



***Bike or Walk***

***To Work***

***Toolkit***



***[www.publichealthgrebruce.on.ca](http://www.publichealthgrebruce.on.ca)***

Prepared by: Marilyn Lemon  
August, 2008

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## **Overview**

The Bike/Walk to Work Challenge is an event that encourages walking or cycling to work therefore increasing opportunities to be physically active throughout the workday. The workplace is an ideal forum for reaching the majority of adults. The Canadian Labour Force Survey (2007), states 96% of adults 18-74 years of age are employed or are actively looking for work. A significant amount of time is spent in the workplace and therefore many workplaces incorporate an infrastructure to support health and safety. The Bike/Walk to Work Challenge is an excellent opportunity to support employees in improving their health and decreasing their risk of chronic diseases including cardiovascular disease, cancer and type 2 diabetes to name a few.

The challenge also supports our environment. Cycling and walking help decrease the burning of fossil fuels which is a major factor contributing the global climate change. The Bike/Walk to Work Challenge traditionally is held over a 4-6 week period of time. The challenge helps support sustainable behaviour change in the workplace as employees will be able to continue walking or biking after the challenge is completed.

A workplace may choose to award prizes or incentives throughout the challenge. It is entirely up to the workplace to decide the details of their challenge event. In the next section there are general rules listed for the Bike/Walk to Work Challenge. These rules can be modified by a workplace to suit their own needs and circumstances. For example, a workplace that has multiple shifts may choose to add a rule that their employees can walk on their lunch for 15 minutes and count this as a ballot entry.

## **Guidelines**

The following guidelines or “rules” may be utilized or modified to meet the individual needs of a workplace.

1. Each workplace employee who bikes or walks to work, at least one way over a 15 minute period of time, may enter a ballot
2. One ballot entry is allowed per day per employee
3. Out of town commuters can park their vehicle and walk or bike 15 minutes to work
4. The prizes/incentives will be decided on by individual workplaces

## **Guide to Bike/Walk to Work Implementation**

The following section includes samples of a variety of materials that may be utilized or modified when implementing a Bike/Walk to Work Challenge. Section 4 “Appendices” will have a list of other resources supporting the event. These resources may be accessed by contacting Public Health.

### **Sample Terms of Reference:**

#### **Bike Walk To Work Challenge Committee**

##### **Preamble:**

The Bike Walk to Work Committee is a committee comprised of membership from a variety of services, including the Owen Sound City Hall, Grey Bruce Health Unit, Jolley’s Alternative Wheels, Vision for Transportation Alternatives, Grey Bruce Partners in Health and community partners with a specific interest in supporting the Bike Walk to Work Challenge. All members have an interest in supporting the community with education and awareness around the importance of regular physical activity in reducing the risk of stroke, heart disease, osteoporosis, obesity and type 2 diabetes.

**Short Term:** Increase physical activity by incorporating walking/cycling into the workday

**Long Term:** Increase the number of persons who are physically active in Grey Bruce workplaces by 2010.

##### **Purpose:**

- To collaboratively develop and initiate strategies towards encouraging regular physical activity at least 30 minutes per day 4-7 times per week.
- To collaborate on strategies supporting awareness and workplace participation in the annual Bike Walk to Work Challenge Event

##### **Responsibilities:**

Share information and identify needs/gaps in our community around awareness and education about the importance of regular physical activity

##### **Membership:**

Members from local cycle shops, Vision for Alternative Transportation, City of Owen Sound (Parks and Recreation Department), Grey Bruce Health Unit, (Chronic Disease Prevention Program), Community Representation of Individual(s) with a specific interest in supporting the Bike Walk to Work Challenge.

##### **Chair:**

- Responsibilities: Develop and distribute agenda and minutes of each meeting
- Follow the agenda in a timely manner
- Identify a recorder – minutes of the meeting
- Facilitate group discussions
- Plan & arrange location for each meeting
- Oversee the planning, delivery and evaluation of strategies in the community

**Meetings:** 3-5 times during the months of March to end of the challenge event in June annually

## **Guide to Bike/Walk to Work Implementation**

### **Agenda:**

Below, is a sample of a possible agenda for a meeting that is focused on planning for Bike/Walk to Work. Having an agenda prepared prior to a meeting by the chair of a committee helps to keep the group time efficient and goal oriented.

### **Sample Agenda:**

#### **Agenda Bike Walk to Work Meeting**

**March 31, 2008**

**10- 11am**

- 1. Welcome & Introductions**
- 2. Additions to Agenda**
- 3. Updates from committee members (all)**
- 4. Review of Timelines (all)**
- 5. Event “kick off” – discussion (all)**
- 6. Collating Results and Distributing Prizes (all)**
- 7. Evaluation of Event (Marilyn)**
- 8. Other**
- 9. Next Meeting Date \_\_\_\_\_**

## Guide to Bike/Walk to Work Implementation

### Registration:

The committee may decide that they would like formal registration for the Bike Walk to Work Challenge. It may be decided that a ballot box will be placed at designated locations and participants arbitrary submit ballots instead of formally registering. A formal registration assists with the evaluation of the number of participants but this can also be done by counting ballots at the end of the challenge. Below, is a sample of a registration form for the challenge.

# Bike/Walk to Work Challenge

June 2- June 27, 2008



### Registration Form

Name: \_\_\_\_\_

Address: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Thank you for registering for the Bike/Walk to Work Challenge

**Good Luck!**

**And Be Active**

## **Guide to Bike/Walk to Work Implementation**

### **Workplace Letter:**

A letter discussing the upcoming Bike Walk to Work Challenge Event may be helpful when you are targeting the workplaces in your community. A sample letter is included for your use.

### **Sample Letter:**

Dear Employer:

It is once again time for the “Bike/Walk to Work Challenge”. This will be the fifth annual event amongst Owen Sound workplaces. Walking or biking to work is one way to become more physically active and improve active transportation in our community. Did you know that if you are unable to cycle or walk the entire distance to work you can hop on the Owen Sound City Transit, make use of their bus bike rack and arrive at work healthy and invigorated. The only rule to the Challenge is the walk or bike distance must be a minimum of a 15 minutes.

The Bike/Walk to Work Challenge will begin June 2nd and run until June 27<sup>th</sup>, 2008. This year we are suggesting that workplaces organize their own challenge event for Bike Walk to Work month. If you would like more information about how to organize a Bike Walk to Work event in your workplace please contact the Grey Bruce Health Unit at 519-376-9420.

Sincerely,

## Guide to Bike/Walk to Work Implementation

### Ballots:

If a workplace is hosting the Bike/Walk to Work event as a challenge event and incentives/prizes are being included the workplace may want to use ballots. Below is a sample ballot front and back side that could be tailored to meet the individual needs for a worksite.

### Ballot Front Page:

#### CHALLENGE

Walk or bike to work June 02 – June 27  
(at least one way).

Complete ballot form each day and have it signed  
by employer or designated person.  
Deposit form in ballot box to be  
eligible for weekly prize draws.  
(winners names will be publicized)



### Ballot Back Page:

(Please Print)

Name: \_\_\_\_\_

Phone:(home) \_\_\_\_\_ (work) \_\_\_\_\_

Workplace \_\_\_\_\_

Signature of Employer:

\_\_\_\_\_  
(or designated person)

## Guide to Bike/Walk to Work Implementation

### Pay Stub Reminder:

For workplaces that have electronic or paper pay stubs a useful strategy as a reminder about an upcoming event is a pay stub reminder attached prior to the event. Most worksites are paid bi-weekly and therefore the pay stub 2 weeks prior to the event is a timely reminder.

### Sample Pay Stub Reminder:



For information or to register contact:

Grey Bruce Health Unit (519) 376-9420  
or visit [www.publichealthgreybruce.on.ca](http://www.publichealthgreybruce.on.ca)

### Bike Walk to Work Challenge

Walking or Biking to work is the simplest and most pleasurable way to get healthier while saving our environment.

Four Week Challenge – June 2- 27, 2008

#### Rules:

- You will be given a ballot box with ballots
- During the 6 week challenge, bike or walk to work (at least one way) as many times as you can. If you live out of town, you are still eligible if you park your car and walk 15 minutes to work.
- Each time you walk or bike to work, you are eligible to fill in a ballot and place it in your workplace ballot box.
- Encourage your co-workers to join in the challenge.
- More times you enter, better are your chances of winning.
- Prizes are GREAT!

#### Commute and Be Active – BENEFITS

- Enjoy your ride or walk – arrive at work refreshed and energized, as you enjoy the scenery before work
- Keep healthy – decrease your stress, risk of heart disease, diabetes, cancer, etc
- Fight pollution – decrease noise and air pollution
- Promote a safe environment – an “extra eye” helps deter crime
- Save money – on fuel costs and car maintenance
- Help the economy- encourage trail development and downtown revitalization
- Follow the *bike safety rules* link to [www.publichealthgreybruce.on.ca](http://www.publichealthgreybruce.on.ca) the link to physical activity then link with Bike Walk to Work

## Guide to Bike/Walk to Work Implementation

### Evaluation:

Evaluation is an essential component to ensure accountability and to quantitatively and qualitatively measure results. By evaluating the challenge workplaces can measure participation, sustainability and suggest changes/alterations for events to follow.

### Sample Evaluation:

#### Bike Walk to Work Evaluation Survey

1. How many years has your agency participated in the Bike Walk to Work Challenge?  
1<sup>st</sup> year  2-3 years  3-4 years  >4 years
2. How did you find out about the Bike Walk to Work Challenge?  
Email  Phone  Mail out  Web Site  Word of mouth   
Other (Please Specify)  \_\_\_\_\_
3. Did your employees have any feedback about the Bike Walk to Work Challenge?  
Yes  No   
If "Yes" list a few of the comments that they made about the Challenge Event:  
\_\_\_\_\_  
  
Do you think your employees who participated in the event will continue to bike or walk to work.? Yes  No
4. Is there anything that you would like to see changed with the Bike Walk to Work challenge event? Yes  No   
If "Yes", list the changes that you would suggest:  
\_\_\_\_\_
5. Do you think that the challenge event is long enough (over 6 weeks)?  
Yes  No   
If "No", what would you suggest?  
\_\_\_\_\_
6. For future Bike/Walk to Work Challenges, would your workplace like more information on any of the following topics? Check all that apply:  
  
Bike Safety/Road Skills  Care of Your Bike  Walking Skills & Safety   
Physical Activity in the Workplace  Healthy Weights  Healthy Living   
Other (Please specify)
7. Do you have any other comments about the Bike Walk to Work Challenge Event?  
\_\_\_\_\_
8. Do you anticipate that your workplace will participate in the Bike Walk to Work Challenge next year?  
Yes  No

*Thank you for taking the time to complete this survey*

## Media

### Media:

Use of media can be helpful in creating mass awareness about an upcoming event. Internal media including newsletters and flyers can also be utilized to assist in reaching employees to notify them about an event, challenge. Below are samples of different types of media.

### Sample Web Tip:



### Bike/Walk to Work Challenge

June 2 – June 27, 2008

Get in gear for the 5<sup>th</sup> annual **Bike/Walk to Work Challenge**. Enter your ballot to win a \_\_\_\_\_ and other great prizes. Check this website for other events and challenges.

For more information about the **Bike/Walk to Work Challenge**, contact Marilyn Lemon, Public Health Nurse in Owen Sound or 519-376-9420 or 1-800-263-3456

## Media

### Sample News Release:

### Attention News Editor:

## News Release

For Immediate Release

May 8, 2008

### **Bike/Walk to Work Challenge June 2 – June 27, 2008**

Owen Sound's fifth annual Bike/Walk to Work Challenge takes place June 2 – June 27, 2008. This popular event encourages employees to incorporate physical activity into their workday with a six-week challenge to bike or walk to work. Last year employees at over 20 workplaces in Owen Sound participated.

The Canadian Community Health Survey (2001) found that 54% of Grey Bruce residents are inactive. Walking or biking is one way to become more physically active. Thirty minutes of physical activity a day, 4 -7 times a week, reduces the risk of stroke, type 2 diabetes, heart disease and osteoporosis.

Cycling and walking helps the environment. Burning fossil fuel is a major factor contributing to global climate change. Cycling or walking helps improve air quality and with the rising cost of gas helps save money.

To start cycling make sure your bike is in good working order especially brakes, gears and tires. It is also advised, but not required by law, to wear a CSA-approved helmet. Learn the hand signals for turning and stopping. Start slowly, at an easy pace. If the trip to work is just too far, ride to a co-workers house and then walk.

**Ministry of Transportation Cycling Skills Handbook:** Look under publications  
[www.mto.gov.on.ca](http://www.mto.gov.on.ca)

### **For more information:**

Marilyn Lemon  
Public Health Nurse  
Grey Bruce Health Unit  
519-376-9420 ext. 436

## Media

### Sample News Letter Insert:

#### Get Active!



### The Bike/Walk to Work Challenge June 2- 27, 2008

WHAT BETTER TIME THAN Spring to get active outdoors!

Walking or biking to work is the simplest and most pleasurable way to get healthier while saving the environment. Research has shown that physical activity helps to decrease stress, maintain a healthy weight and relieve depression. The Bike Walk to Work Committee invites you to join in the **5<sup>th</sup> Annual Bike/Walk to Work Challenge!**

#### How to Participate

- Each workplace employee who bikes or walks to work will complete a ballot for every day of participation signed by your employer or designate
- One ballot per day per work place employee is allowed
- The designate for your workplace will ensure that a ballot box is available at a central location at your work site
- For rural participants, where driving is required, park your car at a friends or a parking lot and walk a minimum of 15 minutes to work

**For more information contact the Grey Bruce Health Unit at 519-376-9420 or 1-800-263-3456**

## Media

**LOGO:**



## **Appendices**

### **Handouts:**

- Owen Sound Bike/Walk Routes
- Trails for All Seasons Connecting Communities Bruce Grey-Trails Network
- Walking The Activity of A Lifetime

**These resources may be accessed by contacting the Grey Bruce Health Unit  
1-800-263-3456 or 519-376-9420**

