Walk Across Texas!
Marketing Publications and Tools

- MKT-3131, Walk Across Texas! Brochure

Other Tools
- MKT-3131K, Walk Across Texas! Mini-Poster
- MKT-3131L, Walk Across Texas! Give-away Bookmark
- MKT-3131M, Walk Across Texas! Marketing and Media Relations Guide*

Unnumbered Tools
- Radio PSA Scripts*
- Walk Across Texas Logos*
- Movie Theatre/Cable Ad*
- Newspaper Ads*
- Paycheck/Bill Stuffer*
- Web site (http://walkacrosstexas.tamu.edu)
- Facebook Fan Page
- Blog (available on the Website)

* available for download from the Website
Walk Across Texas!
Working with the Media

1. Whenever you can, meet face-to-face with reporters, editors, and producers.

2. Bring a written article, news release, or fact sheet you can leave behind as a reference. Be sure to include dates, times, places, and phone numbers in writing to minimize the chance of mistakes.

3. Point out that Walk Across Texas! is not only a fun event; it is a behavior-modification approach to increasing physical activity, offering education as well as support and encouragement through the team structure.

4. Use Walk Across Texas! as an opportunity to establish yourself as a source of health-related information for other stories.

5. If a reporter calls, return the call as soon as possible. Their deadlines are usually very short, and minutes count!

6. Prepare thoroughly for an interview. Keep your important points in mind, and write them on note cards if necessary. Practice simple, direct, easy-to-understand statements that get your points across.

7. If a story on Walk Across Texas! is used, follow up with a thank-you note.


Some information is adapted from Ready. Set. It’s Everywhere You Go. Centers for Disease Control, Atlanta, GA, 1997.
Newspapers

News Section
Offer to provide representatives (Extension personnel, someone from a partnering organization) for interviews by local reporters.

Encourage the reporter(s) to participate in Walk Across Texas! and maybe even form their own team. It could yield some great coverage!

Advertising Supplement
Talk to your local paper (in person is best) about reproducing and including one of the Walk Across Texas! print ads in their advertising supplement. Ask them to include your contact information in the ad.

Lifestyle Section
Pitch a story about an individual or family who have experienced positive benefits from Walk Across Texas!

Community Calendar
Make sure your kick-off event and contact information are listed.

Extension News Column
Feature Walk Across Texas! in your news column, and ask your coworkers to mention it as well—even in the ag column!

Non-Cable Television

Local News
Invite local stations to cover your kick-off and celebration events, plus any other organized events held in between.

Work with the local station to provide nightly or weekly tips on walking, the benefits of exercise, etc.

Make sure your kick-off event is included in the community calendar.

Invite on-air personalities at the station, especially news anchors or meteorologists, to participate in Walk Across Texas! They are likely to mention it on the air, and maybe they’ll want to form a team to compete against the newspaper or the radio station!

News Interviews
Offer to provide representatives (Extension personnel, someone from a partnering organization) for interviews by local reporters.
News Spot

Discuss Walk Across Texas! in your regular television spot. Include a client or local expert on fitness and health, too.

Advertising

Ask the station to run the Walk Across Texas! PSA.

Cable Television

Local Program

If your cable company does local programming, try to get an interview or at least a calendar listing for Walk Across Texas!

Advertising

Ask them to run the Walk Across Texas! still ad (on disk) and/or the video ad as a PSA.

Radio

Ask a local deejay (especially the morning drive-time deejays) to participate in Walk Across Texas! Chances are they’ll talk about it frequently on the air, especially if they’re on a team competing with other media teams around town.

Offer to provide representatives (Extension personnel, someone from a partnering organization) as guests during the morning and evening drive-time.

Ask them to run the Walk Across Texas! radio PSAs.

Movie Theaters

Ask them to run the Walk Across Texas! still ad as a PSA.
Walk Across Texas!
Using the Paycheck/Bill Insert

1. Take copies of the insert artwork to local utility companies, phone companies, and banks. Ask them to enclose one of the inserts in their next statements. (They would be responsible for reproducing the insert.) If they are unable to do this, ask them to include the Walk Across Texas! information in their newsletter.

2. Take copies of artwork to local employers. Ask them to include the insert in their employees’ paycheck. Again, if they are unable to use the insert this way, ask them to include the Walk Across Texas! information in their newsletter.

3. Be sure you invite these businesses to form work-site teams to participate in Walk Across Texas!!
Walk Across Texas!

Talking Points

According to Physical Activity and Health: A Report of the Surgeon General:

- Physical inactivity is a serious nationwide problem. It is a public health problem, because it is linked to unnecessary illness and premature death.

- More than 60 percent of Americans are not getting enough physical activity to receive health benefits from it.

- Twenty-five percent of adult Americans report no physical activity in their leisure time.

- Regular physical activity can substantially reduce the risk of developing or dying from heart disease, diabetes, colon cancer, and high blood pressure.

- Regular physical activity can reduce the symptoms of depression and anxiety, improve mood, and enhance ability to perform daily tasks.

The Centers for Disease Control and American College of Sports Medicine have defined moderate physical activity as 30 minutes of moderate-level physical activity a day at least five days a week.

Many people will have to work up to being active for 30 minutes a day. Starting slowly (like walking 10 minutes a day) will improve the chances of success.

Physical activity doesn’t have to be strenuous to produce health benefits. Walking the dog, taking walking breaks during the day, or taking the stairs instead of the elevator are all good ways to work walking into your daily schedule.

Walking with friends and family can improve your health and enhance relationships. Plus, a companion will make walking more enjoyable.

Planning in advance can help people stick to a walking routine. Making a regular appointment to walk with a friend can help both of you keep exercising!
Walk Across Texas!
Talking Points for Schools

Extension’s partnership with the Texas Education Agency will bring the benefits of Walk Across Texas! into schools and school systems all across the state. Walk Across Texas! is a great way to promote physical activity among school children and their families, and it is a powerful employee wellness program for people who work at all levels of Texas’s school systems.

When you promote Walk Across Texas! to teachers, P.E. directors, and principals, emphasize these points:

• **Walk Across Texas! has more than 14 years of documented success** in improving wellness and physical activity among adults and kids statewide.

• **Walk Across Texas! is fun** for students and for the teachers and volunteers who lead them. Spending time walking with classmates and having a friendly competition with other classes or grades makes physical activity fun and rewarding.

• **Walk Across Texas! is easy.** A teacher or volunteer simply walks with the students. You can keep track of the miles you walk, or track the amount of time and convert it to miles on the Walk Across Texas! Web site. Keep it up for 8 weeks to acquire a healthy habit and see if you’ve made it “across Texas”!

• **Walk Across Texas! can help a child’s entire family** make physical activity part of their lifestyle. The program allows students to earn “bonus miles” by walking at home and with family.

• **Walk Across Texas! is supported by more than 250 lesson plans** developed by Extension health specialists and 4-H youth development specialists, broken down by grade level, from kindergarten through high school. The lesson plans are linked to the Texas Essential Knowledge and Skills (TEKS) for math, science, language arts, and more.

• **Walk Across Texas! is a low- to no-cost way** to comply with the state’s emphasis on 30 minutes of physical activity every day for every student.

• **Walk Across Texas! is supported by a full-service Web site at** [http://walkacrosstexas.tamu.edu](http://walkacrosstexas.tamu.edu), providing access to the registration and record-keeping databases, lesson plans, and other resources 24 hours a day!

• **Walk Across Texas! and all its resources are available free of charge!** It is a powerful healthy-lifestyle program created and offered by the Texas AgriLife Extension Service.

Also, be sure to draw on the Family and Consumer Sciences Program Brief on Walk Across Texas! Available on the Web at: [http://fcs.tamu.edu](http://fcs.tamu.edu), it will have the latest impact information.
Walk Across Texas!
On the Web and in Social Media

Walk Across Texas! has been on the Web for years at http://walkacrosstexas.tamu.edu. Participants can register and enter their mileage online, and they can see their progress as their team walks across Texas. They can even find out mileage equivalents for different forms of physical activity like dancing, gardening, or Pilates. It all counts!

Now, Walk Across Texas! has its own Facebook fan page! You and your participants can become fans and upload photos, success stories, suggestions for other walkers, and more! Encourage kids and adults to become part of the Walk Across Texas! community in Facebook.

Walk Across Texas! will also be supported by a blog, available at: http://walkacrosstexas.tamu.edu. Through the blog, Extension health specialists and guest experts will be offering tips as well as updates on the program and the competition!
Walk Across Texas!
Logo and Identity

Walk Across Texas! and its logo are federally protected, registered service-marks owned by the Texas AgriLife Extension Service. It’s very important that we use the Walk Across Texas! logo correctly and that we clearly connect it with the Texas AgriLife Extension Service.

Follow these required guidelines as you as you design t-shirts, posters, etc., for Walk Across Texas! in your county:

- The Walk Across Texas! logo must be used as it was originally designed — no modifications.
- If you want to use another image as a primary illustration, that is fine. However, the image must not represent a modification or reinterpretation of the Walk Across Texas! logo. It must be very different. And the Walk Across Texas! logo must also appear elsewhere on the item.
- When sponsor logos are used, the Texas AgriLife Extension Service logo must be larger than all the others, indicating Extension’s role as the developer and administrator of the statewide program, in contrast to local sponsorship in a single county.