

# Chester County Walks Day

Walking For Our Health

Saturday ~ September 23, 2017



## *Will you help us to get Chester County walking?*

Chester County has been selected as one of 50 cities and counties in the nation to take part in the Healthiest Cities and Counties Challenge, a program that encourages cities and counties throughout the U.S. to create a positive health impact. The proposal that earned us a spot in the Challenge is *WalkWorks ChesCo!*, a program that encourages Chester County residents of all ages to walk ONE BILLION steps in 2017 – and even more in 2018.

As a top 50 “finalist,” we received \$10,000 to support our program, and at the end of the two-year challenge one “winner” will be awarded \$500,000 to be used for even greater health impact.

Why walking? Walking is easy. It only requires a pair of sneakers or comfortable walking shoes. It can be done outside or indoors, and it’s fun. Besides the obvious physical health benefits, walking can reduce stress and depression, help with anxiety and improve self-confidence and moods.

As part of WalkWorks ChesCo!, we have designated Saturday, September 23<sup>rd</sup> as Chester County Walks Day. On that day we are creating, and tapping into, events and programs throughout the county that include walking or taking “steps” of any kind.

Please help us by...

- Walking with us
- Spreading the word
- Coordinating or publicize a walk

## *Walk With Us*

Plan to walk as much as possible on September 23 with your friends, families, neighbors, community! If you have not registered with WalkWorks ChesCo! to track your steps, please do so for no cost at <http://chesco.org/walkworks>. If you are walking, please share why you are walking and how much you walked on our social media, or email [walkworks@chesco.org](mailto:walkworks@chesco.org). Tell us why you walk using “[I walk because...](#)” and “[Final step count](#)”.

## *Spread the Word*

Please share WalkWorks ChesCo! with your staff, friends, neighbors, partners, stakeholders, etc. and encourage them to register at <http://chesco.org/walkworks> to join the rest of the County walking on September 23. Please share via email, website, newsletters, social media, etc. Below is our Chester County Walks Day graphic that can be included in your communications (resize it to your preference) – when clicked it will go to the WalkWorks website. Additional resources for sharing can be found at <http://chesco.org/3936/ChesCo-Walks-Day-Toolkit>.

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## *Coordinate/Publicize Walking Opportunities*

Consider coordinating a community walk and promote other walking opportunities, walking paths, trails or parks in your community. You can find some walking opportunities at <http://chesco.org/walkworks>. If you would like us to share local walking opportunities in your community, please email [walkworks@chesco.org](mailto:walkworks@chesco.org).

## *Keep the Walking Going*

Chester County Walks Day is just one day...encourage everyone you engage with to not only start walking but to continue to walk for their health!

Anyone can register with WalkWorks ChesCo! to track their steps and make their progress toward better health contribute to a healthier Chester County!

Registering with WalkWorks allows everyone to enter their steps or synchronized popular devices that automatically track steps.

For questions, or more information please contact the Chester County Health Department at 610-344-6225 or email [walkworks@chesco.org](mailto:walkworks@chesco.org).

