



Every Body Walk! Messages and Customization

Our national research led to the development of this main message. It is a message that we think will work across most audiences, and you may need to customize.

We all know that walking is one of the best ways to stay healthy. It's also one of the best ways to connect with others. There never seems to be enough time to enjoy friends and family. By walking with them, we get to catch up and refresh our minds, and the physical benefits add up, too. Invite a friend or your partner for an after-dinner walk, take care of weekend errands with your family on foot, or invite neighbors to start a casual walking group. Along the way you'll build strong bonds and memories. Walk more. Connect more.

Now let us explain the anatomy of the "Walk More. Connect More" message so that you can understand its construction, and how you can modify the message for your audiences.

The message is broken into several parts below to help you understand the construct. The message would be used as a single piece of copy in communication, and there is opportunity to enhance it with additional copy points that tested well as sub messages.

Message Element	Message
<p>The Given</p> <p>This message addresses the research finding that people already know about the health benefits of walking.</p>	<p>We all know that walking is one of the best ways to stay healthy.</p>
<p>The New Idea</p> <p>This message is the core of what we learned from the research: <i>Walking benefits people through the connections that they make when they walk.</i></p>	<p>It's also one of the best ways to connect with others.</p>

<p>Challenge & Solution</p> <p>This message presents the challenge people face finding time and offers walking as a solution.</p>	<p>There never seems to be enough time to enjoy friends and family. By walking with them, we get to catch up and refresh our minds, and the physical benefits add up, too.</p>
<p>Here's How:</p> <p>This message gives people ideas about how to bring walking into their lives.</p>	<p>Invite a friend or your partner on an after-dinner walk, take care of weekend errands with your family on foot, or invite neighbors to start a casual walking group.</p> <p>CUSTOMIZE TO YOUR AUDIENCE: Use language such as: <i>walk your kids to school, walk with a friend during your lunch break, have a walking meeting, or make walking your "happy hour"</i> or anything else you think will work well.</p>
<p>Closing message:</p> <p>The closing message reinforces the core message, and offers lots of space for customization.</p>	<p>Along the way you'll build strong bonds and memories.</p> <p>CUSTOMIZE with one of the optional messages below or another message of your own.</p>
<p>Call to action message:</p> <p>This message asks people to act.</p>	<p>Walk more. Connect more.</p>

Optional Messages

Consider using one or more of these messages for your audiences. The message points below all received positive feedback and resonance with audiences when tested.

Values people hold	Message
A Strong Community	When people walk communities become stronger. We meet neighbors; make new discoveries along the way.
A Healthy Community	When people walk, the whole community is healthier. Walking is a great way to stay healthy, and with fewer cars on the streets, we get cleaner air to breathe and water to drink.
Saving Money	Walking saves a lot of money. When people walk more, they pay less for transportation and save time stuck in traffic. Our health improves because we're more active, keeping us out of the doctor's office.

Steps to Customize Your Messages

One: Consider your audience: Whom do you need to reach with your message? Remember the general public is too big to be an audience. You are better off identifying a more narrow audience that you can reach through existing channels and networks.

Two: Consider your audience's values: What do they value? Some of the values we tested in the research may be relevant to your audiences: patriotism, individualism, freedom, and spirituality.

Three: Consider what barriers or opposition might they perceive as it relates to walking/walkable communities?

Outline the answers to these questions in the space below.

Audience: _____

Audience Values: _____

Audiences' perceived barriers or opposition: _____

Anything else to note: _____

Message Element	Your Message
<p>The Given</p> <p>This message addresses the research finding that people already know about the health benefits of walking.</p>	<p>We all know that walking is one of the best ways to stay healthy.</p>
<p>The New Idea</p> <p>This message is the core of what we learned from the research: <i>Walking benefits people through the connections that they make when they walk.</i></p>	<p>It's also one of the best ways to connect with others.</p>
<p>Challenge & Solution</p> <p>This message presents the challenge people face finding time and offers walking as a solution.</p>	<p>There never seems to be enough time to enjoy friends and family. By walking with them, we get to catch up and refresh our minds, and the physical benefits add up, too.</p> <p>OR Create a message that addresses the barriers you think your audiences might experience.</p> <p>CUSTOM MESSAGE:</p>
<p>Here's How:</p> <p>This message gives people ideas about how to bring walking into their lives. Select one of</p>	<ul style="list-style-type: none"> • Invite a friend or your partner on an after-dinner walk • Run weekend errands with your family on foot • Ask neighbors to start a casual walking group • Walk your kids to school

<p>the ideas we have outlined, or create your own.</p>	<ul style="list-style-type: none"> • Walk with a friend/colleague during lunch • Host a walking meeting at the office • Make walking your office “happy hour” <p>CUSTOM MESSAGE:</p>
<p>Closing:</p> <p>The closing message reinforces the core message, and offers lots of space for customization. Customize with one of the optional messages here or another message of your own.</p>	<p>Along the way you’ll build strong bonds and memories.</p> <p><u>Optional Messages:</u> When people walk communities become stronger. We meet neighbors; make new discoveries along the way.</p> <p>When people walk, the whole community is healthier. Walking is a great way to stay healthy, and with fewer cars on the streets, we get cleaner air to breathe and water to drink.</p> <p>Walking saves a lot of money. When people walk more, they pay less for transportation and save time stuck in traffic. Our health improves because we’re more active, keeping us out of the doctor’s office.</p> <p>CUSTOM MESSAGE:</p>

<p>Call to action: This message asks people to act. Use the main call to action or build upon it, or create your own.</p>	<p>Walk More. Connect More.</p> <p>CUSTOM MESSAGE:</p>

Write your complete message here once you have filled in the boxes above:

Workshop Example:

Audience: The suburban community of Maplelawn, Maryland with lots of families and children of all ages, races and ethnicities.

Values: Community. People move to Maplelawn specifically because the houses are close, the lawns are minimal and the shared spaces are plentiful.

Barriers/opposition: Time—by the time dinner is finished, there is little time to finish homework and get ready for bed.

<p>The Given</p> <p>This message addresses the research finding that</p>	<p>We all know that walking is one of the best ways to</p>
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people already know about the health benefits of walking.	stay healthy.
<p>The New Idea</p> <p>This message is the core of what we learned from the research: <i>Walking benefits people through the connections that they make when they walk.</i> Here we customize the message to the known value of people in Maplelawn: creating community connections.</p>	It's also one of the best ways to connect with others, which is why we moved to Maplelawn, right?
<p>Challenge & Solution</p> <p>This message presents the challenge people perceive and addresses it head on: Lack of time, and shows how an evening walking can bring positive benefits if we make time.</p>	There never seems to be enough time to enjoy our neighbors and friends. Walking is one way to catch up and relax after dinner. Plus we'll burn off dinner calories and sleep better.
<p>Here's How:</p> <p>This message gives people ideas about how to bring walking into their lives.</p>	Join your Maplelawn neighbors for an after dinner walking group at 7 p.m. Mondays, Wednesdays and Fridays. We'll meet at the community center and walk 1 mile, going at a slow-to-moderate pace. Bring your family and your furry friends.
<p>Closing:</p> <p>The closing message reinforces the core message, and offers lots of space for customization.</p>	Along the way we'll build strong bonds and memories and keep Maplelawn connected.
<p>Call to action:</p> <p>This message asks people to take action.</p>	Walk more. Connect more. #Maplelawnwalks

Here is the message put together:

We all know that walking is one of the best ways to stay healthy. It's also one of the best ways to connect with others, which is why we moved to Maplelawn, right? There never seems to be enough time to enjoy our neighbors and friends. Walking is one way to catch up and relax after dinner. Plus we'll burn off dinner calories and sleep better. Join your Maplelawn neighbors for an after dinner walking group at 7 p.m. Mondays, Wednesdays and Fridays. We'll meet at the community center and walk 1 mile, going at a slow-to-moderate pace. Bring your family and your furry friends. Along the way we'll build strong bonds and memories and keep Maplelawn connected. Walk more. Connect more. #Maplelawnwalks

How to Ensure Key Messages Make Their Way Into Your Communications

Every piece of communication can include your key message. If a story you are writing doesn't have a key message and demonstrate walking as a way to connect people to each other and to their communities, than why write it?

Focus your time when story gathering to find good case studies to illustrate your key messages. Work with the volunteers in your local area to uncover projects that have successfully developed walking programs or walkable communities, and collect stories, quotes, photos, video that illustrate their impact. Ensure that these are communicated widely using a variety of external and internal channels.

By thinking ahead we can develop our communications and help us tell walking stories that make a difference. By planning ahead with our communications we can ensure we generate the right photos, text, audio or video for use across a number of channels, to members and to the public.

Your existing event/program calendar is a great starting point for forward planning your communications. Take a look at existing events or themes during the year and add those to a planning chart, then fill your gaps with stories that will support your key messages.

A good story can be used within a number of outlets or channels, and across a wide timeframe. Most stories have a 'moment in time' and you can generate content that works before, during and after this fixed point. If you think in advance about your story it will help you to choose the type of content you need. The table below shows the range of platforms, and what could be achieved with each at different moments in time.

	Before	During	After
Printed newsletter	Article, photo and action		
Email newsletter	Article, photo and hyperlink		Articles and photos
Website			
Facebook	Photo, question/quiz and hyperlink	Live photo gallery	Photo gallery and Storify
Twitter		Live photo updates	Storify
YouTube		30 second video update	3 minute video
Vine	Video promos	Live video updates	
Newspaper	Pre-event news release Pitch to journalists	Live interviews, photo and video opportunities	Post event press release, photo, quote
Radio			
Regional TV			
EXAMPLE	Highlight the impact of walking on a community through an organized walking group	Show the live activity and ideas developed as people come together to create a plan for a walkable community	Demonstrate the results and outcomes of a policy initiative for safe streets and sidewalks