAL CONTENT FOR SOCIAL MEDIA, NEWSLETTERS, EMAILS, ETC.

## HEADLINE

Tips to be successful at walking. [Part 4]

[View all and Download on Google Drive](#)

**Digital images for social media posts etc.**

## IMAGE



## TEXT

Plan ahead for success.

- Schedule a time each day to walk. Having a scheduled time, helps you to be successful.
- Check the weather - raining, hot, cold? Look for other places to walk. Many malls, grocery stores, big box stores and schools allow you to walk in doors. You can also march in place at home.
- Feeling achy or tired? – take a shorter walk, but keep moving.
- Walk with a friend. Having someone else to talk to makes the time fly by.

# DIGITAL CONTENT FOR SOCIAL MEDIA, NEWSLETTERS, EMAILS, ETC.

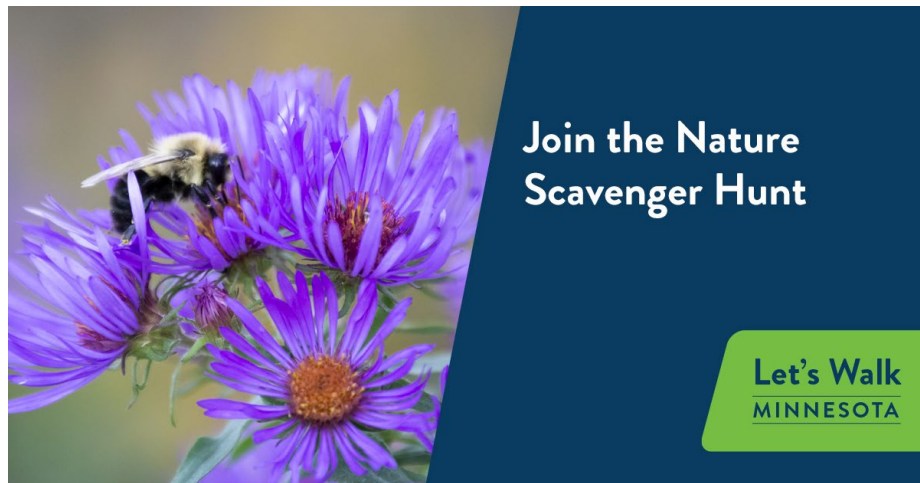
## HEADLINE

Nature scavenger hunt. [Rural, Part 1]

[View all and Download on Google Drive](#)

**Digital images for social media posts etc.**

## IMAGE



## TEXT

Liven up your walk with a scavenger hunt. Take pictures of the following items while you are walking.

- Nest
- Spider Web
- Wildflowers
- Leaf
- Robin
- Acorn

# DIGITAL CONTENT FOR SOCIAL MEDIA, NEWSLETTERS, EMAILS, ETC.

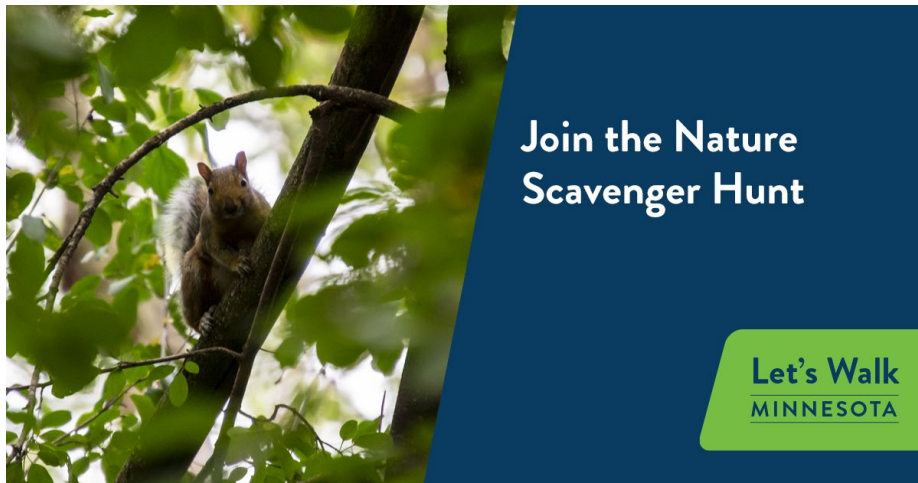
## HEADLINE

Nature scavenger hunt. [Rural, Part 2]

[View all and Download on Google Drive](#)

**Digital images for social media posts etc.**

## IMAGE



## TEXT

Liven up your walk with a scavenger hunt. Take pictures of the following items while you are walking.

- Squirrel
- Pinecone
- Three different kinds of trees
- Something yellow
- Butterfly or other bug
- Tree stump

# DIGITAL CONTENT FOR SOCIAL MEDIA, NEWSLETTERS, EMAILS, ETC.

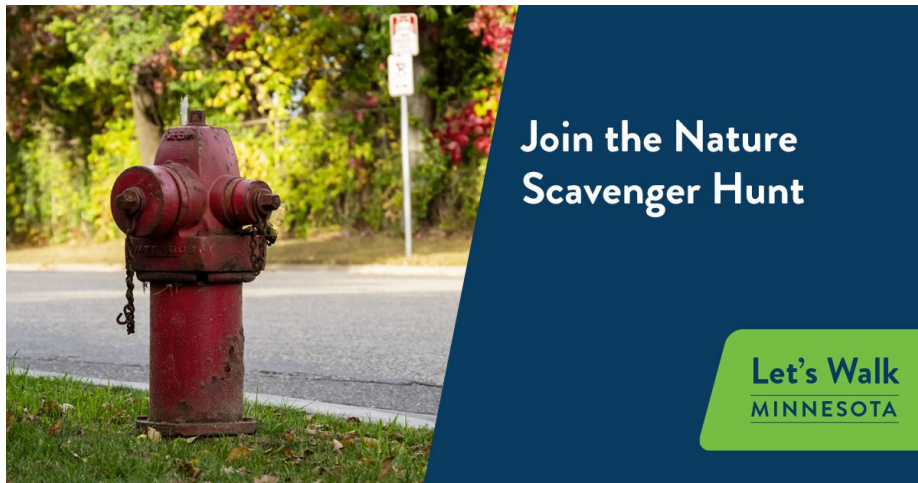
## HEADLINE

Nature scavenger hunt. [Urban, Part 1]

[View all and Download on Google Drive](#)

**Digital images for social media posts etc.**

## IMAGE



## TEXT

Liven up your walk with a scavenger hunt. Take pictures of the following items while you are walking.

- Bird
- Parking meter
- Fire hydrant
- A dog
- Red truck

# DIGITAL CONTENT FOR SOCIAL MEDIA, NEWSLETTERS, EMAILS, ETC.

## HEADLINE

Nature scavenger hunt. [Urban, Part 2]

[View all and Download on Google Drive](#)

**Digital images for social media posts etc.**

## IMAGE



## TEXT

Liven up your walk with a scavenger hunt. Take pictures of the following items while you are walking.

- Bumper sticker from another state
- School
- Flower
- Yellow car
- Leaf



# DIGITAL CONTENT FOR SOCIAL MEDIA, NEWSLETTERS, EMAILS, ETC.

## HEADLINE

Be happy. Get walking.

[View all and Download on Google Drive](#)

**Digital images for social media posts etc.**

## IMAGE



## TEXT

Be Happy. Get Walking. Walking gets your blood flowing and makes you feel better.

# DIGITAL CONTENT FOR SOCIAL MEDIA, NEWSLETTERS, EMAILS, ETC.

## HEADLINE

Achieve walking success.

[View all and Download on Google Drive](#)

**Digital images for social media posts etc.**

## IMAGE



## TEXT

- Set a goal.
- Make it a priority.
- Find a friend to join you.
- Time not distance.
- Track your time.

# DIGITAL CONTENT FOR SOCIAL MEDIA, NEWSLETTERS, EMAILS, ETC.

## HEADLINE

Share your photos.

[View all and Download on Google Drive](#)

**Digital images for social media posts etc.**

## IMAGE



## TEXT

A new blossom, a cool bug, a favorite walking path, your favorite walking buddies, you name it — share your photo for a chance to win a prize. Email your photos to [\[Insert partner email here\]](#).

# DIGITAL CONTENT FOR SOCIAL MEDIA, NEWSLETTERS, EMAILS, ETC.

## HEADLINE

Share your success story.

[View all and Download on Google Drive](#)

**Digital images for social media posts etc.**

## IMAGE



## TEXT

Help others by sharing your ideas for how you were successful with your walking program. Each week/ month, we'll highlight one walker's story on our Facebook page.

# DIGITAL CONTENT FOR SOCIAL MEDIA, NEWSLETTERS, EMAILS, ETC.

## HEADLINE

Cool Weather and Winter walking.

[View all and Download on Google Drive](#)

**Digital images for social media posts etc.**

## IMAGE



## TEXT

Don't be afraid to walk in the cold. You can stay warm by dressing in layers. Make sure you have a good hat, wear warm gloves, and a face shield or scarf. Keep your feet warm by wearing warm socks. Wool socks work great. You may want to buy spike (winter walking) traction grips for the bottoms of your shoes.

Too cold out? Many malls, grocery stores, big box stores and schools allow you to walk indoors. You can also march in place at home.

# DIGITAL CONTENT FOR SOCIAL MEDIA, NEWSLETTERS, EMAILS, ETC.

## HEADLINE

I walk for my grandkids.

[View all and Download on Google Drive](#)

**Digital images for social media posts etc.**

## TEXT

Cindy wanted to improve her health and lose weight. “If I walked anywhere I was breathing hard and my back and knees hurt. I had to do something.” “I have six grandkids and I want to see them grow up. I just knew I had to do this – for them and for me.”

Each week, Cindy got healthy tips, support from leaders and participants and time spent walking. “We started out slow and built up gradually. I met new people and some of them have become my walking buddies.”

“My health and energy are so much better. Now I play with my grandkids.”

-Cindy, Walk with Ease Participant

# DIGITAL CONTENT FOR SOCIAL MEDIA, NEWSLETTERS, EMAILS, ETC.

## HEADLINE

Don't let bad weather stop you from walking.

[View all and Download on Google Drive](#)

**Digital images for social media posts etc.**

## IMAGE



## TEXT

Cold? Rainy? Don't let that stop you from walking. Can you put on some warm clothes? Use an umbrella and rain jacket if it is raining lightly.

There are many places that will let you walk inside. Malls often open early for walkers. Some schools will let you walk inside after school and into the evening. Walk inside at an indoor track or use a treadmill. And you can always march in place at home.

# DIGITAL CONTENT FOR SOCIAL MEDIA, NEWSLETTERS, EMAILS, ETC.

## HEADLINE

Tips to stay safe when walking in the dark.

[View all and Download on Google Drive](#)

**Digital images for social media posts etc.**

## TEXT

If your time to walk is early morning or late at night, you might be walking in the dark. Stay safe when walking in the dark by wearing something reflective like a vest and carry a flashlight or wear a headlamp. More tips:

- Walk with a buddy and use a route with other walkers.
- Walk on a sidewalk or path, not in the road.
- Face traffic so you can see what is coming.
- Don't assume drivers see you. Use caution when crossing the street.
- Avoid distractions like using your phone.



# DIGITAL CONTENT FOR SOCIAL MEDIA, NEWSLETTERS, EMAILS, ETC.

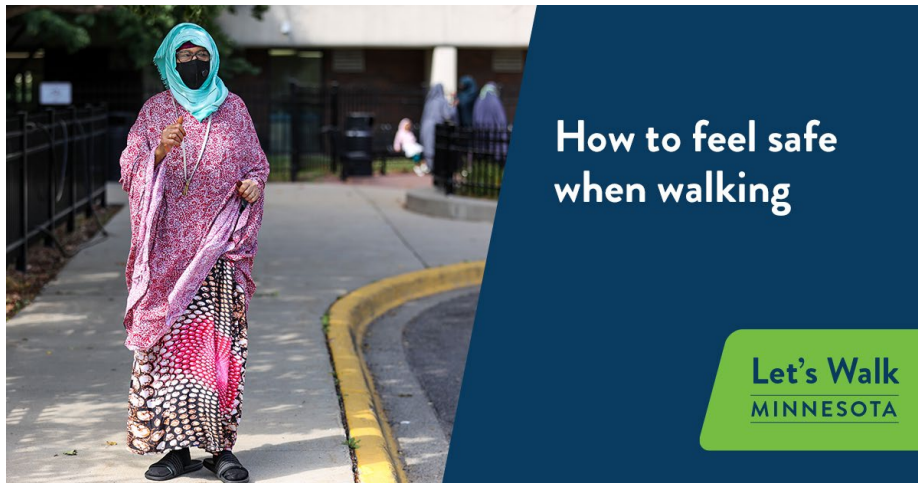
## HEADLINE

How to feel safe when walking.

[View all and Download on Google Drive](#)

**Digital images for social media posts etc.**

## IMAGE



## TEXT

Here are some safety tips:

- Walk with a friend or with a walking group.
- Let someone know your route and when to expect you home.
- Walk when there is daylight.
- Stay close to home.
- You don't have to walk far away. Walking up and down the same block is okay.
- Keep your phone in your pocket.
- Don't be distracted. Stay aware of your surroundings.
- Check for uneven surfaces.

# DIGITAL CONTENT FOR SOCIAL MEDIA, NEWSLETTERS, EMAILS, ETC.

## HEADLINE

Reasons to walk.

[View all and Download on Google Drive](#)

**Digital images for social media posts etc.**

## IMAGE



## TEXT

Walking has lots of positive benefits:

- Reduces pain and discomfort.
- Improves mood. You feel better.
- Increases balance, strength and walking pace.
- Builds confidence in your ability to be physically active.
- Improves overall health.

# DIGITAL CONTENT FOR SOCIAL MEDIA, NEWSLETTERS, EMAILS, ETC.

## HEADLINE

Tips for making walking fun.

[View all and Download on Google Drive](#)

**Digital images for social media posts etc.**

## IMAGE



## TEXT

- Listen to music.
- Listen to a podcast and learn something new.
- Invite a friend, family or coworker.
- Drive places and walk somewhere new.
- Walk a dog.
- Count objects like trees or flowers.
- Alternate your walking speed. Walk slow, then fast, then slow.
- Talk to someone on your phone.

Be safe. If talking on the phone or listening to music, be sure you are still able to hear and pay attention.

# DIGITAL CONTENT FOR SOCIAL MEDIA, NEWSLETTERS, EMAILS, ETC.

## HEADLINE

Ever feel low energy or achy?

[View all and Download on Google Drive](#)

**Digital images for social media posts etc.**

## IMAGE



## TEXT

Just 5 minutes of walking can help you feel better mentally and physically, and can even help your aches and pains. Take a shorter walk or march in place at home, but keep moving.

Walking is one of the safest and most beneficial forms of exercise for people with arthritis or joint pain. If it hurts when you walk, slow down, and talk to your healthcare provider to find a plan that works for you.

# WAYFINDING POSTERS

Point of decision signage to promote walking to specific locations.  
For use in community or worksite locations.

[View all and Download on Google Drive](#)

8.5" wide x 11" high

Full color, one-sided

Personalize lower right

Customize text to location and minutes



# WALKING INTEREST POSTERS & MEMES

Promote walking at worksites or in other public settings such as convenience stores, coffee shop, senior center, church.

[View all and Download on Google Drive](#)

8.5" wide x 11" high

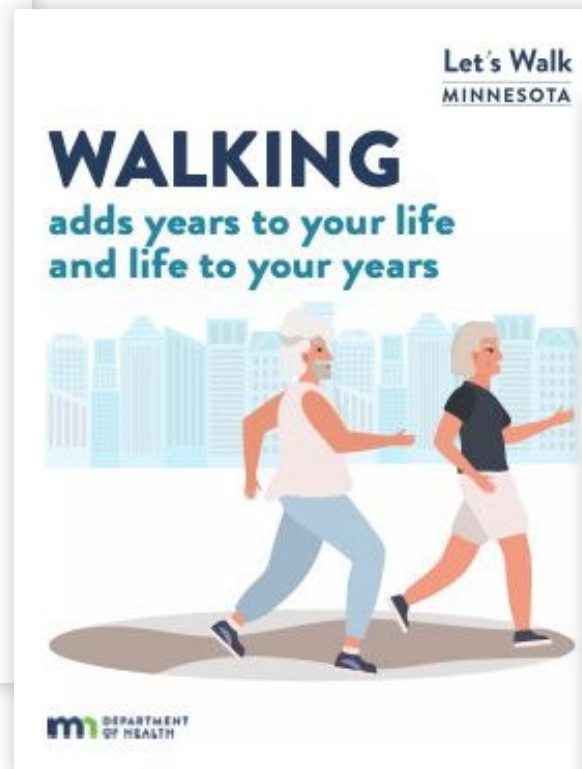
Full color, one-sided

Personalize lower right

Customize text



Lobby/Parking Lot Poster



Senior Center Poster



Break Room Poster

# WHERE TO WALK INDOORS

Many malls, community centers, schools and colleges open their indoor tracks and other facilities to the public. Hours and availability varies. Here are a few resources:

- At home. Free. Walk from room to room, march in place, walk the stairs.
- [Where to walk indoors. TwinCitiesMom.com \(2016\)](#)
- Mall of America -Free. As of November 2020, walking hours are 8 - 11 am, refer to the [Reopening FAQ](#).  
For a map, see the [Mayo Clinic Mile \(pdf\)](#)
- [HarMar Mall Roseville](#) - Free. HarMar Mall is open for mall walkers 8am – 9:30pm weekdays and 9am-9:30pm weekends.
- [Brooklyn Park indoor walking track](#). Free.
- [Dakota County](#). Free and paid options. Also see [Simple Steps](#) program.

# PART 4

# Workplace Wellness

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- > Arthritis in Minnesota
- > Your Coordinator Role
- > Four Simple Steps to Get Started
- > Arthritis and Walking Resources for Workplaces
- > Stay Connected with the Minnesota Department of Health



# ARTHRITIS IN MINNESOTA

As employers work with an aging workforce, the topic of joint pain, mobility and arthritis are important health issues to consider. Keeping your workforce healthy and active has many benefits, and is not only limited to mobility and pain.

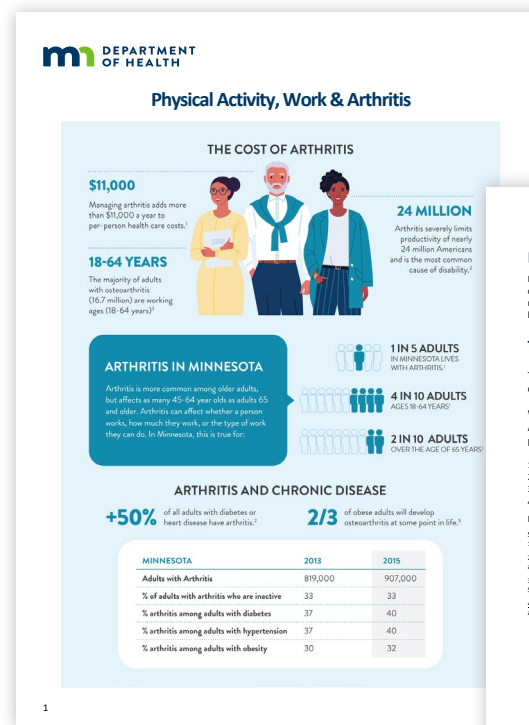
Being physically active can delay the onset of arthritis-related disability and help people with arthritis manage chronic conditions such as diabetes, heart disease and obesity.

Helping employees with a regular walking regimen also contributes to more productivity at work, reduces the risk of chronic issues, and helps people generally feel better. The Walk with Ease program may be just the right solution to help your employees start, renew, or maintain a walking program to stay healthy.

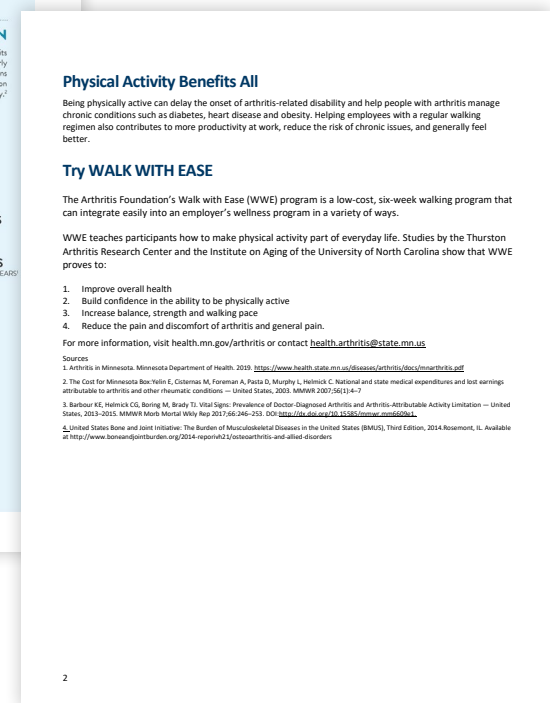
Refer to the Arthritis and Workplace Fact Sheet at the end of this packet for more information.

## PHYSICAL ACTIVITY CAN LOWER PAIN BY 40%

1 in 4 adults with arthritis are physically inactive even though activity is proven to lower pain by 40% when active for 2.5 hours per week.



Workplace Wellness Flyer Front



Workplace Wellness Flyer Back

# YOUR COORDINATOR ROLE

There are several ways to help your employees learn about overcoming joint pain and avoid inactivity. One is the evidence-based Walk with Ease Program. This coordinator kit can help you with:

## AWARENESS INFORMATION

Fact Sheets, newsletter blurbs, and resources.

## SUPPORT MATERIALS

This Coordinator kit includes information for the WWE MN Self-directed, Walk With Ease MN with support, and Walk With Ease Group Leader Led Classes:

- Participant Log
- Registration emails
- Suggested evaluation
- Additional Resources

## WALKING PROGRAM

Learn how you can offer Walk with Ease Minnesota (WWE MN), a low impact, self-paced walking program that can be accessed online and used in one of three ways to fit the needs of your workplace:

- **Walk With Ease Self-Directed** – Participants receive promotional information from you to enroll online, order their own books and track their walking activity through an app or on their own.
- **Walk With Ease Self-Directed with Support** – Recruit a workplace coordinator to provide support to participants over the course of the program. Participants will still enroll online, use the WWE Workbook and receive weekly e-mails from WWE MN. The coordinator can offer group walks and activities to keep participants engaged at work.
- **Walk With Ease Group Leader-Led** – This is a more formal program. Online training is available to become a Walk with Ease Leader. The Leader can provide instruction on exercises, lead up to three walks each week for six weeks, and keep participants engaged for the duration of the program. The training is paid for by MDH, and involves three hours of online training done at your own pace. CPR certification is required, but is not included in the online training. Contact [health.arthritis@state.mn.us](mailto:health.arthritis@state.mn.us) for more information.

# FOUR SIMPLE STEPS TO GET STARTED

## 1. Determine the delivery method you want to use

(Self-Directed, Self-Directed with Support, or WWE Group Leader-Led).

### WALK WITH EASE METHODS AND REQUIREMENTS

Method	Sign Up	Participation Method	Coordinator Training Required?	How to Purchase a Book
<b>Self-Directed</b>	Coordinator uses promotional materials to inform employees. <a href="http://startwalkwithease.org/minnesota">startwalkwithease.org/minnesota</a>	Participants track their walking activity.	No	Details for participants on WWE MN sign up page. Group purchasing of book or individual discount code available through <a href="mailto:health.arthritis@state.mn.us">health.arthritis@state.mn.us</a>
<b>Self-Directed With Support</b>	Coordinator uses promotional materials to inform employees. Participant: a. Signs up at: <a href="http://startwalkwithease.org/minnesota">startwalkwithease.org/minnesota</a> b. Participant tells Coordinator, who creates participant roster.	Participants track their walking activity. Coordinator sends encouragement emails and can arrange occasional group walks. At end of program optional organization evaluation is included.	No	Details on survey sign up. First 200 enrollees have free book, rest are \$4.95 plus shipping. Group purchasing of book or individual discount code available through <a href="mailto:health.arthritis@state.mn.us">health.arthritis@state.mn.us</a>
<b>Group Leader-led</b>	Coordinator receives online training and uses the WWE leader curriculum to deliver program details.	Face to face approach to teach stretching and cool down tips and walks with the group.	Yes, contact <a href="mailto:health.arthritis@state.mn.us">health.arthritis@state.mn.us</a>	Group purchasing of book or individual discount code available through <a href="mailto:health.arthritis@state.mn.us">health.arthritis@state.mn.us</a>

# FOUR SIMPLE STEPS TO GET STARTED

## 2. Promote the program and sign up participants.

Employees need to know about the program and how to sign up. Use the Sample Registration emails below to get interest. Be sure to complete the email with sign up information for your organization. Email employees directly and/or place information on an internal website or in a company newsletter. If choosing the Self-Directed with Support, use the Participant Log on the next page to track participation.

### SAMPLE REGISTRATION EMAILS

#### ARE YOU READY TO GET MOVING?

Do aches and pains limit you from moving on a daily basis? Believe it or not, gradually adding more walking to your day could actually help you feel better and move more. Join the six-week Walk with Ease program to safely start a walking program.

Register online to receive a book with information to help you get started, and to track your daily activity. For more information, contact **<organization coordinator>** **<add more specific details here>**.

#### TRY WALK WITH EASE – GET MOVING REGULARLY!

Studies indicate that regular, slow activity can actually assist people in reducing their pain. One in four adults with arthritis are physical inactive even though activity is proven to lower pain by 40% when active for 2.5 hours per week.

Walk with Ease Minnesota is a six week online program to help people move more. The program is designed for people who have aches and pains or arthritis that prevents people from being active.

Walk with Ease Minnesota provides a book filled with tips to get started, set up realistic goals, and stay motivated. The only prerequisite is to be able to be on your feet for at least ten minutes without increased pain.

For more information, contact **<organization coordinator>** **<add more specific details here>**.



# FOUR SIMPLE STEPS TO GET STARTED

## 3. Keep participation high by raising awareness.

Participants enrolled in WWE will have weekly tips from the WWE website sent to their emails. If you wish, tailor the additional tips below to continue to encourage people to sign up for the program, to invite them to group walks you might organize, or place these in newsletters or in a wellness newsletter to keep interest in walking.

### WEEK 1: BOOST YOUR OVERALL HEALTH

Walking is a great way to improve or maintain your overall health. Just 30 minutes every day can increase cardiovascular fitness, strengthen bones, reduce excess body fat, and boost muscle power and endurance. It can also reduce your risk of developing conditions such as heart disease, type 2 diabetes, osteoporosis and some cancers. **<tailor your message: It's not too late to join NAME OF ORG'S Walk With Ease program, for more information, contact XXX>**

<https://www.betterhealth.vic.gov.au/health/healthyliving/walking-for-good-health>

### WEEK 2: MOTION IS LOTION

Ever feel low energy or achy? Just 20-30 minutes of walking can help you feel better mentally and physically, and can even help your aches and pains. Motion is lotion for all that ails you! **<Take a walk on DATE, TIME, LOCATION to refresh and walk with ease!>**

### WEEK 3: WANT AN EASY WAY TO GET HEALTHIER?

Walking. Yes, 20-30 minutes of walking every day can improve your fitness level, improves your cardiac health, can reduce joint pain and weight gain, and can reduce your risk for cancer and chronic disease. And it doesn't have to be done all at once!

Take advantage of this "free health insurance policy"!

**<Go to the Walk With Ease Minnesota Website to sign up today!>**

### WEEK 4: IMPROVE YOUR MOOD WITH WALKING

Looking for easy ways to feel happier? There is a high correlation between regular activity and mood. Just a simple activity like walking can get your blood flowing, which helps elevate mood, helps you think better, reduces fatigue, and can reduce your risk of depression in the long run.

### WEEK 5: START, RENEW OR MAINTAIN YOUR ACTIVITY WITH WALKING!

No matter where you are in your relationship with being active, you can make an effort to start, renew or maintain regular activity by building extra movement into your day. Find ways to get more active, slowly build your way to greater activity goals over time. With a regular habit, you will reap the rewards of feeling better!

# FOUR SIMPLE STEPS TO GET STARTED

## 4. Evaluate your program success


(For your internal use)

At the end of the program, it's a good idea to determine the success of your program by using the sample questions below, and add your own questions. Use the evaluation results to improve your future programs, or share with your leadership to show the importance of supporting wellness programs. Gather the information in the way easiest for you:

- a. Use Survey Monkey or similar app to gather information anonymously.
- b. Do a simple paper and pencil survey and compile results.

### SAMPLE QUESTIONS:

1. How did you hear about this program?
  - a. Employer
  - b. Other: \_\_\_\_\_
2. In general, indicate the status of your health
3. Indicate your level of confidence in managing aches and pains.
4. Indicate the number of days during the week you go for a walk.
5. In what ways would you improve this program in the future?
6. Do you have any stories to share about your participation?



### Walking Program Evaluation

1. How did you hear about this program?
  - a. Employer
  - b. Other: \_\_\_\_\_
2. In general, indicate the status of your health
 

	Excellent	Very good	Good	Fair	Poor
Before WWE program					
After WWE program					
3. Indicate your level of confidence in managing aches and pains.
 

	Not at all confident					Very confident				
	1	2	3	4	5	6	7	8	9	10
Before WWE program										
After WWE program										
4. Indicate the number of days during the week you go for a walk.
 

	1	2	3	4	5	6	7
Before WWE program							
After WWE program							
5. Indicate how many minutes you walk on each of those days.
 

	Minutes
Before WWE program	
After WWE program	
6. In what ways would you improve this program in the future?
7. Do you have any stories to share about your participation?

# ARTHRITIS AND WALKING RESOURCES FOR WORKPLACES

For Individuals with Arthritis:

- ➔ **Arthritis Foundation Website:**  
<https://www.arthritis.org/living-with-arthritis/life-stages/work/>
- ➔ **Osteoarthritis Action Alliance (OA Action Alliance) prevention Website:**  
<https://oaaction.unc.edu/resource-library/>
- ➔ **Tips to get through work with Arthritis:**  
<https://www.webmd.com/arthritis/features/ergonomics-at-work#1>

For Workplaces:

- ➔ **Arthritis Hub - a resource website from the Arthritis Society:**  
<https://arthritis.ca/living-well?aliaspath=%2fLiving-Well&Topic=151&searchtext=&searchmode=anyword>
- ➔ **Walk With Ease Videos:**  
<https://www.arthritis.org/living-with-arthritis/exercise/workouts/walking/videos/>
- ➔ **Arthritis Data :**  
[https://www.cdc.gov/arthritis/data\\_statistics/index.htm](https://www.cdc.gov/arthritis/data_statistics/index.htm)

For more resources on particular topics e-mail [health.arthritis@state.mn.us](mailto:health.arthritis@state.mn.us)



# STAY CONNECTED WITH THE MINNESOTA DEPARTMENT OF HEALTH

Have a good story to share? Want more information?

If you have a success story about a participant or your workplace walking efforts with WWE, get permission from the participants and send to [health.arthritis@state.mn.us](mailto:health.arthritis@state.mn.us).

If you would like more workplace wellness information, join the MN Healthy Workplaces list by going to <https://public.govdelivery.com/accounts/MNMDH/subscribers/new?preferences=true> and signing up for “Worksite Wellness”. You will receive a variety of resources to help keep your employees healthy.



## Email Updates

To sign up for updates or to access your subscriber preferences, please enter your e-mail address.

**Subscription Type**

**Email Address** \*

Submit

Cancel

IN MINNESOTA ABOUT  
 **1 IN 5**  
ADULTS  
LIVE WITH ARTHRITIS.

# PART 5

# Health Care Providers

Physical activity counseling for people with arthritis.

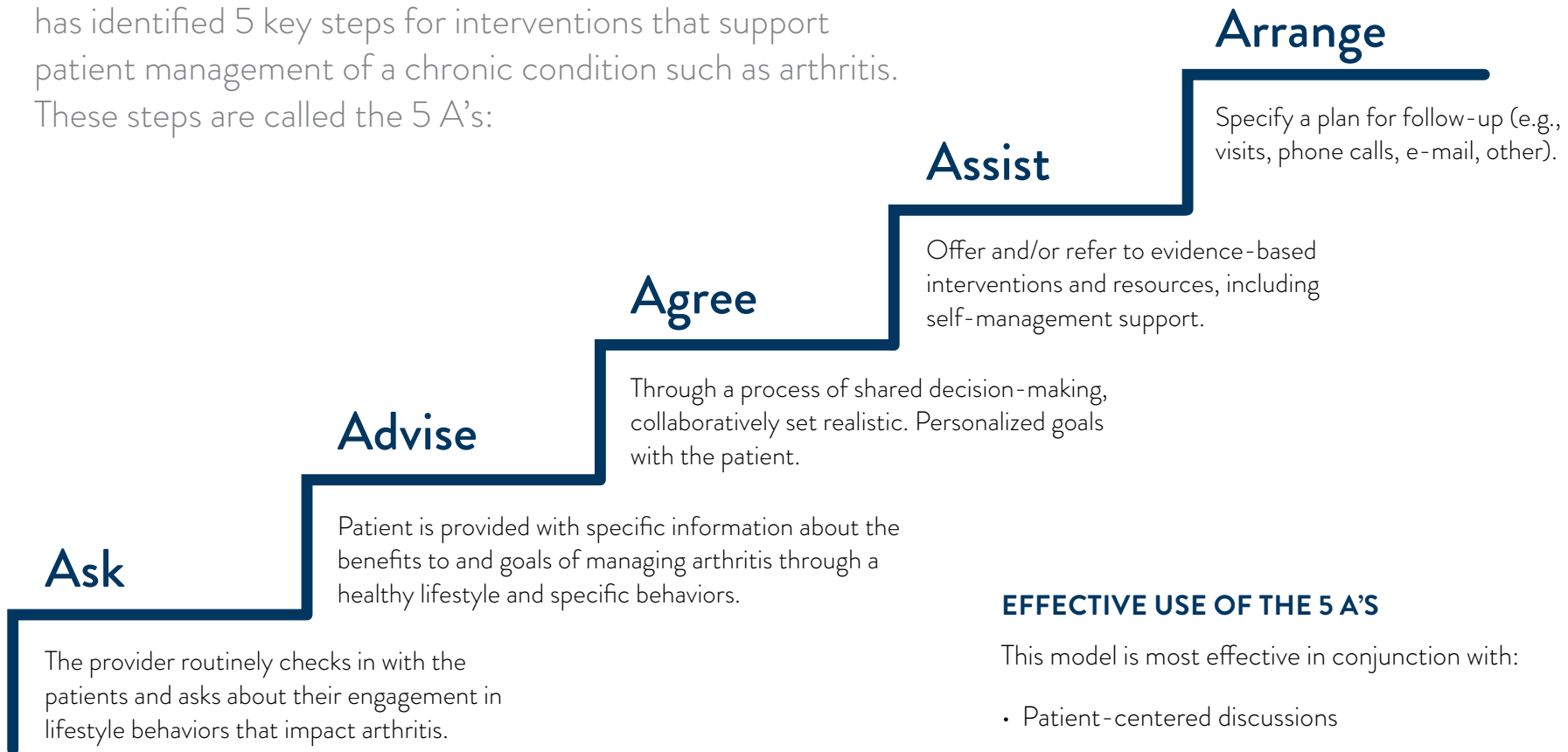
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- > Part 5.1 Using an evidence-based process for individual counseling for people with arthritis.
- > Part 5.2: Partnering with the community – referral to community programs and intervention.
- > Part 5.3: Resources for clinic communications promote physical activity.

# 5.1 USING AN EVIDENCE-BASED PROCESS FOR INDIVIDUAL COUNSELING FOR PEOPLE WITH ARTHRITIS.

## Five Major Steps to Intervention (The “5 A’s”)

The Agency for Healthcare Research and Quality (AHRQ) has identified 5 key steps for interventions that support patient management of a chronic condition such as arthritis. These steps are called the 5 A’s:



### EFFECTIVE USE OF THE 5 A’S

This model is most effective in conjunction with:

- Patient-centered discussions
- Organized system of care
- Multidisciplinary team approach

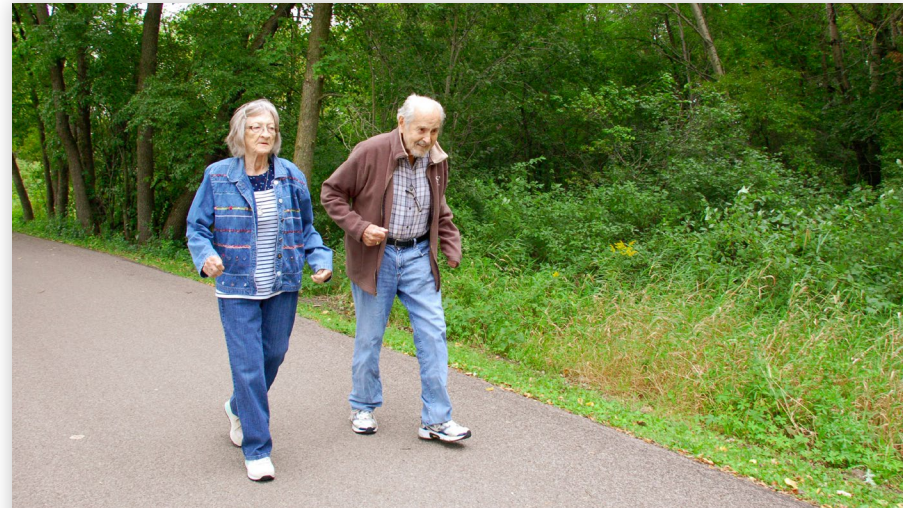
# 5.1 USING AN EVIDENCE-BASED PROCESS FOR INDIVIDUAL COUNSELING FOR PEOPLE WITH ARTHRITIS.

## The 5 A's – ADVISE

The provider routinely checks in with the patients.

The provider routinely checks in with the patients and asks about their engagement in lifestyle behaviors that impact arthritis, such as: physical activity, tobacco use, alcohol consumption, nutrition, healthy thinking, and sleep. A patient-centered assessment is:

- Brief
- Standardized
- Offers feedback and tracks the progress of both patients and team
- Considers patient's goals and values and satisfaction with their progress



### EXAMPLE ASSESSMENT QUESTIONS:

- On average, how many days/week do you engage in vigorous physical activity (like brisk walking)?  
= \_\_\_\_\_ days/week
- On average, how many minutes do you engage in physical activity at this level?  
\_\_\_\_\_ minutes/day  
\_\_\_\_\_ total minutes/week  
(total minutes = days/weeks \* minutes/day)

# 5.1 USING AN EVIDENCE-BASED PROCESS FOR INDIVIDUAL COUNSELING FOR PEOPLE WITH ARTHRITIS.

## The 5 A's – ASK

The patient is provided with specific information about the benefits.

The patient is provided with specific information about the benefits to and goals of managing arthritis through a healthy lifestyle and specific behaviors. This patient-centered advice should:

- Include information about the benefits of a healthy lifestyle and how behaviors affect various outcomes.
- Be tailored to the patient's goals, values and environment

### KEY PATIENT MESSAGES – SIMPLE WALKING HAS POSITIVE BENEFITS:

- Helps reduce arthritis and joint pain stiffness.
- Improves mood. You feel better.
- Increases balance, strength and walking pace.
- Builds confidence in your ability to be physically active.
- Improves overall health.

### GOALS:

- Get ready to get moving. Where, when, and who you'll be walking with.
- Plan for any gear, shoes socks, water bottle.
- Start walking.
- Join a program. Walk independently or with a group.



# 5.1 USING AN EVIDENCE-BASED PROCESS FOR INDIVIDUAL COUNSELING FOR PEOPLE WITH ARTHRITIS.

## The 5 A's – AGREE

Use motivational interviewing techniques and smart goals to get patient to think about goals.

Use shared decision-making, collaboratively set realistic, personalized goals with the patient.

Patient-centered goals are:

- Based on the patient's level of interest and confidence in their ability to effect change.
- Incorporated into a patient-centered action plan

The use of the SMART tool can be helpful in patient goal setting. SMART stands for:

- **Specific** – Have you explicitly stated what you intend to do?
- **Measurable** – Could you definitively say you had achieved your goal?
- **Attainable** – Do you feel confident that you can achieve the goal?
- **Relevant** – Would making this change bring you closer to your overall goal?
- **Timely** – Have you stated the time frame in which this goal will be completed?

## RESOURCES TO USE FOR GOAL SETTING

**Let's Walk MINNESOTA**  
Walk toward better health

### 4 TIPS TO BE SUCCESSFUL AT WALKING

- Mix it up.**  
Choose different places to walk to keep it interesting. Find all the parks in your area and make a plan to visit each one. With 10,000 lakes to choose from, there is probably one nearby. Choose a different neighborhood or walk around a school track or ball field.
- Find a buddy.**  
Walking with someone makes time fly, helps you feel safe and helps you stay committed. Ask a friend, coworker or family to walk with you. Look for a local walking group. And don't forget that a furry friend counts as a buddy.
- Track your progress.**  
Pin a calendar up or write in your walking diary and write down your walking minutes. Tracking your walking helps you stay focused and see your progress. Some people find it rewarding to write down what they have accomplished. You can also write down what things are helping you to keep walking.
- Plan ahead for success.**  
Schedule a time each day to walk. Having a scheduled time helps you to be successful. Is it raining, too hot, or cold? Look for other places to walk. Many malls, grocery stores, big box stores and schools allow you to walk indoors, or march in place at home. Feeling achy or tired? Take a shorter walk.

**HEADLINE**  
Tips to be successful at walking. [Part 3]

**IMAGE**

**Tips to be successful at walking: track your progress**

**Let's Walk MINNESOTA**

**Track Progress**

## Tips to be successful at walking

# 5.1 USING AN EVIDENCE-BASED PROCESS FOR INDIVIDUAL COUNSELING FOR PEOPLE WITH ARTHRITIS.

## The 5 A's – ASSIST

Give advice, encouragement, and assist with skills and supports.

Offer and/or refer to evidenced-based interventions and resources, including self-management support.

### **Patient-centered assistance:**

- Evidence-based
- Includes information about benefits and harms of specific interventions
- Identifies personal barriers
- Includes tailored strategies and problem-solving techniques
- Incorporates social and environmental supports

### **Patients can go to [yourjuniper.org](http://yourjuniper.org) to find a class.**

Your health organization can become a Juniper Provider Partner on the Juniper network. For a complete listing of Junipers Provider Partners click [here](#). For questions call 1-855-215-2174 or email [info@yourjuniper.org](mailto:info@yourjuniper.org).

### **EVIDENCE-BASED PROGRAMS TO REFER THE PATIENT:**

[Walk with Ease](#) is offered as a self-guided course, an in-person community or workplace (clinic) setting or as part of a virtual, online group where individuals walk on their own.

[Chronic Disease Self-Management Program](#) (CDSMP) in Minnesota is called Living Well with Chronic Conditions and is designed for people with arthritis or other chronic conditions. These workshops teach participants strategies to control or limit their symptoms, including pain, and to develop more confidence in managing health problems that affect their lives.

Chronic Pain Self Management Program (CPSMP) in Minnesota also called Living Well with Chronic Pain and is designed to help people live a healthy life with chronic pain by managing their symptoms. This workshop teaches new strategies that will give participants the confidence, motivation and skills needed to manage living with chronic pain.

# 5.1 USING AN EVIDENCE-BASED PROCESS FOR INDIVIDUAL COUNSELING FOR PEOPLE WITH ARTHRITIS.

## The 5 A's – ARRANGE

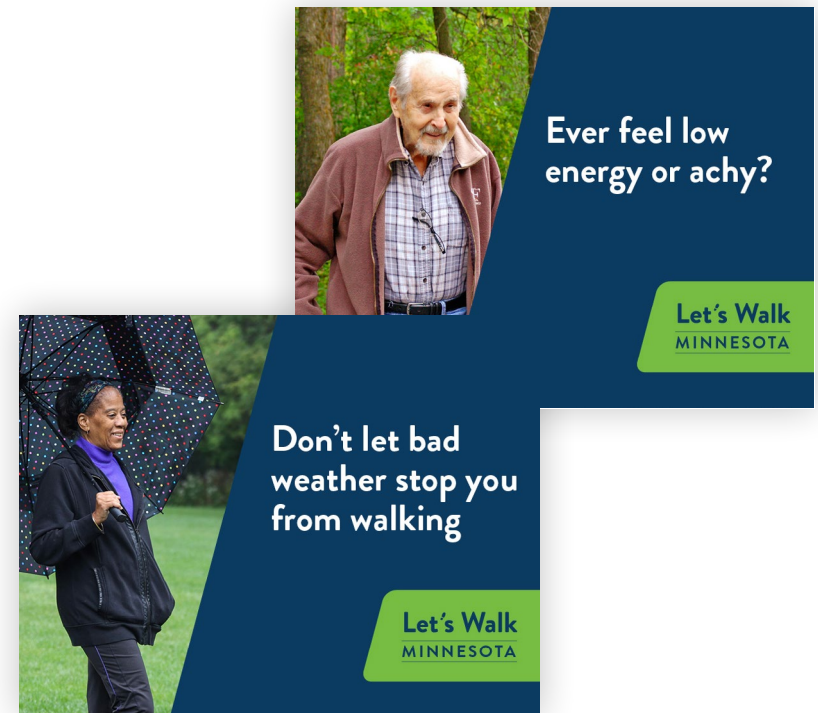
Help and follow up, support and repeated counseling including a referral if needed.

Specify a plan for follow-up (e.g., visits, phone calls, email, other).

### Patient centered follow-up:

- Evidence-based
- Tailored to patient preferences and schedule
- A clear, strong, personal message from the primary care provider appears to be a very helpful intervention for establishing long-term behavior change, particularly when combined with personalized educational materials, follow-up, and referral when appropriate
- Contact the patient either in person at next appointment or via telephone, postcard reminders, or in-clinic portal messages. Additionally, some clinics use SMS text.

### RESOURCES TO USE FOR FOLLOW-UP



Postcard templates



# 5.1 USING AN EVIDENCE-BASED PROCESS FOR INDIVIDUAL COUNSELING FOR PEOPLE WITH ARTHRITIS.

## The 5 A's Patient/client interview checklist

- 1. Was the appointment or encounter successful? **Yes No**
  - a. If yes \_\_\_\_\_
  - b. If no \_\_\_\_\_
  
- 2. Is there a follow up? **Yes No**
  - a. If yes, who will follow up? \_\_\_\_\_
  - b. If no, \_\_\_\_\_
  
- 3. What are next steps for patient/client?  
\_\_\_\_\_  
\_\_\_\_\_



# 5.2 PARTNERING WITH THE COMMUNITY – REFERRAL TO COMMUNITY PROGRAMS AND INTERVENTION.

## Evidence-based walking program

Studies by the Thurston Arthritis Research Center and the Institute on Aging of the University of North Carolina show the Arthritis Foundation's [Walk With Ease](#) program is proven to:

- Reduce the pain and discomfort of arthritis
- Increase balance, strength and walking pace
- Build Confidence in one's ability to be physically active
- Improve overall health



# 5.2 PARTNERING WITH THE COMMUNITY – REFERRAL TO COMMUNITY PROGRAMS AND INTERVENTION.

Walk with Ease is offered as a self-directed course, an in-person group, community, or workplace setting, or as part of a virtual, online group where individuals walk on their own.

## WALK WITH EASE SELF-DIRECTED (SD)

Participants register on [startwalkwithease.org/minnesota](http://startwalkwithease.org/minnesota). Create an account, click on I agree to purchase a book to purchase the book. Once the book is delivered, they log back in, click on I have received my book and they will receive the week 1 e-mail. For more information or if you have questions contact the MDH Arthritis Program at: [health.arthritis@state.mn.us](mailto:health.arthritis@state.mn.us)

## WALK WITH EASE WORKSITE

The Walk with Ease in the Worksite program is a low-cost, 6-week walking program that can easily be integrated into an employer's wellness program or provide an excellent starting point for a new wellness program. Learn about [Walk with Ease in the Worksite](#).

## WALK WITH EASE IN-PERSON GROUP PROGRAM

Groups meet 3 times per week for 6 weeks. Trained group leaders begin each exercise session with a pre-walk talk covering a specific topic related to exercise and arthritis, followed by a 10- to 40-minute walk that includes a warm-up and a cool-down. Participants receive weekly motivational emails and reading assignments. For info about leader training and other questions, contact the MDH Arthritis Program at: [health.arthritis@state.mn.us](mailto:health.arthritis@state.mn.us)

## WALK WITH EASE SELF-DIRECTED ENHANCED

This can be a virtual or in person program or both . A group of participants will begin and finish the program at the same time. You can meet once a week for six weeks and the participants are on their own for the other two days. The program leader will share regular updates about the program and opportunities for interactions through email, social media, message boards, text, and phone/video calls. Participants will walk on their own, or with others for social support. The [startwalkwithease.org/minnesota](http://startwalkwithease.org/minnesota) can be used. To learn how, contact MDH at [health.arthritis@state.mn.us](mailto:health.arthritis@state.mn.us)

# 5.2 PARTNERING WITH THE COMMUNITY – REFERRAL TO COMMUNITY PROGRAMS AND INTERVENTION.

## Locate a walking program for patients

There are a number of resources that can be used to identify walking programs to which a patient can be referred. These include: Juniper, WellConnect MN, United Way 211, and Senior LinkAge Line. Additionally, you can get assistance in locating a program from local public health as well as the MDH.

Use the following to locate programs for patients:

- ➔ [Juniper](#)  
Program which provides evidence-based health management programs through a large number of regional partnerships across Minnesota and captures programs that are available in the community.
- ➔ [WellConnect MN](#)  
Program which provides evidence-based health management programs through a large number of regional partnerships across Minnesota and captures programs that are available in the community.
- ➔ [United Way 211](#)  
Resources for individuals and families seeking information about health in their area
- ➔ [Senior LinkAge Line](#)  
Programs may be located on this site; and, which is a free service that can help people find answers to questions regarding resources.
- ➔ **Contact Local Public Health or MDH need help locating program**

# 5.2 PARTNERING WITH THE COMMUNITY—REFERRAL TO COMMUNITY PROGRAMS AND INTERVENTION.

## Identify community partners and resources

Partnerships between clinics and communities are an important component of supporting patient management of arthritis. Community organizations can be resources to which patients are referred. There are many community programs and organizations that work with clinics on health promotion and chronic disease management. Examples include:

- Local Parks and Recreation
- Parks Rx
- YM and YWCAs
- community centers
- senior centers, schools
- fitness centers

In order to make effective patient referrals, organizations need to identify resources and potential partners in the community. Organizations can build their own resource network or use an already established community resource network to build community partnerships. Resources can also be found by searching websites, geographic zip code resources, etc.

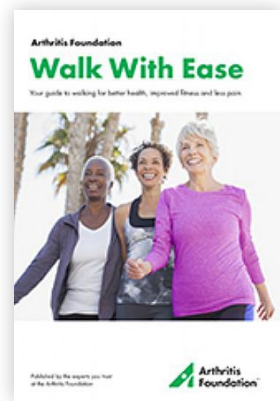


# 5.3 RESOURCES FOR CLINIC COMMUNICATIONS TO PROMOTE PHYSICAL ACTIVITY

You are highly encouraged to use all of the resources in the communication kit. Please reach out to MDH Arthritis program, if you need any assistance, have questions, or need to brainstorm ideas. We want to make you feel comfortable using the toolkit to encourage patients to improve their arthritis and encourage them to walk.

## KEY MESSAGES

The [Arthritis Foundation's Walk with Ease program](#) is an evidence-based program that has been [proven to improve the quality of life of people with arthritis](#). It is the only walking program identified as arthritis-appropriate by the CDC. The program can benefit people with or without arthritis who want to live a healthier lifestyle.



Walk with Ease is fun, safe six-week program that people can do as a group with a trained leader or individually using the Walk with Ease guidebook.



# 5.3 RESOURCES FOR CLINIC COMMUNICATIONS TO PROMOTE PHYSICAL ACTIVITY

## How to use the toolkit

Use the materials in this toolkit to promote the overall benefits of walking with patients

### LET'S WALK MINNESOTA

Walk safely toward better health

#### Reduce pain, improve your health and be more active

Join Walk with Ease, the Arthritis Foundation's doctor recommended program that is proven to reduce pain while improving your overall health. The six-week program provides motivation and tips to safely make walking a part of your everyday life. If you can be on your feet for 10 minutes, this program is for you—even if you use a walker, cane or other aid.

#### Walk with Ease can help you:

- Reduce joint pain.
- Feel great while getting in shape.
- Learn how to walk safely, comfortably, and at your own pace.
- Increase balance, strength, and stamina.
- Learn stretching and strengthening exercises.



Talking points for one to one counseling

Flyers, handouts, rack cards and post cards can be given as handouts or at the clinic



Emails and digital content can be inserted into the newsletters or social media

Set up a program with a clinic, LPH, or community partner

# PART 6

# Arthritis Awareness Month (May)

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> Social Media images



# ARTHRITIS AWARENESS SOCIAL MEDIA

**Let's Walk**  
MINNESOTA


**PHYSICAL ACTIVITY  
CAN HELP MANAGE  
ARTHRITIS SYMPTOMS**



MAY IS ARTHRITIS AWARENESS MONTH

**WALKING IS A GREAT FORM  
OF PHYSICAL ACTIVITY TO  
HELP MANAGE CHRONIC  
DISEASES LIKE ARTHRITIS.**

**Let's Walk**  
MINNESOTA



MAY IS ARTHRITIS AWARENESS MONTH

**Let's Walk**  
MINNESOTA

**PHYSICAL ACTIVITY  
CAN LESSEN PAIN,  
BOOST MOOD AND HELP  
YOU MOVE BETTER.**

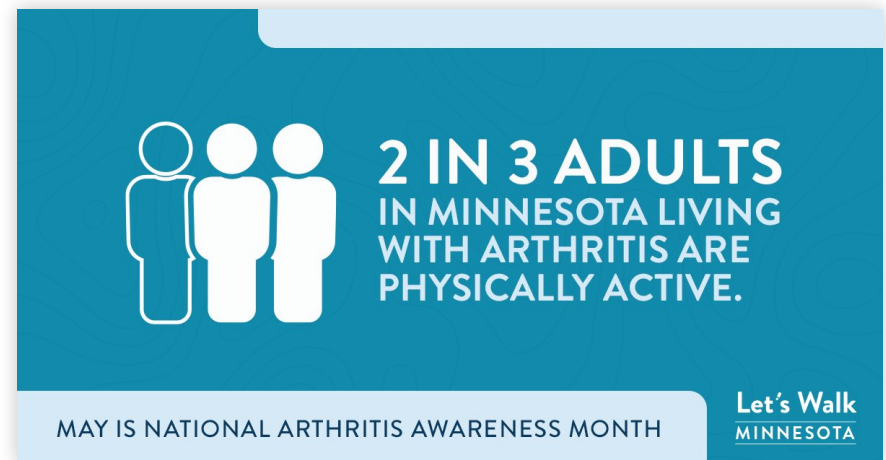
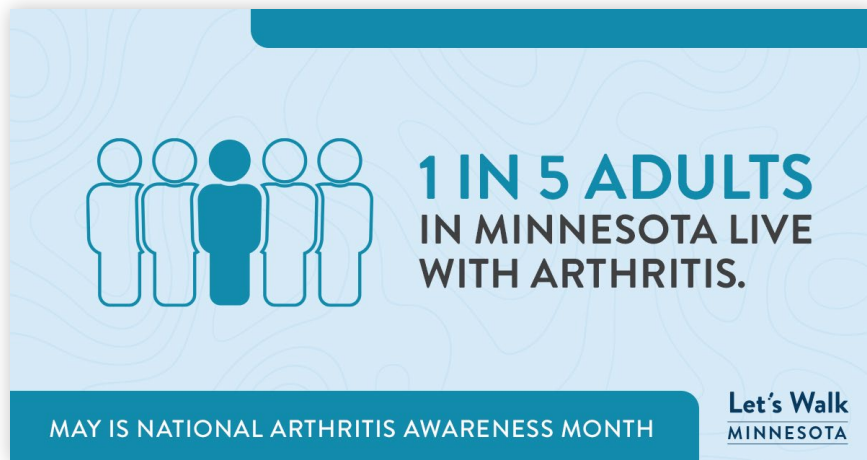


MAY IS ARTHRITIS AWARENESS MONTH

[View all and Download on Google Drive](#)

**Note: all images available as a generic version without Arthritis Awareness month banner.**

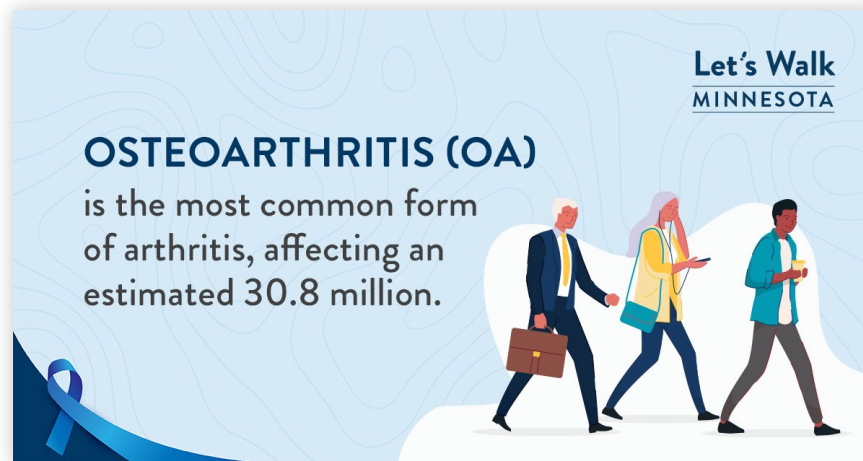
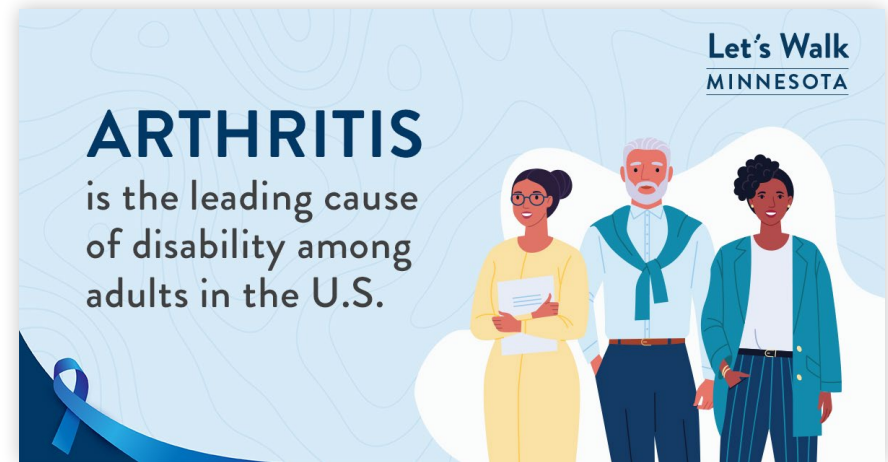
# ARTHRITIS AWARENESS SOCIAL MEDIA



[View all and Download on Google Drive](#)

**Note:** all images available as a generic version without ribbon or Arthritis Awareness month banner.

# ARTHRITIS AWARENESS SOCIAL MEDIA



[View all and Download on Google Drive](#)

**Note: all images available as a generic version without ribbon.**

# PART 7

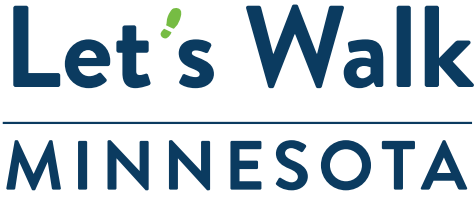
# Design System & Assets

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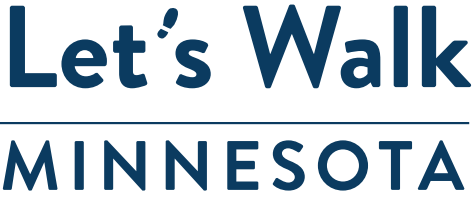
- > Logos
- > Tagline
- > Patterns
- > Colors
- > Typography & Font
- > Editorial Content Calendar
- > Facebook Group
- > Social Media Hashtags
- > Image Bank

# LET'S WALK MINNESOTA LOGOS

PRIMARY 2-COLOR



PRIMARY 1-COLOR



GREEN FLAG BACKGROUND - LEFT FACING



GREEN FLAG BACKGROUND - RIGHT FACING



# WALK WITH EASE LOGO

PRIMARY 2-COLOR

**Walk With Ease**



**Arthritis  
Foundation®**

# TAGLINE

“Walk toward better health.”

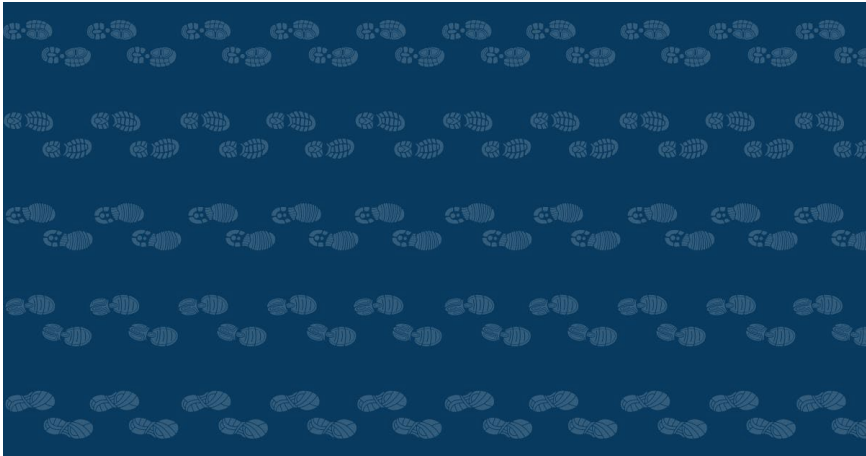


# PATTERNS

WALKING BACKGROUND PATTERN 50%



FOOTPRINTS BACKGROUND PATTERN 100%





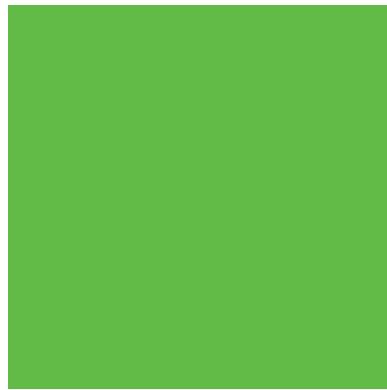
# COLORS

State of Minnesota and Minnesota Department of Health (MDH) branding colors are required only if the MDH logo is displayed on the material.



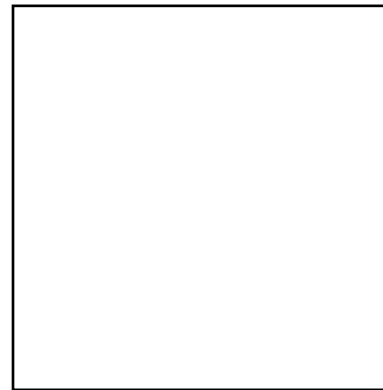
## MN BLUE

PMS 2955C  
CMYK 100 · 60 · 10 · 53  
RGB 0 · 56 · 101  
HEX #003865



## MN GREEN

PMS 368C  
CMYK 65 · 0 · 100 · 0  
RGB 120 · 190 · 33  
HEX #78be21



## WHITE

PMS - 000  
CMYK 0 · 0 · 0 · 0  
RGB 255 · 255 · 255  
HEX #ffffff



## BLACK

PMS Black C  
CMYK 100 · 0 · 0 · 0  
RGB 0 · 0 · 0  
HEX #000000

➔ State of Minnesota [brand colors](#) are used; a secondary color palette is available.

➔ Refer to MN Department of Health [branding guidelines](#).

# TYPOGRAPHY & FONT

MDH primary brand font is Brandon Grotesque\*

- ➔ The print materials provided in this toolkit use the Brandon Grotesque font family, the MDH brand font. When creating your own materials, use this font if feasible. If not, substitute Calibri font.

MDH brand font for non-professionally designed materials is Calibri\*\*

- ➔ \*\* Use Calibri font in Microsoft Word documents, PowerPoint presentations, email signatures and other “business uses.” This font are available as part of the Microsoft Office Suite and Mac.

**For Reference:**

<https://www.health.state.mn.us/about/tools/branding.html>

## BRANDON GROTESQUE BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789**

## BRANDON GROTESQUE MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## BRANDON GROTESQUE FONT FAMILY

Brandon Grotesque Thin

*Brandon Grotesque Thin Italic*

Brandon Grotesque Light

*Brandon Grotesque Light Italic*

Brandon Grotesque Regular

*Brandon Grotesque Regular Italic*

Brandon Grotesque Medium

*Brandon Grotesque Medium Italic*

**Brandon Grotesque Bold**

***Brandon Grotesque Bold Italic***

**Brandon Grotesque Black**

***Brandon Grotesque Black Italic***

# EDITORIAL CONTENT CALENDAR

Use our specially created editorial content calendar template on Google Docs to organize and manage all of your content!

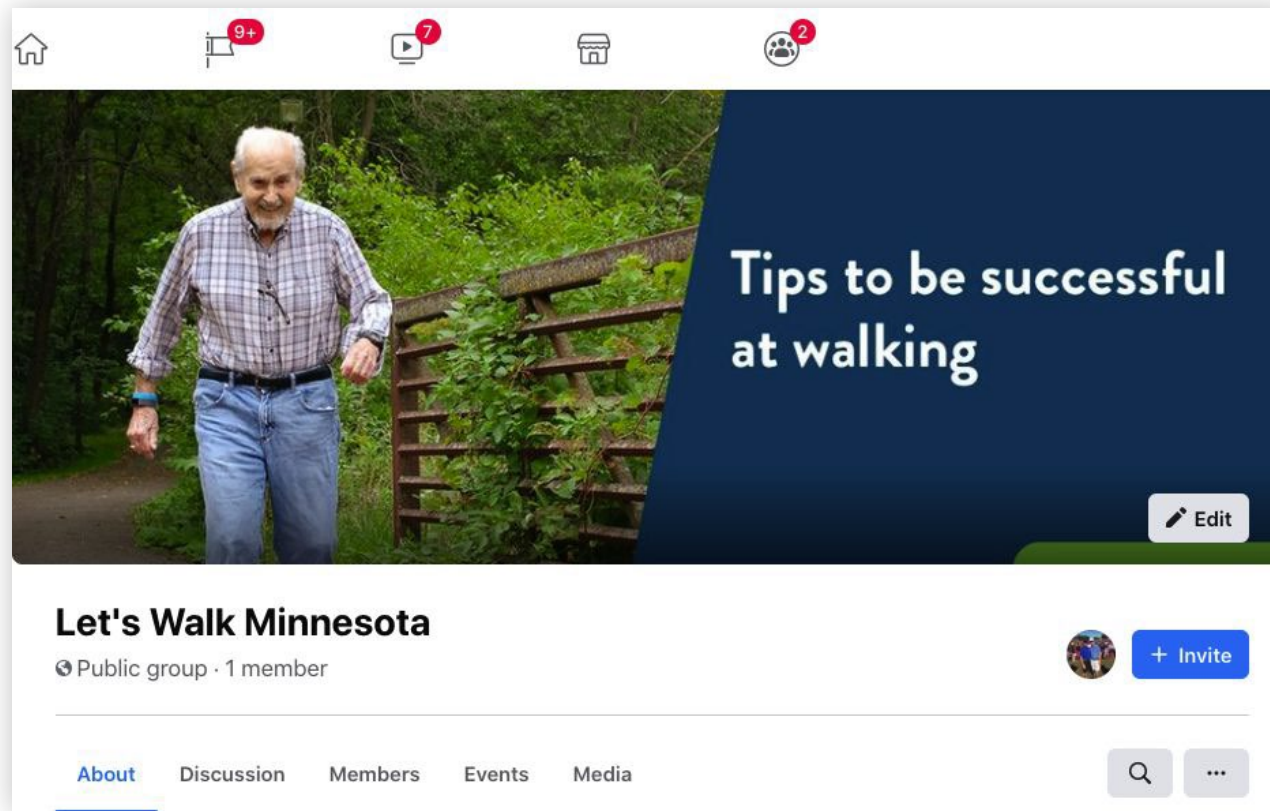
Hello! If you want to make your own copy of this doc, please make sure you click "File" ----> "Make a copy"

January						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

➔ Click the Google Docs link below to access the Content Calendar  
<https://docs.google.com/spreadsheets/d/10FLY-DiEynjJ5H3YE5QyFL1OHJSpeqHbvAeq0PVGC44/edit?usp=sharing>

# FACEBOOK GROUP

Support the group program by creating a Facebook Group of your own.



➔ Click the Facebook link below to access the Let's Walk Minnesota FB group  
<https://www.facebook.com/groups/777503149670013>

# SOCIAL MEDIA HASHTAGS

Use these hashtags on social media when promoting your program!



**#letswalkMN**

**#walkwitheaseMN**

# IMAGE BANK

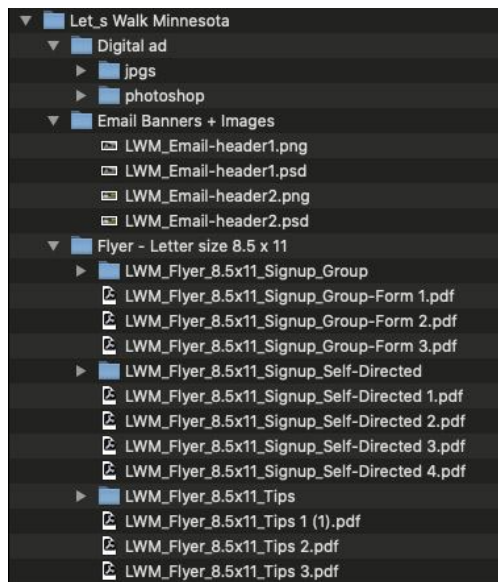
Use Google Drive Image Bank link to access all of the images in this toolkit.

The screenshot shows a Google Drive interface for a folder named "Image Bank" under "Let's Walk Minnesota". The interface displays a grid of image files. The top row shows four large images of a person in a pink vest sitting on a bench and using a tablet, with filenames: 1-7E5A0748.jpg, 2-7E5A0762.jpg, 3-7E5A0766.jpg, and 4-7E5A0772.jpg. The second row shows three more images of the same person, with filenames: 5-7E5A0777.jpg, 6-7E5A0783.jpg, and 7-7E5A0790.jpg. Below these are several rows of smaller images. The third row includes images of a woman in a pink patterned top and a man in a purple shirt. The fourth row shows a man in a purple shirt in various poses. The fifth row shows a group of people walking on a path. The sixth row shows a man in a blue jacket walking on a path. The seventh row shows a man in a brown jacket walking on a path. The eighth row shows a man in a blue jacket walking on a path. The ninth row shows a man in a brown jacket walking on a path. 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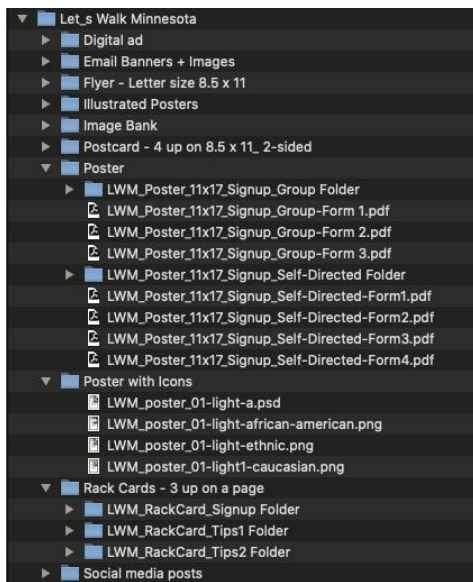
 [Google Drive Image Bank](#)

# APPENDIX A: ZIP FILE

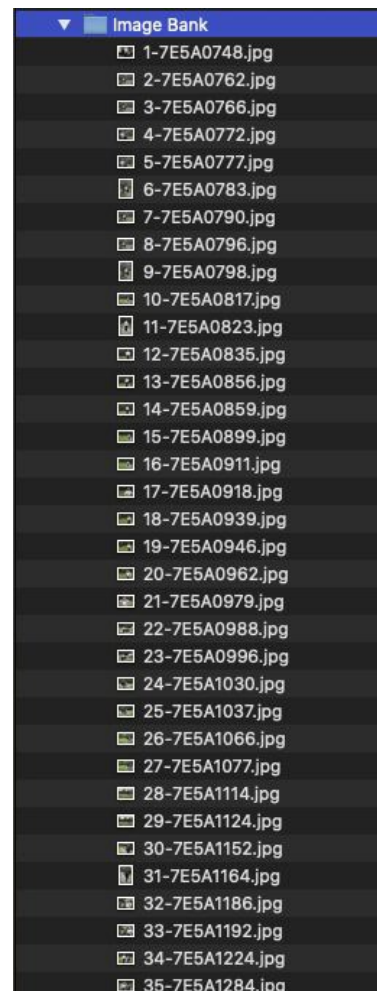
All marketing materials are available to download in a ZIP file from [Google Drive](#). These images show examples of the folders and files available.



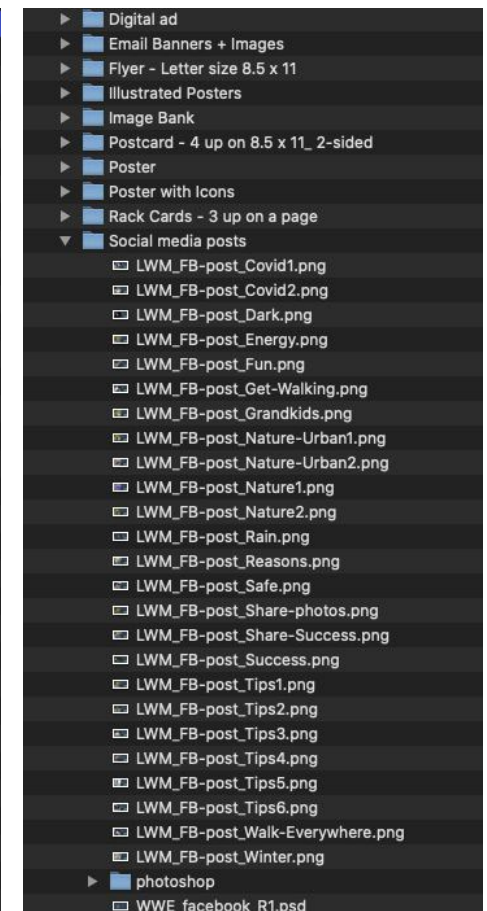
This is the folder and file list for Digital Ads, Email Banners + Images and Flyers.



This is the folder and file list for files for Posters and Rack Cards.

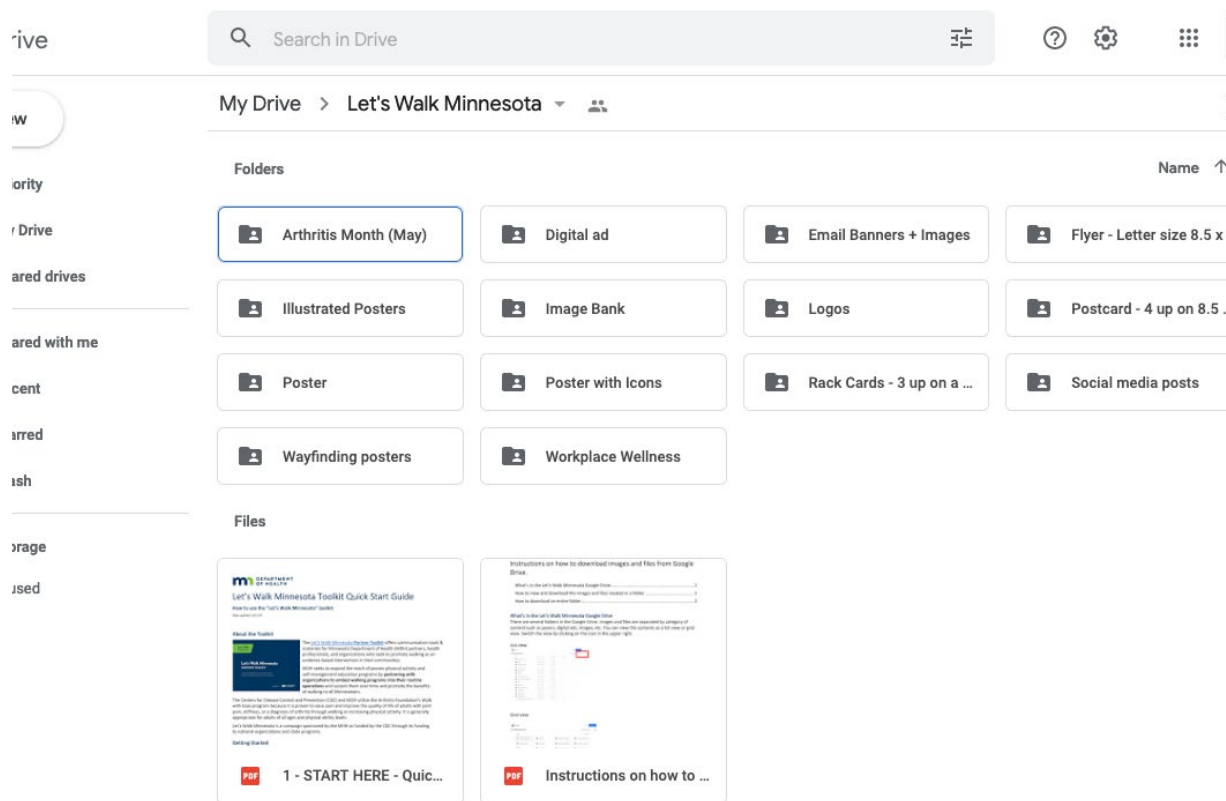


This is the folder and file list for images.



# APPENDIX A: GOOGLE DRIVE FILE LIST

All marketing materials are available to download on [Google Drive](#) where files and folders available to download.



- Read the “1-START HERE-Quick Start Guide” pdf for an overview of how to use the toolkit and materials.
- Double-click the folder icon to view additional files located in those folders.
- Read the “Instructions on how to download images and files from Google Drive” pdf for more information on using Google Drive files and folders.

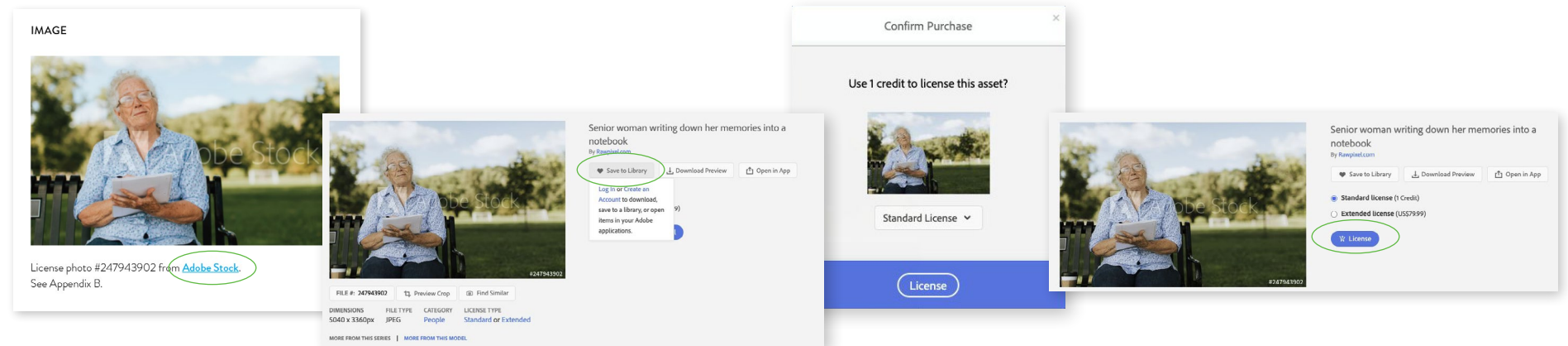
*A note about downloading files: some folders may download as a compressed file with a file extension of .ZIP. You can use a file extractor program such as winzip or the free [peazip](#) to extract the folder, and all associated files from the .zip file.*



# APPENDIX B: IMAGE BANK AND PHOTOS

You may use any of the photos in the Google Drive “Image Bank” folder freely and without license. In addition, Adobe Stock offers stock photos for free: <https://stock.adobe.com/free>

Here’s how to license a photo from Adobe Stock:



Click the link under the image to go to the Adobe Stock page for a particular image.

You will need to sign in or create an account at Adobe Stock. Click the Save to Library link to begin the process.

To license the image you will need to buy credits or a subscription.

After you have purchased credits or a subscription, the image link will be available with a “License” button. Click that button to check out and formally license the photo. After licensing, you will need to download the image and replace the watermarked photo with the licensed photo in the source files.

# CONTACT AND QUESTIONS

For any questions about the use of these materials, please contact us.

## **MDH Arthritis Program Contact Information**

[health.arthritis@state.mn.us](mailto:health.arthritis@state.mn.us)