



Walking Wednesday Brandon

Target Risk Factor:

Physical Activity

Target Population:

All age groups

Project Lead:

Tara Common

Community:

Brandon

RHA:

Brandon

Project Partners:

n/a

Project Details:

Multiple event or ongoing project

Description:

Walking Wednesdays run every Wednesday night for 10 weeks. A Healthy Brandon in motion "secret walker" patrols the streets or walking trails of Brandon between 6 and 8 pm giving out prizes to people being physically active.

Time:

This project took approximately 2 months to develop and is running over a 10 week period.

Objectives:

Healthy Brandon in motion's vision is 'To build a healthier Brandon through regular physical activity'. This initiative was developed to promote walking as a cost-free, easy and convenient way to be physically active.

Planning Supports:

The phrase Walking Wednesdays was borrowed from another community. Healthy Brandon in motion has made promoting walking a priority. Because walking as a form of physical activity has few barriers, it was a logical choice to develop walking initiatives.

Results:

Project is ongoing at this time. 150 people have been reached over 4 week period.

What worked:

Media coverage via radio advertisements and a good working relationship with the local radio station has been very important. We used both radio stations in Brandon to promote Walking Wednesdays. Having consistent messaging is important to keep the idea "Walking Wednesdays" in people's heads.

What didn't work and any changes made:

Having in motion committee volunteers walking while they were the "Secret Walker" made it difficult to reach a large number of individuals. Better access to a larger amount people if volunteers use a bicycle or stay in one central area with high traffic volume.

Unexpected Outcomes:

Walking Wednesdays have been a great way to connect with the community and informally poll individuals if they have heard of Healthy Brandon in motion.

Resources**Volunteers:**

Healthy Brandon in motion committee members volunteer to be the secret walker each week of the challenge.

Facilities:

Meeting rooms for development of project provided as in kind support by Brandon RHA.

Equipment:

None needed

Total Costs:

\$3000

Materials developed for program:

Radio spots & [posters](#) developed to promote Walking Wednesdays in collaboration with Walk to Brandon Australia.

Contact Information:

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