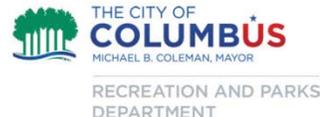
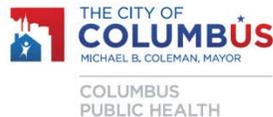




2014

WALK WITH A DOC: COLUMBUS NEIGHBORHOOD WALKING CLUBS - *FINAL REPORT*



Report compiled by Kate Robb, MSPH, CHES, Walking Programs Manager, Healthy Places Program at Columbus Public Health

EXECUTIVE SUMMARY

PROGRAM

Walk With A Doc: Columbus Neighborhood Walking Clubs offered community residents an exciting and informative way to get active on the North, South, Far East, and West sides of the city. Columbus residents took steps to better health by participating in bi-monthly, hour-long, physician-led walking clubs held at four recreation center and parks. Each walk started with a talk from a Mount Carmel Health System or The Ohio State University Wexner Medical Center physician who then walked with the group for further discussion. The second year of Walk With A Doc: Columbus Neighborhood Walking Clubs extended the walking season (March- November) and offered the following:

- A total of 66 walks
- Availability of the Mount Carmel Mobile Health Coach (4 site visits in total)
- Opportunity to speak to the Community Liaison Officer (4 site visits in total)
- Incentives- pedometers, t-shirts, cinch bags¹, year-long membership to one of the “Get Active” Columbus Recreation and Parks Department Community Centers², grocery store gift card³, healthy refreshments
- Health information

In total, 29 physicians and medical professionals donated their time – many of whom showed overwhelming support for the program by leading two or more walks. In addition, six YMCA of Central Ohio volunteers provided over 60 hours of service to ensure the Walk With A Doc: Columbus Neighborhood Walking Clubs were successfully implemented throughout the season.



¹ Limited- offered as a special promotion- see incentive section.

² Limited- offered as a special promotion- see incentive section.

³ Limited- offered as a special promotion- see incentive section.

PARTNERS

Walk With A Doc: Columbus Neighborhood Walking Clubs is a collaboration of the following partners:

<i>Columbus Public Health</i>	<i>Institute for Active Living</i>
<i>Columbus Medical Association Foundation</i>	<i>Mount Carmel Health System</i>
<i>Columbus Recreation and Parks Department</i>	<i>The Ohio State University Wexner Medical Center</i>
<i>Columbus Department of Public Safety</i>	<i>YMCA of Central Ohio</i>
<i>Health Advisory Committees</i>	<i>Walk With A Doc</i>

PARTICIPANTS

In total, 321 community residents participated in the Walk With A Doc: Columbus Neighborhood Walking Clubs and over 50% of participants returned for two or more walks. Participants walked a sum of 2,858,943 steps⁴, which approximately equals 1429.5 miles. Participants not only benefited from the health information and exercise, but built friendships and provided encouragement to all involved.

Walk With A Doc: Columbus Neighborhood Walking Clubs celebrated a second season of offering community residents the opportunity to be active in their own community. The program will be provided again in Spring of 2015 to continue to encourage the Columbus community to take steps towards better health.



GOAL FOR 2014

In 2014, we made the goal to increase average attendance by 10% on each side. We accomplished this goal on three of the four sides of the walking clubs. Below is a table that compares the 2013 to 2014 average attendance, along with the percentage increase.

Side	2013 average	2014 average	Percentage Change
North	33.5	26.3	Decreased by 21%
South	9.2	10.3	Increased by 11.4%
West	7.7	10.1	Increased by 31%
Far East	16.4	18	Increased by 9.8%

⁴ Note- Participants fill out a survey listing the amount of steps they take each walk. Approximately 16% did not answer this question. In reality, the amount of steps may be higher if all participants answered this question.

PROGRAM

The second year of Walk With A Doc: Columbus Neighborhood Walking Clubs successfully provided Columbus residents a unique and convenient way to take steps to better health. Starting at the end of March (2014), the Columbus community had the opportunity to participate in hour-long, bi-weekly walking clubs on the Far East, West, South, and North sides of the city. Walk With A Doc: Columbus Neighborhood Walking Clubs were held on Saturday mornings at Recreation and Parks Community Centers and led by Mount Carmel Health System or The Ohio State University Wexner Medical Center Physicians.



The physician at each site started the walk with a brief talk about a current health topic and then walked with the group for further discussion. Each of this year's 66 walks were led by physicians and medical professionals from Mount Carmel Health System or The Ohio State University Wexner Medical Center. In total, 29 physicians and medical professionals donated their time – many of whom showed overwhelming support for the program by leading two or more walks, including Dr. Bryan Ghiloni of Mount Carmel Medical Group New Albany, who championed the Far East Side leading 14 walks this year alone. Specifics of the physician volunteers are below:

- 12 physicians and 1 special guest medical professional led 1 walk each*
- 6 physicians and 2 special guest medical professionals led 2 walks each*
- 3 physicians led 4 walks each*
- 1 physician led 5 walks*
- 1 medical professional led 6 walks*
- 1 physician led 14 walks*

The leading physician covered topics such as diabetes prevention, appropriate skin care protection from the sun, understanding healthcare biometrics, and value of exercise. Participants not only had the opportunity to ask the physician questions, but also had access to healthy snack options, the YMCA of Central Ohio's chronic disease prevention programs, and the recreation center's class schedule. Participants were encouraged to bring friends to the walking club to increase attendance, build social support, and to walk as little or as long as they liked.

PARTNERS

The program would not have been a success without the collaboration of the following partners:

Columbus Public Health- Columbus Public Health staff promoted, implemented, and evaluated Walk With A Doc: Columbus Neighborhood Walking Clubs. In addition, Columbus Public Health staff provided updates to partners, information to community members' inquiry, trained the YMCA of Central Ohio volunteers, and preformed outreach.

Columbus Medical Association Foundation- This non-profit organization focuses on improving the health of Central Ohioans. The Columbus Medical Association Foundation provided funding to purchase incentives for the participants and to fund an intern staff position at Walk With A Doc. The funds were used to purchase cinch bags, t-shirts, supplies (banners, bungee cords), insurance, social media ads, exhibit space, and healthy refreshments.

Columbus Recreation and Parks Department- Columbus Recreation and Parks Department provided the use of their facilities and walking paths. Staff also assisted with program promotion and programmatic support.

Department of Public Safety- The Community Liaison Officers attended one walk at each site. The Community Liaison Officers walked with the participants and answered questions from community residents about the neighborhood.

Health Advisory Committee- Columbus Public Health partners with the Health Advisory Committees to offer community residents a relevant and successful program. The North and South Health Advisory Committees both committed to increasing attendance in 2014 and assisted with promotional efforts.

Institute for Active Living- The Institute for Active Living, based out of Columbus Public Health, strives to increase the opportunity for Columbus residents to be get active and consume nutritious food. The Institute for Active Living provided promotional support of the program on its' Facebook page and the "Get Active Columbus" online event calendar.

Mount Carmel Health System- Mount Carmel Health System was instrumental in recruiting and scheduling the volunteer physicians and Mount Carmel Mobile Medical Coach for the walks, program promotion, providing funding for printing, and programmatic support.

The Ohio State University Wexner Medical Center- The Ohio State University Wexner Medical Center was a new partner for the 2014 walking season. Like Mount Carmel, they too recruited and scheduled volunteer physicians, provided program promotion, funding, and programmatic support. They also gained sponsorship for the walking clubs by approaching Kroger to provide donations for the refreshments.

YMCA of Central Ohio- The YMCA of Central Ohio not only promoted the program to their members, but also recruited and offered volunteers. Volunteers from the YMCA of Central Ohio set up and tore down the walk each week. The volunteers were crucial in answering participant questions about the program, encouraging participants to sign-in and fill out a survey at the end, and promoting the program throughout the season. The YMCA of Central Ohio provided information about its' chronic disease prevention programs too.

Walk With A Doc- Walk With A Doc is a national non-profit walking advocacy organization based in Columbus, Ohio. Walk With A Doc provided program branding, secured funding from the Columbus Medical Association Foundation, promoted the Walk With A Doc: Columbus Neighborhood Walking Clubs its' website and listserv, as well as programmatic information and support. In addition, this year, Walk With A Doc hired the Walk With A Doc Program Coordinator Intern to assist with building awareness of the Walk With A Doc: Columbus Neighborhood Walking Clubs.

LOCATIONS

The Walk With A Doc: Columbus Neighborhood Walking Clubs were offered at the following locations from 8:30-9:30 am:

North	Woodward Park and Community Center, 5147 Karl Road
South	Indian Mound Park and Community Center, 3901 Parsons Ave
West	Dodge Park and Community Center, 667 Sullivant Ave
Far East	Big Walnut Park and Far East Community Center, 1826 Lattimer Drive

These health vulnerable areas were targeted to provide an opportunity to residents to get active. The North, South, and Far East locations were the same locations provided in 2013. The location of the West side moved to Dodge Park to gain greater awareness and more attendance. All sites were easily accessible for participants by providing paved walking paths, appropriately located in the neighborhoods, and provided an indoor space for set-up and in inclement weather.

SCHEDULE

Walks were held bi-weekly in four separate locations with two locations walking per week in alternating weeks. The schedule is as follows:

North and South Side	West and Far East Side
March 29th	April 5th
April 12th	April 19th
April 26th	May 3rd
May 10th	May 17th
May 24th	May 31st
June 7th	June 14th
June 21st	June 28th
July 19th	July 12th
August 2nd	July 26th
August 16th	August 9th
August 30th	August 23rd
September 13th	September 6th
September 27th	September 20th
October 11th	October 4th
October 25th	October 18th
November 8th	November 1st
	November 15 th

The Mount Carmel Mobile Medical Coach was offered once at each walk location. The schedule is as follows:

Side	Date
North	March 29 th
South	June 21 st
Far East	September 20 th
West	November 15 th

PROMOTIONS

Walk With A Doc: Columbus Neighborhood Walking Clubs promotional materials were created by the Communications and Public Relations Office at Columbus Public Health.⁵ The promotional materials created include:

- Walk With A Doc: Columbus Neighborhood Walking Clubs- posters and fliers
- Translated Walk With A Doc: Columbus Neighborhood Walking Clubs fliers into Spanish and Somali for the West and North sides
- Social media informational cards
- Kroger Community Rewards informational cards
- Promotional card with incentives listed
- 2015 Save the Date cards

The promotional materials were distributed at local community events and meetings, health fairs, libraries, organizations represented on the Committee, Neighborhood Pride Centers, Columbus City Schools, and faith-based organizations located near the Walk With A Doc: Columbus Neighborhood Walking Clubs locations. The Health Advisory Committees partnered with us again this year to promote the walking clubs during monthly meetings, as well as distributed materials to partner civic associations, neighbors, and attendees. In addition, both the South and North Side Health Advisory Committees created a goal to increase attendance for Walk With A Doc: Columbus Neighborhood Walking Clubs.

Schedules of the walking clubs, along with other pertinent information, could be found online on various members of the Committee's websites (Walk With A Doc, Columbus Public Health, Mount Carmel, etc.), Meetup⁶, and online calendars, such as Columbus Underground and This Week News. This year, the Walk With A Doc: Columbus Neighborhood Walking Clubs Committee launched a social media platform due to the hiring of Amy Stuhldreher, the Walk With A Doc Program Coordinator Intern. Her primary focus was to raise awareness for the walking clubs and as a result, created the following social media sites:

- Facebook⁷- 250 likes
- Twitter⁸- 37 followers
- Pinterest⁹- 10 followers
- Reddit

In order to bring awareness and provide encouragement to the Columbus community to join the walks, the Facebook page was launched with an ad and a special incentive campaign online¹⁰. Participants of the walking clubs were alerted of the social media sites via promotional cards and encouraged to post their own pictures online.

FIND US ONLINE...



Visit www.walkwithadoc.org or call 614-645-1260 for more information.

⁵ Promotional material can be found in the appendix.

⁶ Meetup page- <http://www.meetup.com/Walk-With-A-Doc-Columbus-Neighborhood-Walking-Clubs/?scroll=true>

⁷ Facebook page- <https://www.facebook.com/WalkWithADocColumbus>

⁸ Twitter page- https://twitter.com/WWADCbus?utm_source=fb&utm_medium=fb&utm_campaign=WWADCbus&utm_content=542408600585768960

⁹ Pinterest page- <https://www.pinterest.com/WWADColumbus/>

¹⁰ Incentive campaign will be discussed in incentive section.

Participants were also communicated to via bi-weekly emails, which provided information about the upcoming walk, such as the doctor leading the walk for that Saturday.

INCENTIVES

This year, we again provided the following incentives to our participants:

- Healthy snacks- Participants were offered fresh fruit, granola bars, and water at each walk
- Pedometers- Each participant received a pedometer his/her first time attending a Walk With A Doc: Columbus Neighborhood Walking Club. Participants were encouraged to track his/her steps each walk and record them. The Walk With A Doc: Columbus Neighborhood Walking Clubs Program recommended 10,000 steps a day, which equals approximately 5 miles.
- T-shirt- Participants who attended three or more walks received a Walk With A Doc: Columbus Neighborhood Walking Club t-shirt. During the month of September, t-shirts were provided to first-time attendees to encourage community members to try out the walking clubs.
- Opportunity to use the Mount Carmel Mobile Medical Coach, which provides free basic medical care and connects patients to care. The Mount Carmel Mobile Medical Coach was offered once at each site.



We also wanted to acknowledge the doctors who led the walks. Therefore, this year, we provided all the participating doctors white t-shirts with the label of 'doctor'. This clearly differentiated the doctor from the walkers, which was especially helpful when the doctor or walker was new.

We provided special promotional incentives to participants throughout the walking season. The promotional efforts, along with incentives, are as follows:

- 'Bring a Friend'- Many walkers walk for the social aspect of the walking club and are encouraged to bring a friend. To remind our walkers to bring a friend, we hosted a special promotion day for our walkers- if they brought a friend along on June 21st or June 28th, both the participant and friend would receive a cinch bag.
- 'Facebook launch'- To celebrate the launch of our social media sites, we posted a special incentive on our Facebook page- the first ten attendees at each walk location would receive a \$5.00 Giant Eagle gift card. This promotion was held on August 23rd and August 30th, 2014.
- 'Share a Post'- To expand the reach of our Facebook posts, we encouraged our followers to share a Facebook post on their own Facebook page. Participants who did this received a cinch bag on either October 11th or October 18th.¹¹
- Free Recreation Center membership- For every fifth walk attended, participants' names were entered into a drawing to receive a year-long membership to one of the "Get Active" Columbus Recreation and Parks Department Community Centers. Two walkers/ site received the membership. Drawings were held on September 20th and 27th.



¹¹ We hosted a second 'Share a Post' promotion on November 1st for the West and Far East sides due to Facebook tracking errors for the first date of October 18th.

- Outdoor Fitness Stations- This year, Columbus Public Health's Healthy Places Program worked with Columbus Recreation and Parks Department to install outdoor, user-friendly, fitness stations at the North and South locations to continue to provide opportunities for Columbus residents to get active. After completion, Healthy Places staff provided demonstrations to participants of the North and South Walk With A Doc: Columbus Neighborhood Walking Clubs. It was a wonderful opportunity to ensure that community residents take advantage of this new fitness equipment.



Below is information for each location highlighting the dates of the special promotions along with the number of new and total attendees.¹²

North Side

Dates	Promotion	New Attendees	Total Attendees
6.21.14	'Bring A Friend'	7	35
8.30.14	'Facebook Launch'	4	27
9.13.14	'T-shirt for first-time attendees'	3	22
9.27.14	'T-shirt for first-time attendees'	6	25
10.11.14	'Share a Post'	4	31

South Side

Dates	Promotion	New Attendees	Total Attendees
6.21.14	'Bring A Friend'	6	18
8.30.14	'Facebook Launch'	4	18
9.13.14	'T-shirt for first-time attendees'	3	13
9.27.14	'T-shirt for first-time attendees'	1	7
10.11.14	'Share a Post'	8	10

West Side

Dates	Promotion	New Attendees	Total Attendees
6.28.14	'Bring a Friend'	3	8
8.23.14	'Facebook Launch'	3	11
9.6.14	'T-shirt for first-time attendees'	3	18
9.20.14	'T-shirt for first-time attendees'	1	14
10.18.14	'Share a Post'	1	10
11.1.14	'Share a Post'	2	6

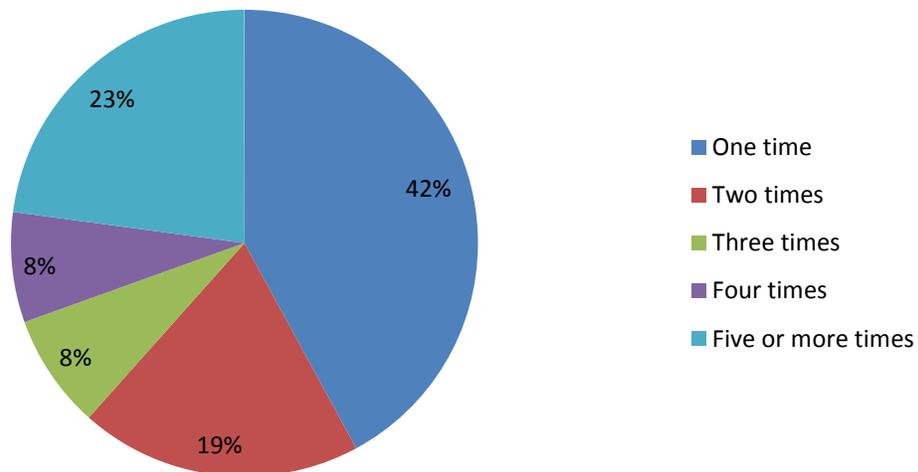
¹² A direct correlation cannot be made between the special promotions and attendance number.

Far East Side				
Dates	Promotion		New Attendees	Total Attendees
6.28.14	'Bring a Friend'		7	22
8.23.14	'Facebook Launch'		2	20
9.6.14	'T-shirt for first-time attendees'		8	22
9.20.14	'T-shirt for first-time attendees'		4	21
10.18.14	'Share a Post'		3	14
11.1.14	'Share a Post'		4	17

PARTICIPANTS

A majority of participants were from the surrounding neighborhoods of the walk locations or Columbus residents. Over 50% of all participants returned for two or more walks, with 23% of participants walking five or more times. The graph below displays the average attendance number among all Walk With A Doc: Columbus Neighborhood Walking Clubs participants.

Total Attendance Levels

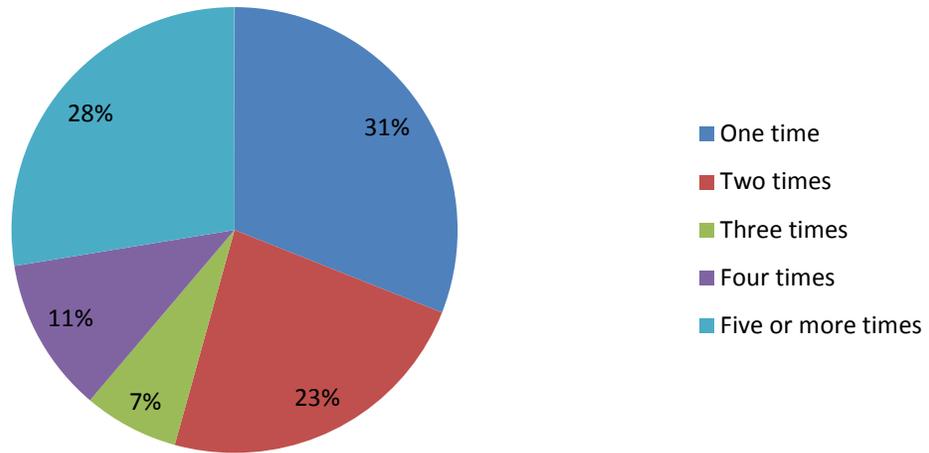


The following graphs highlight the overall reoccurring participation and participation/ walk at each Walk With A Doc: Columbus Neighborhood Walking Club location. Note that the special promotions are highlighted in red.

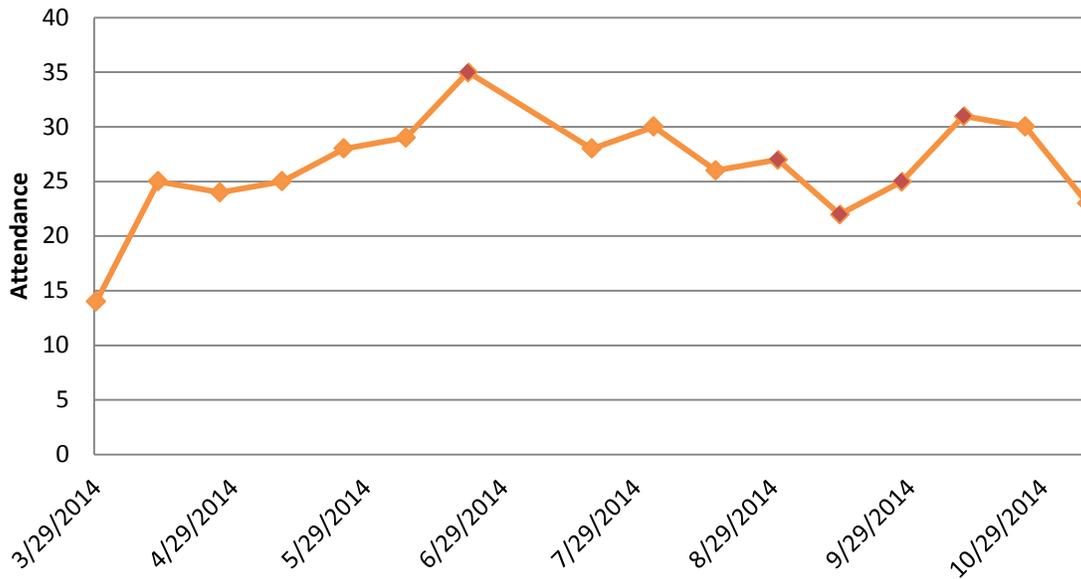
NORTH SIDE

The North Side Walk With A Doc: Columbus Neighborhood Walking Club was again a popular site among Columbus residents. In total, 115 unique community residents walked with us. We hosted a total of 422 participants this year.

North Side Attendance



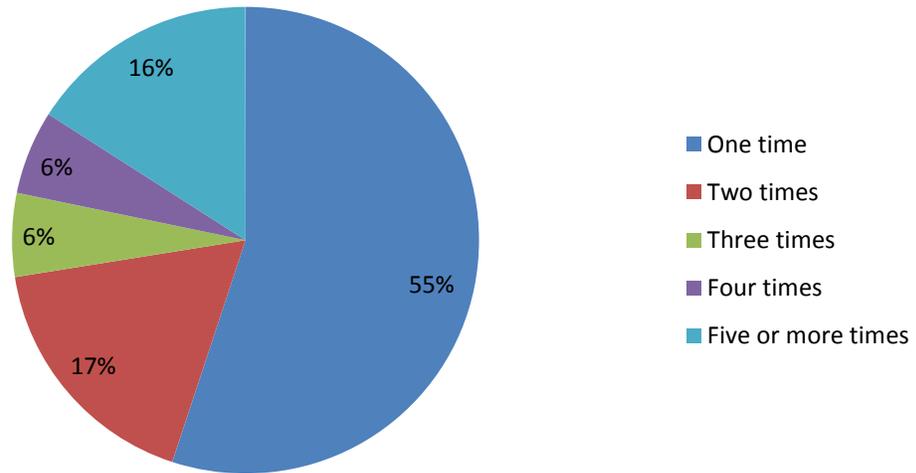
North Side



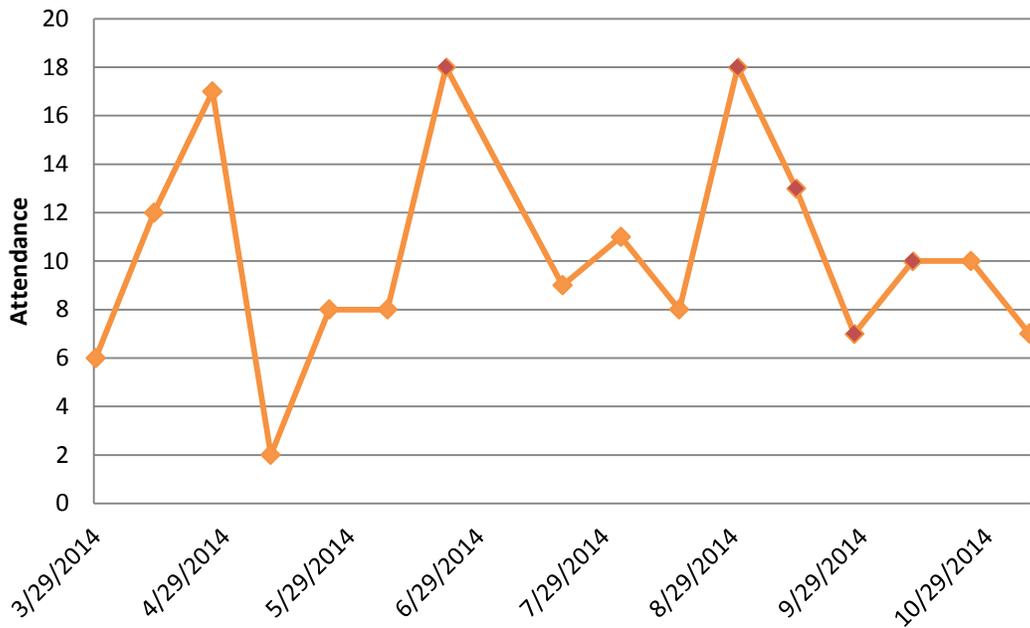
SOUTH SIDE

The South Side Walk With A Doc: Columbus Neighborhood Walking Club had 68 unique community residents participate and hosted a total of 164 walkers this season.

South Side



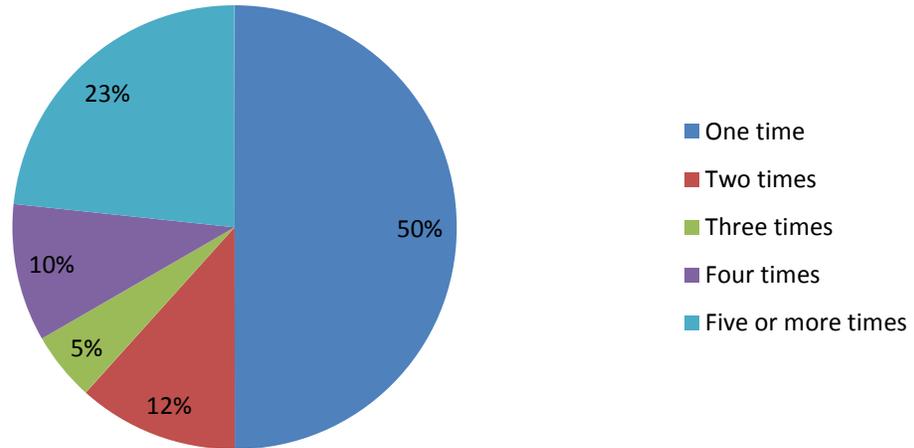
South Side



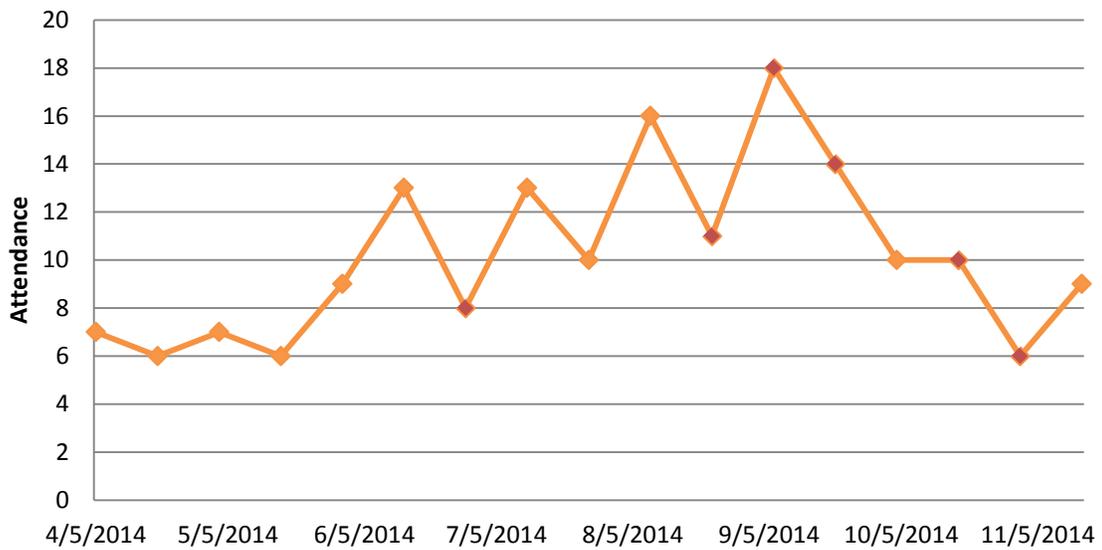
WEST SIDE

The West Side Walk With A Doc: Columbus Neighborhood Walking Club had 57 unique community residents participate and hosted a total of 173 walkers this season.

West Side Attendance



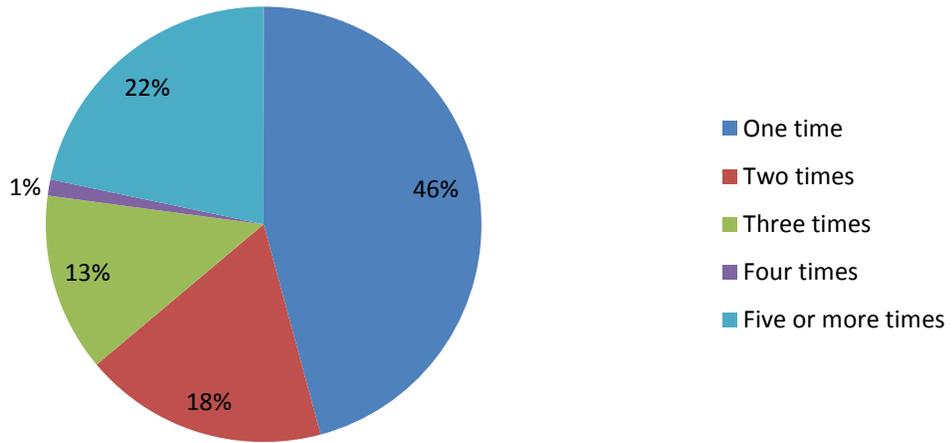
West Side



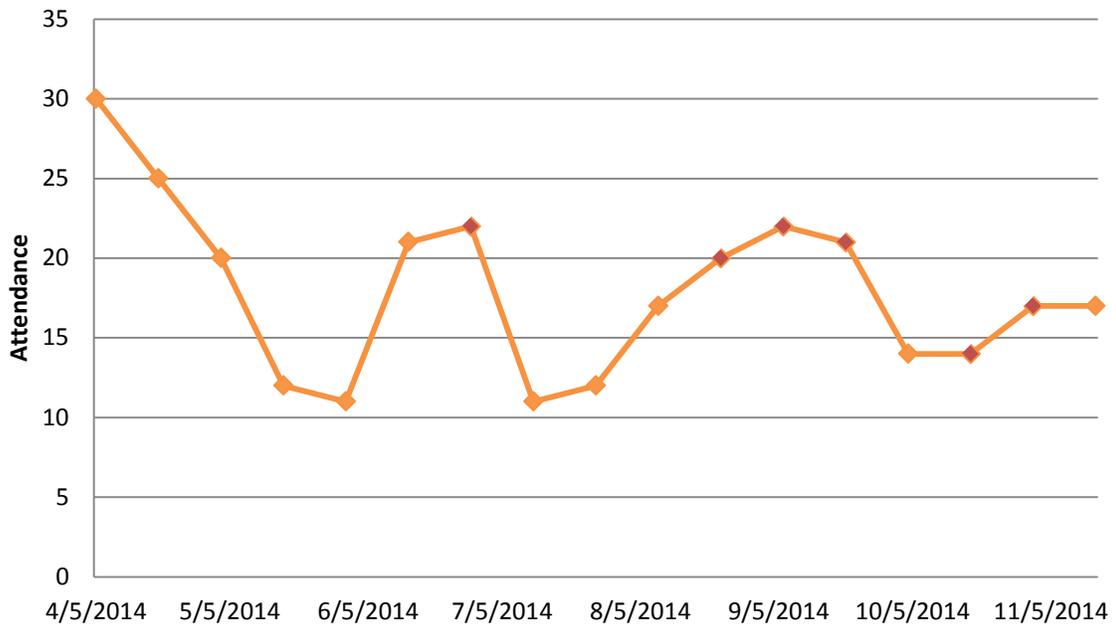
FAR EAST SIDE

The Far East Side Walk With A Doc: Columbus Neighborhood Walking Club had 81 unique community residents participate and hosted a total of 306 walkers this season.

Far East Attendance



Far East Side



SURVEY RESPONSES

Participants were asked to fill out a survey after each walk, which assessed location safety, physical activity habits, if they brought a friend, information gained from the doctor, and the amount of steps taken.¹³ Responses regarding physical activity habits and information from the doctor are highlighted below to demonstrate the advantages of participating.¹⁴ On average, over 80% of participants were physically active throughout the week and found the information from the doctor helpful.

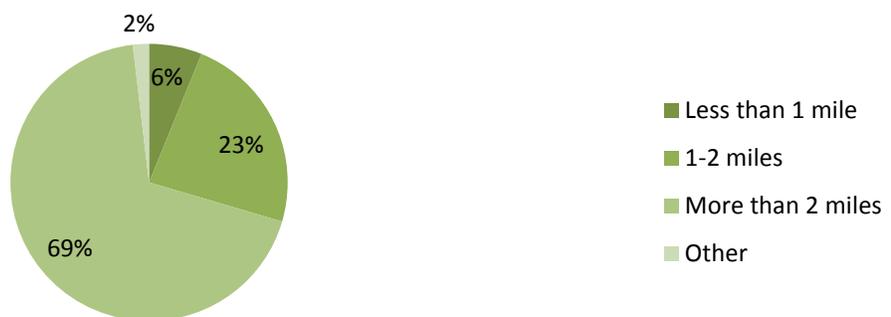
NORTH SIDE

Over 80% of participants on the North Side stated they made time for physical activity and over 65% stated they walked 2 or more miles per week. The North Side Walk With A Doc: Columbus Neighborhood Walking Club walked 1,176,883 steps, which equals approximately 588 miles. As seen below, over 75% of participants found information from the doctor helpful.

Other than this walk, I made time for additional physical activity this past week.



How many miles did you walk this past week?



¹³ The survey is located in the Appendix.

¹⁴ The average response rates per site are located in the Appendix.

Did you find information from the doctor helpful today?



SOUTH SIDE

Over 75% of attendees were physically active, and 50% walked 2 or more miles each week. The South Side Walk With A Doc: Columbus Neighborhood Walking Clubs walked 442,677 steps which equals approximately 221 miles. A large majority, 85%, found the information from the doctor helpful.

Other than this walk, I made time for additional physical activity this past week.



How many miles did you walk this past week?



Did you find the information from the doctor helpful today?



WEST SIDE

Participants of the West Side Walk With A Doc: Columbus Neighborhood Walking Club were over 85% physically active during the week and 51% walked 2 or more miles. In total, they walked 413,096 steps, which equals approximately 206 miles. A large majority of the walkers- 86% felt the information from the doctor was helpful.

Other than this walk, I made time for physical activity this past week?



How many miles did you walk this past week?



Did you find the information from the doctor helpful?



FAR EAST SIDE

A high percentage of participants of the Far East Side Walk With A Doc: Columbus Neighborhood Walking Club, 80%, were physically active during the week and over 50% walked 2 or more miles. In total, they walked 826,287 steps, which equals approximately 413 miles. Most of the participants- 84%- felt the information from the doctor was helpful. The Far East side is particularly unique as Dr. Bryan Ghiloni led the majority of walks for the Far East side. Walkers developed a relationship with Dr. Ghiloni (and his dog) over the course of the walking season.



Other than this walk, I made time for physical activity this past week?



How many miles did you walk?



Did you find the information from the doctor helpful?



PLANNING FOR THE FUTURE

Walk With A Doc: Columbus Neighborhood Walking Clubs was successful in offering an opportunity to residents in health vulnerable areas to get active, learn relevant health information, and interact with fellow Columbus residents in taking steps to better health. Participants again expressed gratitude and enthusiasm about Walk With A Doc: Columbus Neighborhood Walking Clubs. One South Side walker stated *“My heart is much healthier because of Walk With A Doc!”*. Various North Side attendees spoke on video about the benefits they receive from participating in the walking club.¹⁵ One participant stated that she comes to Walk With A Doc: Columbus Neighborhood Walking Clubs to *“get information from the different doctors and the commitment I made to getting more exercise. And this just helps me stay focused”*. As the season came to a close, participants were already asking when the 2015 season would begin. The partners of Walk With A Doc: Columbus Neighborhood Walking Clubs are committed to offering this unique and active opportunity to the Columbus community in 2015. On the last walk, participants received a Walk With A Doc: Columbus Neighborhood Walking Clubs cinch bag, along with Save-the-Date cards, to ensure our participants would join us again next year.

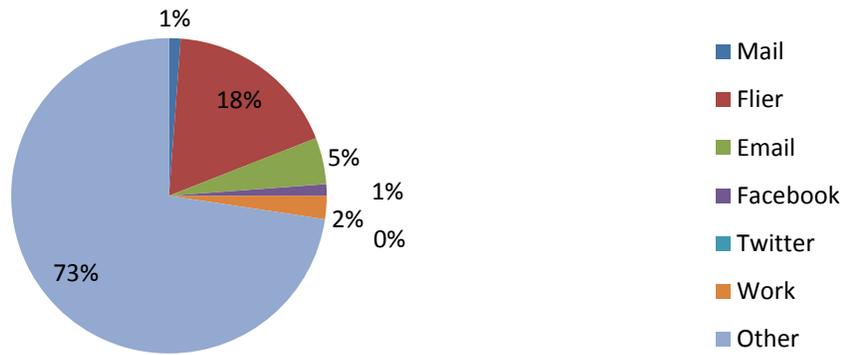
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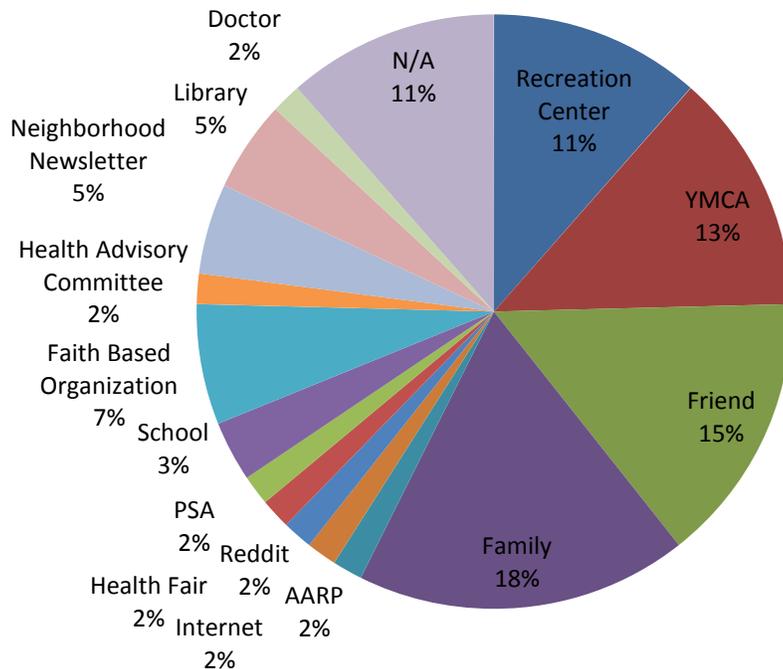
To continue to increase attendance of the Walk With A Doc: Columbus Neighborhood Walking Clubs in 2015, participants were surveyed at the end of the season regarding recruitment efforts. In total, there were 84 responses, 31 of whom were new walkers to this optional survey. As seen in the graph below, the responses were varied, with fliers, word of mouth, YMCA and Recreation and Parks being the top responses.

¹⁵ Videos can be found on the Walk With A Doc: Columbus Neighborhood Walking Clubs Facebook page- [facebook.com/WalkWithADocColumbus](https://www.facebook.com/WalkWithADocColumbus)

Recruitment Responses Overall



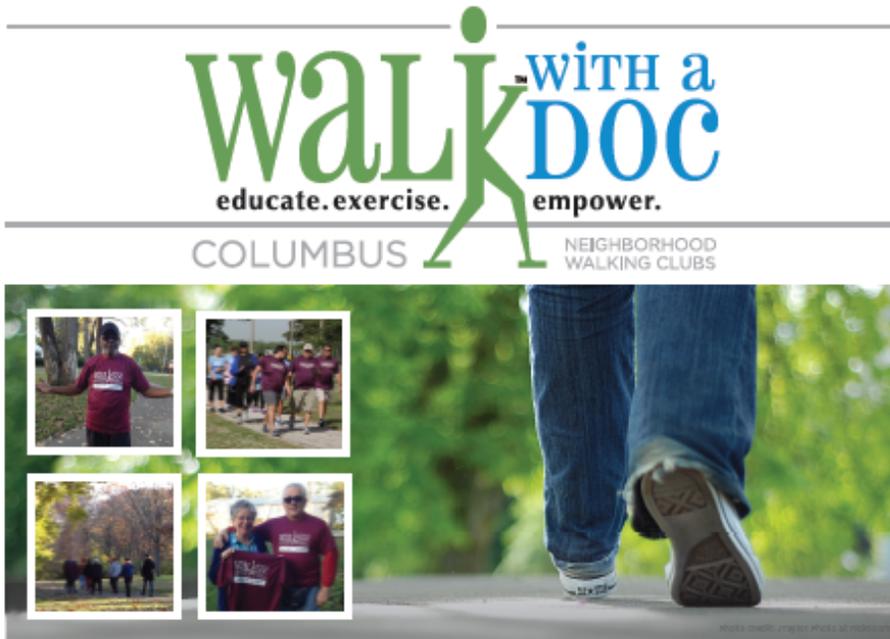
"Other" Overall Recruitment Strategies



We will use the information gained from the survey as well as feedback throughout the program to continue to offer this successful program to the Columbus community. We recognize that providing options to Columbus residents to exercise greatly impacts their health. We believe the opportunity to walk in a safe, supportive, and health informative way will not only affect the health of the community, but also build social support and pride among the Columbus community. We look forward to hosting another year of Walk With A Doc: Columbus Neighborhood Walking Clubs to encourage residents to be active while enjoying the outdoors, enjoy fellow walkers, and gain valuable health information from the doctor.

APPENDIX

WALK WITH A DOC: COLUMBUS NEIGHBORHOOD WALKING CLUBS- POSTER PROMOTING ALL LOCATIONS



TAKE A STEP TO A HEALTHIER YOU!

Take steps to a healthier you with Walk with a Doc. Every other Saturday we will host an hour-long morning walk led by a physician from Mount Carmel Health System or The Ohio State University Wexner Medical Center. Walkers can come and walk for as little or as long as they like and all can enjoy refreshments and walking incentives at each walk.

Visit www.walkwithadoc.org or call 614-645-1260 for more information.

MOUNT CARMEL'S MOBILE MEDICAL COACH
An urgent care center on wheels providing healthcare and screenings, while connecting patients to long-term care.

<p>NORTH SIDE Where: Woodward Park & Community Center, 5147 Karl Rd, meet at front picnic tables* When: Every other Saturday, 9:30 - 9:30am</p> <p>SOUTH SIDE Where: Indian Mound Park & Community Center, 3901 Parsons Avenue, meet at shelter houses* When: Every other Saturday, 9:30 - 9:30am</p> <p>Dates for North & South Side: March 29^N August 2 April 12 August 16 April 26 August 30 May 10 September 13 May 24 September 27 June 7 October 11 June 21^S October 25 July 5 November 9 July 19</p>	<p>WEST SIDE Where: Dodge Park & Community Center, 667 Sullivant Ave, meet at front entrance benches* When: Every other Saturday, 9:30 - 9:30am</p> <p>FAR EAST SIDE Where: Big Walnut Park & Far East Community Center, 1826 Lattimer Dr, meet at picnic tables* When: Every other Saturday, 9:30 - 9:30am</p> <p>Dates for West & Far East Side: April 5 August 9 April 19 August 23 May 3 September 6 May 17 September 20^N May 31 October 4 June 14 October 18 June 28 November 1 July 12 November 15^N July 26</p>
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*Walks are held in the community center gym during bad weather.
N=North; S=South; E=East; W=West



NORTH SIDE INDIVIDUAL FLYER



COLUMBUS NEIGHBORHOOD WALKING CLUBS

NORTH SIDE



Photo credit: J.Taylor Photo at flickr.com



TAKE A STEP TO A HEALTHIER YOU!

Take steps to a healthier you with Walk with a Doc. Every other Saturday we will host an hour-long morning walk led by a physician from Mount Carmel Health System or The Ohio State University Wexner Medical Center. Walkers can come and walk for as little or as long as they like and all can enjoy refreshments and walking incentives at each walk.

NORTH SIDE SCHEDULE - 2014

Where: Woodward Park and Community Center, 5147 Karl Road, meet at front picnic tables*

When: Every other Saturday, 8:30 - 9:30am

March 29**	August 2
April 12	August 16
April 26	August 30
May 10	September 13
May 24	September 27
June 7	October 11
June 21	October 25
July 5	November 8
July 19	

MOUNT CARMEL'S MOBILE MEDICAL COACH

An urgent care center on wheels providing healthcare and screenings, while connecting patients to long-term care.



*Walks are held in the community center gym during bad weather.
**Mount Carmel's Mobile Medical Coach will be at this walk.
Visit www.walkwithadoc.org or call 614-645-1260 for more information.



NORTH SIDE FLYER- SOMALI



COLUMBUS NAADIYADA SODOKA KAAFADDA

DHINACA WAQOYI



Photo credit: J.Taylor Photo at flickr.com



QAAD TALAABO SI AAD U DHOWRTID CAAFIMAADKAAGA!

Qaad talaabooyin si aad u noqotid qof caafimaad qaba adiga oo la socda dhakhtar. Sabti dhaaf, waxaan martigelin doonaa socod muddo hal saac oo subaxnimo, kaasoo uu hoggaamin doono dhakhtarka Mount Carmel Health System ama The Ohio State University Wexner Medical Center. Waxaa imaan kara dadka socda, waxayna socon karaan in yar ama ilaa inta ay rabaan, iyo dhamaan waxay meesha ka heli karaan cabitaan iyo waxyaabo dhiirrigeliya mar kasta ay socdaan.

JADWALKA DHINACA WAQOYI - 2014

Xaggee: Woodward Park iyo Xarunta Bulshada, 5147 Karl Road, waxaa lagu kulmi doonaa misaska hore ee dibad baxa*

Goorma: Sabti Dhaaf, 8:30am - 9:30am

Maarso 29**	Oogast 2
Abrill 12	Oogast 16
Abrill 26	Oogast 30
Maay 10	Seteembar 13
Maay 24	Seteembar 27
Juun 7	Oktoober 11
Juun 21	Oktoober 25
Julaay 5	Notoembar 8
Julaay 19	

TABABARAHA CAAFIMAADKA WARWAREEGA EE MOUNT CARMEL

Waa xarunta daryeelka degdegga isasoo ku socda iyo waxaana laga helaa daryeelka caafimaadka iyo baarista, iyadoo buuxinaya ku yarta daryeelka muddada dheer.



*Socodka waxaa lagu qabtaa gudaha xarunta jimicsiga bulshada waqtiyada cimilada xun tahay.
**Socodkaan waxaa imaan doono Tababaraha Caafimaadka Warwareega ee Mount Carmel.

Boqo www.walkwithadoc.org ama wac 614-645-1260 si aad u heshid macluumaad dheeraad ah.



WALK WITH A DOC: COLUMBUS NEIGHBORHOOD WALKING CLUBS- SAVE THE DATE

walk WITH a DOC
educate. exercise. empower.
COLUMBUS NEIGHBORHOOD WALKING CLUBS

SAVE THE DATE
Next year's walking season begins April 4th, 2015

Walk With A Doc
Columbus Neighborhood Walking Clubs
www.walkwithadoc.org
614-645-1260

www.facebook.com/WalkWithADocColumbus
www.twitter.com/WWADCbus
www.pinterest.com/WWADColumbus

CONTINUE TAKING STEPS TO A HEALTHIER YOU

Walking is a great way to keep up your exercise. Walking 30 minutes a day can improve blood pressure, decrease stress, and reduce risk of coronary heart disease.

When walking outside during the winter:

- Wear bright clothing and carry a flashlight
- Dress in layers, wear shoes with good traction, and wear a hat to keep you warm
- Keep a bottle of water on hand to stay hydrated
- Wear sunscreen - UV rays reflect off of the snow

Thanks for walking with us. See you in 2015!



WALK WITH A DOC: COLUMBUS NEIGHBORHOOD WALKING CLUBS- KROGER COMMUNITY REWARDS INFORMATIONAL CARD

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COLUMBUS NEIGHBORHOOD WALKING CLUBS

Photo credit: J Taylor Photo at flickr.com

KROGER COMMUNITY REWARDS

Walk With A Doc is part of the Kroger Community Rewards program! Register to help sustain the Walk With A Doc: Columbus Neighborhood Walking Clubs.



To register, please follow these three steps:

1. Register at www.kroger.com/account/create
2. Click community - community awards and select Just Walk/Walk with a Doc (90511)
3. Re-register annually every April



INCENTIVES CARD




2014 SCHEDULE Photo credit: /Taylor Photo at flickr.com

<p>NORTH SIDE Where: Woodward Park & Community Center, 5147 Karl Rd, meet at front picnic tables* When: Every other Saturday, 8:30 - 9:30am</p> <p>SOUTH SIDE Where: Indian Mound Park & Community Center, 3901 Parsons Avenue, meet at shelter houses* When: Every other Saturday, 8:30 - 9:30am</p> <p>Dates for North & South Side:</p> <table border="0"> <tr><td>March 29</td><td>August 2</td></tr> <tr><td>April 12</td><td>August 16</td></tr> <tr><td>April 26</td><td>August 30</td></tr> <tr><td>May 10</td><td>September 13</td></tr> <tr><td>May 24</td><td>September 27</td></tr> <tr><td>June 7</td><td>October 11</td></tr> <tr><td>June 21</td><td>October 25</td></tr> <tr><td>July 5</td><td>November 8</td></tr> <tr><td>July 19</td><td></td></tr> </table>	March 29	August 2	April 12	August 16	April 26	August 30	May 10	September 13	May 24	September 27	June 7	October 11	June 21	October 25	July 5	November 8	July 19		<p>WEST SIDE Where: Dodge Park & Community Center, 667 Sullivant Ave, meet at front entrance benches* When: Every other Saturday, 8:30 - 9:30am</p> <p>FAR EAST SIDE Where: Big Walnut Park & Far East Community Center, 1826 Lattimer Dr, meet at picnic tables* When: Every other Saturday, 8:30 - 9:30am</p> <p>Dates for West & Far East Side:</p> <table border="0"> <tr><td>April 5</td><td>August 9</td></tr> <tr><td>April 19</td><td>August 23</td></tr> <tr><td>May 3</td><td>September 6</td></tr> <tr><td>May 17</td><td>September 20</td></tr> <tr><td>May 31</td><td>October 4</td></tr> <tr><td>June 14</td><td>October 18</td></tr> <tr><td>June 28</td><td>November 1</td></tr> <tr><td>July 12</td><td>November 15</td></tr> <tr><td>July 26</td><td></td></tr> </table>	April 5	August 9	April 19	August 23	May 3	September 6	May 17	September 20	May 31	October 4	June 14	October 18	June 28	November 1	July 12	November 15	July 26	
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July 26																																					

*Walks are held in the community center gym during bad weather. 7/2014

SOCIAL MEDIA PROMOTIONAL CARD



FIND US ONLINE...

 **FACEBOOK**
 Walk With a Doc Columbus
www.facebook.com/WalkWithADocColumbus

 **TWITTER**
 WWADCbus
www.twitter.com/WWADCbus

 **PINTEREST**
 WWADColumbus
www.pinterest.com/WWADColumbus

Visit www.walkwithadoc.org or call 614-645-1260 for more information.

WALK WITH A DOC: COLUMBUS NEIGHBORHOOD WALKING CLUBS- PARTICIPANT SURVEY

WALK WITH A DOC - PARTICIPANT SURVEY

Please check the answer that best applies to all. Fill in the blanks where space is provided.

Name: _____ Date: _____

1. Considering the location and route, how safe did you feel during this week's walk?

- Very safe Safe Unsafe Very unsafe

2. How did you get to the walk today?

- Drove alone Carpooled Transit Walked Biked Other _____

3. Other than this walk, I made time for additional physical activity this past week. Yes No

4. How many miles did you walk this past week? You can count miles at the gym and outside.

- Less than 1 mile 1-2 miles More than 2 miles

5. Did you bring anyone who has not attended a Walk With a Doc walk before? Yes No

6. Did you find the information from the doctor helpful today? Yes No

Please write down the number on your pedometer: _____. Remember there's 2,000 steps in a mile. Walk With A Doc recommends 10,000 steps a day. Keep up the good work - take steps to better health.

We are trying to learn more about physical activity among residents of the City of Columbus. Your answers to these questions will help our programs improve the health and safety of Columbus' neighborhoods.

All responses will be kept confidential, but you do not have to answer any questions you don't want to answer.

Thank you for your time and input!



MOUNT CARMEL



THE OHIO STATE UNIVERSITY
WEISNER MEDICAL CENTER



the Y



Columbus Medical Association Foundation



INSTITUTE FOR ACTIVE LIVING



THE CITY OF COLUMBUS
MICHAEL B. COLEMAN, MAYOR
COLUMBUS PUBLIC HEALTH



THE CITY OF COLUMBUS
MICHAEL B. COLEMAN, MAYOR
RECREATION AND PARKS DEPARTMENT

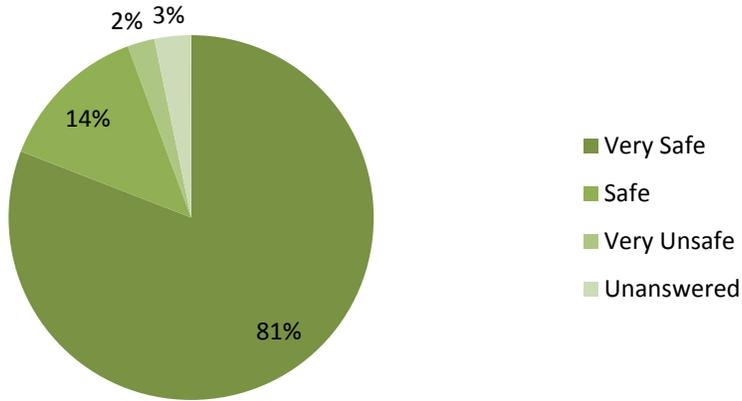


THE CITY OF COLUMBUS
MICHAEL B. COLEMAN, MAYOR
DEPARTMENT OF PUBLIC SAFETY

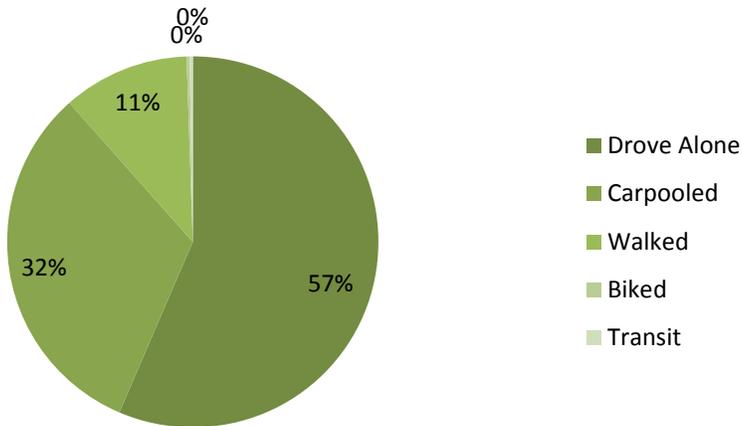
WEEKLY SURVEY RESULTS BY LOCATION

NORTH SIDE

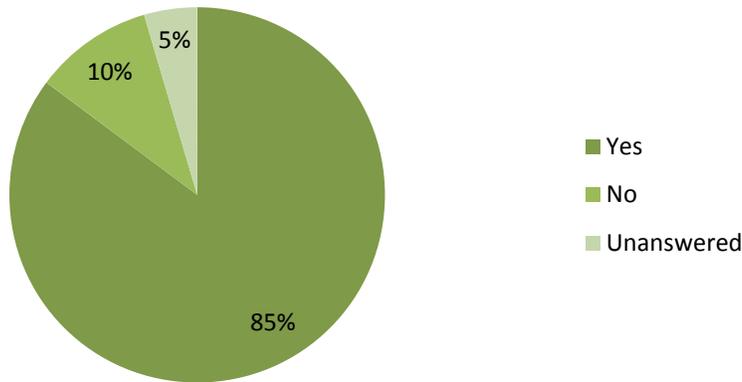
Considering the location and route, how safe did you feel during this week's walk?



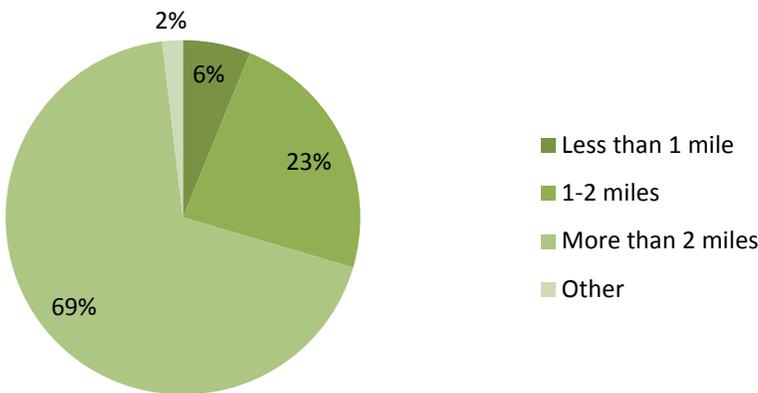
How did you get to the walk today?



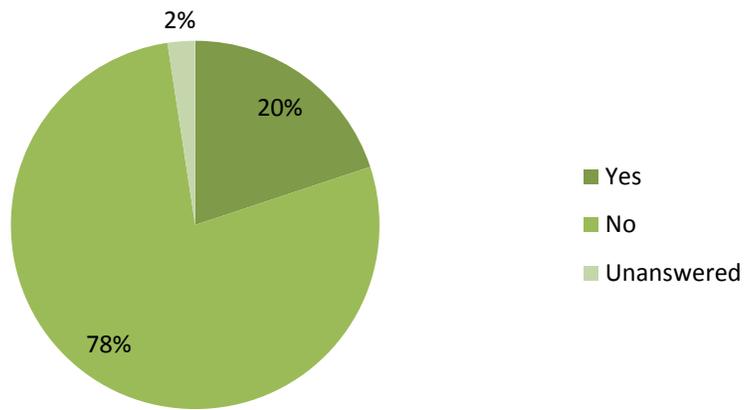
Other than this walk, I made time for additional physical activity this past week.



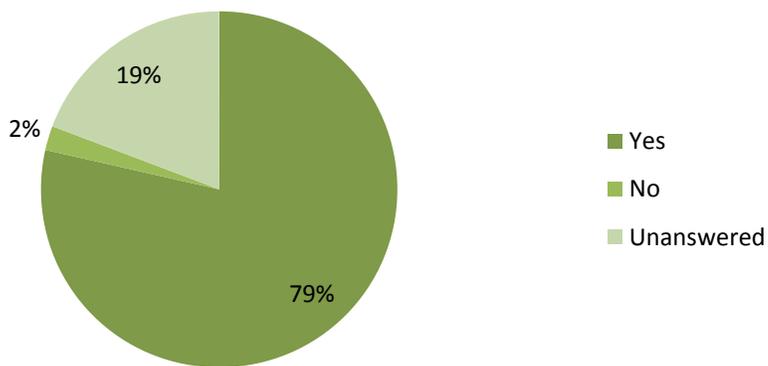
How many miles did you walk this past week?



Did you bring anyone who has not attended a Walk With A Doc before?

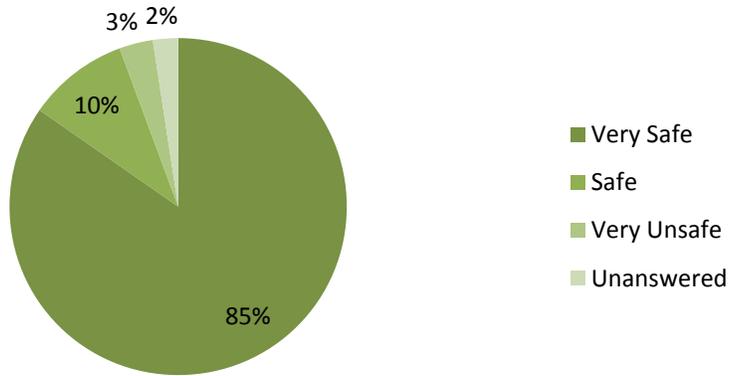


Did you find information from the doctor helpful today?

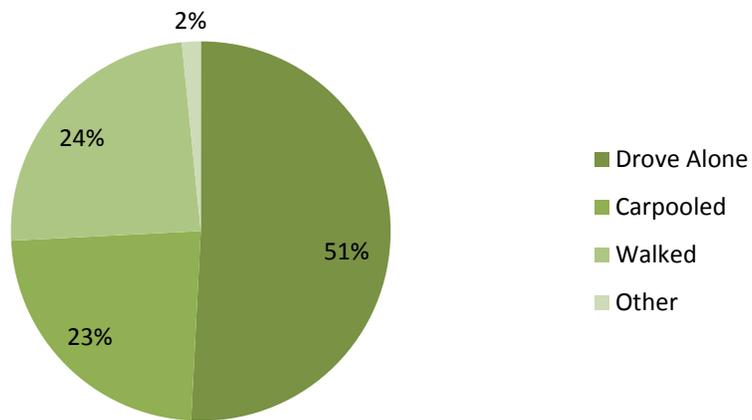


SOUTH SIDE

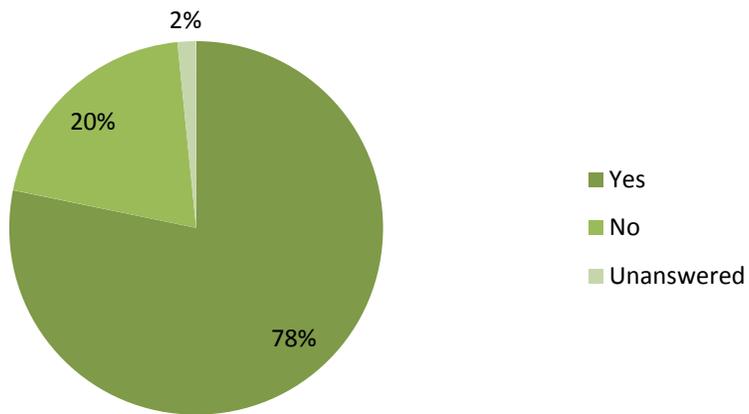
Considering the location and route, how safe did you feel during this week's walk?



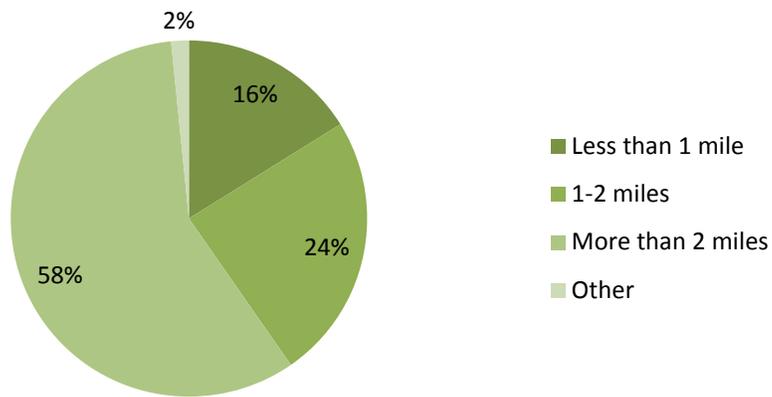
How did you get to the walk today?



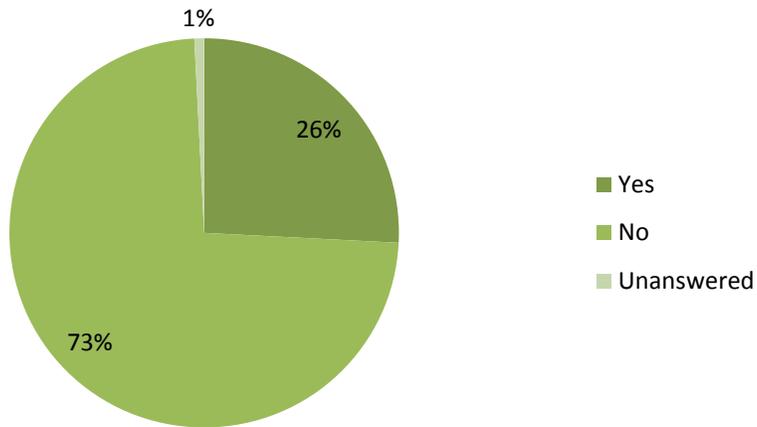
Other than this walk, I made time for additional physical activity this past week.



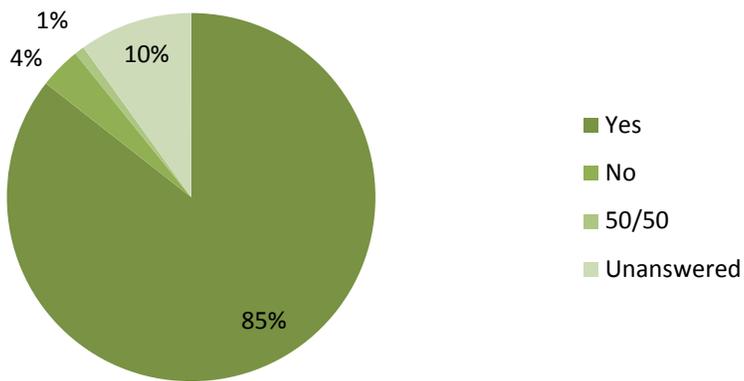
How many miles did you walk this past week?



Did you bring anyone who has not attended a Walk With A Doc walk before?

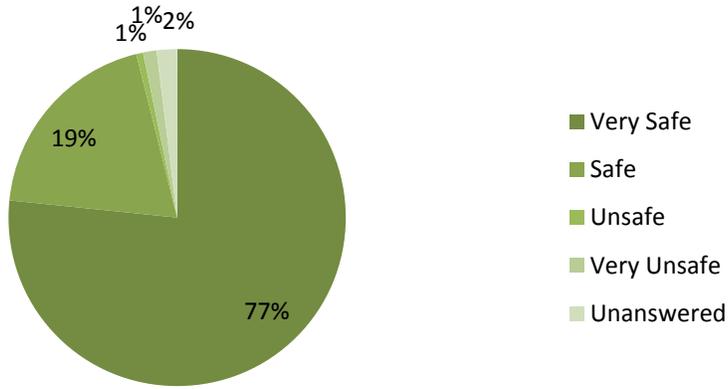


Did you find the information from the doctor helpful today?

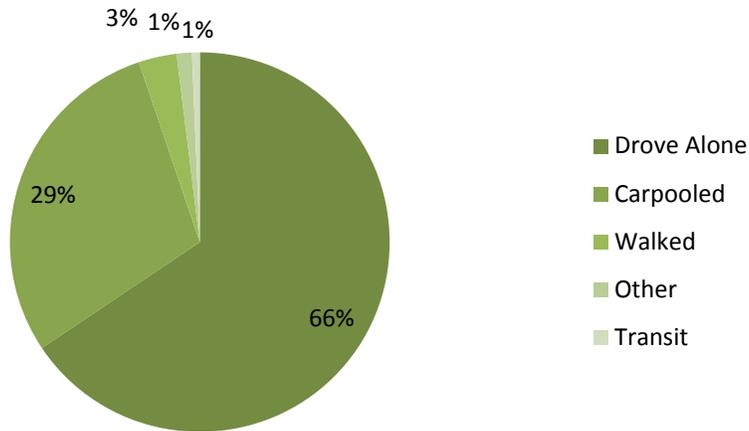


WEST SIDE

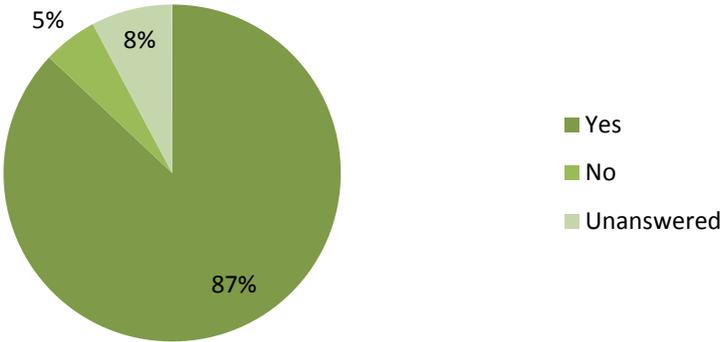
Considering the location and route, how safe did you feel during this week's walk?



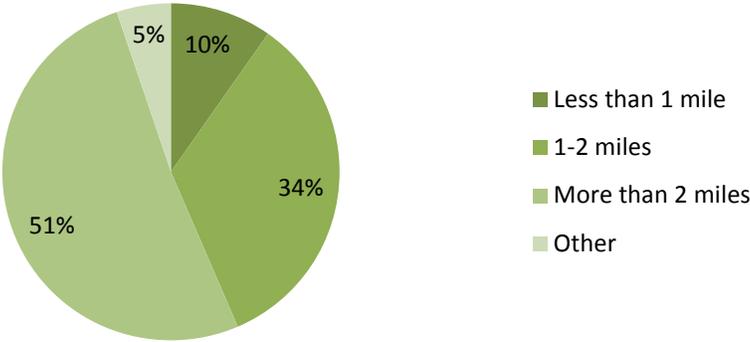
How did you get to the walk today?



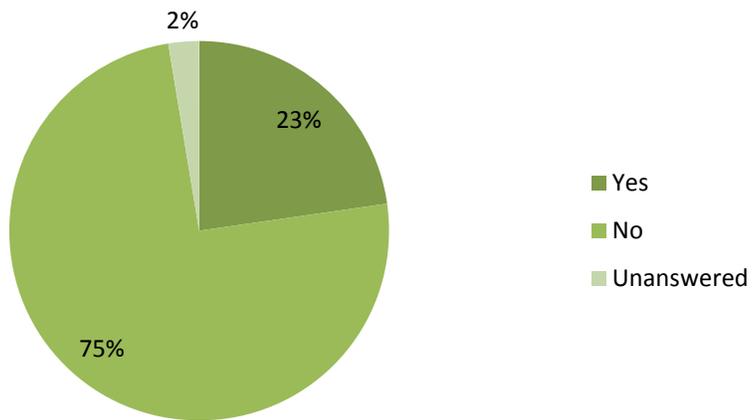
Other than this walk, I made time for physical activity this past week.



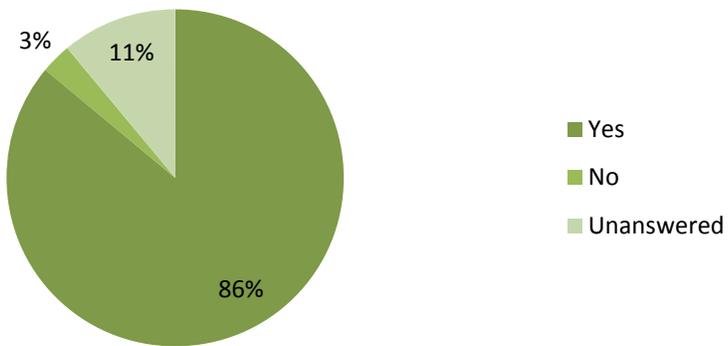
How many miles did you walk this past week?



Did you bring anyone with you?

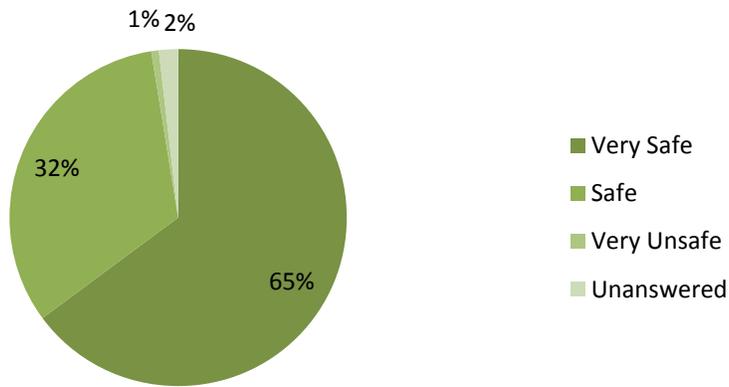


Did you find the information from the doctor helpful?

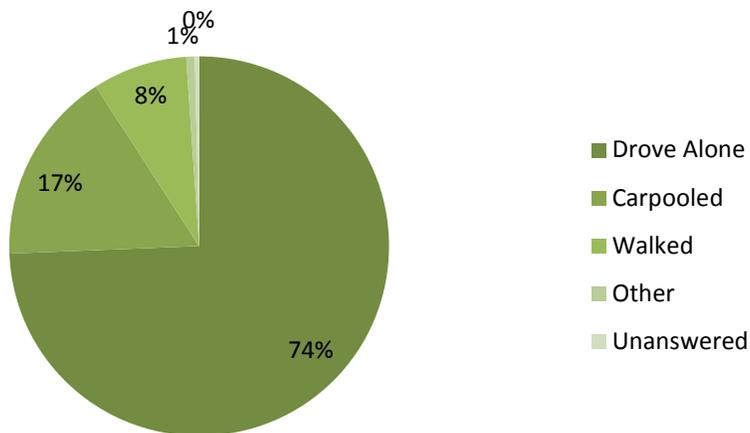


FAR EAST SIDE

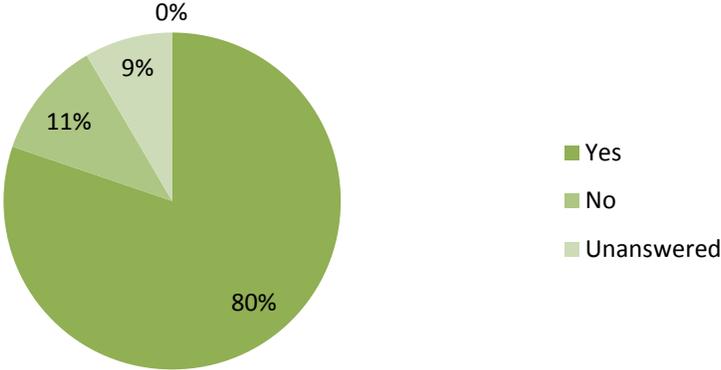
Considering the location and route, how safe did you feel during this week's walk?



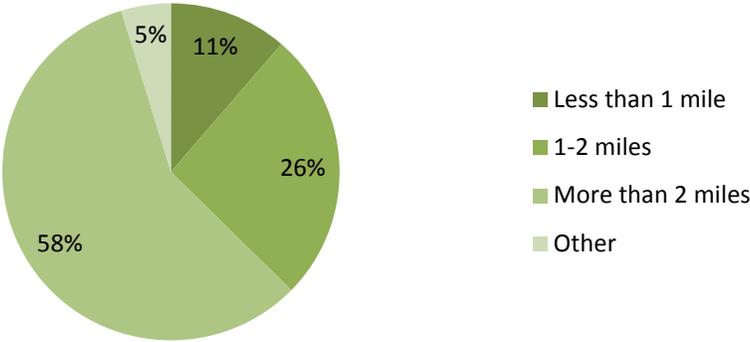
How did you get to the walk today?



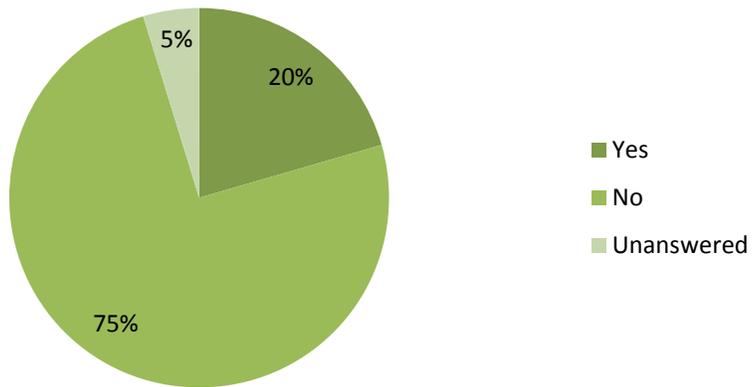
Other than this walk, I made time for physical activity this past week.



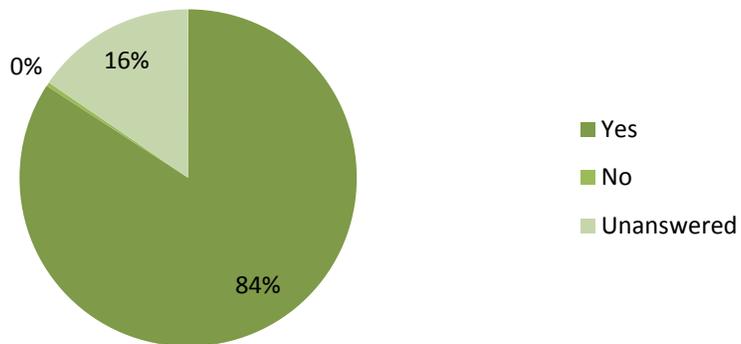
How many miles did you walk this past week?



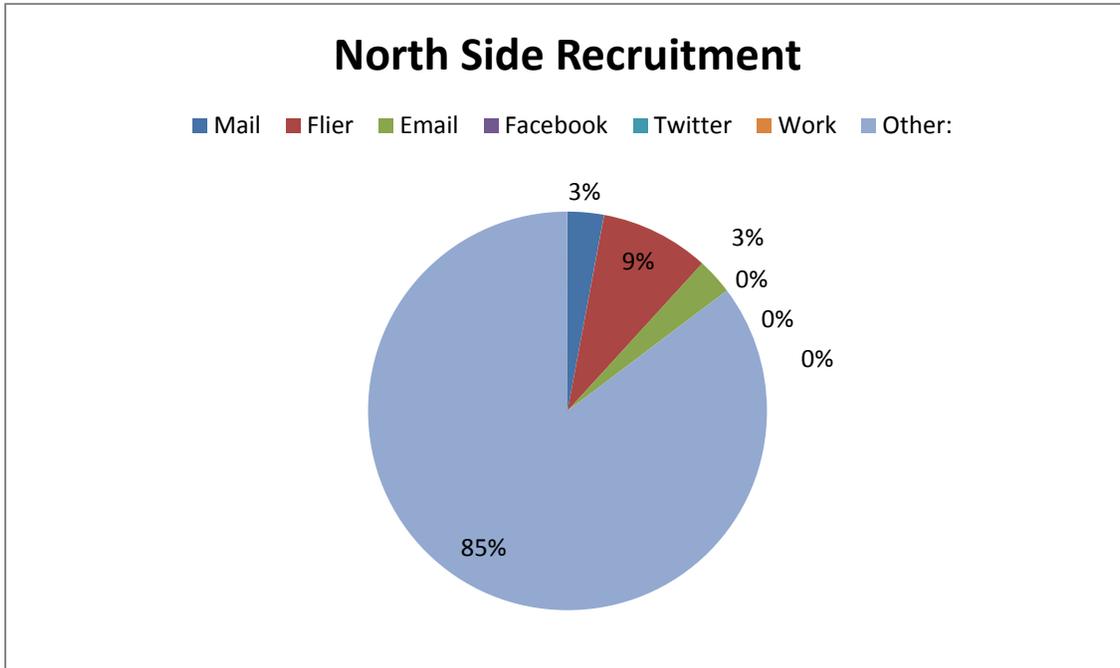
Did you bring anyone with you?



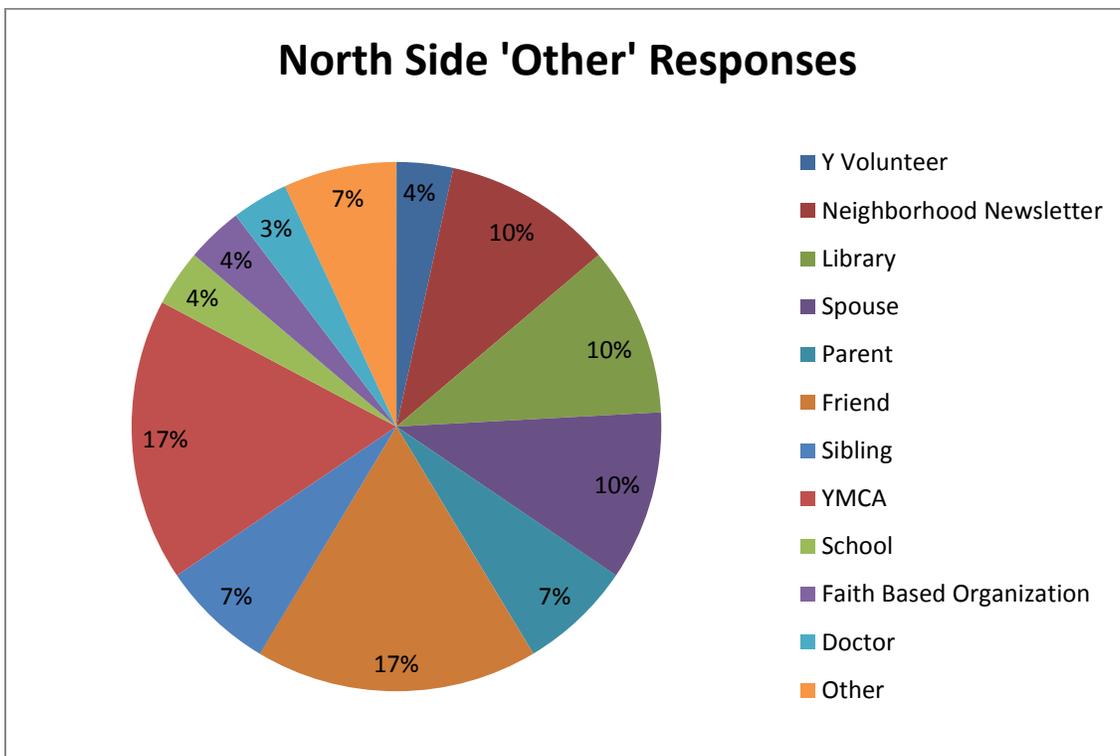
Did you find the information from the doctor helpful?



RECRUITMENT SURVEY- INDIVIDUAL LOCATIONS



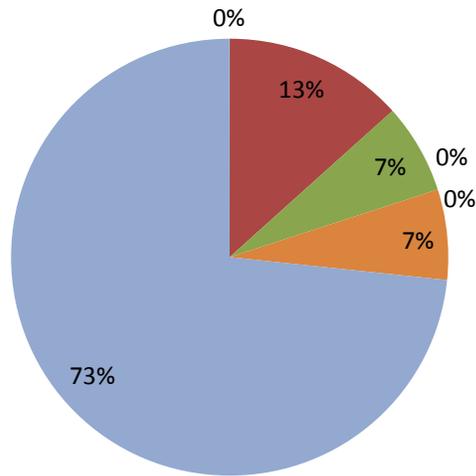
16



¹⁶ Demographics of North Side attendees who took the survey- Sex- Males- 4, Females- 29; Age- 36-45 yo: 6, 46-55 yo: 8, 56-65 yo: 10, 66-75 yo: 6, 76-85 yo: 4

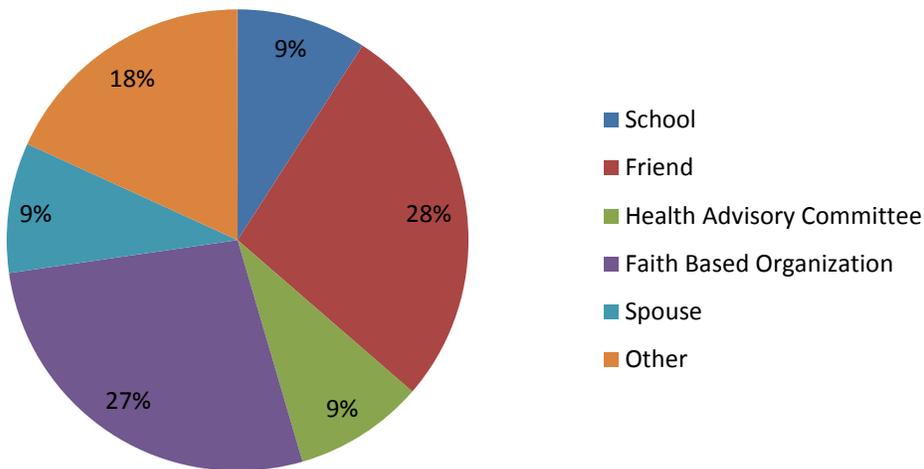
South Side Recruitment

■ Mail ■ Flier ■ Email ■ Facebook ■ Twitter ■ Work ■ Other:



17

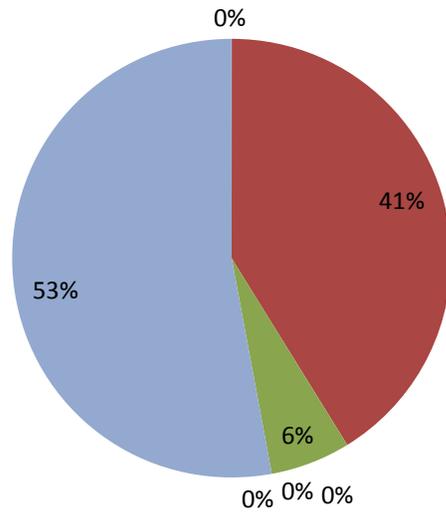
South Side 'Other' Responses



¹⁷ Demographics of South Side attendees who took the survey- Sex- Males- 5, Females- 10; Age- 18-25 yo: 1, 26-35 yo: 1, 36-45 yo: 1, 46-55 yo: 6, 56-65 yo: 5, 66-75 yo: 1

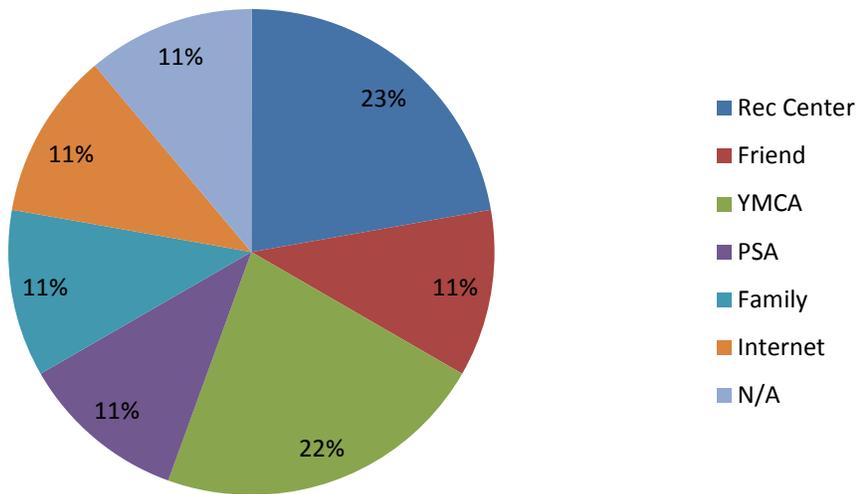
West Side Recruitment

■ Mail ■ Flier ■ Email ■ FB ■ Twitter ■ Work ■ Other:



18

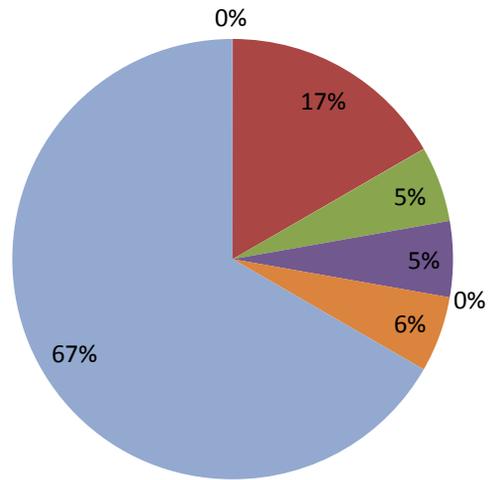
West Side Recruitment



¹⁸ Demographics of West Side attendees who took the survey- Sex- Males- 1, Females- 15, Unanswered- 1; Age- 18-25:1, 26-35: 1, 46-55 yo: 1, 56-65 yo: 8, 66-75 yo: 4, 76-85 yo: 2

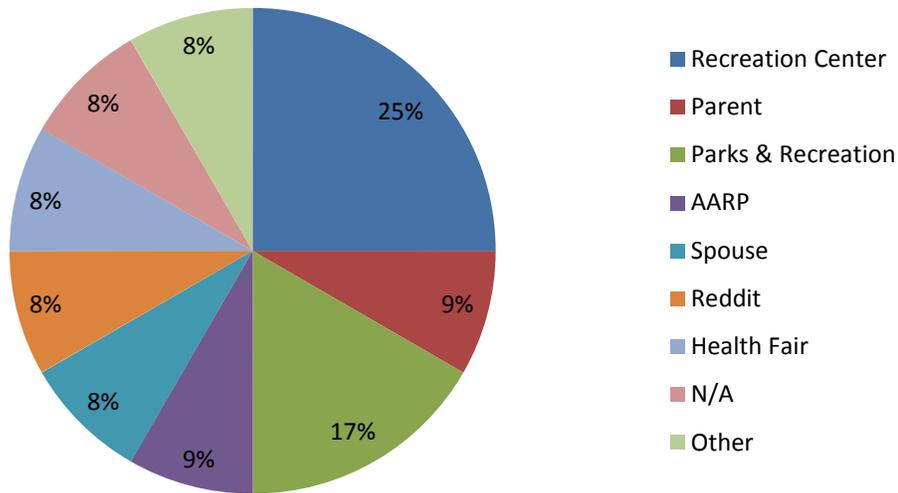
Far East Recruitment

■ Mail ■ Flier ■ Email ■ Facebook ■ Twitter ■ Work ■ Other:



19

Far East 'Other' Responses



¹⁹ Demographics of Far East Side attendees who took the survey- Sex- Males- 4, Females- 14; Age- 18-25 yo: 1, 26-35 yo: 2, 36-45 yo: 5, 46-55 yo: 2, 56-65 yo: 5, 66-75 yo: 3

PICTURES OF PARTICIPANTS
NORTH SIDE



SOUTH SIDE



WEST SIDE



FAR EAST SIDE



