Increasing Involvement With Walk Across Texas!
Congratulations!

• Walk Across Texas (WAT) is a fun way to get to know your county!
• Great way to kick-start your county to make physical activity a habit!
• All it takes is 8 weeks and people willing to get physically active!
Background of WAT

- Established in 1996
- It is an outcome program
  - Shows increase in mileage from week 1 to week 8
  - Shows economic impact to your county
Let’s Walk Our Way Through WAT

• **Today we will review:**
  – Your role as the agent
  – 9 implementation steps
    • Breakdown of teams
    • Terminology
    • Obtaining results
  – Optional activities
  – Equivalents
  – How to maintain the integrity of WAT
  – What to do if there are problems
Your Role as the Agent

- Be as involved as you want!
- Use your coalition to help you with duties!
  - Train volunteers and/or team captains to enter data on-line!
- Think of yourself as the “Manager” of WAT for your county.
Let’s Learn the Terms of WAT

- Site Manager
- Team Captain
- Individual Member
Site Manager

• Manages the WAT process
  – Smaller counties
    • Extension agent
  – Larger counties
    • Multiple Site Managers

• Serves as the point of contact to the Extension agent.

• Recruits Team Captains
Team Captain

• Registers
  – On-line as captain
  – 7 team members as team

• Enters on-line:
  – Mileage
  – Pounds lost
  – Wrap-up of team members
  – Success stories
Team Member

- Exercises as much as they can
  - Assist his/her team in walking 830 miles across the state.
- Fills out registration form
  - Gives to Team Captain.
- Miles/pounds lost given to Team Captain
  - Weekly
You Can Manage WAT in 2 Ways:

- **Serve as county site manager or**
  - For example, Agent Sally
    - Forms coalition to plan kick-off, mid-way and celebration activities
    - Recruits teams from county
    - Trains team captains on data entry and responsibilities

- **Train others to serve as site managers**
  - For example, Agent Sally trains
    - Hospital A
    - Hospital B
    - Jail
    - Sheriff's Department
  - Each of these locations:
    - Identifies Team Captains & trains them
    - Recruits teams
    - Develops plans for kick-off, mid-way and celebration activities or
    - Decides to participate in county activities (planned by coalition)
The 9 Steps of WAT

1. Decide how you’re going to manage WAT
2. Form a coalition
3. Make team packets
4. Train team captains
5. Recruit team members
6. Planning Events
   • Have a Kick-Off Event
   • Have a “Don’t Give Up Now” Event
   • Celebrate
7. Decide on optional activities
8. See your results
Step 1

- Decide how you’re going to manage WAT
- Decide who you are going to target
  - Pick one, some or all:
    - Individuals
    - Groups
    - Schools/4-H
Step 1 – Who are you going to target?

• Individuals
  – Walk 830 miles across the state by yourself

• Groups
  – Teams of 8 compete against each other
  – Walk across the state first and/or
  – Walk the most miles during the 8-weeks

• Schools
  – Students in a class are a team
    • Classes within a school compete with each other.
  – Sometimes, schools compete with other schools in their district.
Individual Walkers

• Use this website:
  – http://walkacrosstexas.tamu.edu/wat_individual/wat_individual.htm
  – And Register
    • As a new participant or
    • Continue from their team
      – If they had walked with a group previously
Individual Walkers

• Download the Individual Mileage Log
  – Records miles on form before entering them into the website.

• Enter mileage/pounds lost at http://walkacrosstexas.tamu.edu/track_progress/wat_entermileage.htm

• Enter wrap-up form & “success” stories

• See progress on our on-line Texas map!
Groups

• Use this website:
  – http://walkacrosstexas.tamu.edu/wat_group/wat_county_organization.htm
  – You can download guides to help each person know their responsibilities
    • Site Manager
    • Team Captain
    • Team Member
Groups

Groups will have a:

– Site Manager
  • Smaller county – Extension agent
  • Larger county – Helpers from various sites

– Team Captain
  • Records mileage at http://walkacrosstexas.tamu.edu/track_progress/wat_entermileage.htm
  • Assists Site Managers

– Team Members
Schools

• Use this website:
  – [http://walkacrosstexas.tamu.edu/wat_schools/wat_schools.htm](http://walkacrosstexas.tamu.edu/wat_schools/wat_schools.htm)
  – And download:
    • Recruitment packet information
    • Instructions for School Site Managers and teachers
    • TEKS relevant lesson plans
    • Certificates for kids
Schools

• Enter mileage at http://walkacrosstexas.tamu.edu/track_progress/wat_entermileage.htm

  – Note the number of:
    • Days each week children walk each week
    • Duration of physical activity

  – At the end of the week, teachers or a designated student or volunteer enters information on-line.

  – Children may take a Bonus Miles Log home
    • Contribute miles to the class total each week.
Step 2 - Form WAT coalition(s)

- Set date for meeting(s)
- Call and send letters inviting participation groups from:
  - Groups you want to target
  - Places likely to recruit large group of walkers
  - Invite them to explore [http://walkacrosstexas.tamu.edu](http://walkacrosstexas.tamu.edu) before meeting
- At meeting(s) discuss:
  - Kick-Off date
  - Publicity & marketing
  - Recruitment
  - Training Captains
  - Incentives/gifts
  - Motivational activities
  - Optional activities
- If you are managing WAT with multiple site managers, they have the option of joining the big county coalition or having their own.
At Coalition Meeting…

• Give each advisory group member an entire team packet
  – [http://walkacrosstexas.tamu.edu/wat_group/wat_county_organization.htm](http://walkacrosstexas.tamu.edu/wat_group/wat_county_organization.htm)
    • Team Captain’s Guide book (FAQ’s)
    • Team Member’s Guide book (FAQ’s)
    • Site Manager’s Guide book (if using site managers)

• Walk them through the WAT website
Communicate with Coalition members

• By e-mail

• Coalition *could* have their own WAT website that is linked to [http://walkacrosstexas.tamu.edu](http://walkacrosstexas.tamu.edu)
  – See [http://brazoswat.com](http://brazoswat.com) as an example.
  – They put updates on their site to better communicate with participants.

• Maybe 1-2 more meetings
Step 3 - Make Team Packets for Groups

• Under “Walker Tools” click “Forms”
  – http://walkacrosstexas.tamu.edu/FORMS/forms_index.htm
• Each team packet should include:
  – 1 Team Captain Guide (Captain only)
  – 8 Team Member Guides
  – 8 Cover/Sign-up Letters
  – 1 Team Registration Form (Captain only)
  – 8 Individual Registration Forms
  – 8 Team Mileage Logs
  – 1 Team Captain’s Log (Captain only)
  – 8 Wrap-up Forms
  – 8 Mileage Equivalent Handouts
Step 3 - Make Team Packets for Schools

• Under “Walker Tools” click “Forms”
  – [http://walkacrosstexas.tamu.edu/FORMS/forms_index.htm](http://walkacrosstexas.tamu.edu/FORMS/forms_index.htm)
  – Each team packet should include:
    • School Site Managers Guide
    • Teacher’s Guide
    • School Cover Letter
    • School Weekly Mileage Log
    • Bonus Mileage Log
    • Mileage Equivalent Handouts
Step 4 - Train Team Captains

- Find location for training
  - Preferably with computers & internet access
- Give each Team Captain at training a team packet.
- Walk Team Captain through data-entry of:
  - Team Registration Form
    - Print off before submitting it
    - If team name is “Road Toads” will not work if entered Road Toad first
  - Team Mileage
  - Pounds Lost
  - Success Stories
  - Use “Practice County” data entry site at training to get Captains familiar with site.
    - [http://walkacrosstexas.tamu.edu/wat_group/call_mile_log.asp](http://walkacrosstexas.tamu.edu/wat_group/call_mile_log.asp)
    - Under county dropdown, choose Practice County
- Also review:
  - Who to contact if something goes wrong
  - Who to contact if there are questions
  - How to download certificates for Recognition Event
- Get e-mail addresses of Team Captains to send updates to!
Step 5 - Recruit Team Members

• Team Captains find seven other people to walk for their team.
• Captain signs up everyone on the Team Registration Form.
• Marketing sub-committee
  – Newspaper articles
  – Newspaper ads  
  – Paycheck stuffers  
  – Radio/TV spots
Step 6 – Plan Events

• Plan Events:
  – Multiple sites or one big one for smaller counties
    • Kick-Off
    • Don’t Give Up Now
    • Celebration
      – Certificates
        » Groups: [http://walkacrosstexas.tamu.edu/FORMS/forms_groups.htm](http://walkacrosstexas.tamu.edu/FORMS/forms_groups.htm)
        » Schools: [http://walkacrosstexas.tamu.edu/FORMS/forms_schools.htm](http://walkacrosstexas.tamu.edu/FORMS/forms_schools.htm)
Step 6 -- Kick-Off Event

• Simple or elaborate
• Great way to get more teams:
  – Signed up
  – Enthusiastic about becoming physically active
  – Suggested activities can be found at:
    • [http://walkacrosstexas.tamu.edu/EVENTS/wat_kickoff.htm](http://walkacrosstexas.tamu.edu/EVENTS/wat_kickoff.htm)
Step 6 - “Don’t Give Up Now” Event

• Aimed at giving participants a “boost” to keep going.
  – People tend to start giving up about the 4th week of WAT.
  – This event re-motivates them!
• Simple or elaborate
• It’s an optional activity
• Suggested activities can be found at:
  – [http://walkacrosstexas.tamu.edu/EVENTS/wat_midway.htm](http://walkacrosstexas.tamu.edu/EVENTS/wat_midway.htm)
Step 6 - Celebration Event

- Recognize teams that:
  - Reach the opposite border first and/or
  - Walk the most miles
- Prizes may be given
  - Optional
    - Dirtiest shoe contest, etc.
- Guest speaker
  - Optional
- Give personalized certificate
- Coalition members/volunteers recognized
Step 7 – Decide on Optional Activities

• **Proclamation**
  – City
  – County

• **Classes**
  – [http://walkacrosstexas.tamu.edu/optional_activities/wat_optional_activities.htm](http://walkacrosstexas.tamu.edu/optional_activities/wat_optional_activities.htm)
    • Health Breaks
    • Weight Loss Series
    • Youth Series

• **Tracking Pounds lost**
Step 8 - See the results

• Participants Can See Their Results
  – [link](http://walkacrosstexas.tamu.edu/track_progress/wat_progress.htm)
    • Can also be found on the home page, under “Walker Tools” under “See Your Progress”

• Progress can be seen for:
  – Individual Walkers
  – Group
  – Schools
Step 8 - See Individual Results

- **Individuals**
  - Enter 5 digit zip code and
  - Password
Step 8 - See Group Results

- How far your team has walked
  - Team name and captain’s first name required
- How many pounds your team has lost
  - Team name and captain’s first name required
- Summary of miles walked in the county
- Summary of pounds lost in the county
- Summary of miles walked for your organization (school, company, etc.)
- Summary of pounds lost for your organization (school, company, etc)
- Map of your team’s progress compared to the leading team in the county
- Determine the 10 leading teams in the county
Step 8 - See School Results

• See how far the class has walked
  – You’ll need:
    • County name
    • City
    • School District
    • School Name
    • Teacher’s Name

• See how far the school has walked
  – You’ll need:
    • County Name
    • City
    • School Name

• See how far the school district has walked

• See how far the city’s schools have walked

• See how far your county’s schools have walked
Step 8 - See 4-H Results

• From the home page click:
  – “Quick Links” then
  – “See Your Progress” then
  – “See Mileage from 4-H Teams from Your County” or
  – “http://walkacrosstexas.tamu.edu/track_progress/call_city_miles.asp”
Step 8 – Agents Can See More Results!

- [http://walkacrosstexas.tamu.edu](http://walkacrosstexas.tamu.edu)
  - Click on Agent Only
    - Enter county name for User ID
    - Enter county office zip code
  - Able to see:
    - Average Team Mileage
    - Registered Team Member Demographics
    - Wrap-Up Summary
    - School Teams
    - 4-H Club Teams
    - Total WAT Participants
    - Economic impact
    - Age Groups By County
Step 8 – Seeing Results on a Map

• You can create a paper map or
  – Texas road map
  – Create own
• On-line
• Fun way to track the 830 miles across the state!
You don’t just have to walk across Texas!

- Participate in WAT by doing any kind of continuous physical activity such as:
  - Jogging
  - Swimming
  - Gardening
- Log 1 mile for every 20 minutes of exercise that makes you breath hard and sweat or
- Log 1 mile for every 15 minutes of exercise that makes you breath very hard and sweat heavily or
- Log the mileage equivalent of the exercise:
  - [http://walkacrosstexas.tamu.edu/wat_mileage_equivalents.html](http://walkacrosstexas.tamu.edu/wat_mileage_equivalents.html)
  - Agent can make to changes to this list but try not to
    - If changes occur notify everyone in the county.
- No resistance exercise should be counted such as:
  - Weight lifting
  - Yoga
  - Push-ups
Maintaining Integrity of Program

• Official WAT and Extension logos must be on everything!
  – T-Shirts
  – Banners
  – Exhibits

• Unofficial WAT logos can be used but
  – Image must not represent a modification or reinterpretation of the official logo.
  – It must be very different.

• When sponsor logos are used
  – Texas AgriLife Extension Service logo must be larger than all the others.
  – This indicates Extension's role as the developer and administrator of the statewide program, in contrast to local sponsorship in a single county.

• Official Logos can be found at:
  – http://agrilifeextension.tamu.edu/marketing/logos/walk/index.php
Got Problems?

• Send e-mail to
  – Courtney J. Schoessow, MPH
    • cjschoessow@ag.tamu.edu
  – Alice Kirk, MPH
    • ab-kirk@tamu.edu
• Or Call 979-845-3850 and ask for Courtney or Alice!
• We’re here to help!