

April 5th to
May 17th,
2008

Presented by:
**Kanawha-
Charleston
Health
Department**
*In partnership with
Cabell-Huntington
Health Department*

WalkItUp! Partners

Bristol Broadcasting

Kanawha Coalition for
Community Health
Improvement

Suddenlink Communications



WalkItUp! Sponsors

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Center Mall

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State Communities

Huntington Clinical
Foundation

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Hospital



Kanawha County!

What is WalkItUp!?

West Virginia's two largest local health departments, the Cabell-Huntington Health Department and the Kanawha-Charleston Health Department, are creating a high-profile physical activity campaign called WalkItUp!. The Surgeon General recommends at least thirty minutes of physical activity most days of the week; since walking is most readily available and affordable for everyone we will promote walking. The WalkItUp! campaign will reach the 286,323 residents of Cabell and Kanawha Counties, however the media campaign will reach 1.6 million individuals in this media market.

"Regular physical activity enhances both personal health and the vitality of our society. Establishing such activity as a habit for all citizens must be a national priority." ~ Jimmy Carter

- ◆ The WalkItUp! campaign is a multifaceted physical activity campaign to promote walking through our communities. It will increase public awareness of the benefits of walking, especially relating to sense of well-being and provide education on how to begin and sustain a personal walking regiment.
- ◆ WalkItUp! will create a positive environment for people in which physical activity is accessible, safe, affordable, fun and supported.
- ◆ Your company or organization will receive tremendous exposure through our extensive television campaign, with over 366 commercials airing during the 6-weeks.
- ◆ Our media campaign will be aired in prime-time coverage where 97% of our target population, age 35-64, will receive the message at least fourteen times during the campaign. Radio and newspaper will provide secondary enforcement of the message.
- ◆ It's an opportunity for you to assist in a community campaign to improve the health of our citizens and workforce.
- ◆ A healthy community will decrease the health care cost of your company.
- ◆ Create opportunities for community participation and citizen involvement.



Would you like your organization featured in a commercial during the following hit TV shows?

- American Idol
- Dancing with the Stars
- Samantha Who?
- Boston Legal
- Ugly Betty
- Grey's Anatomy
- Desperate Housewives
- Prison Break
- 24
- House
- Back to You

The WalkItUp! Campaign will also be featured on the WVAH & WCHS daily news programs.



Campaign Components

- ◆ Physical Activity Workgroup
- ◆ Prime-Time Media Campaign
- ◆ Development of Walking Clubs
- ◆ Walkability Assessments
- ◆ Physical Activity Guide
- ◆ Walking Workshops
- ◆ Family Friendly Community Events



Why Walking?

- ◆ Walking builds muscle, which burns more calories than fat
- ◆ Walking relieves stress. Taking a walk to get the heart pumping and the limbs moving helps increase one's well-being. Research has shown that walking is a good stress reliever and energizer
- ◆ Walking helps alleviate symptoms of depression
- ◆ Walking can help build and maintain healthy bones, muscles and joints
- ◆ Helps reduce blood pressure in people who already have high blood pressure
- ◆ Reduces the risk of dying from heart disease
- ◆ Reduces the risk of developing diabetes or high blood pressure.
- ◆ Walking can be done at any time of the day
- ◆ Walking allows for community participation. It is a good way for communities to get involved because it is something everyone can do
- ◆ Walking can help older adults become stronger and reduce the risk of them moving about without falling
- ◆ Begin with ten minutes and increase your time walking as you feel comfortable and motivated to do so.

Our Partnership

The Kanawha-Charleston Health Department and the Cabell-Huntington Health Department will work simultaneously to facilitate the project in both counties. The Kanawha Coalition for Community Health Improvement developed a physical activity workgroup which meets monthly to help facilitate the development and implementation of the project in Kanawha County. The partnership brings together citizens and leaders to create networks for sustained local involvement and impact throughout the project.

The Surgeon General recommends that a person gets 30 minutes or more of walking 5 days per week.

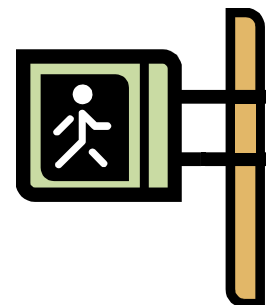
WalkItUp! provides you with an opportunity to impact your community's health through partnering with your local health department.

How To Get Involved!

Please select the role your organization or business would like to play in the WalkItUp! campaign:

o **Sponsor:**

Platinum	\$30,000.00
Gold	\$20,000.00
Silver	\$10,000.00
Bronze	\$5,000.00
Friend	\$1,000.00



Platinum sponsors will receive the company logo on all of the 366 television's thirty-second spots which will air on two channels and reach 97% of adults 35-64 years old in the Charleston-Huntington media market and will see the spot 14 times each over the six-week campaign. Company logo included on the WalkItUp! page in the WCHS Big Book of Values and on campaign materials including Physical Activity Guide, Banners, etc. The estimated value of a platinum sponsorship is \$250,000.

o **Walking Club Site:**

My organization is willing to host a walking club for the six-week campaign in which employees and community members will have a weekly opportunity to walk with others at your location.

o **Physical Activity Guide:**

My organization would like to be included in the WalkItUp! Physical Activity Guide for Kanawha and Cabell Counties. This guide will highlight all the places where individuals can be active in the community.

- o My organization would like a coupon included in the guide to encourage citizens to utilize our facilities.

o **Event:**

My organization would like to include one of our planned events or an event we are willing to plan to be recognized as an official WalkItUp! event during the six-week campaign. These events will provide opportunities for community members to come together and be physically active.

o **In-Kind Support:**

My organization will provide coupons, promotional items, merchandise and other items to help support the campaign and its participants.

o **Request a Meeting:**

I am not sure what role my organization can play but would like to discuss it further with WalkItUp! representatives.

All contributions are tax-deductible through our 501(c)3 fiscal agent, WV Local Health, Inc.

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www.walkitup.org

www.walkitup.org



WalkItUp! Events

Saturday, April 5th	Kick-Off at Charleston Town Center Mall
Saturday, April 12th	TBD
Saturday, April 19th	Laidley Field Sponsored by: West Virginia State University
Saturday, April 26th	WV Appalachian Power Park
Saturday, May 3rd	Dunbar Wine Cellar Park
Saturday, May 10th	TBD
Sunday, May 18th	Wrap-Up on Kanawha Boulevard Sponsored by: The City of Charleston

Walking Clubs will meet at least once a week for at least thirty minutes in the following communities: Cabin Creek, Cross Lanes, Downtown Charleston, Clendenin, Riverside, Sissonville and St. Albans.

START A CLUB & OPEN YOUR DOORS

WalkItUp! is encouraging businesses, schools, churches and other groups to form walking clubs during the six-week campaign and open their doors to community members to provide walking areas and other activity opportunities.