

Connect • Activate • Inspire

Join with us to get your community walking



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Queensland Government

Join Heart Foundation Walking as a Host Organisation

Here at Heart Foundation Walking we work every day to achieve our goal – an Australia free of heart disease.

We do this by building and supporting a community of walkers – we want more Australians to walk more often, as it's one of the best things we can do to protect our hearts.

We want to work with you to build up Australia's largest free walking network, and offer your community ways to walk.

Why walking?

Walking in groups is fun, free, accessible and brings terrific health benefits – both physically and psychologically. It creates opportunities for socialising and meeting new people and makes people feel connected: both to each other and to their community.

A study of 1,800 walkers in 14 countries showed that outdoor-walking groups improved their members' blood pressure, resting heart rate, cholesterol, body fat and mood.

So it's no surprise that Heart Foundation walkers are sixty-three per cent more likely than the average Australian adult to be meeting Health Department recommendations for weekly physical activity.

Heart Foundation Walking groups also have impressive retention rates, with 93 per cent of groups and 83 percent of walkers continuing after six months.



Being a Host Organisation can be a fun and healthy way to connect with community.



Become a Host Organisation: let's work together to get your community walking

Every one of the Heart Foundation's walking groups has a Host Organisation behind it. It may be a local health or community centre. It could be a local council or aged care facility. It might even be a shopping centre, workplace, local pharmacy or other health-related business. But all Heart Foundation Walking Host Organisations have one thing in common: a passionate commitment to keeping their community active and healthy.

Heart Foundation Walking Host Organisations are the lifeblood of Heart Foundation Walking. They nominate a staff member who helps Heart Foundation Walking by serving as a Local Coordinator, a key contact point for anyone in their community or organisation who wants to start a Heart Foundation Walking group.

Local Coordinators

- Promote Heart Foundation Walking through their existing networks and work with the Heart Foundation to recruit and train volunteer Walk Organisers and help them set up new walking groups
- help train Walk Organisers who lack web access
- encourage individual walkers, introducing them to the Heart Foundation Walking app, which helps them track their steps and connect with our health information
- explain the benefits of joining Heart Foundation Walking.

But they don't do all this valuable work alone. The Heart Foundation supports Local Coordinators, giving them ongoing training, resources and help, along with complimentary Heart Foundation merchandise.

What's in it for Host Organisations?

Host Organisations form genuine connections with their local communities. They build social cohesion as well as better relations with their clients and customers. This social involvement also helps the Host Organisations, improving their corporate image, building their business and boosting their brand.

Heart Foundation Walking can help Host Organisations meet a range of other business goals. It can help build inter-sectoral partnerships and deliver health promotion programs. It can also assist in providing community physical activity programs. And if the Host Organisation's role involves delivering improvements in its local community's health, the Heart Foundation can provide data to measure participation and help evaluate its results.

How much time does it take?

To become a Host Organisation: an initial four hours to do your online training, write your plan, and organise its launch and promotion.

To keep it going: one to four hours per month for general maintenance depending on the number of groups active in the area. The fewer groups in your area, the less time required.

Help us inspire your community to be active.



How the partnership works:

The Heart Foundation provides:

Tools and Resources

- Regularly updated material on the benefits of walking and ways to keep a group motivated and excited
- A dedicated website and database
- Opportunities to engage with both group and individual walkers
- Downloadable marketing tools and promotional templates, allowing an option to co-brand with Heart Foundation Walking
- E-updates with the latest walking, active living and heart health information
- A free t-shirt for Local Coordinators and Walk Organisers
- individual online profiles for Host Organisations and Local Coordinators, including access to statistics on your groups and participants in your area.



Training and support

- Interactive training modules for Local Coordinators and Walk Organisers
- Training and support from dedicated Heart Foundation Walking staff
- Public relations and media support
- Monthly educational webinars
- State and Territory workshops for Local Coordinators and Walk Organisers.

Resources to offer your walkers

- Monthly newsletters
- Walker Recognition Scheme - Incentives based on walking milestones achieved, such as 25 walks
- Access to Heart Foundation Walking events
- Downloadable templates for group promotion
- The ability to create personal online profiles, and join multiple groups
- The free Heart Foundation Walking app to track steps and join challenges
- A free start-up kit, including handbooks and Heart Foundation merchandise for volunteer Walk Organisers.

Risk management help

- Assistance with incident reporting and procedures relating to risk management and insurance
- Walk Organisers are registered as Heart Foundation volunteers and are therefore provided with insurance coverage under our volunteer Walk Organiser Policy.

Your role as a Host Organisation: to offer a virtual “home base” for the program and nominate a Local Coordinator.

How to get involved

To become a Host Organisation, you:

- Nominate a Local Coordinator within your organisation
- Have them register on the Heart Foundation Walking website walking.heartfoundation.org.au/
- Complete the online training
- You are then ready to promote Heart Foundation Walking.

The Heart Foundation Walking team is also available at every step to support you to get started!

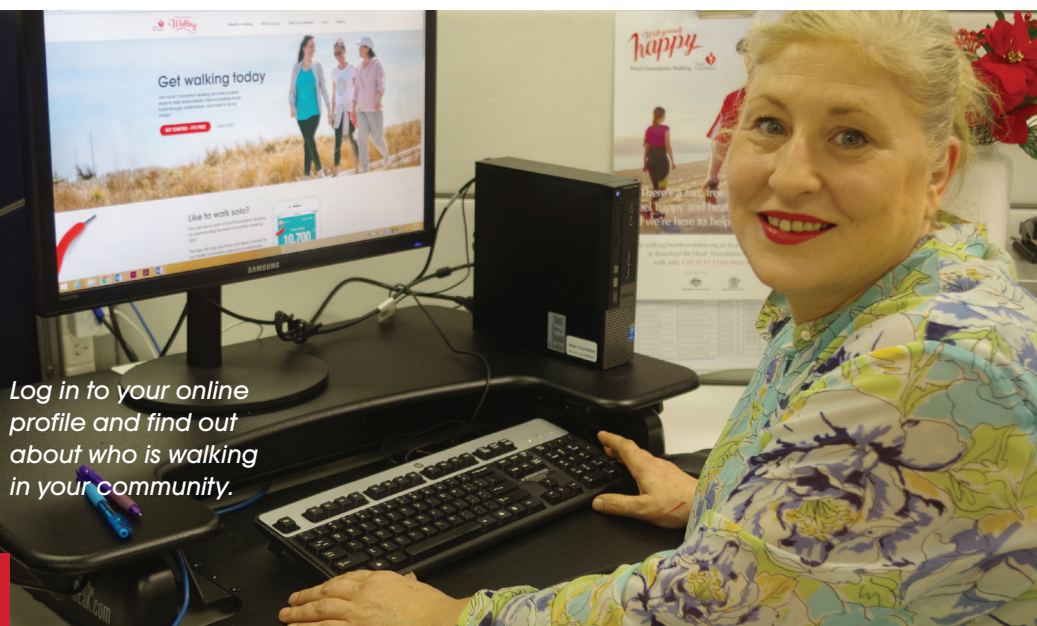
Where do you fit in Heart Foundation Walking?

Heart Foundation: we train you, provide support and help you recruit walkers

Local Coordinator: you're an employee of a Host Organisation, and the link between the Heart Foundation and walking groups

Volunteer Walk Organiser: leads and organises the groups and supported by Local Coordinator

Walkers: join walks, events and recognition scheme



Log in to your online profile and find out about who is walking in your community.

"I am finding being a Local Coordinator lovely as I've met so many wonderful likeminded people across our local groups here. I've learnt that if you walk with a shopping centre based walk, coffee at completion is mandatory! Walking with the Heart Foundation Walking groups always lifts my mood and helps me appreciate life and the privilege it is to be a part of such a wonderful initiative!"

Andrea White, Local Coordinator



"A lot of people think the council is just there to collect rates and manage parking. But as a host for Heart Foundation Walking, we are seen as being active and interested in encouraging people to develop healthy lifestyles."

Jim Binder, Local Coordinator

"Hosting a walking group gives us a really personal and positive way to connect with our customers. What's most heart-warming is providing a social environment for our customers to meet new people and seeing relationships flourish."

Sara Smith, Apia





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@HFWalking



If you need an interpreter,
call 131 450 and ask for the
Heart Foundation.

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