

**ACTIVATE**  
Phoenixville Area

Activate Phoenixville Area's



**STEP-by-STEP**  
User Guide

# **THANK YOU** for taking the first **STEP** towards a more active Phoenixville!

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## Who is Activate Phoenixville Area (APA)?

Activate Phoenixville Area is a partnership forged to inspire and empower wellness and wholeness in our community.

## What is Walk Your Way?

Walk Your Way is a 6-week walking program that encourages participants to create an individualized plan to increase their walking. Participants can walk on their own, in teams or clubs, or attend themed community walks. Connecting all participants is an elaborate social media campaign with fun, weekly challenges.

## How can you help?

- **WALK**—Participate directly by walking and tracking your steps
- **SPREAD THE WORD**—Encourage family, friends, neighbors, and coworkers to join Walk Your Way
- **JOIN OUR ONLINE COMMUNITY**—Look for us on Facebook, Twitter, and Instagram. Search: Activate Phoenixville
- **DONATE**—Additional assistance is always appreciated!



# Why Walk?

## Health Benefits of Walking

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- Helps you maintain a healthy weight
- Prevents or manages various conditions, including heart disease, high blood pressure and type 2 diabetes
- Strengthens your bones and muscles
- Improves your mood
- Improves your balance and coordination
- Strengthens your heart
- Helps to prevent dementia
- Boosts vitamin D levels



## What's next?

# STEP ONE: Make a plan

### How much should I walk?

#### **150 minutes.**

Amount of time adults need per week of moderate-intensity aerobic activity (activity that speeds up your heart rate and breathing) to stay healthy.

#### **Break it down.**

**30** minutes per day x **5** days per week = **150** minutes per week

#### **Split it up.**

**10** minutes + **10** minutes + **10** minutes = **30** minutes

If you can't walk for 30 minutes at a time, you can take three 10-minute walks instead.

### How many steps?

A good goal for someone just getting started is **10,000 steps** per day, or 5 miles. Try increasing 500 steps per day until you reach this goal.



# Your Walking Plan

WEEK	Sun	Mon	Tues	Wed	Thurs	Fri	Sat
1							
2							
3							
4							
5							
6							



# STEP TWO: Start Walking!

April 2nd through May 13th

## Tips on increasing steps

- Take the stairs whenever possible
- Set an alarm on your phone and take a quick walk every hour
- Get up and walk during commercials
- Go for a post-dinner walk around the neighborhood
- Park at the far end of the parking lot
- Try a walking meeting
- Go for a lunchtime walk

## Safety first!

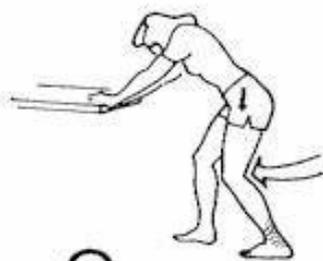
- Stay hydrated—remember to bring plenty of water with you when walking on hot days
- Walk in pairs—when possible, walk with a buddy or let others know where you plan on walking
- Wear reflectors—when walking at night, make sure to wear reflective material or carry a flashlight when walking near roads
- Walk facing traffic—if there is no sidewalk and you must walk on the road, walk on the side facing oncoming traffic
- Cross safely—put down your phone and check both ways before crossing the street



# Don't forget to stretch after walking!



1 30 seconds  
each leg



2 15 seconds  
each leg



3 20 seconds  
each leg



4 20 seconds  
each leg



5 20 seconds  
each leg



6 15 times  
each direction



7 20 seconds  
each leg



**Join us on our themed walks!**

## **Prescribe-A-Trail Walk**



**APRIL 5th 10AM**

Celebrate the Chester County's new walking initiative with the County Commissioners at Reeves Park. Afterwards, join a local doctor for a brisk stroll around town.



Join a friendly, adoptable dog on the trails of Pickering Meade Farm, the home of Main Line Animal Rescue. Register at [www.ActivatePhoenixvilleArea.org](http://www.ActivatePhoenixvilleArea.org)

A poster for a dog-walking event. At the top, the text "FITNESS WITH FIDO" is written in a bold, blue, sans-serif font, slanted upwards. Below the text is a silhouette of a person walking a dog on a leash. The background is light blue with a subtle pattern of small white dots. A dark blue horizontal band at the bottom contains the text "SATURDAY MAY 6th 10AM- 11AM" in white, sans-serif font. A dashed blue line curves from the bottom left of the poster towards the bottom right of the page.

## FITNESS WITH FIDO

SATURDAY MAY 6th 10AM- 11AM

A poster for a children's nature walk. The top section has a yellow background with the text "CHILDREN'S NATURE WALK" in bold, black, sans-serif font. Below this is a stylized illustration of a tree with a brown trunk and green foliage. To the left of the tree, the text "Ages 3-6" is written in black, sans-serif font. The bottom section has a green background with the text "FRIDAY MAY 12th 10AM-10:45AM" in white, sans-serif font.

## CHILDREN'S NATURE WALK

Ages 3-6

FRIDAY MAY 12th 10AM-10:45AM

Teach healthy habits early with a fun and informative walk around Reeves Park hosted by the Phoenixville Library. Register at [www.Phoenixville-Library.org](http://www.Phoenixville-Library.org).



# Local Walking Routes

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**The Reeves Stroll (.5 Mile)** - Start at Main St & Second Ave. Follow Second Ave to Starr St & make a right. Proceed to Third Ave and turn right. Return to Main St. (Reeves Park Perimeter)

**The Y Walk (1.15 Mile)** - Walking the perimeter of the Phoenixville YMCA at 400 East Pothouse Rd is approximately 2050 steps.

**The Phantom Field Footpath (.60 Mile)** - Phoenixville High School Athletic Fields: begin and end near the Carlisle Ave softball field. This is approximately 1050 steps.

**The Barkley Track (1 Mile)** - Leave Barkley School yard & turn left on Third Ave. Continue to Starr St & make a left. Proceed to Second Ave. & turn left. Return to Barkley via Second Ave.

**The Shopper's Walk (.25 Mile)** - Supermarkets: The inside perimeter of an average supermarket is approximately 400 steps.

**The 9-Hole Stroll (2 Miles)** - Walking a 9 hole round of golf is approximately 4100 steps.

**The Labyrinth Path (1 Mile)** - Walk the labyrinth at 412 Fairview St, behind Bethel Baptist Church. Follow the curving path from the entrance to the seat in the center then return to the entrance. Repeat this walk four times.



# STEP THREE: Connect

## Participate in weekly social media challenges

### How to Participate:

1. Follow the weekly challenge instructions to post a picture on your preferred social media: Facebook or Instagram.
2. Use hashtags: #WYW #ActivatePhoenixvilleArea so we can track your responses
3. Winner will be chosen Sunday morning & will receive a small prize

Week	Challenge
1 4/2–4/8	<b>What way do you walk?</b> How did you walk to get your biggest step day this week? Did you go to the big city, a national park, or just have a busy work day? Post a picture of what you did and how many steps you reached.
2 4/9–4/15	<b>Walk a marathon challenge</b> – Can you walk a marathon this week? Walk 26.2 miles (or 52,400 steps) this week and post a picture of one of your walks.
3 4/16–4/22	<b>Walking Bingo</b> – Take a picture of your completed bingo card to win this week’s challenge. Find the bingo card at <a href="http://www.ActivatePhoenixvilleArea.org">www.ActivatePhoenixvilleArea.org</a> under Events.
4 4/23–4/29	<b>The “Perfect Week” Challenge</b> —10,000 step a day, every day – take a picture of your activity log or screenshot your app
5 4/30–5/6	<b>“I Walk the Line” challenge</b> – there are so many songs about walking! What is your favorite? Post of picture of yourself walking with the title of the song in the caption.
6 5/7–5/13	<b>No challenge this week</b> —please complete the posttest and make sure to record total steps (refer to page 13).



# Don't Forget to Log Your Steps!

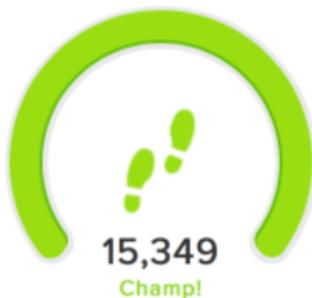
## Do you have a Fitbit or smartphone app?

Register for the Chester County Health Department's WalkWorks Chesco! Website between March 22nd and April 2nd and it will automatically sync your steps from your device each day. Find the link to the website at [www.chesco.org/walkworks](http://www.chesco.org/walkworks).

## Need a pedometer?

Stop by Activate Phoenixville Area's table at the Phoenixville Farmer's Market on March 25th (10-12) or April 1st (9-1) to grab a pedometer. After March 22nd you can download the WalkWorks Chesco! App at [www.chesco.org/walkworks](http://www.chesco.org/walkworks) to easily input steps daily. If you're not tech-savvy, track steps the "old-fashioned way" on the Activity Log provided and email your activity log weekly to [info@activatephoenixvillearea.org](mailto:info@activatephoenixvillearea.org).

Steps



# Activity Log

WEEK	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Week Total
1								
2								
3								
4								
5								
6								



# STEP FOUR: Review

Please complete our posttest survey online to be entered in a drawing to receive free prizes!

Posttests tell us if our program is successful in reaching its objectives and if there are any changes that need to be made. Please take five minutes to complete the survey to give us this valuable insight. Everyone who completes the survey will receive a free give-away and be entered in a drawing to win one of three prizes.

## How

If you provided an email address you will be emailed a link to the posttest survey on May 13th. If you do not receive the email, please visit [www.ActivatePhoenixvilleArea.org](http://www.ActivatePhoenixvilleArea.org)



## When

Please complete the survey between May 13th and May 21st. Three prize winners will be drawn on May 22nd.



# STEP FIVE: Moving Forward

## Walk Your Way is over, now what?

### Just KEEP WALKING!

You've come all this way—don't stop now! Keep up with your walking regimen and keep tracking your steps! All steps can be logged into the WalkWorks Chesco! Steptracker at [www.chesco.org/walkworks](http://www.chesco.org/walkworks) to help Chester County reach its goal of 1 billion steps by 2019.

### Don't forget us!

Stay tuned to see what else Activate Phoenixville Area is doing throughout the year! Follow us on Facebook, Instagram, and Twitter and sign up for our bimonthly email newsletter by visiting our website [www.ActivatePhoenixvilleArea.org](http://www.ActivatePhoenixvilleArea.org).



### Donate to APA!

Help support our future programs! Visit [www.ActivatePhoenixvilleArea.org](http://www.ActivatePhoenixvilleArea.org) to donate online.



