

Heart Foundation Walking Local Coordinator Handbook

August 2021



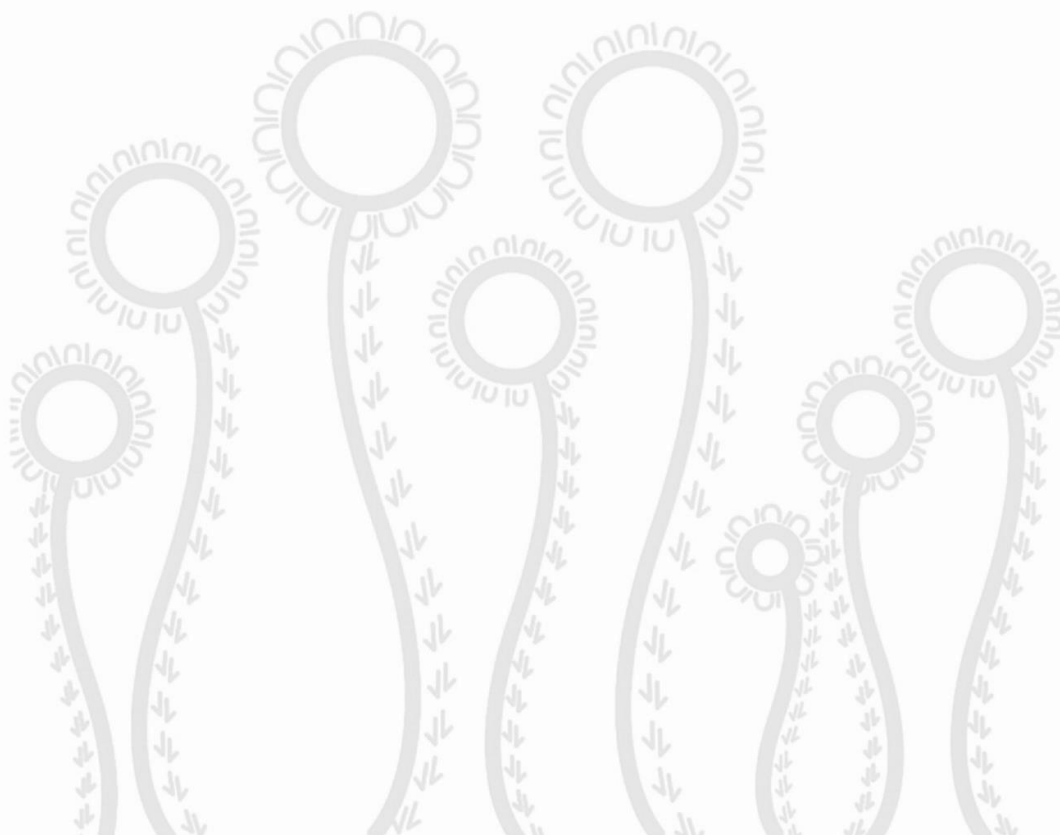
Proudly supported by



Acknowledgement of country

The Heart Foundation acknowledges the Traditional Owners and custodians of Country throughout Australia and their continuing connection to land, waters and community.

We pay our respect to them and their cultures, and Elders past, present and future.



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What we do

We are leading the fight to save Australian hearts

The Heart Foundation supports over 580,000 Australians living with heart disease today, as well as working tirelessly to prevent and manage heart disease for future generations. The Heart Foundation's work is purpose-driven, with a focus on stopping Australia's number one killer: heart disease, which takes 48 lives every day.

We act to make a difference in the fight against heart disease by:

- Funding high-impact research, supporting emerging and leading heart health researchers.
- Working to improve heart disease prevention, detection, care and support for all Australians.
- Advocating to governments and industry for increased funding and resources for heart health.
- Building community awareness about living a heart-healthy lifestyle. We do this through public health awareness campaigns, accessible information and resources.
- Supporting health professionals in their work to prevent, diagnose, treat and manage heart disease.

Our vision

Towards an Australia free of heart disease.

Our mission

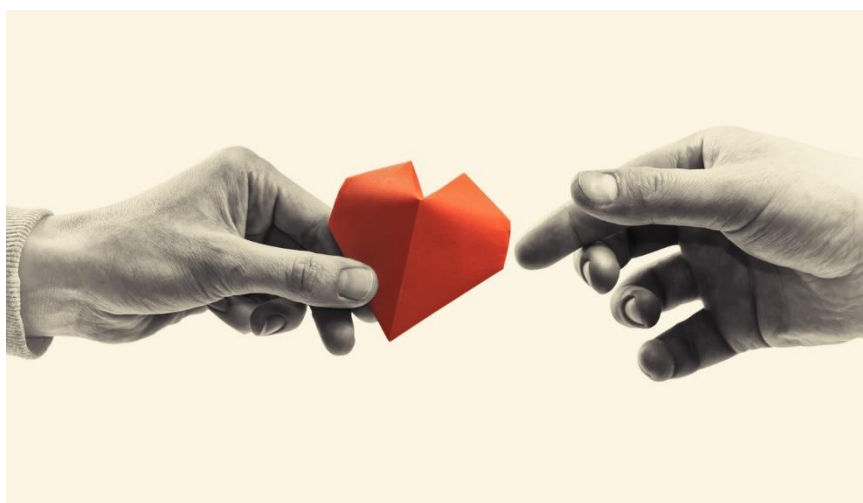
To reduce heart disease and improve the heart health and quality of life of all Australians through our work in prevention, support, care and research.

Where our funds go

Every donation to the Heart Foundation helps in the fight against heart disease, which is the number one killer of Australians.

For more than 60 years the Heart Foundation has worked hard to ensure the money entrusted to us is used as efficiently and effectively as possible. Your support helps us to have a maximum impact by enabling us to:

- Fund world-leading research.
- Develop care guidelines for health professionals.
- Support high quality care for people living with heart disease.
- Help Australians to live healthier lifestyles.
- Advocate to government and industry across initiatives to improve heart health.



Where do we get our money?

The Heart Foundation relies on the generosity of everyday Australians; in 2018, 80% of our funding came from your support. Other sources of income included grants for programs and research, as well as investment income.

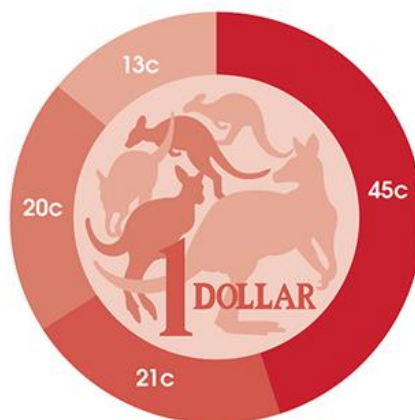
Where our funds go

In 2017 the Heart Foundation spent \$68 million to prevent heart disease and improve the heart health and quality of life of all Australians.

Through health programs and public education, we are making a difference to the heart health of all Australians. In 2017 we invested more than \$26 million (45% of our income) in these activities.

Research has the potential to save thousands of lives, and the Heart Foundation is the largest non-government funder of cardiovascular research in Australia. In 2017 we invested \$13 million (14% of our income) to fund major research awards.

Since 1959, we have invested the equivalent of \$557 million towards research into the cause, diagnosis, treatment and prevention of heart disease. Heart disease is still the single biggest killer of Australians –there is still a lot of work to do.



For every dollar you donate:



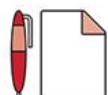
45 cents goes into the fight against heart disease, including health programs and public education



21 cents goes into life-saving research



20 cents goes into raising additional funds



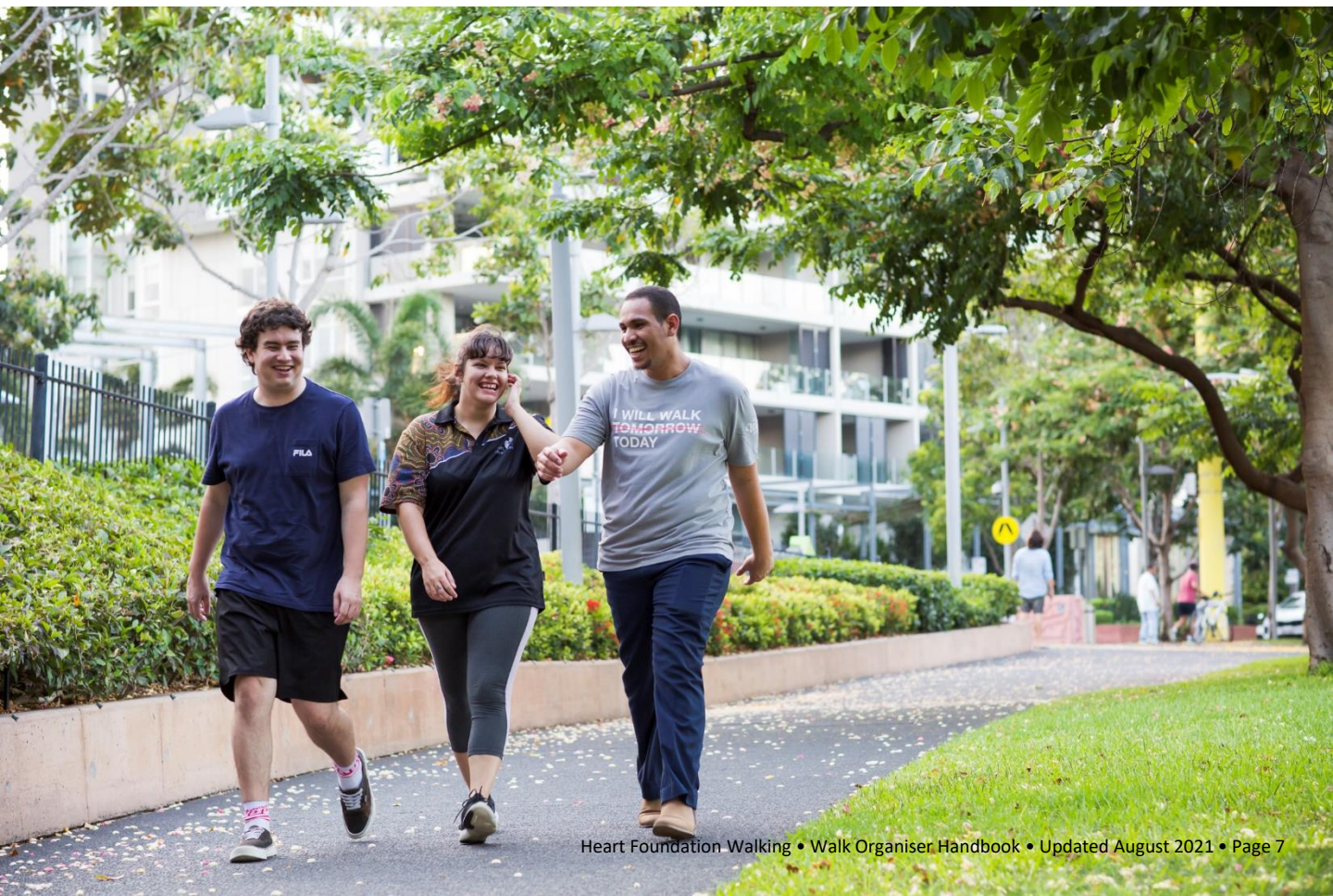
13 cents goes into communications and administration

Being active on a regular basis is an important part of a healthy lifestyle

Regular physical activity can help:

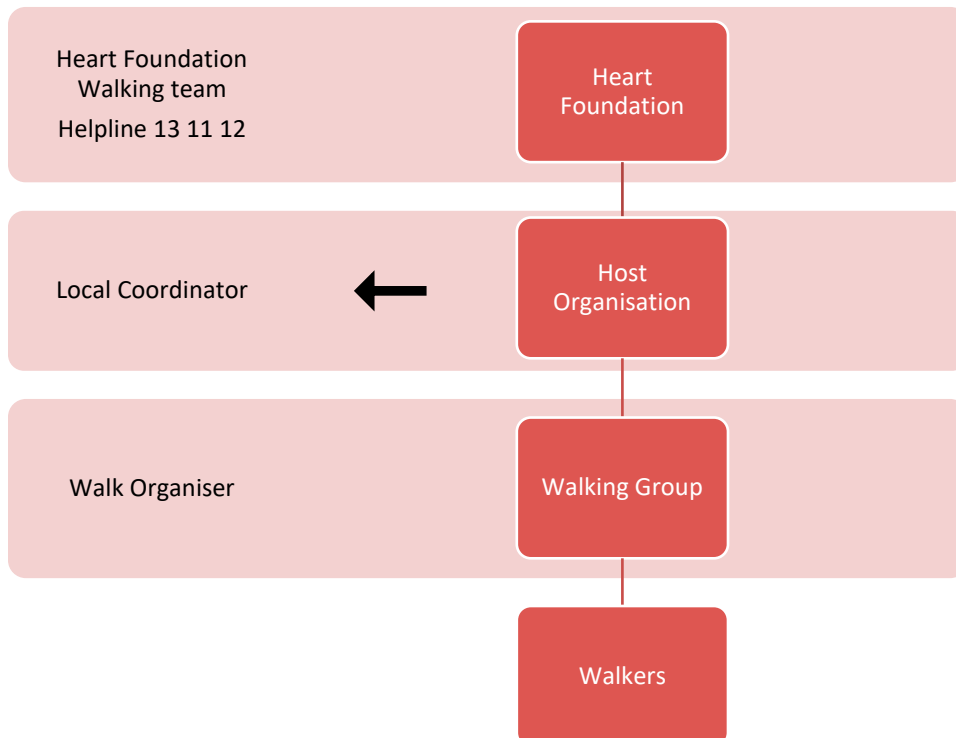
- Reduce your risk of heart disease and stroke.
- Manage weight, blood pressure and blood cholesterol.
- Prevent and control diabetes.
- Reduce your risk of developing some cancers.
- Maintain your bone density, reducing your risk of osteoporosis and fractures.
- Improve balance and coordination, reducing your risk of falls and other injuries.
- Improve our daily mood which cumulatively leads to better mental health.

To maintain health benefits, you need **30 minutes** or more of moderate-intensity physical activity on **most days of the week**.



Heart Foundation Walking Structure

The structure is there to support you with what you need, and to ensure you have someone to reach out to locally.



Let's look at these roles in more detail.

Heart Foundation Walking team support all members.

We:

- Manage and promote Heart Foundation Walking.
- Provide training, support and resources for Local Coordinators.
- Acknowledge all walker achievements through the Walker Recognition Scheme.
- Provide customer service and access to events to walkers.
- Troubleshoot website and dashboard issues, e.g. recording attendance.
- Answer general enquiries.

Host Organisations

Organisations such as local councils, health or community organisations, shopping centres and workplaces, nominate a Local Coordinator from their organisation to establish and promote Heart Foundation Walking in their area.

Local Coordinator

This is you! As an employee of a Host Organisation, you will be the first point of contact if one of the Walk Organisers in your area need assistance with managing and running your walking group.

You can assist with:

- Recruiting walkers.
- Promotional resources.
- General advice and information.
- Event planning.

Walk Organiser

Each Heart Foundation Walking group is led by a volunteer Walk Organiser, who is supported by a Local Coordinator and the Heart Foundation.

Walk Organisers are responsible for:

- Planning their walk/s.
- Welcoming new walkers and recording walker's attendance.
- Reporting any incidents.
- Being the primary point of contact between the Heart Foundation and the walking group.

Walk Organisers are also encouraged to:

- Promote their walking group.
- Celebrate key milestones i.e. walking group anniversary, Heart Week.

Local Coordinator role



Recruiting Walk Organisers and walkers

Word of mouth has consistently been proven to be the most effective way to recruit new members.

Other things you could try are to:

- Hold an information session to generate awareness and give you an indication of support for the program in your community.
- Plan a few trial walks.
- Invite participants from other health promotion programs, e.g. weight management programs, diabetes education, falls prevention, support groups, or community groups.
- Suggest to Walkers and Walk Organisers that they ask family, neighbours and friends to join the program.
- Speak about Heart Foundation Walking at gatherings of local community groups, for example, P&C meetings, Lions, Rotary, RSL, and meetings of other community cultural groups.





Being the point of contact

Local Coordinators are promoted by the Heart Foundation as the primary contact point for the program in your area.

Please let us know immediately if:

- You leave your role / organisation.
- Your organisation undergoes a restructure or change in ownership.
- You go on leave for an extended period.
- There are any changes to groups and walks in your area.

With your consent, your name and contact details may be used for the purposes of promoting the program and connecting Walk Organisers and walkers to you.

Supporting existing walking groups

It is important to keep in regular contact with your Walk Organisers. There are many ways you can do this and will depend on your time and availability, the number of groups you're supporting and what works best in your community.

You may consider:

- Joining a group on the occasional walk.
- Having regular local area meetings and inviting all local Walk Organisers along for a catch-up and coffee.
- Planning an event during Heart Week for all local walking groups to attend.
- Hosting a thank you event during National Volunteer Week.
- Celebrating special group anniversaries.
- Having an end-of-year get together, e.g. Christmas gathering and invite all groups in your area.

Assisting Walk Organisers with training

New volunteer Walk Organisers are required to complete simple training modules to prepare them for their role.

As the Local Coordinator, you may need to support new Walk Organisers to complete their training. If they're having difficulty using the computer or connectivity is an issue, you can help them go through the training in their own time or in a group setting. This training is usually completed online but a PDF version of the training is available upon request.



Secondary Walk Organiser

If the group is quite large, the Walk Organiser is going on holiday or they foresee problems making it to the scheduled walk times, we strongly recommend recruiting a secondary volunteer Walk Organiser for the group.

Secondary Walk Organisers can fill in when the Walk Organiser can't make it or may share the role on a regular basis, whatever works best for the group.

Some benefits of having a secondary Walk Organiser include:

- Look after the group when the primary Walk Organiser is unwell, on holiday or can't make the scheduled walk.
- Stay at the back of the group with slower Walkers.
- Share the workload.
- Support the group members.
- Be another point of contact.

Secondary Walk Organisers are required to complete the same training as primary Walk Organisers.

If you know someone who'd like to become a Secondary Walk Organiser, please contact us via email at walking@heartfoundation.org.au.

Promoting in your local community, organisation and networks

There are several ways you can promote walking in your local community, organisation and networks.

You could hold an **event**. Events can be an effective method of promotion, especially when supported by media coverage. There are all sorts of reasons to hold an event, for example, Heart Week, Men's Health Week and Mental Health Week to name a few. You could also choose to celebrate Heart Foundation Walking milestones. Celebrate the 'birthday' of a group by organising a walk with your local MP or councillor and have a morning tea afterwards.

Media attention is not the only way to get your message across. **Posters, letterbox flyers and wearing Heart Foundation Walking merchandise** can also help. We've developed posters and flyers that you can find in the Resources section of the Heart Foundation Walking website.

We've already mentioned **word of mouth**. Interestingly, 35% of current participants indicate they found out about Heart Foundation Walking from someone they know. Think about who you can pass the word on to - family, friends, workmates, associations, sporting groups and parents at the local school.

And lastly, **Social Media**. News or stories via social media provide a dynamic way to showcase a group activity, special achievement or an outstanding individual contribution. Many organisations have their own social media channels and using these to promote Heart Foundation Walking and the walking groups that you support, is strongly encouraged. We also have an active Heart Foundation Walking Facebook group which you are welcome to join and interact with.



Things to know....

Incident Reporting

If an incident does occur on a walk, it is important the Walk Organiser lets us know as soon as possible (within 24 hours) of the incident occurring.

To report an incident, please phone the Heart Foundation Helpline on 13 11 12. A staff member will take down all the details, complete an Incident Report form with the Walk Organiser over the phone and step them through any further processes.

Please refer to page 42 for more information.

Hazards

- When walking, the Walk Organiser should alert their walkers to any potential hazards on their route, such as potholes or water over the walking path.
- Other potential hazards could include things such as broken glass, a used needle, a disturbance or unexpected roadworks.
- If the Walk Organiser should come across such hazards, we recommended they:
 - DO NOT attempt to pick up or move any items that form part of the hazard.
 - DO NOT attempt to assist if people are agitated around the hazard.
 - DO advise all their walkers of the hazard and ensure, as much as possible, that they keep a safe distance.
 - DO choose an alternative path a safe distance away around the hazard.
 - DO call the local Council and let them know as soon as you can.
- It is important walkers keep to the left of pathways and listen out for others using the same route, such as cyclists and other pedestrians.
- If at any stage walkers need to walk on the road due to a lack of suitable pathways, please advise they walk on the RIGHT side of the road, facing oncoming traffic, so they can easily see vehicles approaching.
- If hazards are unavoidable, the Walk Organiser may need to consider a different route or walk time.

Walker Recognition Scheme

To encourage participants to walk regularly, Heart Foundation Walking offers a Walker Recognition Scheme.

To be included in the Walker Recognition Scheme, a participant needs to tick the Walker Recognition Scheme box at time of registration and their attendance must be recorded by a Walk Organiser.

The scheme rewards ongoing participation by:

- Awarding certificates, incentives, and discounts in the Heart Foundation online shop when a walker reaches certain milestones.

Visit <https://walking.heartfoundation.org.au/walker-recognition> to find out more about what you're walking towards.

LC Checklist

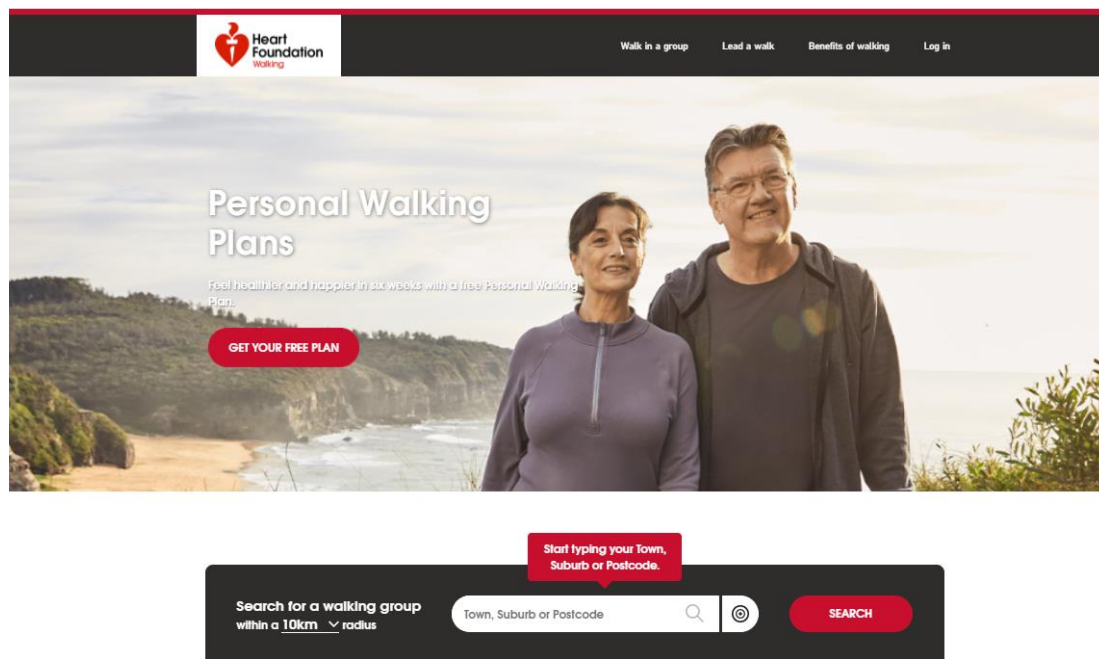
- ☐ Recruit Walk Organisers and walkers in your area. Use the flyers on the 'Resources' section of the website and post around your local neighbourhood e.g., cafes, medical centres, shopping centres etc.
- ☐ Contact your Walk Organisers to introduce yourself and offer support.
- ☐ Assist Walk Organisers if they need help completing their training.
- ☐ Promote HFW at every opportunity.
- ☐ Invite family and friends to join.
- ☐ Familiarise yourself with the HFW Dashboard.
- ☐ Always keep your details up-to-date. Remember to inform the Heart Foundation Walking team should anything change with your role or the organisation.



Online Dashboard / Website

Heart Foundation Walking website

Your personal dashboard, found on the Heart Foundation Walking website, can help you manage your group's details as well as your own.



On the website you can:



Search and find walking groups near you, and manage your groups



Find out about local Heart Foundation Walking events and promotions



Find links to useful resources



Locate our online shop



View our Frequently Asked Questions (FAQs) page



Read the Terms and Conditions



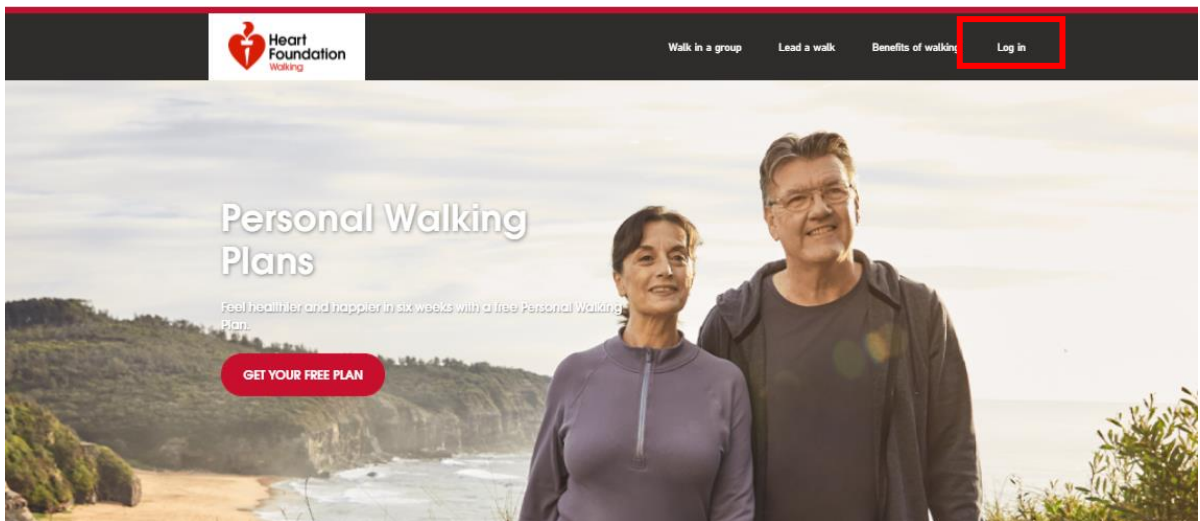
Log into your personalised dashboard



Generate reports

Accessing your personal dashboard

As you've completed your training, you now have access to your personalised dashboard. Simply click on 'Log in' via the Heart Foundation Walking website home page – www.walking.heartfoundation.org.au.



The log in page will now appear.

Log In

If you are already registered with Heart Foundation Walking and have your login details please login below. If you have not yet received your login details please send an email to walking@heartfoundation.org.au or click 'lost password' below.

Email Address *

Password *

☐ Remember Me

[Lost Password](#)

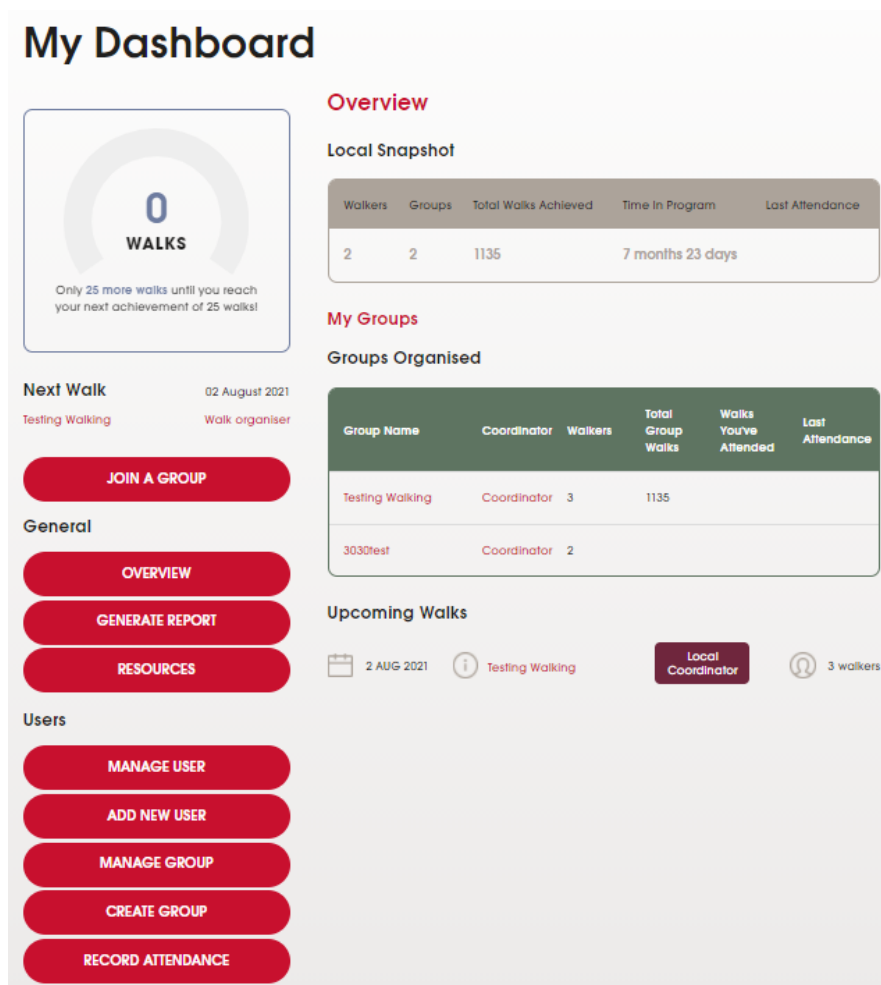
Complete the Email Address field – this is the email address you used when registering with HFW.

Enter your password. Use the password that was emailed to you when you registered.

If you have lost your password, click on the 'Lost Password' link located under the login button at the bottom of the page. A new password will be emailed to you. You can change this in the Profile section once you have logged in using the automatically generated password. If you want the system to remember your password, tick 'Remember Me'.

Your personal dashboard

Once you have successfully logged in to your online profile, the 'Overview' screen will appear. The online profile has many features that are designed to help you in your role.



My Dashboard

0 WALKS

Only 25 more walks until you reach your next achievement of 25 walks!

Next Walk 02 August 2021

Testing Walking Walk organiser

JOIN A GROUP

General

OVERVIEW

GENERATE REPORT

RESOURCES

Users

MANAGE USER

ADD NEW USER

MANAGE GROUP

CREATE GROUP

RECORD ATTENDANCE

Overview

Local Snapshot

Walkers	Groups	Total Walks Achieved	Time In Program	Last Attendance
2	2	1135	7 months 23 days	

My Groups

Groups Organised

Group Name	Coordinator	Walkers	Total Group Walks	Walks You've Attended	Last Attendance
Testing Walking	Coordinator	3	1135		
3030test	Coordinator	2			

Upcoming Walks

2 AUG 2021 Testing Walking Local Coordinator 3 walkers

In your profile you will find:

- Local Snapshot - provides a summary of your data.
- Groups Organised - provides a summary of walking group's you are the Local Coordinator for.
- Upcoming Walks - displays walks in your local area you may like to join, visit or support.

You can edit a whole range of things in your profile:

- Email address (you cannot share the same email address with anyone else in the walking database).
- Update your personal details e.g., phone number, email address, street address.
- Password.
- Join the Walker Recognition Scheme.
- What communications you would like to receive from Heart Foundation Walking.

Walk tracker

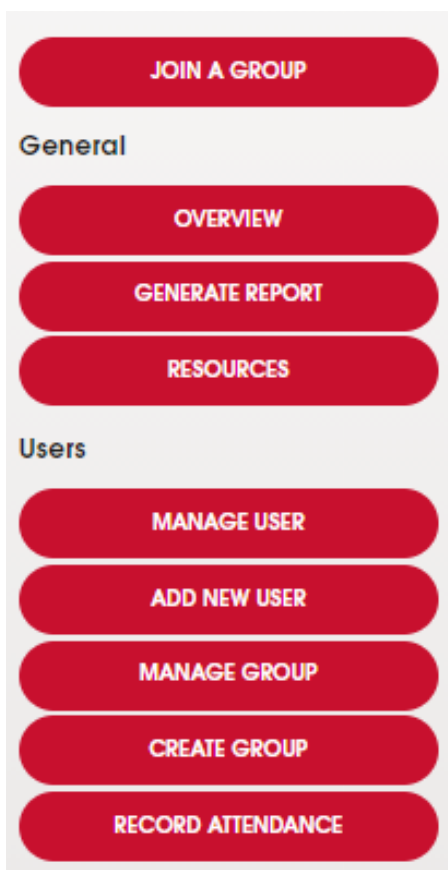
View the number of walks you've completed as well as the number of walks left until your next milestone for the Walker Recognition Scheme.

Snapshot of your next walk including:

- The date.
- Information about the Walking Group (by clicking on the group's name in red).
- Walk Organiser contact information (by clicking on 'Walk Organiser' in red).




You can use the red function boxes to manage your own and your groups information.




- **Join a Group** - search for a new group to attend.
- **Overview** - return to the main page of your account.
- **Generate Report** – a range of reports are available to assist reporting requirements in your role e.g., participant & group reports.
- **Resources** - obtain marketing materials and information.
- **Manage User** - search for walking group members and their details. Remove walkers who are no longer actively participating.
- **Add New User** - register a new walker, a Walk Organiser or a Local Coordinator.
- **Manage Group** - manage, edit and view your walking group(s).
- **Create Group** – create a new walking group.
- **Record Attendance** - record walkers' attendance, print new logs to use at your walking group, adjust previous attendance logs.

How to Update your Profile


To manage, edit and view your profile, hover over the small profile button in the top right-hand corner > click the dropdown arrow and select 'Edit Profile'.





[EDIT PROFILE](#)
[LOGOUT](#)

My Dashboard



1 WALKS

Only 24 more walks until you reach your next achievement of 25 walks!

Next Walk 10 October 2020

HFW Team Walkers Walk organiser

[JOIN A GROUP](#)

Overview

Local Snapshot

Walkers	Groups	Total Walks Achieved	Time in Program	Last Attendance	Time In Program
1	1	6	0		1 day

My Groups

Groups Organised

Group Name	Walkers	Total Group Walks	Walks You've Attended	Last Attendance
HFW Team Walkers	4	6	1	2020-08-01

Make the appropriate changes and click 'Save' once done.

How to Manage Users

This function can be used to:

- Update participant's details, including resetting a participant's password.
- Add or remove a participant from a group.
- Exit a participant from HFW.
- Reinstate an exited participant.

1. To manage participants, click on the 'Manage User' button on the left side of your screen.



2. You can search for someone specifically or select the participant from the list, as shown below. Once you find the person you're searching for, you can either REMOVE FROM GROUP or EDIT their profile.

Manage User

Search Users (not all fields required)

☒ All
 ☐ Active
 ☐ Inactive

FIND USERS

Sort By Name ▼

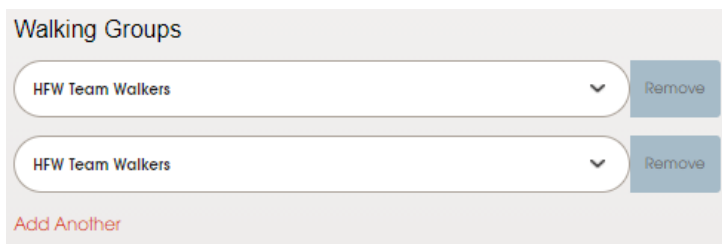
Name	Contact	Walks	WRS	Status	Actions
HFW LC	13 11 12	1	No	Coordinator	Groups
HFW Walker	13 11 12	2	No	Walker	Groups Edit
HFW WO	13 11 12	3	No	Organiser	Groups Edit

3. To EDIT, click on 'Edit'. The following details can be changed: email address, name, enrolment in Walker Recognition Scheme and preferences for what information the walker would like to receive from HFW.

Adding or Removing a participant from a group

To add or remove a walker from one of your groups:

1. Search for the participant and click 'Edit'.
2. At the bottom of the profile (you may need to scroll down), a list of walking groups the participant belongs to will be displayed.



3. To REMOVE the participant, click on the grey 'Remove' button.
4. To ADD the participant to a group, click 'Add Another' and select the chosen group from the drop-down list.
5. Always remember to 'Save' to update the most recent changes.

Please note, when a participant is removed from a group it does not remove them from the program. Refer to the instructions below to remove a participant from the program entirely.

Exiting a participant from HFW

If a walker would like to permanently leave HFW, their online profile/account must be closed i.e. exited from HFW. This also applies when a participant is deceased.

As per the process described above,

1. Remove the participant from any groups they are a member of.
2. Exit them from HFW – click on the 'I no longer walk with HFW' button at the very bottom of the participant's profile. A pop-up box will appear. Select a reason for the participant's exit from the drop-down list.
3. The walker will receive an automatically generated email to say their account is closed. If the walker did not have an email address registered, the LC must inform the walker their account is closed directly.

Please note, if a walker is part of another group that you are not the Local Coordinator for, you will not be able to exit them.

How to Add a New User

A new user can be someone who has not previously registered with HFW, a new group with an existing Walk Organiser or a new Local Coordinator.

1. To add a new user, click on the 'Add New User' button on the left-hand side of your screen.



2. This will allow you to register:

- A new walker to your group/s and HFW.
- A new group with a new Walk Organiser.
- A new group with an existing Walk Organiser.
- A new Local Coordinator.

Please note > each new participant requires their own email address. Email addresses can only be registered once.

Should a walker not have an email address, you can use the below 'dummy' email format to satisfy the email requirement field. This can also be used for when a couple shares an email address. However, please note, as this email doesn't exist the walker will not receive any confirmation of registration or Heart Foundation communications, nor will they be able to log into their HFW Dashboard.

Dummy email format: <First Name Initial><Surname>@walking.heartfoundation.org.au

For example, for John Smith: JSmith@walking.heartfoundation.org.au

**** The above format MUST NOT be used for a Walk Organiser or Local Coordinator. These need to be proper email addresses as we rely on this to contact them.**

3. Select the New User you want to create and populate the fields as required. Each 'New User' will require different information.
4. Click 'Submit' once completed.

How to Manage a Group

To manage, edit and view a walking group(s), click on the 'Manage Group' button on the left-hand side of your screen.



1. Enter the name, or part of the group name, into the 'Group name' field and click 'Search'. All groups matching your search will display.

Manage Group Create New

Search Groups

Group name

Suburb

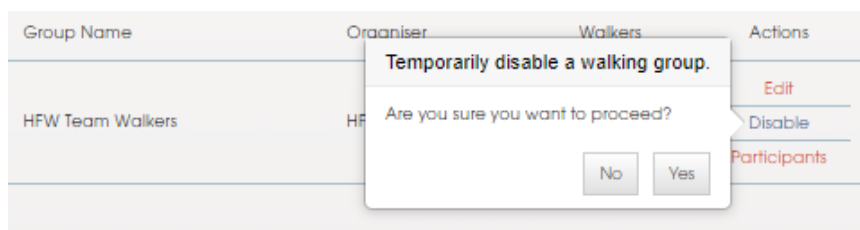
Postcode

SEARCH

Please fill in the relevant fields for you search. Not all search fields are required.

Group Name	Organiser	Walkers	Actions
HFW Team Walkers	HFW WO	3	Edit Disable Participants

2. From here you can – EDIT, DISABLE, or view PARTICIPANTS.
 EDIT – allows you to update any or all the group's details.
 DISABLE – allows you to disable the walking group i.e. group no longer walks. You will always be asked 'Are you sure you want to proceed?'. If you do, click 'Yes'.



PARTICIPANTS – will direct you to the 'Manage Walker' page. Here you can update certain details pertaining to a walker in one of your walking groups.

A blank box will appear in the lower section. Click on the small black arrow on the right of the box. Select the group the walker wishes to join.



Removing a walker

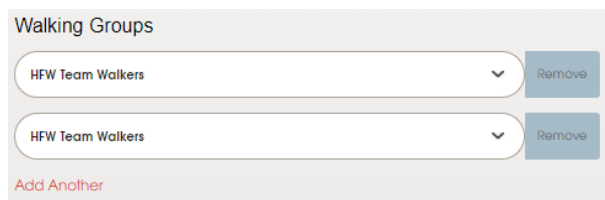
You can REMOVE A WALKER no longer walking in your group, in one of 2 ways:

1. Click on 'Remove from Group' from the Manage User page (Figure 1) OR
2. Click the 'Remove' button to the right of that group in the walker's profile (Figure 2).

Figure 1:

Name	Contact	Walks	WRS	Status	Actions
HFW Walker	13 11 12	2	No	Walker	Remove From Group Edit
HFW WO	13 11 12	3	No	Organiser	Remove From Group

Figure 2:



Either way, a message window will open to confirm that you wish to remove the walker from your group. You will be asked to select why the walker is choosing to leave.

Click on the appropriate response and then click 'Yes'.

How to Create a Group

To create a new group, click on the 'Create Group' button on the left-hand side of your screen.



CREATE GROUP

1. The Create Group window will open. You will have the option to create:
 - A new group with new Walk Organiser or
 - A new group with an existing Walk Organiser.
2. Populate the fields as required e.g. postcode of the walk, name of the Local Coordinator, the meeting point, day and time of the group walk etc.
3. Once you've completed all the necessary fields, click 'Submit' at the base of the page. This will create the walking group.

NOTE: Please be aware, it may take between 12-24 hours for the walking group to show on the website.



How to Record Attendance

1. To record attendance, click on the 'Record Attendance' button on the left-hand side of your screen.



2. Click on the drop-down box and select the walking group you wish to record attendance for, followed by 'Next'.

Record Attendance

Group *

-- Please Select --

Next

3. Click 'Create New Monthly Attendance Log'.

Note - To print or download your Group's Monthly Attendance Log, click on 'Print Attendance Sheet' located in the top right corner.

HFW Team Walkers

Month *

Name	Number of Walks
HFW LC	0
HFW Walker	0
HFW WO	0

SAVE

4. Enter the relevant month you are recording attendance for in the field marked 'Month*' and insert the number of walks completed for each member of your group.
5. Click 'Save' to complete and save the Attendance Log.
6. Repeat the above process for any additional months you need to enter walks for.

Please note, to have your walkers included in the monthly prize draw and recognised in the Walker Recognition Scheme, they must be registered, and their attendance records submitted.

To view / edit an Attendance Log already entered see the following page.

To view / edit an Attendance Log already entered

Follow steps 1 – 2 as mentioned on the previous page.

Instead of clicking 'Create New Monthly Attendance Log', click the 'View Log' link to the right of the month you need to view / edit.

Record Attendance

[Print Attendance Sheet](#)

[CREATE NEW MONTHLY ATTENDANCE LOG](#)

Previous Logs

Month	Actions
2020 September	View Log
2020 August	View Log

All your walking group members will display, with the recorded number of walks against their names.

If you need to change these records, do so by simply changing the number of walks recorded.

When you've finished making all necessary changes, click the 'Save' button. You'll be redirected back to the 'Record Attendance' screen, in case you need to make changes to other months.

How to generate Reports

There are several reports which can be generated to provide data regarding the HFW participants for whom you are the Local Coordinator.

These are:

- All Participants – lists all HFW participants.
- All Active Participants - lists all 'active' HFW participants.
- All Groups – lists all HFW groups.
- Active Group Walkers – lists all HFW participants in the group/s you are Local Coordinator for.
- Recruitment – shows participants recruited to the program during a certain date range.
- Total Host Organisations – lists all HFW Host Organisations.

1. To run a report, click on the 'Generate Report' button on the left side of your screen.



2. Select the report you wish to generate from the drop-down list. Complete fields as appropriate, then click 'Generate'. An excel spreadsheet will be generated. If the report is large it may take some time to download.

For assistance creating these reports, or if you require any additional information, please contact HFW via email – walking@heartfoundation.org.au.

How to access Resources

This area of the website has a considerable number of resources to assist you in your role as a Local Coordinator.

To access HFW resources, click on the 'Resources' button on the left side of your screen.

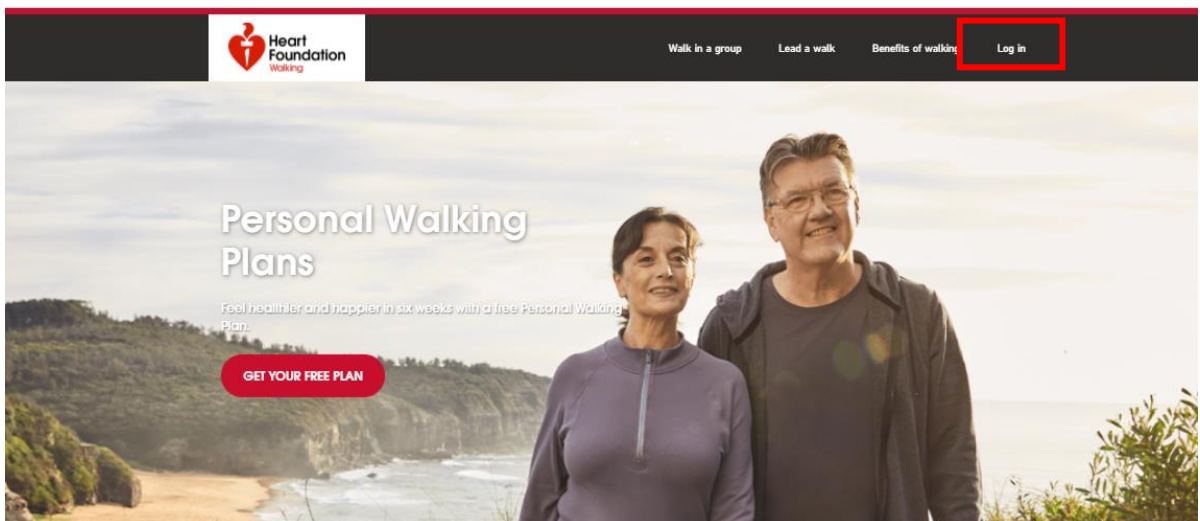


The 'Resources' page is broken into 4 sections.

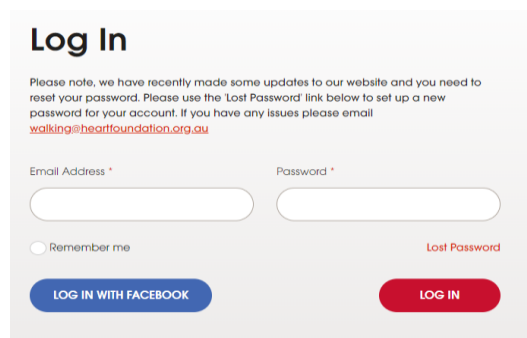
1. **Documents and Forms** - a library of Heart Foundation Walking resources, including handbooks, registrations forms (included translated versions) and more.
2. **Marketing, Advertising and Promotion** - different tools that have been developed to help you promote your walking group/s and engage with the community.
3. **Merchandise** - the Heart Foundation online shop has a range of merchandise you or your group members may be interested in - t-shirts, wet weather jackets, fleecy hoodies and so much more!
4. **Ongoing Education** – tools, such as webinars, to support your ongoing learning as a vital part of Heart Foundation Walking.

How to Reset Your Password

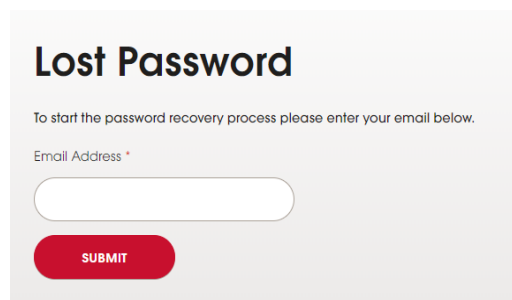
1. Start by visiting the Heart Foundation Walking homepage walking.heartfoundation.org.au. Click the 'Log In' button in the top right corner of the homepage.



2. Once you reach the 'Log In' page, click 'Lost Password'.



3. Enter your email address that you used to register for Heart Foundation Walking, then click 'Submit'.



4. This will trigger an email to be sent to you with instructions to reset your password.

Promoting a HFW group

There are a variety of ways Heart Foundation Walking can be promoted.

1. Events

Holding special events can be an effective method of promotion, especially when supported by media coverage. There are all sorts of reasons to hold an event, for example, Heart Week, Men's Health Week, Mental Health Week to name a few. You could also choose to celebrate Heart Foundation Walking milestones. For example, celebrate the anniversary of a group by organising a walk with your local MP or councillor and have a morning tea afterwards.

2. Posters and flyers

Media attention is not the only way to get your message across. Posters, letterbox flyers and wearing Heart Foundation Walking merchandise can also help. We have developed posters and flyers that you can find on the Heart Foundation Walking website under 'Resources'.

Please note, any new materials developed, not using these templates, must be approved by the Heart Foundation before publication.

3. Word of Mouth

Word of mouth can be a very powerful method of promotion. Think about who you can pass the word on - family, friends, workmates, associations, sporting groups and parents at the local school.

In fact, **35% of current participants** indicate they found out about Heart Foundation Walking from someone they know.

4. Social Media

The Heart Foundation Walking team welcomes any news or stories as social media content. These provide a dynamic way to showcase a group activity, special achievements or an outstanding individual contribution. Many organisations have their own social media channels and using these to promote Heart Foundation Walking and the walking groups that you support, is strongly encouraged. We also have an active Heart Foundation Walking Facebook group which you are welcome to join and interact with.

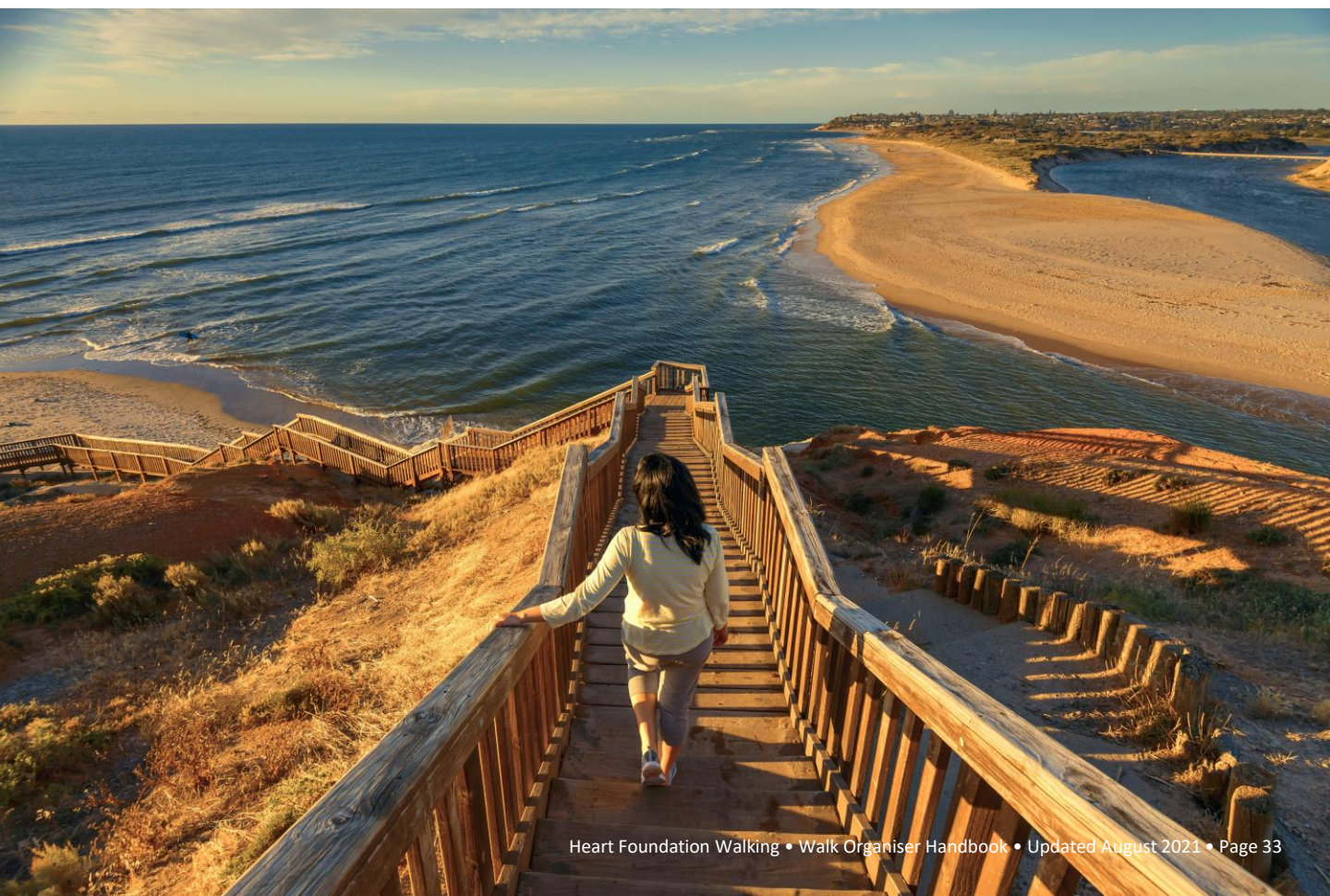
Support from the Heart Foundation

Working with your community as a Local Coordinator can be very rewarding.

The Heart Foundation provides you and your organisation with a proven and sustainable framework for implementing walking groups and will support you along the way.

We provide:

- Resources and promotional tools.
- Training and education sessions.
- Regular communication and assistance.
- Media support.



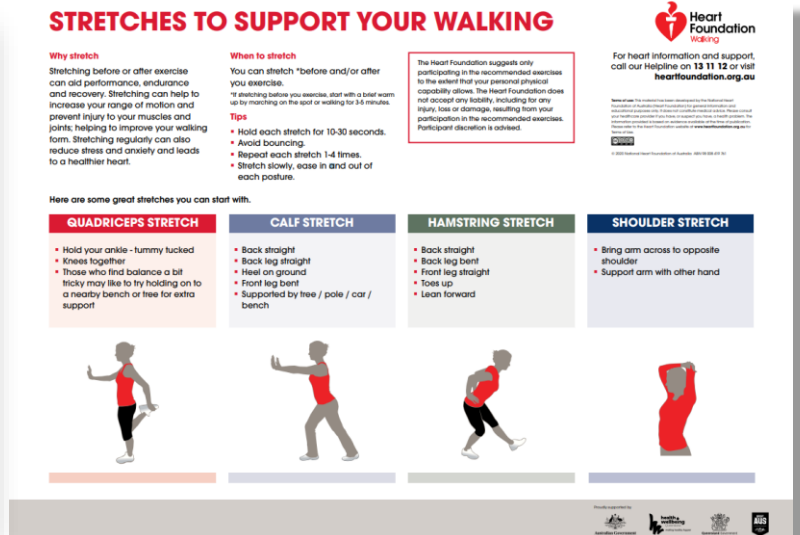
Resources and promotion

The Heart Foundation provides a wide range of resources to help you to establish and maintain walking groups in your community.

Some examples include:

- Regularly updated material on the benefits of walking and ways to keep a group motivated and excited.
- Downloadable marketing tools and promotional templates, allowing an option to co-brand with Heart Foundation Walking.
- A dedicated website and database.
- Individual online profiles for Host Organisations and Local Coordinators, including access to statistics on your groups and participants in your area.

You can find all of these and more on the 'Resources' page on the HFW website. Login and take a look!



Training and development

Providing Local Coordinators with the opportunity to participate in regular educational/information sessions via webinar, teleconference or in-person workshops, when the situation allows. These opportunities allow you to enhance your knowledge of Heart Foundation Walking, and to network and share ideas, tips and stories with other Local Coordinators, Walk Organisers and walkers.



Regular communication and assistance

Heart Foundation Walking staff can help with:

- Troubleshooting website issues.
- Organising Heart Foundation Walking events.
- Providing templates for group promotion.
- Answering general enquiries.
- Assistance with incident reporting and procedures relating to risk management and insurance.

A monthly electronic newsletter is sent by email to all Heart Foundation Walking participants. It contains timely information about the Heart Foundation and Heart Foundation Walking activities, current campaigns or events and special offers.

Media & Public Relations

We are also able to provide public relations and media support.

The Heart Foundation runs high level marketing campaigns and can develop regular media releases for you to distribute amongst your networks.

All media releases are generated by our media team in conjunction with the Host Organisation.

Media releases and promotional material are updated regularly and are available to view on the Heart Foundation website.

Community Walkability Checklist - A tool for every Australian to rate their local walk

The Heart Foundation believes that residents understand their own neighbourhood better than anyone else. Our 'Community Walkability Checklist' is designed to help you to assess your local neighbourhood and identify features that help or hinder your regular walk.

'Walkability' describes the factors within the built environment that make it convenient, comfortable, and safe to walk, which can either help or discourage walking.

Surprisingly, there are many areas across Australia that have a poor walkability rating. With your help we can work to change that.

Rate the walkability of your local area or regular walking route.

1. Download and read the checklist

Go to <https://walking.heartfoundation.org.au/resources/community-walkability-checklist> to download.

2. Go on your regular walk

Think about the various elements, complete or take notes/pictures along the way.

3. Complete checklist

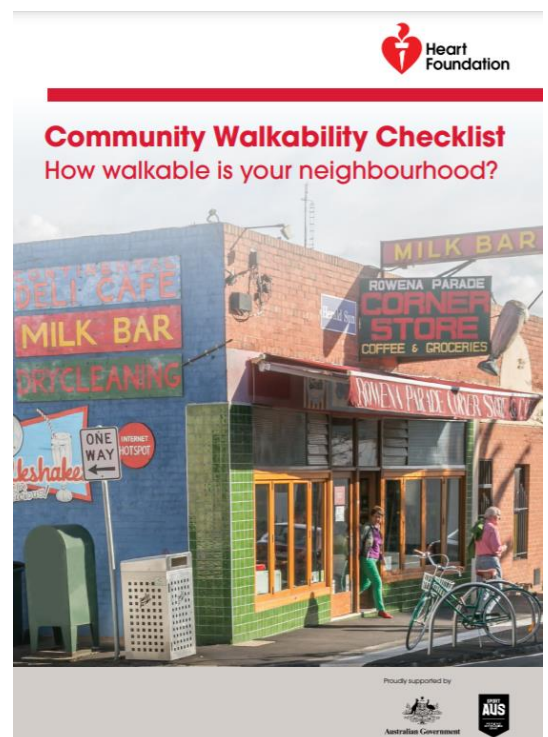
Decide on a rating for each section and overall, enter any notes that will help explain your rating.

4. Either post or email back the Heart Foundation

Once sent to the Heart Foundation, each completed checklist will provide structured feedback for local councils and identify where improvements can be made to the quality of the environment for walking.

Send it to us at:
Heart Foundation
Reply Paid 84226
PO Box 7174
Hutt Street
SA 5000

5. If you believe anything you have seen on your walk needs immediate attention please call your local council to report it.



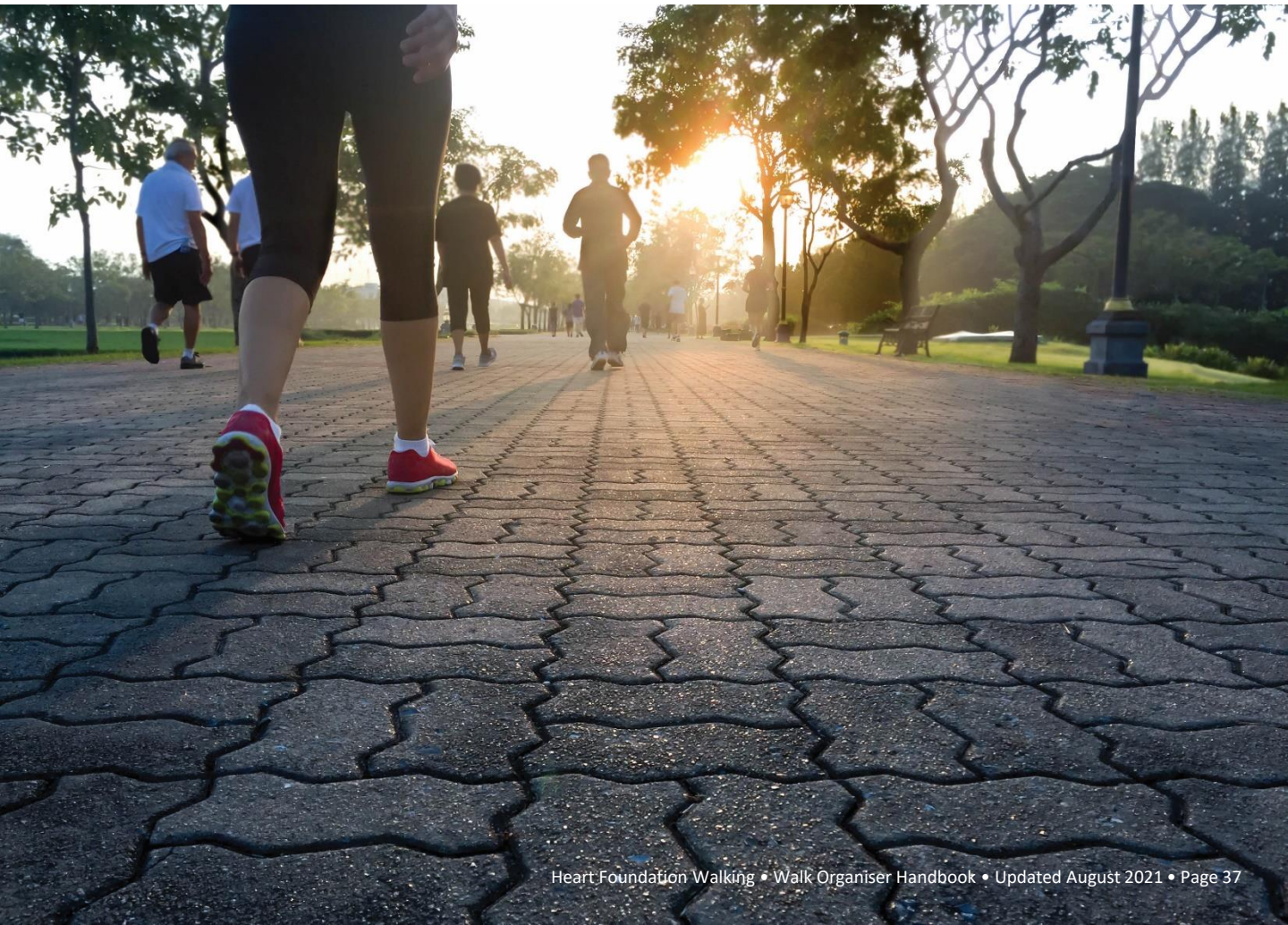
Policies and Procedures

To ensure Heart Foundation Walking is run consistently throughout the country and complies with national, state and local guidelines and regulations, there is essential information you need to be aware of.

There are several Heart Foundation policies and procedures that are relevant to your role, including:

- Host Organisation support.
- Intellectual property.
- Walker registration.
- Walk Organiser insurance.

Let's look at these policies in a bit more detail.



Host Organisation Support

Your organisation has nominated you to be a Local Coordinator in your area.

If you have not been nominated by your organisation, you require written approval from your employer to be able to coordinate Heart Foundation Walking.

Your employer must confirm that work involved in coordinating Heart Foundation Walking is covered by your employer's public liability, general and workers compensation insurance policies.

Please let us know as soon as possible if your organisation is undergoing a restructure or change in ownership.

Intellectual Property

Local Coordinators and Walk Organisers may copy forms for the purposes of administering Heart Foundation Walking. If you are not sure how to make best use of the templates, please contact Heart Foundation Walking via email at walking@heartfoundation.org.au or on 13 11 12.

Other than customising and copying flyers using Heart Foundation templates, Local Coordinators must not copy, alter or modify any material or documents provided by the Heart Foundation including the Heart Foundation's trademarks, logos or program sponsor acknowledgements, without prior Heart Foundation consent. All materials must comply with Heart Foundation Walking branding guidelines which are available on the Heart Foundation Walking website.

Walk Organiser and Walker Registration

It is your responsibility to ensure all volunteer Walk Organisers are registered before leading any walking groups. Walk Organisers require an email address to be able to register

You must ensure volunteer Walk Organisers register walkers before they participate in the program. New walkers can register themselves online or Walk Organisers can show them the Terms and Conditions of participation and register on their behalf. Terms and Conditions can be found on the website.

It's the responsibility of the Walk Organiser to make sure all walkers are registered before participating.

The volunteer Walk Organiser Registration Form and Walker Registration Form are available online or as a hard copy. They contain a release and indemnity that is designed to reduce the risk of liability for the Heart Foundation and persons and organisations associated with Heart Foundation Walking, including your organisation and other program sponsors and supporters.



Insurance and Risk Management

The Heart Foundation maintains an insurance policy that provides coverage for volunteer Walk Organisers if they are acting as a Heart Foundation volunteer and have complied with all applicable requirements of the policy.

Many of our groups include a social activity. It is important to note that the insurance policy only covers the duration of the actual walk, not social activities before or after the walk.

It is essential the Walk Organiser ensures walkers have read the Terms and Conditions for participating in Heart Foundation Walking before they take part in your walk. The Heart Foundation Walking Terms and Conditions are available for download on the website.

Walkers are not covered by public liability insurance. By registering, walkers agree to enter Heart Foundation Walking at their own risk and not to hold the Heart Foundation, government and other agencies, or the Local Coordinator's organisation responsible for any loss, damage, expense or personal injury sustained from participation.

When walking, the Walk Organiser should take reasonable care to minimise risk or injury.

- Allow walkers to walk at their own pace.
- Keep the group together when they walk.
- Make the walks suitable for the least fit person or have an additional Walk Organiser stay back with slower walkers.
- Ensure no-one is left to walk alone.
- If walking with dogs, their owners are solely responsible for any injury or damage their dog may cause to any walker, person or property. You should ensure walkers with dogs always comply with the obligations relating to the inclusion of dogs.
- If an incident does occur during a walk e.g. a walker falls, the Walk Organiser must contact the Heart Foundation Helpline on 13 11 12 as soon as possible.



Incident Reporting

If an incident does occur on a walk, it is important the Walk Organiser lets us know as soon as possible (within 24 hours) of the incident occurring.

Incidents such as a slip or fall resulting in bruising or a small cut, someone fainting, or more serious incidents like being hit by a car etc.

All incidents must be reported even if no-one is injured.

To report an incident, please phone the **Heart Foundation Helpline on 13 11 12**. A staff member will take down all the details, complete an Incident Report form with the Walk Organiser over the phone and step them through any further processes.

If it's a serious incident, like someone being hit by a car, please contact 000 first.

If you are interested in further first aid information and training, there are several options available. St John Ambulance and the Australian Red Cross run a variety of first aid courses in every state and territory.



HFW after COVID-19

While restrictions are easing, it's important for everybody, including walkers, to play their part to stop the spread of COVID-19.

COVID Safety Plans

Remember, everyone participating in a Heart Foundation walk must:

- Continue social distancing, keeping 1.5m distance from others.
- Stay home if unwell e.g., fever, cough, runny nose, sore throat etc.
- Seek testing for any COVID-19 symptoms and report a positive test result to the HFW team as soon as possible.
- Practice good hand hygiene and cover coughs and sneezes.

The Heart Foundation encourages walkers to:

- Ensure they are a registered walker.
- Download the COVIDSAFE app and always use it.
- Get the COVID-19 vaccination and the annual flu (influenza) shot.
- Talk to their doctor about whether re-joining the walks at a stage is appropriate for them, particularly if participants are vulnerable. This includes older walkers, and those with chronic health conditions.

Walk Organisers must:

- Take an attendance log at each walk, for safety and contact tracing purposes.
- Ensure all walkers are registered participants of the program.
- Limit the number of participants per group, if necessary, to adhere to restrictions. Please check on any capacity restrictions in your own state or territory.

Please note, if you conduct walks in a shopping centre i.e. indoors, you must follow the Heart Foundation COVID Safety Plan as described, as well as any direction received from the shopping centre, as they must ensure the implementation of any relevant legislation over and above what we may be required to do.

Important safety tips

Seek appropriate medical advice

We recommend to our walkers that if they have a medical condition and/ or are significantly increasing their level of activity by undertaking Heart Foundation Walking activities, they must ask their health professional whether it is safe to participate.

The Walk Organiser is there to facilitate the walk. It is not their role to provide medical advice or an individual fitness program. If a walker's health or circumstances change, we recommend they see their health professional to confirm it is still safe to participate. Please note for privacy reasons, walkers do not need to provide their medical information to the Heart Foundation.

Manage medical conditions carefully

We recommend that if walkers have a medical condition that could be affected by activity, like heart disease, angina, high blood pressure, diabetes or asthma, they must carefully monitor any symptoms e.g. breathlessness, low blood sugar or pain, that may be made worse.

If they are on medication for a condition, they should ensure they have taken their medication correctly before undertaking activity and/or carry as appropriate, and discuss with their doctor, and walk at their own pace, being careful not to overdo it.

It is always recommended walkers speak with their health professional before starting any new physical activity. For any health enquiries and questions about heart disease or dietary information, contact our Heart Foundation Helpline on 13 11 12 and/or contact a health professional.

Stop if you need to

Naturally, we want to encourage our members to be as active as possible. However, everyone should be familiar with the warning signs and know when to stop the activity.

We advise our walkers:

- To seek medical help if they become breathless or uncomfortable while doing any activity. Slow down, stop and discuss with their doctor as soon as they can.
- If they have been prescribed angina-relieving medication, carry it with them when being active and follow their doctor's advice for its use.
- To avoid being active if they have an acute illness e.g., flu or bronchitis, or injury e.g., sprained ankle or pulled muscle, or have had recent surgery. Ask your doctor's advice about returning to their walking group.
- Finally, to avoid being active when it is extremely hot, cold or humid. It is also wise to avoid walking during the hottest part of the day.

Know the warning signs of heart attack and what to do

It is important that all walkers know the warning signs of heart attack and the action to take if anyone in your group is experiencing warning signs.

A heart attack can be fatal. Each day, an average of 21 Australians die from a heart attack. One patient is admitted to an Australian hospital with a heart attack every nine minutes.

With heart attacks, every minute counts. The sooner you recognise the warning signs and call Triple Zero (000), the less damage is done to the heart muscle and the greater the chance of survival.

The warning signs of heart attack

The most common heart attack warning signs are:

- Chest discomfort or pain (angina). This can feel like uncomfortable pressure, aching, numbness, squeezing, fullness or pain in your chest. This discomfort can spread to your arms, neck, jaw or back. It can last for several minutes or come and go.
- Dizziness, light-headedness, feeling faint or feeling anxious.
- Nausea, indigestion, vomiting.
- Shortness of breath or difficulty breathing – with or without chest discomfort.
- Sweating or a cold sweat.

Warning Signs – what to do

Refer to the guidelines on the next page.



Will you recognise your heart attack?

Warning Signs Action Plan



Do you feel any

pain pressure heaviness tightness

In one or more of your

chest neck jaw arm/s back shoulder/s

You may also feel

nauseous a cold sweat dizzy short of breath

Yes

1 STOP and rest now

2 TALK tell someone how you feel

If you take angina medicine

- Take a dose of your medicine.
- Wait 5 minutes. Still have symptoms? Take another dose of your medicine.
- Wait 5 minutes. Symptoms won't go away?

Are your
symptoms
severe or
getting
worse?

or

Have your
symptoms
lasted
10
minutes?

Yes

3 CALL 000 and chew 300mg aspirin, unless you
Triple Zero have an allergy to aspirin or your
doctor has told you not to take it

- Ask for an ambulance.
- Don't hang up.
- Wait for the operator's instructions.

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Hosting a HFW event?

Hosting an event can be quite stressful at times. We recommend you have a plan in place for medium to large events to ensure important tasks don't get missed and your event is a success.

Things to think about are:

- Task list – a list of all your necessary tasks with a timeline.
- Resource list – list of all equipment needed for the event.
- Event budget – a basic outline of any income and expenditure.
- Staff/volunteer list – list of roles needed and who is performing them.
- Run sheet for the day – what must be done, by whom and when.

Participants - Who will attend the event and how will you invite them?

Members of a Heart Foundation Walking group, members of all local Heart Foundation Walking groups, the general public and potential new participants, local VIPs e.g. members of parliament, councillors, and guest speakers.

Venue - Where will the event be held?

- In a convenient location, with ample parking and/or public transport.
- Accommodates more people than you anticipate..
- Check for safety hazards, such as busy roads.
- Sufficient toilet facilities, seating and plenty of shade.
- Ensure that no special permission is needed to use the designated area.

Time and date - When will the event be held?

- If you are holding your event to celebrate a specific occasion confirm the date in advance.
- If your proposed date will coincide with another event in a nearby location, for example, a sporting arena, ensure there will be adequate parking available.
- Plan your event for an appropriate time of day, keeping in mind the needs of your guests e.g. it may not be suitable to have an outdoor event at midday in Summer, or an event at school pick-up time if parents are invited.

Catering requirements

Decide on healthy food options. Refer to the Heart Foundations Heart Healthy Catering Guide for suggestions. You can find this on the HFW website - walking.heartfoundation.org.au/resources/marketing-advertising-and-promotion

Resource requirements - What additional resources do you require for the event?

The Heart Foundation can provide a range of resources e.g. 'sign on' sheets, certificates of thanks, and flyers. You might need to:

- Bring additional resources e.g. a camera, mobile phone and pens.
- Hire equipment e.g. chairs, tables, water coolers, and/or book catering for your event.

Ensure you have First Aid equipment on hand. Ideally, have a person present who is certified in CPR and/or First Aid.

Fundraising potential – Would you like to raise funds through your event?

- Contact the Heart Foundation for a Proposal to Fundraise form and other fundraising information and ideas.
- Decide on your fundraising method, for example, entry fees, collecting donations, raffles, sale of merchandise, sponsorship.

Publicity and promotion - How can you promote your event?

There are many ways to advertise your event including:

- Inviting your friends and family.
- Distributing posters and flyers, such as doing a letterbox drop.
- Contacting us for help with publicity in local media such as newspaper, radio and television. We can assist with media releases and promotional advice.
- Send us the details of your event so we can put it on the events section of our website.

Remember to share photos of your event. If using social media, please use the hashtag #heartfoundationwalking.

Health and safety tips - We want everyone to have a good time at the event and above all, stay safe.

Here are some things to consider if your event includes a walk:

- Pre-walk the route to note any hazards and to maximise safety e.g. crossing roads and avoiding any areas of footpath in disrepair.
- Encourage people to walk at their own pace. It is an enjoyable, social walk, not a race.
- Keep the group together when you walk or have somebody stay back with the slower walkers.
- If an incident does occur during a walk e.g. a walker falls, attend to the injured walker and call the Heart Foundation Helpline on 13 11 12 to report the incident within 24 hours.
- Take a mobile phone on your walks or keep a note of public telephones or houses that you can go to for help.
- In an emergency, call Triple Zero (000).
- Always make sure that the Heart Foundation's Walking with Dogs Policy is being followed and that any issues regarding unacceptable animal behaviour are addressed immediately.

Other tips

- Delegate! Ask members of your local walking groups for help with the event. They could help with organising, inviting people to come along, setting up, welcoming walkers/dignitaries or leading the warmup and cool down (if a walk is planned). Spread the tasks around and you will enjoy the event more and give others the opportunity to feel involved.
- Try to welcome people individually and, when appropriate, have name tags available for everyone.
- Promote the event as a fun, social occasion. Encourage people to stay and chat by offering a drink or healthy snack afterwards. Your Local Coordinator can assist by covering small costs.
- Remember your human resources – events are only successful if you have enough volunteers to help support and run your event.

Please note, the Heart Foundation is not able to sponsor or provide funding for locally organised events.

Frequently Asked Questions

Are there a minimum number of groups that I must recruit as a HFW Local Coordinator?

There is no minimum number of groups you need to recruit however we are committed to supporting you to maximise the number of people walking in your community.

What is the maximum number of Walk Organisers in a group?

There is no maximum number of Walk Organisers for a group as the size of groups can vary. As a guide, most groups with 10 participants will have one Walk Organiser and a secondary Walk Organiser. Both Walk Organisers must complete the Heart Foundation Walking Walk Organiser training.

How many people are in a group?

The average group size is around eight walkers, but HFW walking groups may have anywhere from two to 100+.

How can I check my group's attendance numbers?

You can extract current data and generate customised reports from your HFW online profile. Contact the Heart Foundation Helpline on 13 12 11 for assistance.

Can I be the Local Coordinator of more than one group?

Yes, you may be the Local Coordinator for multiple groups, just depends on how much interest is gained in your local community.

How do I help Walk Organisers find a walking route?

The Community Walkability Checklist (refer to page 37 of this handbook) can be used to assess the walkability of a walking route. The checklist assists in providing structured feedback on facilities and infrastructure as well as suggestions for future improvements. To download the checklist, go to <https://walking.heartfoundation.org.au/resources/community-walkability-checklist>.

How can I promote Heart Foundation Walking and recruit Walk Organisers?

- Host a free community information session to generate interest in the community. You could ask Walk Organisers to talk about why they like Heart Foundation Walking.
- Host a 'bring a friend' walk followed by a healthy morning tea.
- Consider a media release about a special milestone e.g. first group registering, first person to reach 100 walks, etc.
- Think about community events, newsletters (library, schools, council, health services, parents, groups). Send information about groups in your community to local GPs who can then refer suitable patients to the groups.

What sort of media promotion can I do in my role as Local Coordinator?

Media templates are available for your use. The HFW team can assist with media releases and promoting groups in your community. Contact them via email to access.

Are there promotional templates I can use to help save time and resources?

Yes, there are a series of promotional templates available on your Heart Foundation Walking online profile. All you need to do is add in specific details and print.

Can I access the Heart Foundation Walking logos to develop new promotional materials?

Contact the HFW team via walking@heartfoundation.org.au to gain access to the logos. All materials must comply with the Heart Foundation Walking brand guidelines and be approved by the Heart Foundation prior to production. It is important to note that the sponsor acknowledgement statement must be used. Please send draft promotional materials to walking@heartfoundation.org.au for approval.

How do I order more resources?

You can print your own resources from your Heart Foundation Walking online profile. For other merchandise items, go to the HF online shop - <https://shop.heartfoundation.org.au/>

I have a large distance to cover between communities and my groups, any ideas how to manage this?

We understand some Local Coordinators work in rural and remote regions and often have a large workload, so coordinating walking groups can be challenging. The program is designed to allow Walk Organisers to be independent in managing their groups. The Heart Foundation Walking team will assist you to support new Walk Organisers.

To build a relationship with your Walk Organisers we recommend open communication and the opportunity to ask questions. Teleconferences, video conferences or a monthly e-newsletter can be helpful to communicate information.

What if a Walk Organiser wants to go on holidays? Who looks after the group and administration tasks such as attendance logs?

It is always a great idea to ask someone in the group to become a secondary Walk Organiser. A secondary Walk Organiser must register with Heart Foundation Walking and once registered will receive Walk Organiser merchandise, training and insurance cover. Not only does this acknowledge their volunteering role but also it will help them feel ready and confident to organise their group.

If there is someone in the group who would like to become a Secondary Walk Organiser, contact the HFW Walking team via email to request their role be changed to Walk Organiser.

What if I leave my organisation? Can someone else step into my shoes as the Local Coordinator?

Yes, although they would need to complete registration online.

What if the Host Organisation wants to leave Heart Foundation Walking?

Please contact us via email on walking@heartfoundation.org.au to advise that the Host Organisation no longer wants to be a part of HFW. We will organise exit from the program and manage any groups that fall under that Host Organisation until we can find an appropriate replacement.

Heart Foundation Walking is all about community involvement and we couldn't keep our program accessible for everyone without the incredible support of our host organisations and local coordinators..

Thank-you!

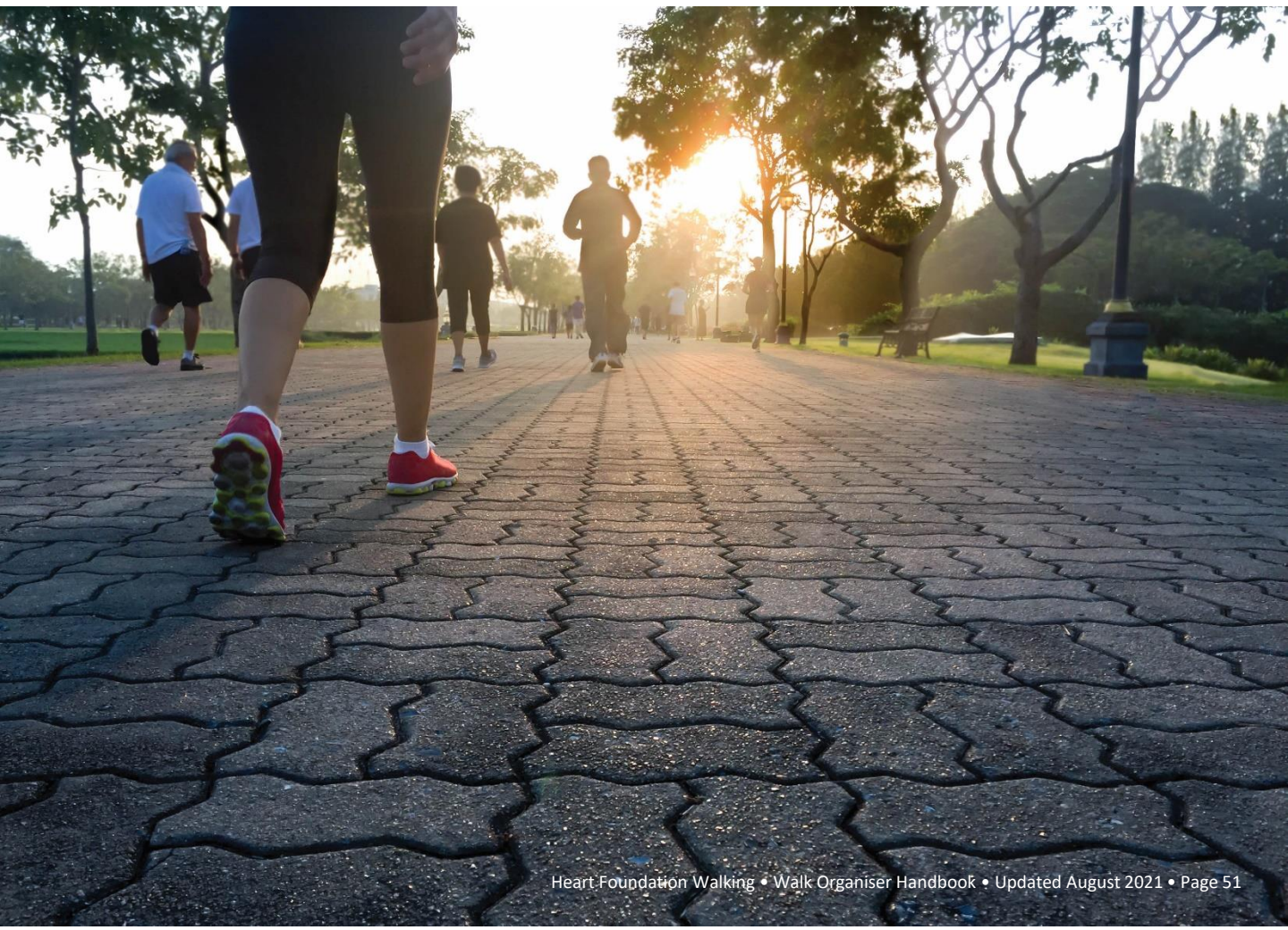


More information

Visit the Heart Foundation Walking FAQ page – <https://walking.heartfoundation.org.au/faq/>.

If you still have unanswered questions, please contact Heart Foundation Walking by emailing walking@heartfoundation.org.au or calling the Heart Foundation Helpline on 13 11 12.

For questions about your own health, please consult your healthcare professional.



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