

# WALKTOBER



|1st-3|st  
OCTOBER  
2019

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# Coordinator Guide

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# 1 Walktober step challenge

## 1.1 Introduction

### What is Walktober?

Walktober is the annual Smarter Travel Workplace and Campus Walking Challenge that runs during autumn. It is open to all staff and students of partners of the Smarter Travel Workplace and Campus Programmes.

### How does Walktober 2019 work?

The aim of the challenge is to encourage and support staff and students to walk more, particularly on the commute, and to support and facilitate long term physical activity. Participants are asked to form a team, register online, and use an activity tracker/download a step counting app, and get walking from Tuesday 1st October to Thursday 31st October 2019.

### How to take part

1. Get into a team of 3-6 people, including the captain
2. Sign up online [www.activetravellogger.ie](http://www.activetravellogger.ie)
3. Participants can download an app, buy a pedometer, step counter, or other step tracking device.
4. During the Challenge: participants are asked to log steps online at [www.activetravellogger.ie](http://www.activetravellogger.ie)

Note: During the challenge we use an honesty based system, but spot checks on the accuracy of step entries will be done throughout. Teams who receive an email or phone call to verify their steps are asked to please respond as soon as possible so that delays to the publication of the leader board are avoided.

### How to win

Teams will be awarded for their improvement throughout the challenge. There will also be lots of opportunities to win prizes throughout the challenge, including photo competitions, story competitions and weekly prize draws. (Further details on page 8)

### Stay in touch

- Facebook: [@stcampus](https://www.facebook.com/stcampus) or [@stworkplaces](https://www.facebook.com/stworkplaces)
- Twitter: [@STCampus](https://twitter.com/STCampus) or [@STWorkplaces](https://twitter.com/STWorkplaces)
- Instagram: [@smartertravelcampus](https://www.instagram.com/smartertravelcampus)
- Email: [info@smartertravelworkplaces.ie](mailto:info@smartertravelworkplaces.ie) or [info@smartertravelcampus.ie](mailto:info@smartertravelcampus.ie)

## 1.2 Your Walktober Checklist

### 1.2.1 Before the Challenge – Promote!

Timing	Activity
Now	Register your campus/workplace
Sep	Get buy in and support from management and the Student President/SU and other relevant people in your workplace/campus and your department.
Sep	Can you recruit any other staff and student or walking champions in your workplace/campus to help to promote the challenge? E.g. students union, walking group, sports office, health unit/faculty, regular walkers who could help to spread the word.  Do you have a smarter travel working group? If so, they might be able to help or offer a <b>small budget</b> to fund morning coffee/afternoon tea/special prizes for staff and students in your workplace/campus.
Sep	Attend a 20 minute briefing webinar
2 – 13 Sep	Receive the promotional posters & post them in key locations to <b>create awareness</b> and to encourage staff and students to sign up. You could also consider: <ul style="list-style-type: none"> <li>• Sharing ads on Facebook, Twitter &amp; Instagram</li> <li>• A sign up desk in canteen or a central location</li> </ul>
14 –25 Sep	Organise an event to <b>launch</b> Walktober
14 - 25 Sep	Continue to promote the challenge <ul style="list-style-type: none"> <li>• Email Walktober information to staff/students (see email promotional text Appendix 1)</li> <li>• Continue to promote the event on social media, noticeboards and other relevant locations (e.g. canteen, bathroom, library, study area, staff canteen, shower/locker areas etc.)</li> <li>• Add details to your intranet or staff/student portal</li> <li>• Speak to staff at department meetings where possible, students at start of class</li> </ul>
Sep	Help staff and students to <b>find team members, get a step counting device</b> (app or device) and to <b>sign up online</b> <a href="http://www.activetravellogger.ie">www.activetravellogger.ie</a>

### 1.2.2 During the Challenge – Motivate!

Timing	Activity
25 Sep—1 October	<ul style="list-style-type: none"> <li>• <b>Encourage</b> last minute sign ups to get registered online <a href="http://www.activetravellogger.ie">www.activetravellogger.ie</a></li> <li>• <b>Help</b> staff or students who need to find a team</li> <li>• <b>Remind</b> staff and students to sign up using social media and through other promotional channels available to you.</li> </ul>

<b>1 October</b>	<b>Launch</b> the first day of the Walktober For example, organise a breakfast gathering on site or a mid-morning/lunchtime walk so teams can meet.
<b>2 –31th October</b>	Organise events <b>to keep participants motivated</b> . In previous years campuses and workplaces have organised: <ul style="list-style-type: none"> <li>• Group walks</li> <li>• Health awareness days</li> <li>• Health checks</li> <li>• Fancy dress (&amp; walk)</li> <li>• Three legged race</li> <li>• Treasure hunts</li> <li>• Charity walk</li> <li>• Map out a local route, e.g. a 15 minute or 3,000 step walk that could be done at lunchtime</li> <li>• Challenge another department to beat your steps</li> <li>• Have a staff V students walkathon</li> <li>• Set weekly targets &amp; celebrate teams who reach weekly targets</li> </ul>
<b>1 –31th October</b>	<ul style="list-style-type: none"> <li>• Remind participants to log their steps &amp; promote the spot prize competitions using social media and other promotional channels available to you.</li> <li>• Promote the weekly Leaderboards and spot prize winners.</li> </ul>

### 1.2.3 After the Challenge – Celebrate!

<b>Timing</b>	<b>Activity</b>
<b>31st Oct</b>	Send an email remind participants it's the last day of the challenge & to log their steps by 6pm Friday 1 <sup>st</sup> November
<b>4th Nov</b>	Send an email congratulating all who took part, announcing overall and winners from your workplace/campus.
<b>1-5 Nov</b>	Complete <b>online evaluation</b> to enter the Coordinators Prize Draw describing your pre, during and post event activities
<b>4-12 Nov</b>	<ul style="list-style-type: none"> <li>• Organise an <b>internal prize giving</b> event to celebrate all the steps achieved by staff and students and the prizes won</li> <li>• <b>Distribute prizes</b> to winning teams</li> </ul>
<b>1-12 Nov</b>	You might like to review the challenge with all who worked with you to promote it and give feedback to colleagues and management who supported the initiative. There is a template provided in this guide (Appendix 4: Evaluating the Challenge) which you might like to use to guide your review.

## 1.3 Promotional Resources

### 1.3.1 Print and Digital

Print and digital resources are available to download from [www.stepchallenge.ie](http://www.stepchallenge.ie), these include:

- A3 Poster
- Facebook Banner Image
- Twitter Banner Image
- Promotional Image to share on social media channels

Hard copies of the promotional poster will also be sent out to campuses and workplaces who requested them during registration.

### 1.3.2 Resources for Promotional Events

We also provide the following to assist you in holding a promotional or launch event:

- Walking Banner Stand

Please contact [stepchallenge@nationaltransport.ie](mailto:stepchallenge@nationaltransport.ie) to request the banner or footprint stencil.



## 1.4 Prize Categories & Prizes

There are lots of prizes to be won throughout the challenge, including: Activity Tracker (or similar), Portable Speaker, Shopping Vouchers and Smarter Travel Goody Bags!

### Top Prizes

- Top 3 Teams Average Steps (desk based and non-desk based)
- Top Small Workplace, Top Large Workplace, Top Campus
- Best Coordinator

### During the Challenge

There will be plenty of spot prize competitions throughout the challenge, including:

- Team Photo Competitions
- Weekly Virtual Challenges
- Weekly top 25 draw
- Limerick competition
- My Walktober Story

### After the Challenge

- Top Team Captain (nominated by Team Members)
- Evaluation Survey Prize Draw
- Top Large Workplace based on participation rates
- Top Small Workplace based on participation rates
- Top Campus based on participation rates
- Top 10 Team Captain

### Coordinator Prizes

To acknowledge the efforts made during the challenge, the top 5 Challenge Coordinators will win a €75 Shopping Voucher! Coordinators will be judged based on their post-event evaluation and the following elements will be considered: The number of participants, activity undertaken to promote the challenge, events organised to motivate participants during the challenge and if a prize giving event was organised.

## 1.5 Walktober Queries

### Challenge Coordinator Queries

If you have any queries in relation to the Walktober please contact:

[stepchallenge@nationaltransport.ie](mailto:stepchallenge@nationaltransport.ie)

### Participant Queries

Most queries will be answered in the **FAQs** on **[www.stepchallenge.ie](http://www.stepchallenge.ie)**

If participants have any other queries in relation to the challenge that are not dealt with in the FAQs please email the Smarter Travel Team.

[www.stepchallenge.ie](http://www.stepchallenge.ie)

## 1.6 Key Dates

- Coordinators Briefing Webinars: 3<sup>rd</sup> September to 24<sup>th</sup> September 2019
- Registration Opens: Monday 2nd September 2019
- Walktober Starts: Tuesday 1st October 2019
- End of Walktober:– Thursday 31st October
- Final day to submit steps: 6pm Friday November 1st
- Results announced by: 7th November

## Appendix 1: Walktober 2019 - Promotional text

This text can be used to email all staff and students and to provide information on student and staff pages of your website –and anywhere else that might be relevant for your workplace or campus!

**Subject line:** *Walktober Step Challenge 2019 — Get Moving to Win Prizes!*

**Email text:**

*Walktober Step Challenge: Tuesday 1st October - Thursday 31st October 2019*

*Win some great prizes, including Activity Trackers, Portable Speaker, Shopping Vouchers, and Smarter Travel Goodie Packs!*

*You can talk the talk, but can you walk the walk? This October we're challenging you to grab some team mates, lace up your walking shoes and October your way to some great prizes! Do you want to get fitter or just have some good old fashioned fun with your colleagues or fellow students? Then this challenge is for you!*

*How to take part*

1. *Get into a team of 3 – 6 people*
2. *Sign up online at [www.activetravellogger.ie](http://www.activetravellogger.ie)*
  - a) *Team captain: choose a team name and set your team up on the Active Travel Logger*
  - b) *Team members: sign up online at Active Travel Logger, find a team and join it.*
3. *Get a Step Counter — download an app, buy a pedometer, or other step tracking device*
4. *From 1<sup>st</sup> October to 31st October get walking where possible, aiming to increase your steps throughout the challenge*
5. *Have Fun and Get Competitive!*

*\*You might like to include the contact details of the coordinators here\**

*PS. If you have any questions email [stepchallenge@nationaltransport.ie](mailto:stepchallenge@nationaltransport.ie)*

## Appendix 2: 'Did you know?' Walking Poster

Editable template can be downloaded from [https://www.smartertravelworkplaces.ie/wp-content/uploads/FINAL X Minute Walk Poster Jan18.docx](https://www.smartertravelworkplaces.ie/wp-content/uploads/FINAL_X_Minute_Walk_Poster_Jan18.docx)

\*Insert your Organisations Logo Here\*



The poster features a large, stylized speech bubble with a blue dotted border. Inside the bubble, the text is arranged as follows: 'DO YOU KNOW...' in white on a yellow banner; 'IT'S X MINS' in grey; 'ON' in red and yellow, a blue walking figure, and 'TO' in red and yellow; and '\*Insert Location\*' in grey. At the bottom of the bubble is a circular graphic element.

**DO YOU KNOW...**

**IT'S X MINS**

**ON**  **TO**

**\*Insert Location\***

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[WWW.SMARTERTRAVELCAMPUS.IE](http://WWW.SMARTERTRAVELCAMPUS.IE)    [WWW.SMARTERTRAVELWORKPLACES.IE](http://WWW.SMARTERTRAVELWORKPLACES.IE)

## Appendix 3: FAQs

### Q. When does Walktober start and finish?

#### 1.6.1 Challenge Dates

A. Walktober begins on Tuesday 1st October and finishes at midnight on Thursday 31st October 2019

The last day of the Challenge is the 31th of October but team members have until 6pm on Friday 1st November to submit their steps for the final days of the challenge online.

#### 1.6.2 How do Staff and Students Take Part

### Q. How does Walktober Work?

A. To take part, you will need to:

- Form a team with colleagues or fellow students (3-6 people per team including the captain!)
- Register online at [www.activetravellogger.ie](http://www.activetravellogger.ie)
- Join the challenge
- Set up a team if you're the team captain, or join a team if you're a team member
- Get a step counter (i.e. download a free app, buy a pedometer or step counter, or other step tracking device)
- During the Challenge: ensure to log steps online at [www.activetravellogger.ie](http://www.activetravellogger.ie)

### Q. When does registration for Walktober open?

A. Staff and students can register their team online at [www.activetravellogger.ie](http://www.activetravellogger.ie) from 2<sup>nd</sup> September 2019

### Q. How much walking do I need to do to participate?

A. Staff and students are encouraged to increase their steps throughout the challenge, but the amount of walking you do is up to you. If you haven't been active for a while it is important that you build up your activity gradually (i.e. taking a few hundred extra steps each day). If you have any concerns about how participating might affect your health, it is advisable to speak to your GP or healthcare professional before signing up.

### Q. Does the team need to walk together every day?

A. No, each team member can clock up their steps in their own time. But your team might also like to walk together to encourage all team members to keep stepping!

### Q. Can we compete in the challenge for less than the time of the event?

A. Yes, however, this will affect your team's chance of winning the overall challenge prizes.

**Q. Is the challenge just about walking at work or on campus?**

A. No – walking anywhere, anytime will count. Walktober 2019 is about getting moving more throughout your day.

**Q. Who else is participating?**

A. Partners of the Smarter Travel Workplace and Campus Programme all around Ireland are signing up to compete in Walktober 2019. A list of workplaces and campuses taking part can be viewed online at [www.stepchallenge.ie](http://www.stepchallenge.ie)

### 1.6.3 Team Formation

**Q. Can I participate in the challenge on my own?**

A. Walktober 2019 is a team event, and 3-6 team members (including the captain) are required to participate in the challenge and win prizes. The Walktober coordinator might be able to help you to find a team.

**Q. One of the team members has dropped out – what should we do?**

A. Please contact [stepchallenge@nationaltransport.ie](mailto:stepchallenge@nationaltransport.ie) with the details of your team name and changes. If a new member is being substituted or is dropping out, please let us know as soon as possible.

### 1.6.4 Logging Steps

**Q. How do we log our steps?**

A. Each member of your team will record their steps online at [www.activetravellogger.ie](http://www.activetravellogger.ie).

**Q. I am going to be away from my workplace or campus on one of the days – can I still log my steps?**

A. Yes, you can record your steps whether you are at work/on campus or not. But you must be a current student or staff member of the organisation your team is registered under in order to take part.

**Q. Can I include time spent doing other physical activities (e.g. swimming)?**

A. This is a walking challenge so only steps clocked up on your step counter (app or other device) can be included. For the purposes of this challenge it is not possible to convert other activities into steps.

**Q. What happens if I don't make the online submission on time?**

A. For your steps to appear on the weekly leaderboard entries must be made before 2pm each Tuesday except for the final week when steps are logged by 6pm on Friday. If your team does not submit your individual steps before the deadline your steps will not be included in the leaderboard. However, they will appear in the subsequent leader board (prior to the final deadline of Friday 1<sup>st</sup> November).

**Q. What happens if I make a mistake submitting my steps?**

A. If you enter the wrong number of steps you can change it and resubmit your steps. If you realise after the deadline that you have made a mistake with your entry please email [stepchallenge@nationaltransport.ie](mailto:stepchallenge@nationaltransport.ie)

### 1.6.5 Prizes

**Q. How are the prize winners determined?**

A. The teams at the top of the desk based and non-desk based team average leaderboards at the end of the challenge will win the top challenge prizes of activity trackers and Portable speaker goodies.

There will be lots of opportunities for teams to win prizes throughout the challenge, including photo competitions, Limerick competitions, Story competitions and top 25 draw.

Prizes and spot prizes will be chosen randomly by the organizers. In the event of any dispute regarding the rules, conduct, results and all other matters relating to Walktober 2019, the decision of the organiser shall be final and no correspondence or discussion shall be entered into.

For more details on prizes visit the Walktober prizes page [www.stepchallenge.ie](http://www.stepchallenge.ie)  
<http://www.smartertravelcampus.ie/marchathon>

**Q. What are the prizes?**

A. Prizes are provided by the National Transport Authority. Details of prizes for Walktober 2019 will be announced on the prizes page of our website, [www.stepchallenge.ie](http://www.stepchallenge.ie)

Prize winners may have their name, team name and campus/workplace published on the website. They may also be asked to participate in a publicity shoot. To be eligible for prizes, winners must be resident in the ROI and be a student or member of staff of a workplace or campus that is a Partner of the Smarter Travel programme.

In the event of any dispute regarding the rules, conduct, results and all other matters relating to Walktober 2019, the decision of the organiser shall be final and no correspondence or discussion shall be entered into.

**Q. Can a participant or team win more than one prize?**

A. Teams can win many prizes throughout the course of the challenge.

#### 1.6.6 Technical Issues

**Q. We are having technical difficulties with [www.activetravellogger.ie](http://www.activetravellogger.ie) – what should we do?**

A. If your technical difficulty is related to your internet connection at your workplace or campus, then you will need to contact the IT Department on your campus. Alternatively contact [stepchallenge@nationaltransport.ie](mailto:stepchallenge@nationaltransport.ie) with the details of your issue and any error messages you see.

#### 1.6.7 General

**Q. What are the benefits of walking?**

A. Studies show that active people take less time off their daily duties, suffer fewer injuries and are more productive than less active people. For more information [visit the benefits of walking page](#).

**Q. It is recommended that for general health we walk at a moderate intensity where possible. What does walking at a moderate intensity mean?**

A. Moderate intensity is described as moving at a pace so that your heart rate is slightly elevated, you have a slight sweat on your brow and while your breath has increased you can still maintain a conversation (e.g. brisk walking would be an example of a moderate intensity activity).

## Appendix 4: Evaluating the Challenge

Evaluating the challenge within your organisation is a useful way to see what worked and what could be done differently next year. It may also help to create a case to bring to management for requesting budget for an internal prize giving and prizes. Items you could include in your evaluation:

- Number of staff and/or students who participated
- Steps taken by participants within your organisation throughout the challenge
- Reasons why people told you they signed up
- Benefits people reported to you as a result of taking part
- How the challenge worked in your organisation - including how you promoted the event, any events you organised, how you used social media and your prize giving event.
- Analytics from any social media platforms used
- Issues/Recommendations that you found as a result of running the event

## Appendix 5: Walking Tips

Walking is the oldest and most natural form of physical activity that can be done anywhere, at any time! Fancy equipment is not necessary, injuries are rare and walking can be sociable and fun! The following offers some tips and advice to help people to get started!

### Be comfortable

- Wear comfortable footwear – you don't need to buy expensive shoes. A pair of comfortable shoes or trainers with ankle support will get you going.
- Wear comfortable clothes – a few thin layers can be better than one thick (heavy) layer. This will allow you to layer up if you are cold or shed a layer when you get warmed up from walking briskly.
- A hat can help to keep you warm in the cold weather and keep the sun off you in warmer times.
- Wearing a pair of gloves will keep your hands warm without having to keep them in your pockets which can be uncomfortable when walking.
- Take a waterproof jacket or an umbrella to keep you dry – a light jacket that you can easily carry is best.
- If you have things to carry a small backpack is more comfortable than other types of bags. It's also more comfortable than carrying things in your hands.
- Bring a drink – water is best. If you are planning a longer walk take along a small snack to keep your energy levels up.
- Relax and note your posture, Stand up straight and look ahead as you walk.
- Breathe deeply and in time with your stride.
- Swing your arms freely by the side of your body. Let them swing in time with your stride.

### Be Safe

- Consider your route – if you are walking in the dark you may decide to walk in a well light area for safety. You may also want to walk on routes that are well used.
- Stretch out before you go walking and afterwards.
- If you are feeling sick don't walk.
- If your breathing becomes laboured or uncomfortable slow down and if necessary stop for a rest.
- If you have eaten a meal wait a while (up to 1 hour) before walking.
- Carry a mobile phone with you or tell someone where you plan to walk and for approximately how long.
- Carry a small amount of money with you, just in case you need it.
- If you enjoy listening to music or the radio when you walk, just check that you can also hear the traffic particularly if you are walking on the road or crossing junctions.
- Be visible – wear a high visibility vest or arm band. Particularly if you are walking in the early morning or late evening.
- If you are walking in the dark, carry a small torch.

## **Have Fun**

- Enjoy being out in the fresh air.
- Walk at your own pace.
- Organise to walk with other people.
- Change your walking routes to see new places and meet new people.
- Relax and unwind on your walk, take some 'me time'.

## **Mind your local environment**

- When out walking remember to dispose of rubbish properly - take it home.
- Be considerate of others, including other people who use the route, or live on it.
- To find out more about promoting the responsible recreational use of the outdoors log on to [www.leavenotraceireland.org](http://www.leavenotraceireland.org)

## **Walking Routes**

Slí na Sláinte Walking Routes: There are over 170 Slí na Sláinte walking routes around the country, all waymarked and great for getting out for a sociable walk and talk with family and friends. For more information and to download maps visit [www.irishheart.ie](http://www.irishheart.ie)

Urban Parks: Offer great areas to walk in cities and towns around the country.

National Looped Walks & Forest Trails: There are over 175 National Looped Walks developed throughout Ireland, ranging from short strolls to longer walks. There are also over 250 forest walks developed in forest sites around the country. For more details visit [www.irishtrails.ie](http://www.irishtrails.ie), [www.coillteoutdoors.ie](http://www.coillteoutdoors.ie) and [www.getirelandwalking.ie](http://www.getirelandwalking.ie).

These tips are provided with thanks to Get Ireland Walking [www.getirelandwalking.ie](http://www.getirelandwalking.ie). Additional information and factsheets can be found at [www.getirelandwalking.ie/startwalkingtoday/intro/](http://www.getirelandwalking.ie/startwalkingtoday/intro/)

## Appendix 6: Benefits of Walking

Regular walking can:

- Help you feel good and improve your mood
- Increase your energy levels
- Reduce your stress levels
- Help you to sleep better
- Help you control your weight
- Keep your heart healthy
- Reduce blood pressure
- Keep your body fit and active
- Reduces your risk of heart attack and stroke, as well as many other diseases.

The benefits of being active far outweigh the possible risks. Here are some ways to make physical activity as safe as possible.

1. If you haven't been active in a while talk to your GP.
2. If you have a chronic condition such as diabetes, heart disease or osteoarthritis or if you have symptoms such as chest pain or pressure, dizziness or joint pains talk to your GP before you increase your activity levels.
3. Gradual build up. At the beginning start off slowly, gradually building up to the target of at least 30 minutes moderate intensity activity five days a week. Try 10 minutes at a time to begin with and build up at a comfortable pace from there. Remember during moderate intensity activity you should still be able to have a conversation.

### **Warm up and cool down**

Warming up and cooling down reduces your risk injury or discomfort. It is a good idea to include some stretching at the end of your activity.

Wear high visibility accessories such as arm bands and bibs if you are out and about in the dark. For more information on pedestrian safety visit [www.rsa.ie](http://www.rsa.ie)